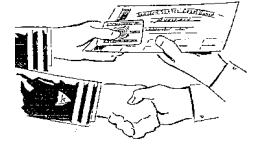

PE

Speed-gram



Number 2-00 January 2000

John VanOsdol, DC-E

PRODUCT ENDORSEMENTS

In our normal classroom activities we regularly bring commercial products and services to the attention of our students. This is a good thing to do as it heightens student awareness of valuable marine products that can enhance safety on the water. The practice may be continued but with important caveats.

Rarely is a specific product the only one on the market. Competition is what makes our commerce work. For competition to work properly it must be free of governmental product endorsement. We are a part of a government organization, the Coast Guard, and as such must be very sensitive to the issue of Auxiliary endorsement of a specific product, expressed or implied by our actions or inaction.

While it is proper to say that a particular product is offered by its manufacturer to function well in a given situation, we do not endorse or warrant the product to function properly or to be any better or worse than other similar products available in the market.

There are some products that the Auxiliary has decided are worthy of endorsement, indeed some of these products we will offer for sale. Such products have been determined by the Auxiliary and Coast Guard Auxiliary National Board, Inc. to be of appropriate quality and value to our students and consistent with our mission to enhance boating safety. Members will be notified of such products.

We may avoid criticism and "requests for equal time" by adhering to a policy of non-endorsement and non-advocacy for products that are brought to the attention of, or shown to, our students. Please conduct your PE classes accordingly.