



# DEPARTMENT OF EDUCATION

DEPARTMENT OF HOMELAND SECURITY  
UNITED STATES COAST GUARD AUXILIARY



## ***PE SpeedGram***

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### **NATIONAL COMMODORE'S POLICY STATEMENT ON BS&S AND THIRD PARTY SALES**

The 13<sup>th</sup> Edition of the Boating Skills and Seamanship Course is expected to start shipping this summer. That will allow you to order the new edition in time for your fall class schedules. We are working with order projections to determine the exact day we'll begin shipping, and will announce that to you as soon as that date is known.

As most of you are aware, the 13<sup>th</sup> edition is available through third parties sources including bookstores and some online outlets. This is a positive for us in several ways! First, it will mean our boating safety message will reach more people. Second, through royalties on sales we'll have increased funding to support our programs. Third, by increasing our visibility and image as the premier educator and authority on boating safety we will interest more people in our courses.

Of course, I know you possess concerns of the impact on your local classroom efforts if students purchase a book through one of the third party providers. That has been the case with a number of our courses for years. At one time books were available through SEARS stores. More recently, our GPS for Mariners, Let's Go Sailing, How to Read a Nautical Chart, and the America's Boating Course (ABC) books are available through third party sources. Our experience has shown that the impact of students signing up for your courses and arriving with a book purchased from a third party source has been minimal. In fact, you still provided the full course education experience that is more valuable than a book alone.

So, what should you do if your flotilla encounters this situation?

You should determine a fair market value for your area when offering your courses, whether you include a book or not. This is Coast Guard policy as published in the Auxiliary Manual (AUXMAN). It precludes us from denying anyone from taking our course even if they purchased a book from another source or want to take the course without a book. The book is just part of our course, and charging appropriate fees for administrative items, or examination and certificates, is authorized (Chapter 5, Section L, of the AUXMAN).

Flotillas may be tempted to buy books from retail parties, but this is not in accord with Coast Guard policy. The AUXMAN states that the Coast Guard Auxiliary Association is the distribution source for authorized courses (Chapter 2, Section B). By purchasing through Auxiliary channels, you'll be assured of getting all of the course materials and not just a box of books. In addition, ALL exams, Certificates and Cards are copy written material owned by the CGAuxA Inc.; **so please REMEMBER: duplication is neither authorized nor legal.**

There are many positive impacts to having our 13<sup>th</sup> edition of BS&S out in the retail market. I encourage you to capitalize on those positives as you continue to provide the high quality, classroom education for which the Coast Guard Auxiliary is known!

Steven M. Budar  
National Commodore