



**THE NATIONAL COMMODORE
OF THE UNITED STATES COAST GUARD AUXILIARY**

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24 July 2014

From: NACO

To: **National Board**

Subject: NACO Guidance #8 - Strategic Plan Initiative-A Plan for Effective US Coast Guard Auxiliary and US Coast Guard Interaction for Operations and Support

Our National Staff teams have been seeking ways to improve Auxiliary / Coast Guard interaction as an initiative driven by our Strategic Plan. They have now developed a guideline document demonstrating how the Auxiliary can better work with their counterpart Coast Guard units. This was presented at N-TRAIN 2014 with very positive reception from Auxiliary leadership and active-duty participants. We are now ready to share this plan among and within all Districts to provide assistance to those seeking better links with their Coast Guard unit and better utilization of our members.

This is an excellent opportunity to strengthen our ties to the active duty Coast Guard. The goal of this initiative is to inform Coast Guard units and Commanders about our capabilities by promoting and marketing ourselves just as if we were marketing and selling any other commodity or service. To be effective, this process needs to occur at the unit level and should be repeated as CG command personnel changes.

To assist Districts in improving their individual marketing efforts, the National Staff has prepared a guidance document [available to all by accessing the attached link](http://www.uscgaux.info/Uploads_wowll/R-DEPT/CG_CGAUX_Interaction_Plan_for_Success_APR_2014.pdf). This document and supporting materials are being provided to the Districts as suggested "best practice" guidelines. Leaders are encouraged to consider these suggestions and adopt them as they deem appropriate to stimulate improved interaction with their counterpart CG units resulting in greater opportunities for participation in Back-Fill and Targeted Augmentation missions by our members and facilities.

http://www.uscgaux.info/Uploads_wowll/R-DEPT/CG_CGAUX_Interaction_Plan_for_Success_APR_2014.pdf

Very respectfully,

Thomas Mallison /s/
National Commodore
USCG Auxiliary

★ *Training*

★ *Communication*

★ *Members*