



**Homeland
Security**

**U.S. Coast Guard Auxiliary
District 11 Northern Region**

Serving Northern California, Nevada, Utah



DATE: 15 MAY 2021

TO: COMO Dean McFarren
DCOS Curtis Han
DCAPT Bruce Martin
DRAPT Nancy Marion
DCAPT Alan Stanton

CC: DISTRICT 11NR BOARD AND STAFF
Lou Sarto, ADSO-HR, Flotilla 01-04
Mary Stephens, ADSO-HR, Flotilla 01-07

FROM: Jim Losi, DSO-HR

RE: Human Resources Report - MAY 2021

HIGHLIGHTS

1. Membership Summary Monthly Reporting
 - i. Month end APRIL 2021 Report attached - Figure 1
 - ii. MAY 2021 Report attached - Figure 2
 - iii. As of Friday, 14 May, the District has 1,138 members which is 6 better than year end 2020.
 - iv. The District has attracted 56 new members, 44 members have either retired or left and 6 members have crossed the bar.
2. Recruiting Highlights - Members Who Have Recruited New Members - Figure 3
3. Converted 11 leads into Aux members nationally through my position as COO of AuxA.
4. Began the planning process for a centralized recruiting virtual event.
5. As part of Operation Touch Point, I have had comms with 498 D11NR members. Anecdotal results to be presented at District Staff meeting.
6. Presented District 2021 HR Plan and/or Recruiting Quick Start Plan (**Running Schedule**):
 - a. Division 1 - 27 JAN 2021
 - b. Division 10 - 3 FEB 2021
 - c. Division 8 - 10 FEB 2021
 - d. Division 3 - 11 FEB 2021
 - e. Division 11 - 22 FEB 2021
 - f. Flotilla 12-01 - 10 MAR 2021
 - g. Division 4 - 24 MAR 2021
 - h. I would like to urge all of our DCDRs to schedule a presentation of the Quick Start Recruiting tool.
7. Funny USCG Auxiliary cartoon for your enjoyment - Figure 4

Projects

- Communication and implementation of D11 HR Plan
- Communication and implementation of Virtual Recruiting Plan
- Continued reporting and analysis of 2021 Membership Summary

Future Activities

- Virtual Call with Div SO-HR and FSO-HR members - This will be an ongoing activity scheduled on a periodic basis

Challenges

- Identifying ADSO-HR for support and coverage
- Creating the time necessary to reach District members to inspire and motivate them to recruit new members and retain existing members

Goals and Objectives

- Play a leading role in helping to implement the recruitment and retention strategies being developed by HR and EXCOM
- Help facilitate the recruiting of 100 new members in 2021
- Elevate the HR District function in the eyes of District members to be considered world class.

Figure 1 - APRIL 2021 D11 NR Month End Membership Report and Summary/Analysis

D11NR Annual and Monthly Membership Summary				2019	2020	2021 Membership Inflows and Outflows						2021		
Division	Name	Flotilla Name	Flotilla	Year End	Year End	New	Retired or Left	Members Grest	**Tps Bar	**TFF	MARCH REPT	2021		
				# of Members	# of Members								MEMBERS	BY (W) 2020
1	Senior Area	Sausalito Tiburon	11801-06	53	61	1	0	0	0	0	0	52	1	
			11801-04	48	46	4	0	0	0	0	0	47	1	
			11801-07	46	47	0	0	-1	0	0	0	0	46	-1
			11801-09	25	24	0	0	-1	0	0	0	0	23	-1
				Total:	184	178	11	0	-1	0	0	0	0	178
3	Boaring Thirties Area Sacramento Region	McClelan Park Gold Country Sacramento Elk Grove	11803-01	54	28	0	0	0	0	0	0	27	-1	
			11803-03	30	29	0	0	0	0	0	0	29	0	
			11803-06	43	39	0	0	-4	0	0	0	0	38	-1
			11803-10	17	14	0	0	-1	0	0	0	0	12	-4
				Total:	184	110	0	-4	0	0	0	0	106	-4
4	South Bay Area	San Jose Falo Alto Redwood City Almaden Siemon Valley	11804-01	14	17	0	0	0	0	0	0	17	0	
			11804-03	16	16	0	-1	0	0	0	0	14	-2	
			11804-06	21	21	0	0	0	0	0	0	0	23	2
			11804-08	10	10	0	0	0	0	0	0	0	10	0
			11804-09	24	20	1	0	0	0	0	0	0	21	1
	Total:	85	84	1	-1	0	0	0	0	0	85	1		
5	Suisun Bay Area	Vallejo Napa N Solano County Sonoma County Travis	11806-01	37	36	1	0	0	0	0	0	37	1	
			11806-02	26	26	1	0	0	0	0	0	27	1	
			11806-03	23	23	0	-2	0	0	0	0	0	29	1
			11806-05	40	40	1	-1	0	0	0	0	0	40	0
			11806-07	38	36	1	0	0	0	0	0	0	35	-1
	Total:	164	166	5	-4	0	0	0	0	169	5			
6	Gold Coast Area	Monterey Santa Cruz Capitola	11806-04	57	56	0	0	-1	0	0	0	57	1	
			11806-07	38	38	1	-1	0	0	0	0	38	0	
			11806-10	30	29	0	0	-1	0	0	0	0	27	-2
				Total:	119	117	1	-2	0	0	0	0	116	-1
7	Utah Area	Salt Lake City Wasatch Ogden Garden City	11807-06	38	28	1	0	0	0	0	0	29	1	
			11807-03	20	17	1	0	0	0	0	0	18	1	
			11807-05	26	25	0	0	0	0	0	0	0	25	0
			11807-08	18	17	0	0	0	0	0	0	0	17	0
	Total:	96	87	2	0	0	0	0	0	89	2			
8	North Coast S Area	Mendocino County New Lake County Crescent City Thirty Niners	11808-07	21	17	1	0	0	0	0	0	18	1	
			11808-08	27	28	1	0	0	0	0	0	29	1	
			11808-11	29	27	0	0	0	0	0	0	0	29	0
			11808-30	36	36	0	0	-1	0	0	0	0	35	-1
	Total:	113	108	2	0	-1	0	0	0	111	2			
10	San Joaquin Valley Area	Modesto Stockton Fresno Kaweah	11810-08	17	16	0	0	0	0	0	0	16	0	
			11810-05	25	21	0	-1	0	0	0	0	22	1	
			11810-06	11	10	0	0	0	0	0	0	0	10	0
			11810-09	17	16	0	-2	0	0	0	0	0	16	0
	Total:	68	63	0	-3	0	0	0	0	64	0			
11	Sierra Area	North Lake Tahoe Reno South Lake Tahoe	11811-01	31	28	0	-4	0	0	10	0	36	8	
			11811-03	31	28	4	0	0	0	0	0	0	34	6
			11811-04	23	20	0	0	0	0	0	0	0	15	-8
	Total:	84	76	4	-4	0	0	0	10	0	70	-6		
12****	East Bay - Neptune Div	East Bay San Ramon Valley	11812-01	58	55	7	-2	0	0	0	0	99	4	
			11812-01	48	48	0	-1	0	0	0	0	0	50	2
	Total:	106	103	7	-3	0	0	0	0	0	149	6		
Grand Total:				1,171	1,132	55	-25	0	0	0	0	1,156	4	

NOTES:	
* As of 31 APR 2021	
** 86 members have transferred to other Flotillas	
*** 6 members have Grest the Bar	
**** 2 members have Grest the Bar	
***** 2 members have Grest the Bar	

Flotilla 118-11-04 Membership Disposition	
John, Bruce	Retired
Dorson, Brad	Disenrolled
Harvey, John	Retired
Lynn, Sharon	Disenrolled
Miranda, Richard	Disenrolled
Chen, Guy	To 11-05
Marko, Chris	To 09-03
York, Ed	To 11-03
Engelhart, Dana	To 11-01
Friedman, Howard	To 11-01
Hogan, Dennis	To 11-01
Lewis, Barbara	To 11-01
Martin, Bruce	To 11-01
Staroverish, Shanta	To 11-01
Smith, Jim	To 11-01
Lynn, Sharon	To 11-01
Konig, Mary	To 11-01
Green, William	To 11-01
Hancock, Joe	To 11-01
Sherry, Joe	To 11-01

STATISTICS:		
Number of Divisions:	10	D11NR
Number of Members Per Division:	114	10 Divisions
Number of Flotillas:	36	
Number of Members Per Flotilla:	30	36 Flotillas
Hills with most number of members:	94	118-12-01
Hills with least number of members:	12	118-10-09

Figure 2 – May 2021 Membership Summary and Analysis – Report as of 11 APRIL 2021

D11NR Annual and Monthly Membership Summary				2019	2020	2021 Membership Inflows and Outflows						2021
Division	Name	Fleet/Flotilla Name	Fleet/Flotilla	Year End	Year End	New	Retired	Members	of	Crest	MAY	21 (YTD)
				# of Members	# of Members							
1	Senior Area	Sausalito-Thurston	11801-08	53	51	2	0	0	0	0	53	2
		Central Marin	11801-04	45	40	4	-5	-1	1	1	47	1
		Point Bonita	11801-07	46	47	0	0	-1	0	0	46	-1
		Coyote Point	11801-09	25	24	0	-1	-1	1	1	25	-1
Total:				169	162	6	-6	-1	2	2	171	1
3	Boaring Thirties Area Sacramento Region	McCluhan Park	11803-01	34	29	0	0	0	-1	0	27	-1
		Gold Country	11803-08	20	20	1	0	0	0	0	20	1
		Sacramento	11803-09	43	39	3	-4	0	-1	1	37	-6
		Elk Grove	11803-10	17	14	0	-4	0	2	2	18	-2
Total:				114	102	4	-8	0	2	0	102	-12
4	South Bay Area	San Jose	11804-01	14	17	0	0	0	0	0	17	0
		Palo Alto	11804-03	16	16	0	-1	0	-1	1	14	-2
		Redwood City	11804-06	21	21	2	0	0	0	0	23	2
		Almaden	11804-08	10	10	0	0	0	0	0	10	0
		Shiloh Valley	11804-09	24	20	1	0	0	0	0	21	-3
Total:				85	84	3	-1	0	-1	0	85	-1
5	Sunset Bay Area	Vallejo	11806-01	27	26	1	0	0	0	0	27	1
		Hays	11806-06	29	29	1	0	0	0	0	27	-2
		N Solano County	11806-08	23	22	2	-2	0	1	1	23	1
		Diablo	11806-07	38	36	1	-1	-1	0	0	35	-3
Total:				117	114	5	-3	0	1	1	112	-5
6	Gold Coast Area	Monterey	11806-04	27	26	2	0	1	0	0	27	1
		Santa Cruz	11806-07	32	32	1	-1	0	0	0	32	0
		Capitola	11806-10	20	20	2	-2	0	1	1	27	7
Total:				79	78	5	-2	1	1	86	7	
7	Utah Area	Salt Lake City	11807-02	22	22	1	0	0	0	0	22	1
		Wasatch	11807-03	20	17	1	0	0	0	0	18	-3
		Ogden	11807-06	26	25	0	0	0	0	0	25	-1
		Garden City	11807-08	18	17	0	0	0	0	0	17	-1
Total:				86	81	2	0	0	0	0	82	-4
8	North Coast B Area	Mendocino County	11808-07	21	17	1	0	0	0	0	18	-3
		New Lake County	11808-04	27	26	1	0	0	0	0	26	-1
		Crewood City	11808-11	29	27	2	0	0	0	0	29	0
		Thirty Niners	11808-39	36	36	0	0	-1	0	0	35	-1
Total:				113	106	4	0	-1	0	0	111	-2
10	San Joaquin Valley Area	Modesto	11810-06	17	16	1	0	0	0	0	17	1
		Stockton	11810-03	23	21	2	-1	0	0	0	22	-1
		Fresno	11810-08	11	10	0	0	0	0	0	10	-1
		Kaweah	11810-09	17	16	2	-2	0	0	0	16	-1
Total:				68	63	5	-3	0	0	0	65	-3
11	Sierra Area	North Lake Tahoe	11811-01	31	28	2	-4	0	10	0	36	5
		Sumo	11811-03	21	22	4	0	0	2	2	24	3
		South Lake Tahoe	11811-04	22	20	0	-7	0	-15	0	27	-5
Total:				74	70	6	-11	0	17	0	87	13
12****	East Bay - Neptune Div	East Bay	11812-01	25	25	7	-2	0	-1	0	29	4
		San Ramon Valley	11812-01	45	45	2	-1	0	1	0	50	5
Total:				70	70	9	-3	0	0	0	79	9
Grand Total:				1,171	1,122	90	-44	-6	0	0	1,192	21

NOTES:
 * As of 11 MAY 2021
 ** 26 members have transferred to other Flotillas
 *** 6 members have Crest the Bar
 **** Embassadors Crest Flotilla Deleted from ADH

Flotilla 118-11-04 Membership Disposition		
Oak, Bruce	Retired	
Dixon, Brad	Disenrolled	
Howard, John	Retired	
Lynn, Robert	Disenrolled	
Merrill, Richard	Disenrolled	
Cham, Guy	To 11-03	
Martin, Bruce	To 09-05	
York, Ed	To 11-03	
Engelbrecht, Dana	To 11-01	
Friedman, Howard	To 11-01	
Hogan, Dennis	To 11-01	
Lewicki, Barbara	To 11-01	
Martin, Bruce	To 11-01	
Stavrovich, Sheila	To 11-01	
Soni, Jim	To 11-01	
Lynskey, Sharon	To 11-01	
Scott, Mary	To 11-01	
Green, William	To 11-01	
Hemlock, Joe	To 11-01	
Shaw, Les	To 11-01	

RETRICS:		
Number of Divisions:	10	D11NR
g. Number of Members Per Division:	114	10 Divisions
Number of Flotillas:	38	
g. Number of Members Per Flotilla:	30	38 Flotillas
Flotilla with most number of members:	94	118-12-01
Flotilla with least number of members:	15	118-10-09

Figure 3 – D11 Members Who Have Recruited New Members

Recruiting Member Name	Number
MADLINE BRINK	1
DONALD CROMWELL	1
TINA PERRY	2
KRISTAN VERVENIOTIS	1
PAUL TRAN	1
MICHAEL REALL	1
ROBERT FIREHOCK	1
STEVE JOHNSON	1
TOM SAIRNICOLA	1
JANE SMITH	1
KEVIN KEAHLI	1
CAP FRIENDS	1
WIL DODSON	1
MICHAEL RAFFARTI	1
WADE MACADAM	1
JIM LOSI	11*

*Recruited nationally through leads generated through the AuxA.

Figure 4 - USCG Auxiliary Cartoon

