



## ***Three More Good Reasons to Take a USCGAUX Safe Boating Course***

As part of a cooperative agreement between Boat/US and the Coast Guard Auxiliary National Board Inc., boaters have three more good reasons to take a boating safety course with the *United States Coast Guard Auxiliary* (USCGAUX). Effective immediately, flotillas that order any multi-lesson course (i.e. *Boating Safely, Boating Skills and Seamanship, Sailing Fundamentals, Basic Coastal Navigation and Advanced Coastal Navigation*) will be shipped an envelope (containing three certificates from Boat/U.S.) for each textbook purchased. These three certificates include:

- A certificate for 10% off on any one item (must be in stock, does not include electronics, and cannot be used in conjunction with any other offer or discount) purchased from any Boat/U.S.A Marine Center or through their catalogs. This certificate can be used by any student *enrolled* in any of the above courses.
- A free one-year subscription to *Seaworthy*—a magazine that provides timely information on insurance claims and related safety topics. This certificate can be used by any student *enrolled* in any of the above courses.
- A complimentary one-year membership in Boat/U.S., the largest association of recreational boaters in the nation. The certificate can be used by any student who successfully *completes* any of the above courses.

These three certificates come in one envelope with an introductory letter from Boat/U.S. President Richard Schwartz. The envelope should be distributed by flotillas to every student in our multi-lesson courses. (In order to receive complementary membership in Boat/U.S., the student must enclose a copy of their certificate of completion to Boat/U.S.) Thus, aside from distributing the envelopes containing the introductory letter and certificates, flotillas have no other logistics or administrative duties.

The combined value of these incentives can be substantial—well in excess of the cost of the safe boating course—three additional reasons for boaters to take a USCGAUX boating safety course. The PE department particularly recommends the magazine *Seaworthy* for its timely, authoritative, and well written, articles on relevant safety topics. Sample topics covered in past issues include; avoiding collisions, winterizing your boat, preventing fires, carbon monoxide protection, trailering do's and don'ts, and tips on engine maintenance. The pictures in *Seaworthy* are excellent and provide dramatic illustrations of some of the consequences of unsafe practices.

These incentives should provide a real marketing tool for flotillas that highlight their value to potential students. Flotillas may wish to include information on this offer in their course announcements.