



# BENEFITS OF MEMBERSHIP

A magazine for Coast Guard Auxiliary members Fourth Quarter|2019



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## Mark your calendar for AmazonSmile Specials



## You Shop... Amazon Gives to AuxA



**Coming Soon**  
**January 23-26, 2020**



## “Coming To Your Flotilla in 2020”

AuxA, The Coast Guard Auxiliary Association, is launching a brief 5 minute awareness briefing being launched in D1SR that will be shown across the country in every Flotilla.

It's objective is to give you information about the benefits that AuxA provides to you as a member of AuxA. Every member of the Auxiliary is also a member of AuxA.

It's important for each member to understand the mission of the AuxA and AuxA's role in providing the financial stability the Coast Guard Auxiliary needs to enable it to be mission ready at all times.

To make certain you're receiving *AuxA Benefits of Membership* magazine and promotions make sure your current email address is correct with your Flotilla and in AUXINFO on Webform 7028.

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The governing body of the Coast Guard Auxiliary Association, Inc. is the Board of Directors, which has all powers of governing and directing.

The board is charged with overseeing the management of the business and its organizational affairs. The Association's governance principles are found in its formal policies as established in accordance with its Articles of Incorporation and Bylaws.

*THE BENEFITS OF MEMBERSHIP* is the official publication of the Coast Guard Auxiliary Association, Inc. to provide articles of interest and information to its members.

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# The NACO

## An Emphasis on Retention

Before I relieved as National Commodore, I was already talking about my concern with our membership numbers. We do expect to lose members each year due to various reasons such as age, health, family or work-related concerns. However, as with all volunteer organizations in our country, the CG Auxiliary was on a continual down slope in membership, losing more members each year than we were able to recruit. With a strong emphasis placed on recruiting and development of some new tools for units to use, we have begun to turn the corner in our membership numbers and are very close to the maximum number of people on the membership rolls that we experienced last year. This means we have the rest of the calendar year to recruit even more new people so we can grow our membership numbers even higher. It is easy to track our progress both Nationally and by District by reviewing the Unit summaries that are produced monthly by one of our own members, Mr. Samuel Shafer.

But what about retention? There is no document nor crystal ball we can use to tell us how many members may decide to call it quits and leave the Auxiliary at year's end. In fact, we won't know until after the first of the calendar year and the only tool we have available is the number of previous years members who don't pay their annual dues for another year of dedicated support for the active duty. When they've already disappeared, it's usually too late to turn them around and try to get them to stay. One of the ways of convincing some members to stay is to ensure they are reminded of the benefits of being a member and that is the reason for existence of this periodical, *"The Benefits of Membership"*.



### Top-rate **retention** member benefits

The 'free' educational benefits for members are noteworthy but there is much more. By remaining a member of this fine organization, you have access to the deals that several companies have offered to us via financial breaks when dealing with them. Banner organizations such as Boat US, HP Computers, Office Depot, Wyndham Resorts, Hertz, Thrifty, and Dollar auto rental agencies, and Provengo Outdoor Brands, just to name some, all offer discounts to us. Currently, the Auxiliary Association (AuxA) leaders are working with other organizations such as insurance companies to obtain pricing benefits strictly for Auxiliarists. And we're announcing in this issue the new deal with Bonnier Publications – publishers of Boating World, Cruising World and Yachting magazine, to name but a few – where most of their magazines are offered to us at \$10 per year. (And look for our (free) recruitment ads in those magazines – part of the deal negotiated by AuxA management.)

Too often we lose members because they no longer feel they have much to offer and lose interest. Those are the people we need to sit and talk with to see if there is a spot they can fit into right now that keeps them interested and relevant. Some new initiatives have surfaced in the past few years that lead directly to retention of members who were considering leaving. A good example is Food Service. That is an

*Continued on page 5*

Continued from page 4

extremely valuable program that helps alleviate CG manning shortfalls and we now have nearly 500 certified AUXFS members, some of whom indicated they had been contemplating leaving the Auxiliary since they felt they no longer had anything to offer.

Face to face discussions with others who don't see any future for them as active participants in CG AUX initiatives is a good way to convince them otherwise. There is a niche in the CG Auxiliary for virtually anybody. Further, by citing all the benefits a member can experience by remaining a member, there are numerous sound reasons, other than patriotism, for remaining a member of our superb organization. I request you visit the [AuxA website](#) and become familiar with all the other benefits of membership you are currently eligible for and help spread the word about the numerous benefits of being a member of the USCG Auxiliary.

And thank you for your service. Wearing the uniform, being recognized by the finest Coast Guard in the world, ever, and great deals on valuable products and services are among *"The Benefits of Membership."*

**“There is a niche in  
the Coast Guard  
Auxiliary for  
virtually anybody.”**  
COMO Larry King,  
Chairman, AuxA



# High Performance

## NACO Three Star Award for Excellence in Diversity

### Every Flotilla and every Division can qualify.

Diversity is about acknowledging differences and adapting practices to create an inclusive environment in which diverse skills, perspectives and backgrounds are valued. It is about understanding the individual differences among our members that arise from a broad range of backgrounds and lifestyles, and recognizing the value of using those different perspectives and ideas to enhance the quality and outcomes of our mission.

The NACO Three Star Award for Excellence in Diversity is an annual award intended to recognize Flotillas and Divisions for distinction in managing and valuing diversity. Units applying for the NACO Three Star Award of Excellence for Diversity Management must complete a minimum of four action items in each goal category listed:

#### Create a Positive Environment

#### Value all Members

#### Promote Individual Success

#### NACO Three Star Award Application

Eligibility goals during the period of July 1, 2019 to June 30, 2020 must be submitted by June 30, 2020 on form <http://forms.cgaux.org/archive/a7064.pdf>. Unit Commanders should review the diversity application to ensure that required tasks have been completed. Questions about the application should be directed to the Deputy Assistant National Commodore for Diversity, ANACO-DVd. All award submissions must be sent directly to the Deputy Assistant National Commodore for Diversity, ANACO-DVd, via email.

Visit the Auxiliary Diversity website <http://wow.uscgaux.info/content.php?unit=D-DEPT&category=diversity-excellence-award> for details.

*"We continue to face many challenges as an organization. Our members will continue to be tasked with the responsibility of ensuring successful mission outcomes. We must understand the value of creating a diverse membership, and the synergy which can occur when diverse teams tackle organizational problems. This will help to foster an inclusive organization and ensure that we continue moving forward in a positive direction. These simple diversity lessons must become a part of leadership trainings at every level throughout the Auxiliary organization."*

COMO Kenneth Jacobs, Assistant National Commodore





# IT IS TIME TO BE GIVING

*Give the gift that keeps giving year round and gives back to RBS.*

Click on a  
cover for  
the on-line  
magazine  
order page.

Order Now to  
ensure your  
subscriptions  
arrive for the  
start of 2020



## Sport Fishing -(8 Issues) \$10

Sport Fishing is for the angler who wants information on techniques, locations and equipment to optimize a day on the water. It informs and inspires by delivering in-depth coverage of all topics of interest to active saltwater anglers.



## Yachting - 1 Yr (12 Issues) \$10

Yachting is one of the marine industry's oldest and most respected titles focused on enhancing your boating experience.

**Automatic Renewal Benefits:** To ensure that you continue to receive each issue without interruption, your subscription(s) will be automatically renewed at the end of each term, at the preferred renewal rates then in effect. For each renewal, you authorize us to charge the credit or debit card you provide, or send you a bill in the event the card is declined. You will receive a reminder notice with the applicable renewal rate at least 45 days before your card is charged.

Offer valid for US customers only. **\$5 of the total order will be donated to Campaign for Zero.** Boating magazine publishes 9 issues per year. Cruising World publishes four double issues annually; each double issue counts as two of 12 issues in an annual subscription. Flying magazine publishes 11 issues a year. Marlin magazine is published 7 times a year. Sailing World magazine publishes two double issues annually; each double issue counts as two of six in an annual subscription. Salt Water Sportsman magazine is published 9 times a year. Sport Fishing magazine is published 8 times per year. Yachting magazine is published monthly. Your first issue will arrive in 8-12 weeks.

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## A salute to your service from Bonnier Corporation

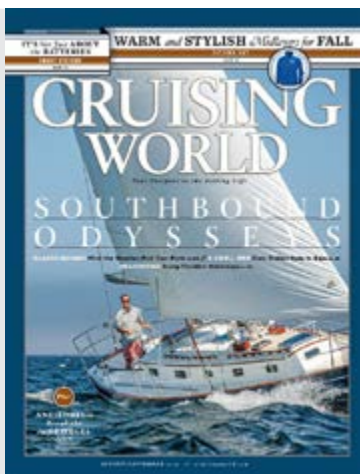
### Special offer to subscribe to these Bonnier magazines

### \$5 of your total purchase will go to *Campaign for Zero*



#### Boating - 1 Yr (9 Issues) \$10

Boating is the "World's Largest Powerboat Magazine." Written and produced by our award-winning staff, Boating is packed with expert advice, reviews of accessories and new equipment, product previews and evaluations of individual boats.



#### Cruising World - 1 Yr (12 Issues) \$15

Cruising World is the foremost authority on cruising under sail. With how-to articles, underway cruising adventures, and useful information, Cruising World will improve your sailing skills and safety on the water.



#### Flying - 1 Yr (11 Issues) \$10

Flying is focused on personal and business aviation, but also gives a glimpse into major airline cockpits, highlights from the military world, and historical pieces.



#### Marlin - 1 Yr (7 Issues) \$10

Marlin serves the world's most affluent anglers by providing coverage of big-game fishing. It taps leaders and relates their expertise to the reader in a style that transforms the reader into a peer of this fraternity.



#### Sailing World - 1 Yr (6 Issues) \$15

Sailing World is for experienced sailors who participate in all levels of racing and performance sailing. It attracts high-energy, active, affluent consumers who are the first to try new technology as it emerges.



#### Salt Water Sportsman - 1 Yr (9 Issues) \$10

Salt Water Sportsman provides insight and expertise to help anglers catch more and bigger fish in their own back yard.



# FLYING SANTA



## A New England Lighthouse and USCG Tradition Since 1929

<https://www.flyingsanta.com/index.html>

### “Flying Santa” A unique Coast Guard Holiday Tradition....

Before the automation of North Atlantic coastal lighthouses in 1987, there were lighthouse “keepers” and their families manning “The Long Blue Line” of coastal New England lighthouses.

Previous to today’s “shopping” technology, e.g., Amazon Smile and this *Benefits of Membership* magazine with digital links to benefits, the keepers of these vital lighthouses lived remotely in most cases.

It was difficult for them to get supplies, things for their family like gifts, small family items not on the “must have” lists.

These light keepers and their families relied on courageous airplane pilots flying the coastline in the 1920’s to deliver supplies to them, especially the non-essential things like family gifts. One of these civilian pilots, William Wincapaw, had established close friendships with the light keepers that relied on him for supplies. Mr.

Wincapaw was concerned that the young children of the light keepers would miss out on holiday traditions and he established the “Flying Santa” tradition for lighthouse families. Dressed as Santa he would fly to these lighthouses with gifts for the children and the families. It was established as a “non-profit” organization with many civilian pilots using civilian aircraft. The tradition continues in the Coast Guard today with “Flying Santas” making holiday stops at Coast Guard stations along the Coasts. Thank you Mr. Wincapaw!

AuxA is your “Digital” Santa with the same mission as the “Flying Santa” to thank you for your volunteer service to the Coast Guard Auxiliary and Coast Guard Forces.



On the C  
by Coast  
villages in



Over Boston Light - 1947



Capt. William H. Wincapaw





over - Santa delivers gifts by helicopter and Guard cutter to children in seven remote Alaska. Photo courtesy of Krystle Dube.

The Spouses Association of Kodiak carries on a 42-year-old tradition of bringing Christmas to seven remote villages in Alaska through a program called Santa to the Villages.



## COVER STORY

### Kodiak's Santa to the Villages event

Written by  
Shelley Kimball

coordinate with the villages and find specific gifts for each person on Santa's list. This year, there are 278.

Coast Guard members and families at Coast Guard Air Station Kodiak, Alaska, deliver Christmas to families in seven remote, rural villages, through a program called Santa to the Villages. This is the 42nd year since two active duty Coast Guard members and their families began the program.

The group also counts on donations of time, money and toys from residents, both in Alaska and in the lower 48 stations.

"Getting these donations has been a major help," Dube said. "As for the hats and mittens, we have been blessed with several groups of people living in the lower 48 who participate every year. These amazing individuals spend hours and hours knitting hundreds of hats and mittens for us. They then generously ship their donations all the way to us here in Kodiak."

The Spouses Association of Kodiak now heads up the planning and provides toys and stockings filled with fresh fruit, homemade knitted hats and mittens, and gifts to the children in the villages.

"Many of these children would normally have no Christmas gifts without this program or the opportunity to meet Santa," said Krystle Dube, the chairman of the program.

Dube said volunteers work countless hours, beginning right after the holiday season ends to prepare for the next year, to

They spend much of the late summer and fall gathering and wrapping the gifts. The deliveries will take place in the second week of December. Santa, his elves, and all the goodies will be flown by helicopter to the villages of Akhiok, Chiniak, Danger Bay, Karluck, Larsen Bay, Ouzinkie, and Port Lions. The Coast Guard Cutter Hickory will deliver the gifts to Old Harbor, Alaska.

"The USCG Air Station Base Kodiak, Santa, and his elves personally deliver these items via helicopter in an exciting and grand entrance to these villages, providing not only toys and fruit but also the magic of Christmas with memories of a lifetime," Dube said.

Volunteers from all over the country send hand-knitted hats and gloves to include in the Christmas stockings delivered to the children.

[Click here for Flying Santa photos](#)

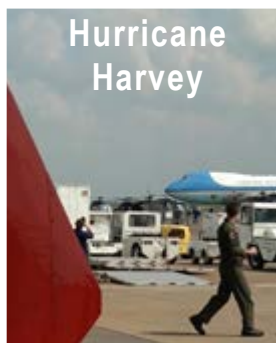




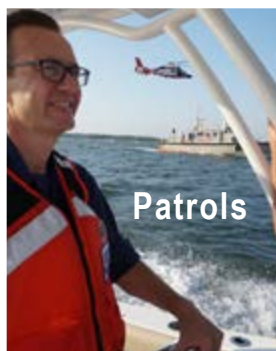
# ENDLESS BENEFITS



VNACO Alex Malewski

Borinquen  
VacationHurricane  
Harvey

AUXFS



Patrols



Teach



Honor

There has been much written about the many benefits of membership in the Auxiliary, especially those relating to discounts, coupons, and all sorts of things that are monetary in nature and benefit our bottom line. For me, these are great. We can all use them to save a few dollars, but they are a distant second to the real benefits of membership in the Auxiliary, at least for me. For me, it is the opportunities, the *endless* opportunities. The opportunity to serve, to be a member of Team Coast Guard, to work side by side with the Active Duty in the oldest and greatest sea-going service in the US, to make a difference, to learn, to lead, to be led, to be part of the largest, best trained and most effective volunteer service in support of the military in the world.

Nineteen years ago, I got home from work and my neighbor asked me what I was doing. I responded not much, and he said get in the car. I asked where we were going. He said "shut up and get in the car." Since this took place in New York that was socially acceptable, so I went for a ride. I ended up at a flotilla meeting and the next thing I knew, I was signing up for the United States Coast Guard Auxiliary. Since then, I have had one opportunity after another. I have met and become great friends with some of the best people I have ever known and learned so much in so many areas. I am a better pilot, boater, leader, and teacher. I have had the privilege to take part in the Coast Guard response to Hurricane Harvey, to conduct Search and Rescue patrols both on the water and in the air, to teach Boating classes, to inspect vessels while having the honor and privilege to wear the Coast Guard Auxiliary Uniform. We are only limited by our imagination; sometimes you must take the initiative and offer your help. A few years back, someone offered to cook; now we have the Food Service program. We are looking at a new PQS for Cyber Security and investigating the potential of Unmanned Aerial Systems (UAS) in the Auxiliary. The list goes on and is too extensive to note everything here. Like the opportunities, the challenges are endless.

And then there is the fun. A few years back, a group of AUXAIR pilots decided to go on a SCUBA Trip. In the interest of full disclosure, we do not have a SCUBA program. One of the group discovered Auxiliary members are entitled to take advantage of vacation housing on Coast Guard bases on a first come, first serve basis if there is no one from Active Duty booked for the time period in question. Ten of us rented a five bedroom house, overlooking the ocean, at USCG Air Station Borinquen in Puerto Rico. The cost of the entire house was \$200 per night. Plus, we were able to buy groceries at the Exchange; my share for room and board for 4 nights was less than \$100.00. I'd call that a benefit of membership. True, this was a "bottom line" benefit, but the best part of the trip was the people and the fellowship. The diving wasn't bad either.

All this and more I would have never experienced but for my membership in the USCG Auxiliary; these are the benefits of membership that I truly appreciate. I could go on because I have 19 years' worth of examples, but the fact of the matter is that the benefits of membership are like the opportunities – *endless*. Sometimes, it just takes the patience and perseverance to look.



# Campaign for Zero

Commodore Vincent Pica, President & CEO, AuxA

I have always been a little hesitant to call on fellow patriots to listen to another pitch – one of which I am leading the effort for US Coast Guard Forces and, through word, deed and treasure, highly committed to. It is called the Campaign for Zero, whose goal is to get deaths on US waters to zero, through education, proper readiness of the vessel and internet access to critical information when it is critically needed. But public funding is never enough to meet the demands of public service.

To understand why you would want to donate to the USCG Auxiliary, you have to understand why fellow citizens join – for me, it was “9/11” when I knew that writing a check to the Red Cross wasn’t going to be enough. I lost friends and colleagues that day and, further, the bad guys were still planning to murder US citizens on US soil. That’s where my family lives – so join I did. So did, according to the scuttlebutt, 2,000 others. We’re sometimes called the “9/11 babies” within the system....

Fellow Americans join for many reasons – some like the opportunity to serve their country and their communities, but on their own terms and at times convenient. Some want to teach boating education, trained to the “gold standard” set by the US Coast Guard. Some love to engage over the internet while writing about valiant Coast Guard, or Coast Guard Auxiliary, rescues at sea. Some want to provide free vessel safety checks, helping their fellow boaters put to sea in vessels meeting Federal standards. All join for an abiding love of America, the US Coast Guard and their home communities.

As noted above, public funding is never enough to meet the demands of public service. The USCG Auxiliary Association, a 501(c)3 entity established decades ago outside Coast Guard Forces for the sole purpose of seeking additional funds to feed into these safety and education programs, is the vehicle through which your donation will reach those programs. You can give “with strings” – only for boating education, as an example – or you can give an amount and it will directly feed those programs, 100-cents on the dollar. Hard to find a charity that is also run by volunteers so that every penny reaches the goal intended.

80 years of serving without a single farthing in compensation – other than the inestimable knowledge of doing something that mattered and, if we didn’t do it, it would never get done.

BENEFITS OF MEMBERSHIP

Auxiliary Association - November 2019 Holiday Issue

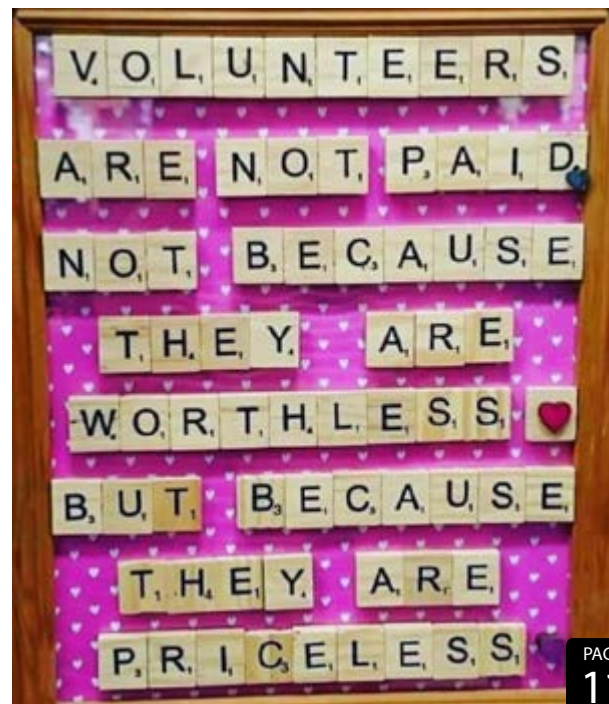


“You may recall seeing this knife at NACON. AuxA had the manufacturer place the CG Auxiliary logo on the handle and these are now in stock for ordering.

This knife has a built in LED mini Flashlight, a flint for starting a fire, a seat belt cutter and auto window hammer for breaking out a window in case you’re trapped inside. The blade is serrated and incredibly sharp.

I think these would make great stocking stuffer, so I am ordering five of them today.”  
R/Larry King

<https://auxcen.com/elemental-survival-rescue-knife/> **\$22.24**



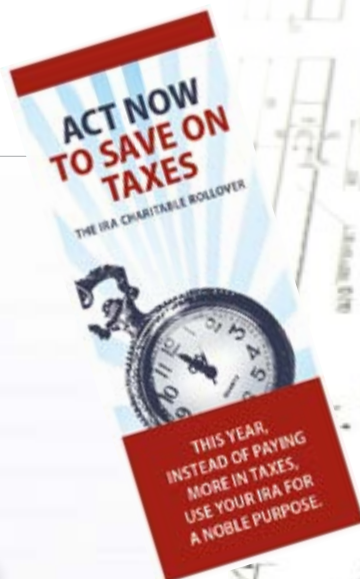




# Planned Giving

Planned Giving helps you meet your personal, financial and estate planning goals by making a lifetime or testamentary charitable gift.

Planned Giving offers the opportunity to continue to support Coast Guard Auxiliary programs through your will or charitable trust. Funds may be designated by the donor to the Coast Guard Auxiliary either toward general support funds or earmarked for specific programs. Contact us at (314) 962-8828, or [execdirauxa@cgauxa.org](mailto:execdirauxa@cgauxa.org) for more information on Planned Giving.



## How to Give

**Bequest** - You designate our organization as the beneficiary of your asset by will, trust or beneficiary designation form.

**IRA Rollover** - Congress recently enacted a permanent extension of the IRA Charitable Rollover.

**Beneficiary Designation Gifts** - You can designate us as a beneficiary of a retirement, investment or bank account or your life insurance policy.

**Charitable Remainder Unitrust** - You transfer your cash or appreciated property to fund a charitable remainder unitrust. The trust sells your property tax free and provides you with income for life or a term of years.

**Charitable Remainder Annuity Trust** - You transfer your cash or appreciated property to fund a charitable remainder annuity trust. The trust sells your property tax free and provides you with fixed income for life or a term of years.

**Charitable Lead Trust** - You fund a trust that makes gifts to us for a number of years. Your family receives the trust remainder at substantial tax savings.

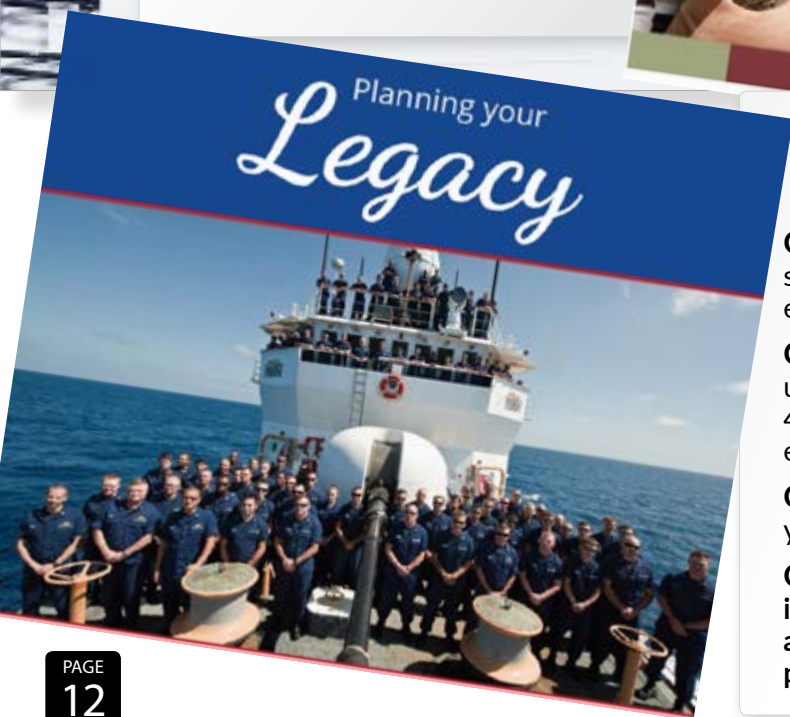
## What to Give

**Gifts of Stocks and Bonds** - Donating appreciated securities, including stocks or bonds, is an easy and tax-effective way for you to make a gift to our organization.

**Gifts of Retirement Assets** - Donating part or all of your unused retirement assets such as a gift from your IRA, 401(k), 403(b), pension or other tax-deferred plan is an excellent way to make a gift to our organization.

**Gifts of Cash** - A gift of cash is a simple and easy way for you to make a gift.

**Gifts of Insurance** - A gift of your life insurance policy is an excellent way to make a gift to charity. If you have a life insurance policy that has outlasted its original purpose, consider making a gift of your insurance policy.





## Coast Guard Foundation

The Coast Guard Foundation is a national nonprofit organization that supports the men and women of the U.S. Coast Guard and their families.

Founded in 1969, the Coast Guard Foundation provides education, support, and relief for the brave men and women who enforce maritime law, protect our homeland, and preserve the environment.

We are an independent organization separate to the U.S. Coast Guard. As a recognized 501(c)(3) nonprofit, we provide vital support that the U.S. government cannot provide to Coast Guard members and their families.

We are committed to serving them with high quality programs and resources that enhance their service and better prepare them for duty.

### Our Mission

In times of triumph and through adversity, the Coast Guard Foundation: 1. Focuses on the well-being, education, and morale of the men and women of the Coast Guard 2. Empowers and educates Coast Guard families 3. Provides critical support during times of injury and loss 4. Serves to promote the missions of the Coast Guard



## Support Auxiliary and Reserve Members

The Auxiliary has more than 24,000 dedicated members who volunteer over two million hours of their time every year to teach boating safety and maritime education. In return, we are proud to support their efforts with funds to assist their boating safety seminars, and equipment to support their environmental and vessel inspection operations.

Annually, we grant scholarships to Coast Guard Reserve families, and provide support to Auxiliary flotillas around the country to support their many missions.

### BENEFITS OF MEMBERSHIP

Auxiliary Association - November 2019 Holiday Issue



When Coast Guard families need to know they are not alone, CGMA is READY to help, RELEVANT to the need and RESPONSIVE in any situation.

## Coast Guard Mutual Assistance



Thank you for considering a donation to **Coast Guard Mutual Assistance**. Support at all levels helps meet the comprehensive needs of the entire Coast Guard family through disaster and emergency relief, family support and education assistance. Giving opportunities are available in many areas of interest, and however you choose to make your donation —through a one-time gift, allotment or recurring donation, major gift or by including CGMA in your planned giving— your gift makes a difference.

Last year, CGMA provided \$19,095 in assistance to Auxiliary members. Here is a link to a CGMA video that explains the program <https://www.youtube.com/watch?v=1npPISM-S4&feature=youtu.be> Some examples of support provided for Auxiliary members include:

- Closing costs
- Disaster recovery
- Education loans
- Final expenses (death)
- Housing assistance
- Medical and Dental costs
- Pet and Service Animal Support
- Special Needs and Adoption Grants

### Our brave men and women of the Coast Guard Count on You

You can support them when they need it the most.

Prefer to donate by phone?  
Call 860-535-0786



## American Forces Travel<sup>SM</sup>



### Fly at US Active-duty Military Rates Another remarkable new benefit of Auxiliary membership.

A recent All Coast Guard Personnel Service Center message (ALCGPSC 074/19) announced the inclusion of Coast Guard Auxiliarists for access and utilization of the American Forces Travel<sup>SM</sup> service <https://www.americanforcetravel.com/>.

American Forces Travel<sup>SM</sup> is a new Morale, Well-being and Recreation (MWR) program arising from a joint military service initiative combining the efforts of each of the five branches of service (Army, Marine Corps, Navy, Air Force and Coast Guard) and the Office of the Deputy Assistant Secretary of Defense for Military Community & Family Policy.

The American Forces Travel<sup>SM</sup> site's back story indicates that because the Internet is now the most popular way to research and book travel, the branches of military service chose to evolve their travel offering. They have contracted with a world leader in travel, Priceline®, to deliver high value travel benefits to the U.S. military community. American Forces Travel<sup>SM</sup> is transforming the way MWR provides online leisure



services to military service members and families, empowering them to revitalize, reconnect, be well, and most importantly, be mission-ready. In addition to dramatically enhancing quality of life for the military community, American Forces Travel<sup>SM</sup> will inject critical revenue into MWR programs by providing commissions from every booking made. The American Forces Travel<sup>SM</sup> site offers travel deals and benefits just for active military, National Guard, Reserve, military service retirees, eligible family members...**and now Coast Guard Auxiliarists.** This includes access to a wide selection of discounted rates on hotels, air fare, rental cars, vacation packages, cruises and much more.

For access purposes, Auxiliarists will be prompted to validate their Auxiliary membership upon clicking any **"Get Started"** button.





## AMERICAN FORCES TRAVEL LEISURE TRAVEL WEBSITE ELIGIBILITY

Book great military discounts on hotels, flights, cars, packages, cruises, and more.

1. Through a partnership with the DoD Services, Coast Guard Morale, Well-Being, and Recreation (MWR) launched the first and only military travel web site in January. DoD has contracted with Priceline to deliver a web-based travel booking engine to the U.S. military Services, [www.americanforcetravel.com](http://www.americanforcetravel.com).

2. We are pleased to announce that **American Forces Travel is now available to all Coast Guard Auxiliary in addition to all active duty military, eligible family members, and retirees that are eligible to use MWR programs.** DoD will make it possible for all stateside appropriated and non-appropriated fund civilian employees to participate in the near future.

3. American Forces Travel provides online leisure services to all MWR patrons, allowing them to revitalize, reconnect, and most importantly, be mission-ready. In addition to enhancing quality of life for the military Services, American Forces Travel will return revenue to MWR programs by providing commissions from every reservation made. There are many for-profit online leisure travel products marketing to the military today, however American Forces Travel is the only official joint service owned online leisure travel program.

4. American Forces Travel is transforming the way MWR provides travel booking services for the MWR patron. Each month they are promoting specials with a savings of up to sixty percent off. With this new MWR leisure travel website, you can be stationed anywhere in the world and still get the best available prices, no matter where you live and work. American Forces Travel offers a Best Price Guarantee, so if you find a lower price for the same product within 24 hours of making the reservation, they will refund 100% of the price difference.

5. The American Forces Travel web site is currently open, and again, now available to the Coast Guard Auxiliary. To start your next trip, visit [www.americanforcetravel.com](http://www.americanforcetravel.com) and click "Get Started." Users will be asked to verify their eligibility. The verification process is secure and the requested information is not retained.

**Cars -Flights-Packages-Cruises-Hotels-Event Tickets**

## Hotel Benefits

Savings up to 60% off  
Military discounts on  
hotels  
Over 1.2 million  
properties  
Support your MWR  
programs



**Save more when you bundle your car with a hotel or flight!**



spirit



Unit Pride



Commodore Vincent Pica

## Who Doesn't Like a Sale

### ALL YEAR LONG!

by Commodore Vincent Pica  
President and CEO, AuxA

Shipmates, I am delighted to announce a new pricing policy, as it was announced at NACON to the National Board. From here on out, all AuxA items will be priced on a **"cost-basis"**, not on a **"what-the-market-might-bear"** basis. Of note, Districts can still buy at a 5% volume discount to support their D-Trains and similar sector or regional training events; And, as in the past, all member purchases will generate a 5% rebate for their Districts. Last quarter, AuxA rebated over \$20,000 to the Districts, taken as a whole.

So what is the sale-all-year-long about? When we implemented the new pricing policy throughout our inventory, it generated a 24% overall reduction in member prices!

That 24% is an average – with some traditional favorites seeing even bigger discounts

**81210** America's volunteer lifesavers bumper stickers **81.70%**

**82138** Auxiliary patrol signs 121/2" x 60" **58.68%**

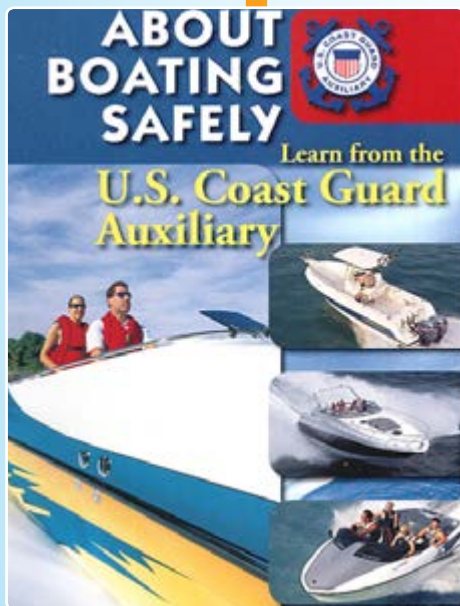
**32070** Auxiliary ensign ceremonial flag with fringe 51" x 65" **52.84%**

**82136** Auxiliary magnetic patrol signs 9" x 24" **44.01%**

These new prices are now implemented with immediate effect (no look-back though, Virginia.)

Also, we're simplifying our offerings – no more competing with West Marine etc. We will ONLY offer 3 categories of items going forward: -Unit Pride items, Uniform items, and program support materials for PE, VE and OPs.

As we draw down on anything that would otherwise be available "retail" from retail vendors, we will not replenish that inventory. We're far from done in bringing you a modern, service-orientated, value-based AuxA – but we know we are an integral part of providing you the "Benefits of Membership" – so the best is yet to come. Check us out at <https://auxcen.com/>. Honor. Respect. Devotion to **Duty Members**, at AuxA!

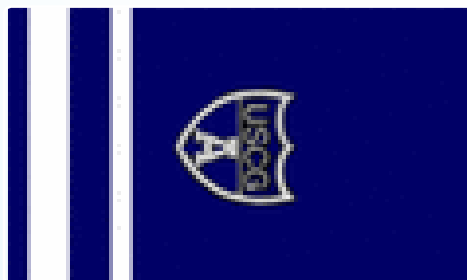


Program Support Material



Patrol Signs and Flags

Uniform Items







# WHAT IS THE MISSION OF AUXA?

by Thomas Lane, Chief Operating Officer, AuxA



**Providing for the fiscal health of the CGAux through the promotion of boating safety including education, outreach and other programs.**

Through generous donations, the Coast Guard Auxiliary Association supports vital and essential educational and outreach materials for the volunteers of the U.S. Coast Guard Auxiliary and their recreational boating safety efforts. These donations also ensure local Auxiliary volunteers are trained and ready to be community boating safety experts!

**Local Volunteers. Local boaters. Local successes.**

Our fundraising efforts must grab our audience's attention. This generation is growing up with access to a vast amount of information, much of it irrelevant to their lives. To survive, they had to learn how to quickly filter and sort through information. They are also very adept at blocking out marketing 'noise'. To win their attention, we must provide them with an engaging and immediate experience and keep our messaging brief and compelling.

Every organization has areas for improvement. Meeting with people at every level and asking the right questions will help us identify issues. By talking with

people at various levels of the organization, we will gain insight into decision-making processes. It can be helpful to aggregate and categorize this information to more clearly understand organization-wide versus unit-level issues. Surveys can help us get the right information and enable us to measure and articulate key challenges in a non-controversial way.

Using data to illustrate problems or improvements helps remove negative emotions. It is important to prioritize our findings. Identify which tasks require our involvement and delegate the rest. Being transparent and open within the organization solicits feedback and creates an open-door policy. Once we understand the issues and have clearly communicated to senior leaders, we can construct the centerpiece of the AuxA operating plan.

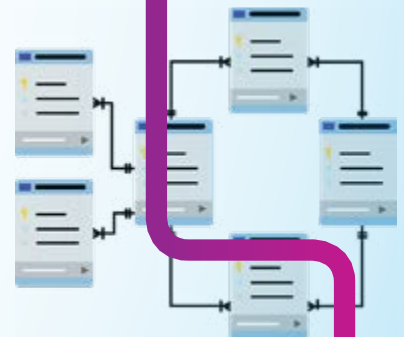
**What is our call to action?** Any successful nonprofit fundraising campaign has an effective call to action. Our call to action is the actual spot where you ask or inspire somebody to do something—in this case, donate. Please send any comments or suggestions to [info@cgauxa.org](mailto:info@cgauxa.org)



Talking at every Level



Inspire to Donate



Measure Data - Prioritize



Outreach and Community Safety Experts



Boating Safety Efforts





## Shopping on Amazon this holiday season?

Switch to AmazonSmile. Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to AuxA. AmazonSmile is the same Amazon you know. Same products, same prices, same service. Support AuxA by starting your shopping at [smile.amazon.com](https://smile.amazon.com)







# Amazon Smile

Together let's raise \$25,000 for Auxiliary Programs

Amazon 2019 Black Friday sales  
November 28th-December 2nd

Amazon Cyber Monday  
sales December 2nd

Amazon Holiday  
sales November 6th-  
December 23rd

To shop at AmazonSmile simply go to [smile](https://www.amazon.com/smile). [amazon.com](https://www.amazon.com) from the web browser on your computer or mobile device. You may also want to add a bookmark to [smile.amazon.com](https://www.smile.amazon.com) to make it even easier to return and start your shopping at AmazonSmile.

No extra cost to you. As an added bonus Amazon will donate a portion of the purchase price to Auxa which supports Auxiliary recreational boating programs.





# Make a Splash

**A positive difference today by utilizing Kationx's products empowered with kationic technology!**



Kationx is a fast growing, Florida based, chemical technology company that manufactures environmentally safe products for the Wastewater Treatment (WWT) and Horizontal Directional Drilling (HDD) industries.

Kationx's products improve water quality and worker safety by displacing the toxic chemicals in common use today. All products are made from domestically sourced materials & packaging with zero imports.





**"We are committed to donating to AuxA. Every bucket of KCD-X sold yields a one dollar donation to the AuxA."**

**Bill Cox, CEO**

Bill is a Auxiliary member with Flotilla 17-6 Central Brevard, FL

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**High Performance HDD Mud**

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Auxiliary members that are involved in municipal or industrial positions are encouraged to engage cognizant members of their organization with Kationx-KCD-X.

KCD-X is the safe, simple, easy, low cost, and environmentally green way to condition wastewater collections systems. Our goal is to improve water quality, as all wastewater eventually reenters the natural environment.

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**Distribution:**  
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[info@kationx.com](mailto:info@kationx.com)  
321.914.0722

## IMPROVE WATER QUALITY & REDUCE COSTS

**SETTAphy** is the highly effective wastewater treatment flocculant that is nontoxic and ecosafe.

[Learn More](#)



## TREAT YOUR LIFT STATION THE RIGHT WAY

**KCD-X** is the only complete lift station maintenance product that effectively treats many common lift station issues.

[Learn More](#)





# DRIVE WITH PRIDE

Get your official Coast Guard Auxiliary  
License Plate Trim

## BLACK FRIDAY CLEARANCE SPECIAL!!

Show your Coast Guard Pride.... Replace your "auto dealer"  
plate frames with US Coast Guard Auxiliary frames....

Mail this form and your check made payable to:  
PROMO CODE: STAN

Ms. Judith Berg, Coast Guard Auxiliary Association, Inc.  
9449 Watson Industrial Park, St. Louis, MO 63126



**GET TWO USCGAUX PLATE FRAMES FOR  
ONLY \$14.99 INCLUDING SHIPPING!**

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Address 2: \_\_\_\_\_

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Credit Card #

AMEX:

Credit Card #

Visa/MasterCard

Expiration: \_\_\_\_/\_\_\_\_ CVCC: \_\_\_\_\_.\_\_\_\_\_





# WEAR WITH PRIDE

Get your official District Coast Guard Auxiliary  
Ball Cap for only **\$25.00 each**  
plus shipping/handling

Order by MAIL or Online at:  
[www.cgauxa.org](http://www.cgauxa.org)



Insignia not included

For DCO, COS, DSO-MA Only

25 MINIMUM CAPS ORDER per District

Mail this form and your check made payable to:

Coast Guard Auxiliary Association, Inc.

Ms. Judith Berg, Coast Guard Auxiliary Association, Inc.

9449 Watson Industrial Park, St. Louis, MO 63126

# of AUX Approved Ball Caps \_\_\_\_\_ \$25.00 ea with \$5.00 each rebate to District

Size and quantity ordered: Medium \_\_\_\_\_ Large \_\_\_\_\_ Extra Large \_\_\_\_\_

District \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address 2: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card #

AMEX:















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## FORMAL DRESS UNIFORMS

Dinner Dress Blue, Service Dress White, and Dinner Dress White Uniforms  
and accessories now available!

SHOP NOW ►

You must create or sign in to your account to see all uniform items.



The UDC's entire  
Inventory is listed here:  
[UDC Product Catalogue](#)

Full price list here:  
[UDC Price List](#)

## U.S. Coast Guard Uniform Distribution Center

The mission of the U.S. Coast Guard Uniform Distribution Center (UDC) is to outfit the men and women who carry out the various functions of the Coast Guard, NOAA, and PHS.

The UDC's primary mandate is to outfit all recruits coming through Training Center Cape May. The UDC's secondary mandate is to outfit the entire Coast Guard fleet (Active Duty, Reserves, Retired, Auxiliary, CG Academy, and CG Exchange Stores), the National Oceanic and Atmospheric Association (NOAA), and the Public Health Service (PHS) worldwide. The UDC's customer base averages 120,000 personnel every year.

The UDC opened its doors at Training Center Cape May, NJ in 1983 as a central ordering facility for the shipping and receiving of Coast Guard uniform items. Prior to that time, Cape May was a clothing locker much like others located throughout the Coast Guard. Cape May's facility quickly became too small for the growing number of customers and in 1997, the UDC moved the majority of its operations to Woodbine, NJ just 23 miles north of Cape May.

UDC Woodbine currently leases its warehouse spaces alongside its CG-owned office trailers. UDC Woodbine utilizes approximately 41,000 square feet of space while UDC Cape May continues to utilize

TRACEN Cape May's Dempsey Hall. Although the UDC is physically located in both Woodbine and Cape May, it is considered one command. The UDC receives direction and is led by the CG Military Uniforms Branch at CG Headquarters.

The UDC employs 27 employees: one civilian manager, one Chief Warrant Officer, and 25 civilian employees ranging from WG-5 to GS-12. Woodbine has 20 staff while Cape May has 7 staff. UDC Woodbine is composed of the UDC's administrative staff (inventory management, purchasing, accounting, quality assurance, and customer service) and operational staff (receiving, picking, packing, and shipping). UDC Cape May is composed of the UDC's recruit issue staff. During an average month, the UDC processes approximately 3,500 orders with an average monthly sales total of over \$1.2M. The UDC currently stocks approximately 3000 items.

There are three major components of the **Military Uniforms Branch:**

- Military Uniforms Branch Program Office (PSC-PSD-MU), USCG Headquarters, Washington D.C.
- Clothing Design & Technical Office (CDTO), Natick, MA
- Uniform Distribution Center (UDC), Woodbine, NJ





# Boats For Life

## Donate your Boat to AuxA™ to Promote Boating Safety

Donate your boat to the Coast Guard AuxA Safety Program and help save lives!

### It's Simple.

*Certified Sales Inc. has been designated by AuxA to assist Auxiliarists who are interested in donating their boat's value to the Coast Guard Auxiliary through AuxA. All boat donation proceeds will be a contribution to the Coast Guard Auxiliary Association to help ensure that the Coast Guard Auxiliary is always "mission ready."*

### How does the boat donation process work?

*CSI will ask you to describe the current condition of your boat and for photos of your boat. CSI will analyze the information to confirm that the boat can be sold for enough to cover transport, storage and other selling costs to have enough funds to donate to AuxA. If you are interested in donating your boat call Mike Costa directly, he can answer your questions.*

### Once I donate my boat, who is responsible for the boat and when can I stop boat insurance?

*Once your boat is accepted for donation by AuxA, the donor then sends the original ownership documents to CSI. Upon receipt of the documents, CSI will take responsibility for the care and custody of the boat. The boat's storage needs to be current along with any open invoices. If the boat is on private slip or property CSI will arrange to transport the boat to a storage facility. Once successfully sold, AuxA pays the shipping, storage and related cost, plowing the difference into RBS programs.*

### The two best days in a boat owners life is the day you buy it... and the day you donate it to AuxA!

Contact the AuxA boat donation specialist Mike Costa at [Mike@certified-sales.com](mailto:Mike@certified-sales.com) or call him directly with any questions you have at 401-732-6300.





BENEFITS OF MEMBERSHIP

Auxiliary Association - November 2019 Holiday Issue

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**CHOOSE NOW**



Find your perfect ride  
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BENEFITS OF MEMBERSHIP

Auxiliary Association - November 2019 Holiday Issue



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Eligible vehicles must have 1,000 miles or less at the time of purchase or they are subject non-acceptance by the auto manufacturer. BonusDrive cash is only available on vehicles not previously titled or ever reported as "sold" to the auto manufacturer. This may include transactions that occur prior to a sale to a consumer. Any application not approved for payment within 180 days from date of purchase for any reason or cause, automatically expires and payment will not be made.

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**BONUSDRIVE**  
DRIVE AWAY HAPPY.



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American Modern Insurance specializes in boating, yachting and personal watercraft insurance protection. To thank you for your dedicated service they now offer AuxA members special discount pricing. To get a quote call 1-888-465-8826 or check out their site at [amig.com](http://amig.com) for every quote, American Modern will make a contribution to AuxA.



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Guardian of Guadalcanal for only \$25 plus  
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Merry Christmas

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The World War II story of Douglas A. Munro,  
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Gary Williams

# Great deals on valuable Products and Services

Enjoy early holiday shopping and exclusive savings just for Auxiliary members.

Save on vacations, rental cars, hotels, cruises, insurance, pet care, and more.

Great deals on gifts for your entire family. And don't forget your personalized holiday cards from Office Depot.

Click a logo and GO

Some site may require member log-in.







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Coverage for shots, flea control & more

<b>Use any vet</b>	✓	✓	✓
<b>Accidents</b> , including poisonings, cuts and broken bones	✓	✓	
<b>Common illnesses</b> , including ear infections, rashes, vomiting and diarrhea	✓	✓	
<b>Serious/chronic illnesses³</b> , including cancer, diabetes and allergies	✓	✓	
<b>Hereditary conditions</b>	✓	✓⁴	
<b>Procedures/services</b> , including surgeries, prescriptions and hospitalization	✓	✓	
<b>Basic wellness services</b> , including exams, vaccinations and flea/heartworm preventives	✓		✓
<b>Additional wellness services</b> , including spay/neuter and preventive dental cleaning	✓		
<b>Prescribed therapeutic treatments</b> , including diets and supplements	✓		
<b>Reimburses 90% of vet bill⁵</b>	✓		

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