




August 10, 2009

MEMORANDUM

From: Steve Johnson, SO-PV 

To: Division 12 Program Visitors, FSO-PVs

Subj: DIVISION 12 RBS VISITATION AUDIT PROGRAM, FORM AND PROCEDURE

Ref: *Division 12 RBS Visitation Program Audit Form*, Rev 5.1 (attached)
ANSC-7047 (CG-5093) *Manufacturer ID Code System Form*

1. After six months of trials, I am pleased to introduce into Division 12 the “RBS Visitation Program Audit Procedure”. The goals of the easy-to-use procedure are to:
 - a. Simplify coordination between program visitors across four flotillas with the same Area of Responsibility (AOR), in essence, with the same dealer-partners to service;
 - b. Provide a means for a productive program visit when the program visitor does not have literature in his or her possession at the time of the visit;
 - c. Encourage ad-hoc program visits, especially to “fringe” dealer-partners who tend to fall in the cracks, without the need for extensive preparation;
 - d. Provide written feedback to the SO-PV as to the state of literature at any dealer-partner, as well as a “work order” for preparing for a literature-delivery visit (by the same, or other PV);
 - e. Provide a written record for the SO-PV of the literature turnover by title at each dealer-partner to aid in forecasting literature needs, and in coordinating with the SO-MA. *This is especially crucial in these times of budget cuts where literature is extremely difficult to obtain.*
 - f. Provide a means to survey/audit a large number of dealers on one day, and then do a systematic, mass literature distribution “blitz”, on another, especially when important titles are on back-order.
 - g. Provide a written survey of prospective or new dealers in regards to literature display opportunities – bulletin boards, existing racks, reading areas, etc. – and recommended titles for initial literature set-up.
2. The *Division 12 RBS Visitation Program Audit Form* is a simple-to-use, “fill-in-the-blanks” type form that lists all available RBS collateral alphabetically, by type (booklet, pamphlet, decal, etc.). For each title, there is a box to write the quantity “on hand” (“O/H”) at the time of the visit, and a second box for the recommended “order” (“ORD”) for a subsequent visit, again by title. Additionally, the front of the form lists the popular titles, while obscure, region-specific, or unpopular titles are shown on the rarely-used back. Finally, there is a section for remarks, or specific requests that are not on the form. *A typical audit takes about five minutes, including completion of the form.*
3. When to Perform: Program visitors may perform an audit *at any time*, particularly:
 - a. On an *ad hoc* basis, if the program visitor is conveniently at or near the dealer-partner for other Auxiliary or non-Auxiliary reasons;
 - b. In connection with a specific audit-only visit, perhaps as one of a series of audit-only visits in a particular geographical area; or

- c. In connection with a classical literature distribution visit, where the program visitor is carrying a personal inventory of literature, and is *not* fulfilling an order resulting from a previous audit by any program visitor.
4. Procedure: All program visitors should print out a supply of the audit forms, preferably on two sides, and keep them handy in their car or briefcase. In this way, *an audit visit can be performed at any time.*

To perform the audit, read the instructions on page 2 of the form, then:

- a. SECTION I: Member Information. Fill in your member name; member number is optional;
 - b. SECTION II: Visited Business Information. Complete the dealer information section. Include the accurate street address, particularly for prospective or new dealers. "Dealer contact" is only important for a new-dealer visit, and should be the same person you enter on the ANSC-7047 *Manufacturer ID Code System Form* required for a new partner (manager, owner, etc.).
 - c. SECTION III: Flotillas Active in Program Visits. If obvious from contact information on the literature rack(s), or stamps or decals on literature, enter the flotilla number(s) of flotillas apparently active in visiting this dealer-partner. *This helps in coordinating subsequent distributions, particularly with program visitors who may feel they have "adopted" certain dealers.*
 - d. SECTION IV: Audit Results. *New partners*: count the bulletin boards, window displays, reading areas, literature easels, and literature shelves. *All partners*: count the number of each title of literature, including booklets (BKLT), cards (CARD), decals (DCAL), pamphlets (PAMP), and racks (RACK), on display, and list that count under "on hand" (O/H). Write in any titles not on either side of the form, in the empty spaces provided. If you interact with the dealer-partner, ascertain any special requests, and write them in where appropriate (under "Titles" or "Remarks").
5. Finalizing the Form: After the audit, the program visitor should complete the "Order" (ORD) column on the form for each title normally stocked at this location, or newly-published titles in the interest of the dealer-partner and its customers. The total of each title, O/H + ORD, should equal ten (10) for most dealers, or twenty (20) for high volume marine chandleries. *This is the current recommended MOH (minimum on hand) for dealers in the current environment.* If in doubt, contact the SO-PV via email for guidance (SO-PV@smbcga.org).
 6. Submission: Subsequent to an audit, program visitors may choose to either to:
 - a. Satisfy the order themselves, immediately, or on a subsequent, close-in visit. In this case, write "COMPLETED" in the "Remarks" field, and the literature delivery date in "Follow-up" date. Then, mail or scan/email the completed form to the SO-PV at the above captioned addresses. The program visitor in this case is responsible for acquiring the necessary materials from their FSO-MA.
 - b. Submit the form only. In this case, the SO-PV will arrange for a literature "kit" to be assembled and delivered directly to the dealer-visitor by another program visitor, or by the program visitor who performed the audit, both under "assignment to duty" orders. *Indicate your preference in the "Remarks" section of the form.* Submission is as in 6.a, without the "completed/date" notations. *This is the preferred procedure in Division 12.*
 7. Protocol:
 - a. Uniform: The RBS Program Visitation Manual COMDTINST M16796 allows program visits to be performed in appropriate civilian attire, and the lack of a uniform should not deter a program visitor from performing an audit visit on an *ad hoc* or spontaneous basis. Except for ODUs, a

uniform is always appropriate, however, and helps reinforce our image as a service-oriented organization.

- b. Notification: The program visitor planning an audit should announce himself or herself to a floor manager or other official at the dealer-partner, in uniform or not, and display our ID card. *Do not make notations on a form on a clipboard in someone's store without making your presence and purpose known in advance.* A simple "I'm so and so from the United States Coast Guard Auxiliary, and I just want to check on your supply of literature," will do.
 - c. Coordination: Because of the complete overlap in program visitation AORs among the flotillas of Division 12, coordination of all dealer visits will be performed, to the degree practicable, by the SO-PV, as outlined in the RBS Program Visitation Manual, and *program visitors are encouraged to directly contact the SO-PV*, with courtesy notes to their FSO-PV, if any, *for specific assignments*. The SO-PV maintains a master list of dealer-partners, their standard literature inventories, and the date of the most recent program visit, and can assure that your valuable time is focused where it is most needed. If you are in danger of not completing the Recurrent Yearly Requirement (REYR) (four visits each year), then performing four or more quick, *needed*, audit visits or planned deliveries will square you away quickly.
8. Other Paperwork: Time spent performing audit visits should be recorded, as usual for program visits, on ANSC Form 7046. Time preparing for, and following up on, an audit visit (excepting a follow-up visit itself) should be recorded on ANSC Form 7029. Both forms should be filed as directed by your Flotilla Commander or the Director. Finally, any changes to mailing or contact information at a dealer-partner should be recorded on ANSC-7047 (CG-5093), and filed with the SO-PV, for forwarding to the DSO-PV.
 9. Effective Date: This procedure and the accompanying form are effective immediately, and remain in effect until rescinded by the SO-PV, DVCDR-12, DCDR-12, or any other authority, as determined by the Director.

Attachments(s): *Division 12 RBS Visitation Program Audit Form, Rev 5.1*

Copy: Eve Oppedisano, DSO-PV 11SR, Jeff Steinberg, ADSO-PV 11SR
Trent C. Kelly, DCDR-12 11SR, Al Verdi, DVCDR-12 11SR
Flotilla Commanders, Vice Flotilla Commanders Division 12 11SR