

## Announcement – Award Writing Service Available

The Past Division Captains and Commanders Association (PDCA) has launched a new service for the members of District 7 - Award Writing. With the intent of ever improving customer service, the PDCA is committed to providing significant satisfaction to all members of the Seventh District Coast Guard Auxiliary by creating professional quality citations for all Coast Guard Auxiliary authorized awards. The need for this initiative is based on District Commodore Bob Weskerna's *Seventh District Operational Plan* in which he identified four strategic issues - **recognition** being one of those four.

The PDCA Award Writers continuously endeavor to maintain quality and quantity standards for award presentations by encouraging our members to recognize the extraordinary efforts of their shipmates. The PDCA is pleased to offer these services to all members of District 7 with special emphasis on Flotilla Commanders and Division Commanders to help them “take care of their people”. It's an undisputed fact that we all desire to present professionally written awards to our deserving members; however some potential award originators are intimidated by the process. That's where the PDCA comes in – we'll write the award for you.

### BACKGROUND

We have heard many times, “awards are the only paychecks available to members within an organization of volunteers like the Coast Guard Auxiliary.” It may be a cliché, but it's also a truism. After a review of awards generated by Auxiliarists in the Seventh District for other Auxiliarists over the last several years, it looks like the trend is downward. Then, if we link member satisfaction to recognition of their efforts via formal awards, the conclusion can only be grim. The PDCA Award Writers plan to help reverse that trend.

Awards are normally developed to recognize individuals, teams or units for the following:

- Acts of heroism which may or may not have involved significant risk to the individual being recognized
- Meritorious achievements
- Meritorious service that goes beyond what is normally expected in the capacity in which the individual, team or unit is tasked
- A distinguished performance worthy of recognition
- Some act that demonstrated noteworthy extra effort, extra work, personal risk or significant financial benefit to the Coast Guard or Coast Guard Auxiliary

### GUIDELINES FOR AWARD WRITING REQUESTS

The PDCA Award Writers view our task as a kind of business, and the rest of the Auxiliary as our customer. If we help make our members feel even better about their service to the Coast Guard while fulfilling one of Commodore Weskerna's four initiatives, then we will have been successful. After all, recognition of one's peers by one's peers is a sure sign that a member's efforts are appreciated.

Here's all you have to do to initiate an award for a member:

- Send an email to: [PDCAAwardWriters@gmail.com](mailto:PDCAAwardWriters@gmail.com) This will go to fellow Auxiliarists who are working as part of the PDCA to actually generate the award citations and forms for submission to the appropriate sector. In that email include the following information:
  - Your name, title (if any), email address and preferred phone number
  - The name of the recipient, title (if any), their flotilla and sector
  - If this award is for a team, include the name and flotilla of each member of the team
  - The period for which you want to award this person or team – it can be a day, week, month, years – in other words how long they did the action or activity for which they deserve an award.
  - What this person or team did to deserve an award – there's no need to use award writing language – bullet points or a narrative will work fine – but provide lots of “meat” so the Award Writers can extract the greatness of the member's actions or activities. Numbers, dollars, etc. can help provide justification for the award and assist in dimensioning the member's or team's contribution
  - If you have an idea of which award you want to have presented to the member or team, make sure to include that. If not, that's fine. The Award Writers will determine which award is appropriate based on the actions or activities you provided in the email.
  - When you want the award presented. **Warning:** it can take the Award Writers up to 30 days to generate an award, especially during busy times like the end of the year. Similarly, most sectors require 60 or more days to review, process and prepare the awards. So, time your requests appropriately.
- That should be all we need, but we may contact you by phone or email to garner more information to flesh out the award.
- Once the award is written, you will receive via email the citation and 1650 all prepared for forwarding to your next level in the Chain of Leadership

Helpful Hint: it would be better to not let the member or team know that you have recommended them for an award. Sometimes an award is not approved and you, as well as the member or team, could be embarrassed if they were expecting it.