

11th WATCH

Volume 1 Issue 4, May 2017

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Commanders Corner

It has been a long 2 years since I became Flotilla Commander for flotilla 114-11-11. I have seen many changes. Sorrow and suffering and many happy occasions. From Christmas parties to meeting fellow coasties up at Lake Silverwood. As FC I have seen many of our new members take on positions and grow into them, bringing flotilla 11-11 to #1 all the way. One of them has been taking on the newsletter with the simple words "can do." Others have also taken on the role of flotilla staff officer with the same "can do" attitude, no matter what was asked of them. I want to give a great big "thank you" to our Immediate Past Flotilla Commander (IPFC) Russell Davis and to our Flotilla Vice Commander (VFC) Denver Driberg who have both been very supportive to me during my time in this very rewarding position.

You have all made my job as Flotilla Commander so easy and wonderful, a big thank you to you all.

I hope to see you all at Lake Silverwood this summer

Marcella J. ReinertHungerford
Flotilla Commander
Flotilla 114-11-11

Monthly Meeting

The next flotilla meeting will be on May 30, at Denny's restaurant, 1180 Alabama St., Redlands, CA (N. of I-10 freeway in Redlands, CA). Fellowship Hour starts at 1830 (6.30p) and the meeting starts at 1930 (7.30)

Awards & Announcements

The flotilla would like to congratulate:

IPFC Russell Davis and Flotilla Member Davidsol Cometa on receiving their new Coast Guard Auxiliary I.D. Cards.

Training

Communication training started in April and will continue into May. Four members of the flotilla were able to attend training and hope to complete their tasks and become TCO qualified before the start of the summer season. This training is also required to become Boat Crew Qualified (BQ). The four members are FSO-DV Robert Gutman, FSO-PA Kimberly Morgan, FSO-PB Kerry Morgan and FSO-MA Philip Becerra

If any member of the flotilla is interested in becoming Boat Crew Qualified please contact FSO-MT Denver Driberg at denver.aux@gmail.com or FSO-OP Larry Bitonti at hod238@aol.com

4th Cornerstone

Flotilla 114-11-11 would like to say "Hi" to our latest visitor, VFC Carl Dougherty. Carl came to the April Meeting and was welcomed by everyone there. We look forward to seeing him again at future meetings. VFC Dougherty comes from Flotilla 07-61, Morro Bay, CA.



Above Immediate Past Flotilla Commander (IPFC) Russell Davis and Flotilla Member Davidsol Cometa receive their new Coast Guard Auxiliary I.D. Cards from VFC Denver Drieberg.
Photograph by Carl Dougherty VFC flotilla 07-61

ID Cards

Please check your I.D. cards to ensure they are in date. Any member who does not have an I.D. card or whose I.D. card will expire within the next 60 days should contact Denver Drieberg, VFC, FSO-HR, FSO-MT, as soon as possible. The VFC can be reached by using the following email address:

denver.aux@gmail.com

Members are reminded that they will be unable to attend functions on military bases without a valid I.D. card.



Paratus Prep

As a member of the Coast Guard Auxiliary, knowledge of nautical terms, ship board items and maritime rules are just some of the fun things learnt during out training. This section of the newsletter will allow members to see how much they really know about a life on the ocean waves.

- 1) “Block Stowage” means:
 - a. Having the cargo on pallets.
 - b. Stowing all the cargo for a port in the same area.
 - c. Using port marks on the cargo.
 - d. Using separation cloths to separate different types of cargo.
- 2) A “Bowline” is used to:
 - a. Form a temporary eye at the end of a line.
 - b. Join lines of equal size.
 - c. Be a stopper.
 - d. Keep a line from fraying.
- 3) A “contr-guide” is a type of:
 - a. Bow thruster.
 - b. Cargo gear.
 - c. Steering engine.
 - d. Rudder.
- 4) A “figure eight” knot is used to:
 - a. Be a stopper.
 - b. Shorten a line.
 - c. Keep a line from passing through a sheave.
 - d. Join lines of equal size.
- 5) A “Mediterranean moor” should be used when:
 - a. Anchoring in the Mediterranean.
 - b. Docking stern to a berth.
 - c. Docking bow to a berth.
 - d. Anchoring in a strong current

To gain the title of the smartest member in the flotilla, please send your answers to FSO-PB Kerry Morgan at kerrym1968@yahoo.com
The names of those who answer all five questions correctly will be published on the next newsletter and with that comes the bragging rights.

How The Coast Guard Earned Its Orange And Blue Stripes

Where did the idea come from?

John F. Kennedy understood the importance of image-building, having relied on it in his successful 1960 presidential campaign. When they moved into the White House in 1961, the president and First Lady Jackie Kennedy began an effort to re-make the image of the presidency starting with a complete redesign of the White House.

Kennedy next undertook a re-design of the presidential jet Air Force One. The president believed an initial design provided by the Air Force was too regal looking and, on the advice of the first lady, he turned to French-born industrial designer Raymond Loewy, known to modern designers as "[The Man Who Made The 20th Century Beautiful](#)". Loewy's [sketches for a new Air Force One design](#) won immediate praise from Kennedy and the press, and the aircraft became an important symbol of the president and the United States in official visits in the U.S. and overseas.

Delighted by the look of Air Force One, Kennedy granted Loewy's request for a meeting on May 13, 1963. During the meeting and a second held a day later, the men discussed improving the visual image of the federal government and Kennedy suggested the Coast Guard as an appropriate agency to start with. Soon after, the design firm of Raymond Loewy-William Snaith, Incorporated, received a contract for a 90-day feasibility study and, in January 1964, the firm presented its findings to Coast Guard leadership.

With its experience in designing industry trademarks, Loewy recommended the Coast Guard adopt an identification device like a commercial trademark. The firm believed the symbol must be easily identifiable from a distance, easily differentiated from other government or commercial emblems, and easily adapted to a wide variety of vessels and aircraft.

The Coast Guard established an ad hoc committee to work with Loewy on the project and, on June 19, 1964, the Coast Guard signed a contract to "accomplish studies, prepare design efforts and make a presentation of a comprehensive and integrated identification plan for the U.S. Coast Guard."

On March 21, 1965, during an all-day session, representatives from Loewy presented their findings to the service and on the same day Coast Guard chief of staff, Rear Adm. Paul Trimble, agreed to proceed with the "Integrated Visual Identification System."

During the development process, Loewy selected a wide red bar to the upper right of a narrow blue bar canted at 64 degrees and running from right to lower left. The team used its own stylized version of the traditional Coast Guard emblem for placement on the center of the red bar. The overall design came to be known as the "Racing Stripe" or "Slash" emblem.

Racing Stripe design was tested on cutters and facilities in Florida due to milder weather conditions and the wide variety of sea assets stationed there. The prototype Slash was affixed to the cutters [Diligence](#) and [Androscoggin](#), a buoy tender, vehicles, and buildings at [Base Miami](#). At North Carolina's [Air Station Elizabeth City](#), the Slash was affixed to an [HH-52 "Seaguard" helicopter](#), [HU-16 "Albatross" amphibian](#) and [HC-130 "Hercules" turbo-prop aircraft](#)

During the prototyping process, the Coast Guard's selection committee had decided against the Loewy stylized shield and opted for the service's traditional shield emblem instead. On April 6, 1967,

Commandant [Edwin Roland](#) issued [Commandant Instruction 5030.5](#), which ended four years of study and experimentation and ordered service-wide implementation of the Integrated Visual Identification System.

Adoption of the Racing Stripe met with resistance from the Coast Guard's service culture. However, over the course of the late 1960s and early 1970s, the symbol spread to every maritime and aviation asset in the service. By 1975, the Coast Guard's sail training ship [Eagle](#) remained the last asset not sporting the emblem. Traditionalists believed the Racing Stripe would destroy its classic lines but, with preparations underway for Operation Sail 1976 to celebrate the nation's Bicentennial and Eagle to serve as the host ship, Coast Guard leadership saw an opportunity to present the service's brand identity to the world and distinguish Eagle from the other tall ships.

The Racing Stripe received a public stamp of approval when CBS news anchor [Walter Cronkite](#) singled out Eagle and its Racing Stripe logo with approving remarks.

The Integrated Visual Identification System stands as the most successful branding program of a federal agency in U.S. history. Thanks to a visionary president, talented industrial designers and Coast Guard leaders who saw the importance of a service brand identity; the assets of the Coast Guard are now easily identified by millions of individuals world-wide who share a connection to the sea.

This article was originally written for [USCG Compass](#) by Diana Honings, USCG



Semper Paratus



United States Coast Guard Auxiliary

District 11S

Publication Approval

James S. Hoyt
DSO-PB



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FOR

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Approved with the following corrections:

Additional Notes:

Nice job

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