

Atlantic City Indoor Boat Show
After Action Report
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The 5th Northern District of the Coast Guard Auxiliary participated in the 2013 Atlantic City Indoor Boat Show, held from February 6th thru the 10th at the Atlantic City Convention Center. The Auxiliary's participation in this event was hosted by Division 8, Cape May and Atlantic Counties. For the third straight year, Division 8 has invited other local Auxiliary Divisions to participate in the boat show. This year's event included participation from 5 additional Divisions, representing all the Divisions in the Eastern Area and the Philadelphia Division 2.

All told, 68 individual Auxiliarists participated in the actual show booth. The booth that the Auxiliary manned consisted of a 50' x 10' booth that was donated to the Auxiliary by the National Marine Manufacturers Association (NMMA), producers of the event. According to NMMA, the total attendance over the 5 day run of the show was 32,175. Observations lead us to believe that the floor space of this year's show was larger than the last two years. The majority of boats displayed were under 26' in length.

The Auxiliary received outstanding levels of logistical support from Coast Guard Small Boat Station Atlantic City, NJ. The Station provided a meeting place for the three planning meeting that were held to coordinate the member's activities. Each participating unit was invited to send representatives to the planning meetings. Also, Station Atlantic City designated an Active Duty member to attend the planning meetings and act as a liaison between the Stations and the Auxiliary planning group. An additional 5 members participated in these meetings that did not participate in booth duty at the show. It is reasonable to conclude that conducting the planning meetings at Station Atlantic City made the event more inclusive for all aspects of the Coast Guard and Auxiliary.

Station Atlantic City provided a 25' Defender class RB-S on a trailer to the Auxiliary's activities at the show. The station brought the boat into the show on set-up up day and returned at the end of the show to retrieve the boat. At all times, the Auxiliary was present to participate with the Active Duty in the positioning of the Station's boat into the Auxiliary's booth at the show. In addition, the station assigned active duty members to the booth when their staffing levels allowed. Also, the Coast Guard Recruiting office in Northfield, NJ participated in the booth by having some of their staff spend time along-side the Auxiliarists in the booth.

Station Atlantic City also provided logistical support to those members manning the booth by allowing the members to park their personal vehicles on base and the Station further provided a shuttle service from the Station to the Convention Center. This provided free, secure parking for the Auxiliarists who were manning the booth. The Station also stored overnight the two computer systems that the Auxiliary used in the booth. The Auxiliary provided a daily roster of members who would be attending the show to the Communications Center at the Station so the

Communications Center would know how many Auxiliarists would need transportation. Table 1, below, details the breakout of the number of Auxiliarists per Division, per day at the Boat Show.

Table 1: 5NR Member Participation in the Atlantic City Boat Show

| Member Unit | Wed 2/6 | Thu 2/7 | Fri 2/8 | Sat 2/9 | Sun 2/10 | Totals |
|-------------|------------|------------|------------|------------|-------------|--------|
| Division 2 | 1 | 3 | 1 | 0 * | 0 | 5 |
| Division 3 | 2 | 1 | 1 | 1 | 1 | 6 |
| Division 7 | 3 | 2 | 1 | 4 | 1 | 11 |
| Division 8 | 7 | 6 | 10 | 2 | 5 | 30 |
| Division 13 | 2 | 3 | 2 | 1 | 2 | 10 |
| Division 16 | 0 | 3 | 1 | 2 | 0 | 6 |
| Total | 15 | 18 | 16 | 10 | 9 | 68 |

* Care has been taken to not double count members who participated on more than one day.

Experience from previous shows indicates one management problem is that of accounting for all the time an Auxiliary member donates to the actual booth time in the show and reporting that information back to the Auxiliary. This year, a new process was developed to collect this information. Each day, the Booth Captain, who is the Auxiliarist in charge of the booth operations for a given day, hands out a pre-formatted 7030 form to each Auxiliarist as they complete their time in the booth. At the end of the day, these individual 7030 reports are compared against the roster of members participating in the booth to ensure completeness of the data collected. These 7030 reports are then sorted by Division, scanned and transmitted to the individual Division SO-IS officers for input into AUXDATA. This gives the Auxiliary the capability of collecting 100% of the volunteered hours for the show. A total of 466 hours have been recorded in Public Affairs time for this event, as shown in Table 2, below.

Table 2: 5NR Member Hours in the Atlantic City Boat Show

| Hours | Wed 2/6 | Thu 2/7 | Fri 2/8 | Sat 2/9 | Sun 2/10 | Totals |
|-------------|------------|------------|------------|------------|-------------|--------|
| Division 2 | 9 | 9 | 11 | 6 | 0 | 35 |
| Division 3 | 8 | 4 | 11 | 32 | 16 | 71 |
| Division 7 | 10 | 12 | 10 | 40 | 16 | 88 |
| Division 8 | 30 | 42 | 60 | 16 | 35 | 183 |
| Division 13 | 8 | 16 | 12 | 4 | 10 | 50 |
| Division 16 | 0 | 13 | 11 | 15 | 0 | 39 |
| Total | 65 | 96 | 115 | 113 | 77 | 466 |

The Auxiliary attempted to use technology wherever possible at this show. The practice of recording on paper the names of the public who are interested in services offered by the Auxiliary was discarded in favor of electronically collecting this information into a computer database. Three years ago, the Boat Show Committee developed a custom MS-Access database to collect in one place all the necessary information regarding the interests of the public attending the show and visiting our booth. Since the attending public comes from a large geographic area and many boaters have summer homes distant from their full time residence, the program allows information to be collected as to where the service is to be requested, either at the person's residence or the place where they boat, which may be distant from their residence.

This year, approximately 80 leads were collected using this method. The leads broke out into three categories; interest in taking a boating safety class (47), people interested in joining the Auxiliary (18) and people requesting a Vessel Safety Examination (12), with a few people requesting more than one service. All leads have been sent to the respective D5NR DSO Officers (PE, HR & VE) for follow-up. The detail collected in the database allows the Auxiliary to direct the lead to the specific unit best suited to meet the needs of the person requesting the service.

This year, in response to the impact on the D5NR of SuperStorm Sandy, the District developed a one page flyer detailing the risks to boaters resulting from the effects of the storm. Also included in this flyer were websites that would give current information on the navigational guides in the affected areas and the phone number of Sector Delaware Bay to report any debris found in the waterways. 300 of these flyers were printed and all were given out at the show. More flyers could have been distributed if they were available.

For the second time, D5NR was joined by an outside partner. Mr. Ray Fusco is a video producer who has produced a very informative video about small craft operating safely in New York Harbor. This project was funded jointly by the Port Authority of NY/NJ, New Jersey Transit and the U.S. Coast Guard. Mr. Fusco funded the electrical service for the booth and participated in the booth activities by playing his video and handing out information to the public about boating in harbor areas.

In accordance with the Auxiliary's focus on Paddlecraft safety, for the first time we were able to incorporate an Auxiliary Paddlecraft facility into the booth. By having this aid available to us, we were able to engage the public in conversations about Paddlecraft safety with a greater degree of authority than ever before. It is important to be able to bring this focus on Paddlecraft safety to all of our public information booths in the future. In addition, on Saturday and Sunday, the Auxiliary offered several "Suddenly in Command" presentations to groups.

The soliciting of feedback from the participants in the booth over the 5-day span of the show indicates that all members felt that the show was an outstanding success. It was universally noted of the need to focus more on children, having more coloring books, crayons, whistles and other giveaways on hand. By engaging the children, it allows the parents to also be engaged. Allowing the children to go up into the 25' RB-S while the parents stayed on the ground gave the Auxiliary another chance to engage the parents in conversation relating to boating safety.



Mixed Active Duty – Auxiliary Booth Crew



Auxiliarists with Oscar in a PCO Facility



Booth Crew Showing “Wear IT”



Public Visits the 25’ RB-S



Friday’s Booth Crew



Auxiliarists Interacting with the Public

All Photos Courtesy of the Coast Guard Auxiliary