



the Quarterdeck Log

Membership publication of the Coast Guard Combat Veterans Association. Publishes quarterly — Spring, Summer, Fall and Winter. Not sold on a subscription basis. The Coast Guard Combat Veterans Association is a Non-Profit Corporation of Active-Duty, Retired, Reserve, and Honorably Discharged Former Members of the United States Coast Guard who served in or provided direct support to combat situations recognized by an appropriate military award while serving as a member of the United States Coast Guard.

Volume 32, Number 1

Spring 2017

CGCVA 2017 Convention/Reunion Wrap-Up

City of San Diego and Local Coast Guard Sector Personnel Warmly Welcome Association

[San Diego Reunion at a Glance](#)

After more than a year in the making, it was fitting for our 2017 Reunion to be held in San Diego, California, May 8-12. San Diego was named the 21st "Coast Guard City" earlier this year. And there was plenty of excitement left over from that celebration. Coast Guard Sector San Diego, under the command of Captain Joseph Buzzella, made their presence known throughout the four days at the Crowne Plaza Hotel in Mission Valley.



Through the combined efforts of VP Steve Petersen, Secretary-Treasurer Gary Sherman, Trustee Bruce Bruni and PNP Ed Swift, we now have a new large CGCVA banner, suitable for display at myriad Association projects and events.

[Day One](#)

Our Registration Desk (Ship's Office), Small Stores (coordinated by Gary Sherman with more stock than we had previously seen in a very long time), and our Hospitality Room opened for our member and guests. The Hospitality Room, as in the past, had been set up (and well stocked) the evening before with the usual host of members, including Vice President Steve Petersen, Trustee Bill Figone, Trustee Bruce Bruni, Master at Arms Ed Floyd, and Jerry



The Hospitality Room was the site for fun and camaraderie.

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Coast Guard Combat Veterans Association

ELECTED OFFICERS

National President — Stephen Petersen, LM
National Vice President — Terence O'Connell, LM
National Secretary/Treasurer — Gary Sherman, LM,

BOARD OF TRUSTEES

Chairman — PNP Michael Placencia, LM
Two-Term — William Figone, LM & PNP Gil Benoit, LM
One-Term — Bruce Bruni & Robert Macleod, LM

ADMINISTRATIVE OFFICE*

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*use the Administrative Office for contact with the CGCVA on all matters except *QD Log* submissions.

THE QUARTERDECK LOG

Editor In Chief — PNP Ed Swift, LM
(Send submissions to swiftie1@verizon.net)

AUXILIARY OFFICERS

National President — Javaughn Miller
National Vice President — Beverly Johnson
National Secretary/Treasurer — Mimi Placencia

APPOINTED OFFICERS

By-Laws — Thomas W. Hart, LM; *Convention Planners* — Steve Petersen, LM, Mike Placencia, LM, and Bruce Bruni, LM; *Membership* — PNP Joe Kleinpeter, LM; *Parliamentarian* — (Vacant); *Historian* — PNP Paul C. Scotti, LM; *Service Officers* — Thomas Huckelberry, LM; Richard Hogan, Jr., LM, and Floyd Hampton, LM; *Budget Director* — Gary Sherman, LM; *Chaplain* — Vince Patton, LM; *Master at Arms* — Ed Floyd, LM; *Webmaster* — Richard Ames; *Nominating Chairman* — Bill Figone, LM; *Cape May Liaison* — Tom Dougherty, LM and John Schubert, LM; *MEAP*: Ed Bachand, LM and PNP Ed Swift, LM.

From the President

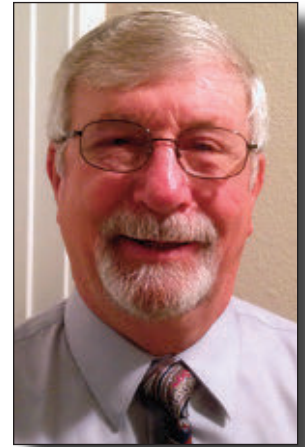
Ahoy Shipmates:

Thank you for your trust and confidence by electing me your new Association President. It is an honor and one that I will do my best to withhold.

Our 2017 Convention and Reunion is now in the books. A great time was had by all that attended, and, if you missed it, I hope you'll plan on being at our 2019 Convention/Reunion at a site to be determined but most

likely on the southeastern or eastern part of the country.

I would like to congratulate all the newly elected officers and know that they will serve you well. Our new vice president (Terry O'Connell has held that position before and is credited, along with PNP Gil Benoit, of creating the tale of our cherished wild fajita mascot, Chieu Hoi. Gary Sherman continues his exceptional work as our secretary/treasurer and our two new trustees (Bill



Steve Petersen

2017 Reunion Award Presentations

Association President Michael Placencia made or announced the following award presentations at the 2017 Convention/Reunion in San Diego:

Don Kneip Award

Gil "Frenchy" Benoit

Distinguished Service Awards

LCDR (ret) Ernest "Swede" Johnson, USCG
MCPO (ret) Steve Petersen, USCG
Betty Schambeau

Certificates of Appreciation

Steve Watts
F&S4 Heidi Eystand, USCG
Richard Ames
Richard Hogan
Butch Hampton
Ed Bachand
BOSN4 (ret) William Held, USCG
Jack Dougherty
John Seubert
CPO Joe Prince, USCG

From the President

Figone and PNP Gil Benoit, are veterans of that position and bring tons of solid experience to the table.

Thanks go out to the following: Bruce Bruni and Ed Swift for creation of the new Association banner (see page 1); Ed Floyd for keeping our bar “manned and ready”, with Wayne Miller’s help; Frenchy Benoit for buzzing around selling 50-50 tickets (maybe a record \$611.00 to both the winner and the Association; Bill Figone for always being where help is needed; Ted Leventini and Mike Johnson for their generous donations; and George Bevings for his display of the 82’ model and patch placards.

I can’t recall everyone so if you helped out in any way, especially behind the scenes, feel proud that your work contributed to the success of the reunion.

A special thank you to Mike Placencia for your leadership these past four years. As your vice president and co-reunion planner during that time, working with you was a journey I won’t forget. BRAVO ZULU partner!

Finally, I extend my thoughts and prayers to those members that are experiencing major health issues, and to the family of Nancy Burke, past CGCVA auxiliary president, who passed away recently. **Steve**

From the Editor

Wrap-up story penned by Mike Placencia. Photos contributed by Mimi Placencia, Betty Shambeau, Bruce Bruni, Jeff Johnston, Gary Sherman and others. Thanks to all for the great help providing Reunion information and photos to get this issue done!

As you should be aware by now, I have been hoping that someone would step to the plate to eventually take over the *QD Log* editor duties from me. I have had one nibble thusfar but nothing definitive so I’m still trawling. I’m sure we have members out there with desktop design and publishing skills who would relish as much as I do gathering pertinent material and arranging it in magazine format for the enjoyment of the membership. I normally put in about 40-60 hours for each quarterly issue and I rely heavily on submissions from members. I would always be available to assist and the new editor could feasibly do a total facelift to the current QD Log. If you have an interest in doing desktop publishing for the CGCVA, please call me at 703-590-3442 or email me at swiftie1@verizon.net. Thanks! **Swiftly**

Welcome New Members

New Member (Sponsor)

| | |
|-------------------------------|---------------------|
| Larson O. Alley, Jr. | (The Association) |
| William D. Harris, Jr. | (Richard Hogan) |
| James R. Wilburn | (Walt Viglienzzone) |
| Daniel A. Brakeville | (The Association) |
| James A. Klein | (The Association) |
| Jonathan D. Theel | (The Association) |
| James A. Drew | (Walt Viglienzzone) |
| Dennis W. Mahar | (Capt. P. J. Kies) |
| Felipe Martinez, Jr. | (The Association) |
| Anthony J. Ceraolo | (The Association) |
| Lloyd F. George | (Walt Viglienzzone) |
| James R. Rhinehart | (Mike Placencia) |

In addition to the above, membership applications were received and approved during the 2017 Reunion in San Diego, California from the following:

**Captain Anthony Ceraolo
Commander Eric Cooper
Lieutenant Karl Gunther
Lieutenant Junior Grade Andrew Ray
Ensign Michael Brooks
CPO Georges Mealha
CPO Adam Mowbray
CPO Victor Regalado
Joseph Mendoza
Nathan Davis
CPO Jacob Zorbaugh
CPO Stephen Siraco
CPO Sean McNamara
PO1 Roberto Llamas**

Welcome and congratulations!

From the Secretary-Treasurer

Firstly, thank you for your continued confidence and support by reelecting me as your Secretary-Treasurer for another two-year term. Okay, now back to business...

Credit Cards Now Accepted

We heard you so if you want to pay the CGCVA by credit or debit card for Membership Dues or Small Stores items, that function is now available on www.coastguardcombatvets.org.

We just installed PayPal accounts for both dues and small stores and you can now pay your membership dues from the "Home" page of the website, or purchase small stores items from the "Small Stores" page. Please make sure you indicate your name and other information when asked. We have set the Membership Dues at \$41.00 to split the credit card fee with you, which is about what it would cost you if you sent us a check, when you add the \$.49 for postage, etc.

PayPal may ask you to login if you have a PayPal account, but I think you can pay as a guest. The difference is PayPal won't guarantee your purchase as a guest and it's harder to return the item. However, since your buying from your own Association, that should be an option as well.

Email Addresses Please

We need your email address to communicate with you, to remind you if your dues are late, or if there is an event in the area or let you know of an event change that could affect you.

Earlier this month, we notified all members (but intended specifically those members planning on attending the San Diego reunion) that if you are not registered by a specific date, your hotel rate would increase by 30% to 40%. This caused a surge in registrations and helped us achieve the attendance numbers we needed for the reunion.

The group email system we set up was crucial to keeping members informed of this

upcoming deadline and saved those late registering members hundreds of dollars. It was money well spent and we are just starting to recognize the benefits of being able to send a group email.

SO PLEASE SEND US YOUR EMAIL ADDRESS! We can't stress this enough. If you don't have an email address, but your spouse, child or grandchild does, and it can be used to contact and inform you, please help the Association's volunteers do their jobs and send us an email address.



Gary Sherman

And if you change your Internet Service Provider (ISP is after the "@" in your email address), please let us know of the change.

Small Stores Note

We have now completely sold out of our Association coins. To get a reasonable price, I order these in batches of 300 so if you're interested in purchasing any, please let me know. Thanks again!

Gary Sherman

Crossed The Bar

Robert B. Bacon
Enrique Camunas, LM
John F. Crowley, LM
Howard Elvrom, LM
Michael M. Lachman
Pat G. Latorra, LM
Robert L. Sams, LM



During the San Diego Reunion, Secretary/Treasurer Gary Sherman (when not violently expelling Mexican food) coordinated the Registration Desk and handled Small Stores purchases and orders.

Reunion 2017

What a great 2017 CGCVA reunion in San Diego, CA!! We had such a wonderful turn out. Our Auxiliary's Luncheon was a huge success according to all the complements I received after. We all enjoyed our guest speaker, author Jennifer Colburn who spoke about her memoir "We'll Always Have Paris" regarding her travels with her daughter.

Yet again the Silent Auction was a smashing success! Thanks to all who brought or sent in treasures, those who bid on hopefuls, those that drove up the bids on some of the "I can't live without" desired items, and those who were thrilled to ultimately get the items.

My free day consisted of ten of us going over to Old Town to see the sights and enjoy some delicious food and great companionship. Our group included Jean Bruni, Javaughn and Wayne Miller, Bruce Bruni, Rene and Terry O'Connell, Kay and Steve Petersen, Mimi and Mike Placencia, and of course my husband Jerry

As National President of the Auxiliary my farewell speech at the Awards Banquet was bitter sweet. Thanks for the past four years and to my fellow officers vice president Bev Johnson and secretary/treasurer



Betty proudly holds the CGCVA Distinguished Service Award she received at the reunion banquet from Mike Placencia.

Mimi Placencia for all their support and hard work. The CGCVA's board gave us such great support and was truly FUN. And I was honored to receive the CGCVA Distinguished Service Award from outgoing president Placencia at the banquet.



*Betty Schambeau
Auxiliary President*

Congratulations go out to our new officers: Javaughn Miller (President), Bev Johnson (VP) and Mimi Placencia (Sec/Trea).

After the reunion we stayed for a few days to visit with our old back door neighbors from when Jerry was stationed there (1977-80) at then MSO San Diego. We also went to the Vietnam Unit Memorial Monument located in San Diego's Naval Amphibious Base. It was quite impressive.

Thanks for a wonderful four years,

Betty Schambeau



Jennifer Colburn, author of "We'll Always Have Paris" signs a book for Mimi Placencia following the Auxiliary Friendship Luncheon.



Steve Petersen, Betty Schambeau and Kay Petersen at the Naval Amphibious Base Vietnam Unit Memorial in San Diego.

Blue Star Museums: Free For Military Families

Got a military ID? Take advantage of the more than 2,000 museums across America offering free admission to the nation's active-duty military personnel and their families, including Reserves, from Memorial Day through Labor Day. The many participating Blue Star Museums represent not just fine arts museums, but also science museums, history museums, nature centers and dozens of children's museums. Visit the Blue Star Museums website at www.arts.gov/national/blue-star-museums to find a state-by-state list of locations participating in the program.

CGC Tamaroa Now Artificial Reef

A ship made famous in the book and film "The Perfect Storm" was recently intentionally sunk to become part of an artificial reef. The *Tamaroa*, a 205-foot former



The decommissioned Coast Guard cutter Tamaroa is intentionally sunk off Cape May, N.J. on May 10th.

Coast Guard cutter, was sunk May 10th about 33 nautical miles off the coast of Cape May, N.J., after patches were removed from holes that had been cut into its hull. The ship turned on one side as it slowly went down, then turned straight up as the bulk of the

QD Log Booster Club

The printing and postage for the *QD Log* is by far the largest expense item we have and it was determined that if every member contributed \$5.00 to the CGCVA each year it would pay for all the expenses that go into the magazine. The idea was hatched at our Tampa Convention and several members contributed at that time, thereby creating the QD Log Boosters Club. Donations can be sent to the Administrative Office (marked as "QD Log Booster Club") and all those contributing will have their names listed in the subsequent magazine. Contribution amounts will not be published but all contributions are greatly appreciated. We have been told many times we have the best reunion magazine out there and we'd like to keep it that way. Thanks to all to have become QD Log Booster Club members so far! All contributions are appreciated! And remember, these deductions are tax deductible as we are 501.c. Since publication of our last magazine, the following individuals have made donations and become members of the QD Log Boosters Club:

Stanley Beras
Michael J. Glenn
James Warwick

Rex M. Wessling
David Koons
Tommy Spradlin

Peter Martens
Charles Billings

Robert Heater
Kent Carlson

Charles R. Bevel IMO Joyce Bevel

Mark D. McKenny IMO Pt. Welcome (WPB-82329) Squadron One, Div. 12 Danang RVN
Crew: LTJG David Phillips, CS2 "Little Boy" Austin, CAPT Ross Bell, BMC "Pat" Patterson,
and ENC "Billy" Wolf

Eric Bruckenthal IMO Nathan Bruckenthal

Sam King IMO Baker Herbert

ship went under.

Commissioned by the U.S. Navy in 1934 under the name *Zuni*, the ship saw action in WWII, helping tow damaged vessels in the Pacific Ocean. It was transferred to the Coast Guard and renamed in 1946, then continued to serve until it was decommissioned in 1994.

Tamaroa's most notable mission came in October 1991, when three strong storm systems came together off the New England coast, generating 40-foot waves and wind gusts of more than 70 mph. *Tamaroa's* crew helped save three people aboard a sailboat that was caught in the storm. They also rescued four of five crewmen of an Air National Guard helicopter that ran out of fuel and had to be ditched in the ocean. Both events were documented in Sebastian Junger's 1997 book "The Perfect Storm," and a movie of the same name starring George Clooney. **Associated Press**

TRICARE Dental Program

Effective May 1st, United Concordia replaced MetLife as the TRICARE Dental Program contractor. Also changing on the same date: Your annual maximum benefit was increased by \$200; sealants are considered a free and preventative treatment; and auto-enrollment was lowered from age 4 to 1. New dentists were given an opportunity to join the TRICARE Dental Program network and old dentists were allowed to leave but your access to care remained the same. To find out more about this recent change, visit: <https://go.usa.gov/xXQRr>.

A Fascinating Sea Story

The passenger steamer *SS Warrimoo* was quietly knifing its way through the waters of the mid-Pacific on its way from Vancouver to Australia. The navigator had just finished working out a star fix and brought the master, Captain John Phillips, the result. The *Warrimoo's* position was LAT 0° 31' N and LON 179 30' W. The date was 31 December 1899.

"Know what this means?" First Mate Payton broke in, "We're only a few miles from the intersection of the Equator and the International Date Line".

Captain Phillips was prankish enough to take full advantage of the opportunity for achieving the

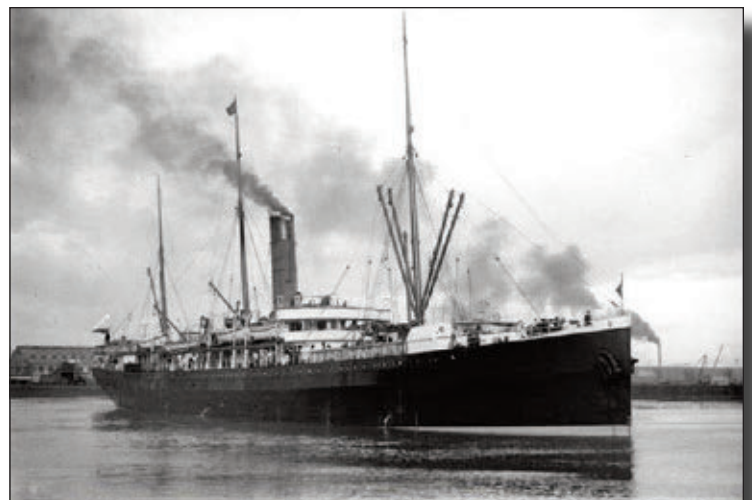
The CGCVA 50/100 Club

Over the years, CGCVA members have been generous with their contributions. The CGCVA 50/100 Club, which ran for the past several months, was designed as a temporary program geared for family members, friends and business associates that want to honor your service and the fine work the Association does on behalf of the Coast Guard. As of this accounting, the below individuals and businesses have contributed to this program: Thank you all for your generosity!

| | |
|------------------------------------|------------------------|
| James Warwick | Fred Riedinger III |
| Dale Birmingham | Sandra Redding |
| Walt Viglienzone | John Macleod |
| Fred Riedinger | Albert Duffield |
| Richard G. Pelley | Timothy J. Qualter, Jr |
| Colin Woodbury | Keith Brogan |
| Michael Glenn | John Roadcap |
| Metrolina Vietnam Vets Association | |

navigational freak of a lifetime. He called his navigators to the bridge to check & double check the ships position. He changed course slightly so as to bear directly on his mark. Then he adjusted the engine speed. The calm weather & clear night worked in his favour.

At mid-night the *SS Warrimoo* lay on the Equator at exactly the point where it crossed the International Date Line! The consequences of this bizarre position



The passenger steamer SS Warrimoo

were many:

The forward part of the ship was in the Southern Hemisphere & in the middle of summer.

The rear was in the Northern Hemisphere & in the middle of winter.

The date in the aft part of the ship was 31 December 1899.

In the bow (forward) part it was 1 January 1900.

This ship was therefore not only in two different days, two different months, two different years, two different seasons, but in two different centuries — all at the same time.

Gen. MacArthur's Navy

On July 21, 1944 while at anchor on the harbor of Hollandia, New Guinea, the patrol frigate USS Bisbee rested peacefully. At dawn the crew had been fed breakfast and while waiting for their usual duties to be



(Left) Fire Control 2/c Thomas Weber at his battle station on USS Bisbee while ship was at Pearl Harbor for repairs.

assigned, groups were in their favorite hangout places. Leaning against a 20mm gun guardrail, Gunners Mate 1/c Chuck Lambrose was telling the guys how he thought the war should be run. Suddenly the ship's amplifier sounded, "Attention All Hands!"

Capt. Russel Cowan's voice boomed, "Men, tonight we sail for Biak, the last Japanese held island

leading to the Philippines. We will meet other ships at dawn. Our assignment is to bomb the enemy-occupied shores clearing the way for our troops to land. We will run toward the beach, make a sharp starboard turn

Coast Guard Issues Draft RFP for Unmanned Aerial Vehicles for National Security Cutters

The U.S. Coast Guard is considering fielding a small unmanned aerial vehicle on its Legend-class National Security Cutters, according to a draft request for proposal that was posted this week on FedBizOpps.

The goal is "to deliver an effective, low cost solution to address the NSC's existing aerial surveillance coverage gap and to provide the NSC with a persistent, tactical airborne intelligence, surveillance, and reconnaissance



(ISR) capability that can remain airborne for at least twelve hours per day," the draft RfP reads. "The sUAS will be used to extend the 'eyes and ears' of the NSC in support of surveillance, detection, classification, identification, and prosecution for all of the NSC's missions in all of the NSC's maritime operating areas." The draft calls for a vehicle with a threshold range of 40 nautical miles and an objective range of 100 nautical miles, a threshold endurance of 12 hours and an objective goal of 18 hours, and a cruising airspeed of at least 50 knots and a sprint speed of 70 knots. The solicitation does not specify if the aircraft is required to be fixed- or rotary-wing but does make

provisions for a launcher and recovery mechanism to be stored in the hangar bay and operated on the flight deck. The Navy has used both the fixed-wing Boeing Insitu ScanEagle – which requires a special launcher and recovery net – and the rotary-wing Northrop Grumman MQ-8B Fire Scout from its surface combatants.

Sam LaGrone

three hundred yards parallel to the shoreline, then open fire with everything we have until signaled to cease firing." With an unemotional tone, the captain added, "Good luck."

Few of us slept through the night as we headed for our destination with knowledge of what was to take place. Our course was set for battle. At first light the officers on duty were already checking the compass, scanning shorelines with binoculars while watching our ship's speed and course. At the range finder, high above the officers' bridge, Fire Control 2/c Thomas Weber was testing the various parts of his equipment to avoid mishaps at critical times. Finally the call to Battle Stations brought the crew on deck to begin the attack. Sighting the targets, Weber began calculating the distances to the enemy, phoning the information to the Gunnery Officer, Lt. Butcher, on the bridge. At one point Capt. Cowan bellowed, "Weber, your ranges are inconsistent!" With a quick adjustment all shells immediately found their mark which brought Capt. Cowan's two thumbs up for

CPO 97th Anniversary

May 18th marked the 97th Anniversary of Chief Petty Officers in the Coast Guard.

The words "Go Ask the Chief" have resounded throughout the U.S. Coast Guard since the establishment of the enlisted rank of Chief Petty Officer.

The 66th U.S. Congress officially approved and established the Coast Guard's Chief Petty Officer grade on 18 May 1920. The Coast Guard adopted the Navy's rate structure and its Chiefs inherited equal status with their Navy counterparts. The "Chief" captured a place in Coast Guard history.

The first Coast Guard Chiefs were the former Station Keepers of Life Saving Stations. They were given the title chief boatswains' mate (CBM) with an (L) for "Lifesaving" attached to their rate to distinguish them from their seagoing counterparts.

The trade mark of the Coast Guard Chief Petty Officer, "The Anchor," was inherited from the Revenue Cutter Service. The fouled anchor with a shield superimposed to its shank (the emblem of the Officers of the Revenue Cutter Service) is still worn on the shoulder boards of Coast Guard Flag Officers.

The anchor is the identifying authority of the Chief Petty Officer and is emblematic of a Chief. It represents stability and security. It reminds Chiefs of their responsibility to keep those they serve safe from harm's way.



"I have returned" — General MacArthur returns to the Philippines with Philippine President Sergio Osmena to his right, Philippine Foreign Affairs Secretary Carlos P. Romulo at his rear, and Sutherland on his left. Photo taken by Gaetano Faillace.

Weber to see.

Below deck with all the hatches secured, crewmembers kept the engines and speed performing as directed from the bridge. Their relief came when the order to Cease Fire sounded and the deck hatches were opened to display the South Pacific blue sky and bright sunshine. Beach shelling accomplished, troops made their landings and forced the enemy inland to the jungles. It was now onward to our ultimate goal — Leyte Gulf in the Philippine Islands.

Upon arrival the Bisbee and a navy minesweeper destroyed mines anchored below the surface while under continuous air attacks by enemy planes. Our P-38 fighters kept them busy. Finally a clear path was opened for Gen. Douglas MacArthur's promise to return. From his landing craft he stepped off into knee-deep ocean water. It was 40 paces to the shore and his personal photographer captured the moment

for posterity.

The 64-year-old general stood tall on the white sand and with microphone in hand proclaimed, "People of the Philippines, I have returned." This said, the general turned around and waded back to his landing craft which promptly returned him to the safety on board the USS Nashville. All of this was in the sight of the weary Bisbee crew. It was a truly historical occasion. The Bisbee received a citation from Gen. MacArthur, assigned Command Vessel of Task Group 77:1, and awarded the gold star Philippine Liberation medal. From this event the USS Bisbee was dubbed "MacArthur's Navy".

Thom Weber

Correction

In the Winter 2016 QD Log, on page 7 in the 2015 CG person of the year article, I listed CGCVA member Steve Watts as a retired CWO. Actually, Steve was a four-year PO3. Sorry 'bout the error Steve.

Swiftly

San Diego Recently Named an Official Coast Guard City

On February 23rd, the city of San Diego was officially designated as a Coast Guard City during a ceremony at Coast Guard Sector San Diego. Coast Guard Commandant Adm. Paul Zukunft bestowed this honor to San Diego with approval from Congress. The designation is predicated on San Diego's ability to erect monuments



Kevin Faulconer, mayor of San Diego presents Adm. Paul Zukunft with the key to the city of San Diego during a ceremony designating San Diego a Coast Guard city on Feb. 23rd. (photo by POI Sondra-Kay Kneen)

Honoring Combat Wounded



Military Order of the Purple Heart (MOPH) Chapter 49 Patriots Angel Aviles and Angel Garibay at the new 5th Marines Purple Heart Monument.

On February 22nd, CGCVA member Angel Aviles attended the unveiling of the 5th Marines Purple Heart Monument at the 5th Marines Memorial Park and Garden at Camp Pendleton, Calif. The ceremony was held on George Washington's birthday, who created the Purple Heart as Badge of Military Merit on August 7, 1782. The Purple Heart was revived to its present form by the War Department on February, 22, 1932, the 200th anniversary of George Washington's birth. The Purple Heart Monument is a symbol honoring the sacrifices of all past and present combat wounded, and in particular fallen warriors of the 5th Marine Regiment.

to the Coast Guard, organize civic celebrations and offer special recognition and support U.S. Coast Guard morale, welfare and recreational initiatives.

"Make no mistake, our partnership with this community has been an enduring one, and it will endure for centuries to come," said Zukunft.

The very nature of the Coast Guard's mission creates a need for understanding between the Coast Guard and the local community. Coast Guard commands seek to develop the kinds of relationships that enable unit commanders to sense public attitudes and interests.

During the ceremony, San Diego Mayor Kevin

Faulconer, presented keys to the city to Zukunft and Capt. Joseph Buzzella, commander, Sector San Diego.

“It’s no secret that we are so very, very proud of our military heritage here in San Diego,” said Faulconer. “With this designation we now have the opportunity to shine a light on the hardworking men and women who have dedicated their life to making a career and serving our country in the United States Coast Guard.”

Making Coast Guard members and their families’ feel at home in their home away from home is an invaluable contribution to morale and service excellence. The Coast Guard is pleased to recognize Coast Guard Cities — those cities that have extended so many considerations to the Coast Guard family.

Because of San Diego’s proximity to the international border and the amount of commerce that passes through its ports on a daily basis, the Coast Guard’s role in San Diego is inherently magnified.

“In San Diego our ports and our border are economic engines for our region and the Coast Guard helps us ensure that both run smoothly,” said Rep. Scott Peters, 52nd District of California.

The Coast Guard footprint in San Diego includes the Coast Guard Pacific Tactical Law Enforcement Team, Coast Guard Maritime Safety and Security Team 91109, Sector San Diego and its tenant commands, as well as numerous personnel in supporting roles throughout other service units in the region.

National Vietnam War Veterans Day

President Trump recently signed the Vietnam War Veterans Recognition Act into law. Co-sponsored by Senators Pat Toomey (PA) and Joe Donnelly (IN), the law establishes March 29th as National Vietnam War Veterans Day. The date was selected because March 29, 1973 was the date that the last combat troops were ordered out of Vietnam. The bill passed the Senate and House unanimously. The law makes March 29th an official day “the flag should be displayed.”

“In many cases, Vietnam veterans did not receive the warm welcome they earned when they came home. Thankfully, in the years following the Vietnam War, peo-

“The Finest Hours” Hero Honored

Members of Coast Guard Training Center Cape May and guests officially dedicated the seamanship building located onboard the training center as the Bernard C. Webber Seamanship Training Facility in a ceremony held February 17th. The training center’s commanding officer, Capt. Owen Gibbons, along with the Master Chief Petty Officer of the Coast Guard, Steven Cantrell, and Patricia Webber-Hamilton, the daughter of Chief Petty Officer Bernard Webber, dedicated the building to Webber for his act of heroism during the rescue of 32 crewmembers from the tanker vessel Pendleton, Feb. 18, 1952.

“Operating in the environment he did that night is a testament to his skill and courage,” said Chief Warrant Officer Dan Murray, head of the Seamanship School onboard the training center. “Here we teach skills as well as operational risk management to our recruits. Chief Webber’s story is an important part of why we, the Coast Guard, teach those skills that could potentially save a life.”

The Seamanship School is responsible for teaching Coast Guard recruits basic helmsmanship, knot tying and shipboard firefighting skills as part of their basic-training curriculum. “This means the absolute world to me,” said Hamilton. “Having generations of Coast Guard recruits learn life-saving skills in a building named after my father is the most incredible way to honor him.”



Patricia Webber-Hamilton, daughter of Bernard C. Webber, looks at a picture of her father on the wall of the newly dedicated Bernard C. Webber Seamanship Training Facility at Coast Guard Training Center, Cape May, N.J., on Feb. 17th. (photo By CWO John Edwards)

ple and organizations across the country took it upon themselves to right this wrong by honoring the sacrifice and dedication to serve our Vietnam veterans displayed. Permanently designating March 29th as National Vietnam War Veterans Day is a small, yet significant step, in these efforts," said Sen. Toomey.

"With this bipartisan bill signed into law, we can finally give our Vietnam veterans the additional recognition they deserve. These Americans sacrificed to protect our country — they are family, friends and neighbors, and it is important to honor and remember their patriotism, service and sacrifice," said Sen. Donnelly.



(Left) Capt. Ted St. Pierre, commanding officer of former USCG Cutter Morgenthau, salutes during a transfer of command ceremony at Coast Guard Base Honolulu, May 25, 2017. (photo by PO2 Melissa E. McKenzie)

Morgenthau

On May 25th, the former Coast Guard cutter *Morgenthau* was transferred to the Vietnam coast guard during a ceremony in Honolulu. The ship, renamed *CSB-8020*, is expected to improve the Vietnam coast guard's maritime domain awareness, increase its capacity to perform maritime law enforcement operations, and conduct search and rescue and other humanitarian response operations.

1970, the *Morgenthau* transited to Vietnam and participated in the Navy's effort to stop troops and supplies from flowing by sea from North Vietnam to South Vietnam called Operation Market Time. In April 1971, *Morgenthau* tracked and shadowed a North Vietnamese trawler that attempted to resupply the North Vietnamese and Viet Cong, engaged in a two-hour battle again.

Squadron One Memento

During the recent CGCVA Reunion I had the attending Squadron One guys sign my CGC Point Grey flag. I took it off the Point Grey in Sept 1969. My intention is to get as many Squadron One members as possible to sign the flag, then present it to the Coast Guard Museum. **Taylor Lapham**



Angel Aviles provides his signature while Taylor Lapham holds the CGC Point Grey flag, which will ultimately be presented to the Coast Guard Museum.

RETIREMENT

"Underway as before, maintain course and speed, ahead 1/3, approaching anchorage (some days), decommissioned but not scrapped!"

Courtesy of Rex Wessling

Let Your Name Live On

For years, the Coast Guard Combat Veterans Association has been operating from day-to-day through the collection of dues and contributions of our members. The time has come for us to be more concerned about the future. Will you consider naming the CGCVA in your will? Any help in the form of cash, stocks, or life insurance policies will help assure the future of the Coast Guard Combat Veterans Association.

Please remember: The CGCVA is a Non-Profit Association. All donations are tax-deductible.

continued from page 1

Schambeau. Betty Schambeau, Mimi Placencia and Kay Petersen had the Silent Auction tables up and running. Throughout the day, more and more items came in and display space got tight. This was going to be huge! If that wasn't enough, CGCVA member Ted Leventini came in and donated 30 polo shirts to Small Stores with the Chieu Hoi emblem that he had made. In short order, they sold out.

Association Member George Beving brought in a model of the *CGC Point Lomas*, the boat he commanded in Vietnam, for display. He also displayed four large placards of unit patches or emblems of Coast Guard Activities in Vietnam. He later donated them to CGCVA in order that they would be on display at future reunions.

The Opening Ceremony got off to a great start. The



Bill (The Scalper) Figone and Gil (Frenchy) Benoit kept busy selling 50/50 raffle tickets individually or by the "fathom".



Sector San Diego Commander CAPT Joseph Buzzella.



CAPT (Ret.) Walt Viglienzone speaks about the 50th Commemoration of the Vietnam Veteran before presenting pins to the Vietnam veterans present.



(Right) MCPO Mark Pearson, Command Master Chief, PACAREA



(Left and above) Getting some of the many, many items displayed for the Silent Auction.



A beautifully crafted model of the CGC Point Lomas in its Vietnam paint scheme was on display throughout the reunion. Model owner George Beving commanded the cutter in Vietnam. He also brought along several Coast Guard Vietnam patches and photos.



Guests and members rise and salute the Colors at the Opening Ceremony of the CGCVA Reunion in San Diego.



Color Guard members from CG Sector San Diego present the Colors at the Opening Ceremony.

recently crossed the bar: Captain Joe Smith, MCPO Tommy Bowden, and Terry Lee. Captain Buzzella provided the assembled audience with a stirring welcome to San Diego, the newest Coast Guard City. Steve Petersen and Betty Schambeau then gave some insight regarding what to expect during the next few days. Two founding members were present: Past National President Gil Benoit and Noel Bell. It was announced that May 8th was the 72nd anniversary of V-E Day. And sitting in the audience was WWII Coast Guardsman Bernard Trifoso, who participated in the D-Day Invasion at Utah Beach. Association Member, MCPO Mark Pearson made a presentation in recognition of Coast Guard Patrol Forces Southwest Asia. Pearson is the current Command Master Chief at Coast Guard Pacific Area. Several former members of PATFORSWA currently on active duty with Sector San Diego were present and joined us later in the hospitality room.

Association Members Captain (ret) Walt Viglienzzone and Commander (ret) Terry O'Connell teamed up to make a presentation on the 50th

Sector San Diego Honor Guard did an exceptional job presenting the Colors and Jessica Lapham Harrison, following in her late mother's footsteps, led everyone in the Star Spangled Banner. CGCVA President Mike Placencia dedicated the Opening Ceremony to three members that had



Auxiliary member Jessica Lapham Harrison with her father Taylor Lapham. Jessica sang the National Anthem at the Opening Ceremony, as her late mother, Virginia, had done at previous CGCVA reunions. Well done Jessica!



Waiting for the crowd to arrive after the Opening Ceremony, Jim Lasher, Bev Johnson, Betty Schambeau and Kay Petersen guard the goodies provided by the CGCVA Auxiliary in the Hospitality Room.



DT2 Steve Plummer, who worked the 13th District Mobile Dental Clinic. This was his first CGCVA reunion.



Jean Bruni, Javaughn Miller, Bruce Bruni, Terry O'Connell, Steve Petersen, Wayne Miller, Mike Placencia, Jerry & Betty Schambeau, Rene O'Connell, Kay Petersen, and Mimi Placencia take a break from sight-seeing in Old Town during Day Two of the CGCVA Reunion.

Commemoration of the Vietnam Veteran. Commemorative pins were handed out to each Vietnam Vet in attendance. On hand for this ceremony was Jill Lachman, wife of our late Association member MCPO Michael Lachman. She received his pin.

The Opening Ceremony, having concluded, it was time to retreat back to the hospitality room for an elegant and delicious spread of foods provided by the CGCVA Auxiliary. And the toasts began in earnest.

Day Two

As you read in previous editions of this magazine, it was decided not to have a specific tour — just too many things to do and see in San Diego for the committee to come up with a planned activity. It seemed to work and by early evening members and guests were sharing their experiences for all in the hospitality room. By now,



Jerry and Betty Schambeau enjoy themselves strolling around downtown.



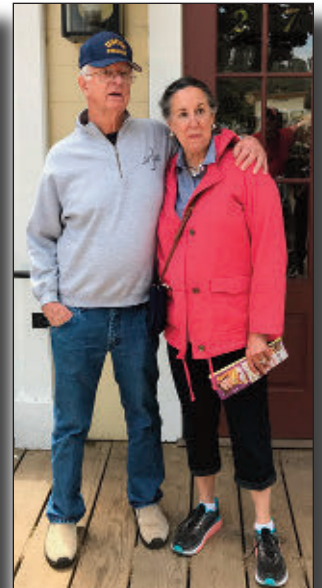
Betty Schambeau, Kay Petersen and Juvaughn Miller downtown.



Mike and Mimi Placencia and Kay and Steve Petersen enjoying a moment at La Jolla Cove.



*(Above) Away from business, the Placencias and Petersens enjoy a leisurely transition lunch in La Jolla.
(Below Left) Jean Bruni and Juvaughn Miller take a break and enjoy the downtown area.*



*(Above) Jim & Jessamy downtown.
(Below Right) Banquet table centerpiece made by Bev Johnson.*

the Silent Auction was in full swing — some items already hitting triple digits.

Day Three

Three mega important events were planned for this day, including: the CGCVA Business Luncheon; the CGCVA Auxiliary Friendship Luncheon; and the close of the Silent Auction.

CGCVA Business Luncheon

The Business Luncheon guest was Command Master Chief of CG Sector San Diego MCPO Rob Turpin. He was introduced by



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“shipmate” and new CGCVA member, CPO Adam Mowbray. Chief Mowbray presented 11 additional membership applications with documentation. Outstanding work, Chief. Bravo Zulu.

Business Items Discussed:

🍏 Investments — The General Membership at the 2015 approved the Investment Committee’s Report to move from a Certificate of Deposit form of investment to a Mutual Fund investment set up for non-profit organizations. For now, the decision has paid off with better than average returns. It will continue to be monitored closely.

🍏 Person of the Year Award — 2014 went to AST2 Chris Leon from CG Air Station San Francisco. 2015 went to LT John Hess and AST3 Evan Staph from CG Air Station Cape Cod. Association is awaiting packages for consideration of the 2016 POY.

🍏 Alternative Fund Raising Program (50/100 Club) — Restated that the purpose of this program is to generate goodwill from outside the CGCVA membership. What started out as temporary fund-raising drive has generated close to \$3000 in less than six months.

🍏 CG Ship Commissioning Activities — Updated the membership on the program of how many new CG cutters bearing the name of a combat veteran have now been presented plaques from our Association. The most recent: were *CGC Munro* in Seattle and *CGC Joseph Tezanos* in Cape May.

🍏 2019 Reunion Sites Suggested: Savannah, GA, Mobile, AL, Gulfport/Biloxi, AL, Baltimore, MD, Charleston, SC, Galveston, TX, Orlando, FL, and New Orleans, LA. New CGCVA President will be selecting a Reunion Planning Committee.

🍏 Election Results — President: Steve Petersen; Vice-President: Terry O’Connell; Secretary/Treasurer: Gary Sherman; and 2-Term Trustees: Gil Benoit and Bill Figone.

🍏 Secretary/Treasurer read notable correspondence: 1) David Andrus with regrets for not attending



President Mike Placencia led the Business Meeting and was assisted by secretary/treasurer Gary Sherman. Together, they provided the group a snapshot of association activities the past two years.



After reading the Minutes from the 2015 Business Meeting held at the Buffalo, New York reunion and other business, a break was taken for lunch.



Following lunch, the Business Meeting resumed and various programs and activities were discussed. Nomination and election of officers were made and the meeting was closed.



(Left) Two-term Auxiliary president Betty Shambeau welcomes everyone to the Auxiliary Friendship Luncheon and acknowledges the strong turnout of Coast Guard women in uniform. (Above Left) Guest speaker and author Jennifer Colburn talks about her book "We'll Always Have Paris". (Above Right) Secretary/Treasurer Mimi Placencia reads Minutes of 2015 Auxiliary meeting.



(Above) Dora (Placencia) Morgese and Mike's brother-in-law, Jeff Johnston. (Left) Barbara Weeks reads the invocation at the CGCVA Auxiliary Friendship Luncheon.



and included a donation; 2) Walt Duggenmos with regrets for not attending and included a donation; and 3) a message from Vice Admiral (ret) Roger Rufe, commanding officer of the *Point Garnet* in Cat Lo, thanking the Association for all we do.

Auxiliary/Friendship Luncheon:

Covered on page 5 (Auxiliary News) – but wanted to add that 12 Coast Guardswomen attended at our invitation.

Silent Auction:

Closed at 2100 hours and it was a frenzy — with the vultures flying low overhead protecting their bids, snapping at anyone getting close to their item. Bill Figone was playing so loose with the pen that the item Mike Placencia finally won cost him an additional C Note. Auxiliary Members Betty Schambeau, Mimi



Placencia, Jean Bruni, Kay Petersen and Bev Johnson took in the big bid sheets, cash and checks. Gary Sherman was right there with our new credit card app. And when the dust settled, more than \$2400 was collected. And some

(Left) Some of the 12 Coast Guard women who attended our Auxiliary Friendship Luncheon.



(Above, above right and right) Just a sampling of the many, many items that were contributed to the Silent Auction. In all, the Association made more than \$2400 on this activity. Thanks go out to the Auxiliary and all the bidders.

(Left) One of the hot ticket items at the Silent Auction was this bottle of wine hand-painted with a likeness of Chieu Hoi. It was ultimately claimed by Mike Placencia after a significant bidding war.



one-of-a-kind items found new homes. BRAVO ZULU to Betty and crew for an outstanding job.

Special Note: CGCVA member Michael Johnson gave the Association a very handsome donation.

Day Four

The final touch of this four-day event was the Awards Banquet. Members of the Auxiliary eloquently prepared the room. After the brief opening of the dinner program, and with everyone standing, the Remembrance Program honoring those who “crossed the bar” since 2015 began. Secretary/Treasurer Gary Sherman served as orator while Master at Arms Ed Floyd tolled the bell and Trustee Bill Figone manned the POW/MIA table.



POW/MIA Table and flags for the Remembrance Program and reading of CTB members.



Outgoing president Mike Placencia welcomes everyone to the banquet and thanks all for making the reunion so special.

Following dinner, President Mike Placencia, thanked everyone for attending and supporting the Association. He recognized the following individuals: Founders PNP Gil Benoit and Noel Bell, Trustees Bruce Bruni and Bill Figone, and Master at Arms Ed Floyd. Also recognized were CGCVA members Rear Admiral Michael Seward and Wayne Miller, the Association’s 2010 Person of the Year recipient.

The four WWII veterans in attendance were the first group to be recognized: Bill Bradley, Herb Cohen, Dwight Nass and Bernard Trifoso.

Current active duty personnel in attendance included Captain

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Kay Petersen and Janie Sherman



Looking out from the head table to part of the crowd at the reunion banquet.

Joseph Buzzella, CO of CG Sector San Diego; Commander Eric Cooper, Deputy Commander (who turned in his completed CGCVA membership application that evening); MCPO Dawn Stephens, 11th District Command Master Chief; Sector Command Master Chief Rob Turpin; and new CGCVA member CPO Sean McNamara.

Standing in for Vice Admiral Fred Midgette, Commander Coast Guard Pacific Area, was Captain Anthony Ceraola. He is currently the Commander of CG Sector San Francisco. What really caught our eye was the captain's previous assignment — Commodore of USCG Patrol Forces, South-west Asia. Based in Manama, Bahrain, PATFORSWA is the Coast Guard's largest command outside the United States.

Captain Ceraola is a 1993 graduate of the Coast Guard Academy and began his career as a Deck Watch Officer on the *CGC Sorrel*. This caused VP Steve Petersen to smile, since



In his final act as president, Mike Placencia swears in the newly elected CGCVA officers: Steve Petersen (president); Terry O'Connell (VP); Gary Sherman (secretary/treasurer); and Bill Figone and PNP Gil Benoit as two-term trustees.



Javaughn Miller, Mimi Placencia & Bev Johnson being sworn in as CGCVA Auxiliary president, vice president and secretary-treasurer for the next two years.



Steve Petersen presents the CGCVA Distinguished Service Award to longtime association trustee Ernest "Swede" Johnson.

had previously served on the *Sorrel*. In 1995, Captain Ceraola took command of the *CGC Point Camden*. Following his command tour he served as Military Assistant to CGCVA Member Admiral Loy, then as Coast Guard Chief of Staff.

Captain Ceraola took the audience on a time capsule tour of Coast Guard activities in combat theaters around the globe, citing several heroic names, such as Douglas Munro, those we lost in Vietnam, Nathan Bruckenthal, and acknowledging the WWII CG vets sitting at a table in front of the podium.

The Don Kniep Distinguished Effort Award was initiated at the 2011 Reunion in Herndon, VA, and is given to a member displaying self-initiative in keeping the Coast Guard Combat Veterans Association a premier and effective Coast Guard military voice. Mike Placencia announced Paul Scotti the 2015 recipient and that Vice President Steve Petersen presented the award

to Paul in Florida. President Placencia then announced Past National President Gil Benoit as the 2016 recipient and presented the award to Gil before a standing ovation.

Soon to be Past President Placencia administered the oath of office to the CGCVA Auxiliary Officers: Javaughn Miller Wrap-up story penned by Mike Placencia. Photos contributed by Mimi Placencia, Betty Shambeau, Bruce Bruni, ___ Johnston, Gary Sherman and others. Thanks to all for the great help in getting this issue done!(President); Bev Johnson (VP); and Mimi Placencia (Secretary/Treasurer).

He then administered the oath of office to the Association Officers: Steve Petersen (President); Terry O'Connell (VP); Gary Sherman (Secretary/Treasurer); and Gil Benoit and Bill Figone (2-term Trustees).

Mike Johnson won the 50/50 Raffle while four others won a credit for a one nights stay that was taken off their hotel bill.

Terry O'Connell took the podium to oversee the time-honored tradition of auctioning off Chieu Hoi, the CGCVA mascot. Chieu Hoi spent the past two years under the guardianship of Mike Seward and Mike Placencia. After a not so short story of how Chieu Hoi came about, Terry asked for a starting bid of \$100 and got it. It came down to a final bid of \$400 and Chieu Hoi found a new home with Javaughn and Wayne Miller — and so Chieu Hoi remains in California.

And with all business completed, we said so long to another great Reunion gathering.



CAPT Anthony Ceraola, commander, Sector San Francisco, was the banquet keynote speaker.



(Left) VP Petersen presents the Don Kniep Distinguished Effort Award, the CGCVA's highest honor, to PNP Gil "Frenchy" Benoit Gil's wife, Linda, looks on.



For the next two years Chieu Hoi will be cared for by Javaughn and Wayne Miller. Hope they know what to feed him.

THANKS TO ALL AND HOPE TO SEE YOU AGAIN IN 2019!

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Plan One, Acknowledge and the Coast Guard's Military Baptism of Fire

by William H. Theisen, PhD, Atlantic Area Historian, USCG

"Were such a reminder necessary, I feel sure that the splendid record of its forbear, the Revenue-Cutter Service, in all the previous wars in which this country has engaged, would serve as an incentive to the officers and men of the present Coast Guard to maintain unsullied its past reputation for heroic deeds in battling the Nation's enemies."

Treasury Secretary
William McAdoo

McAdoo wrote the words above to U.S. Coast Guard Commandant Ellsworth Bertholf on Friday, April 6th, 1917, the day Congress declared war on Germany. That same day, the U. S. Navy's communications center in Arlington, Virginia, transmitted the code words "Plan One, Acknowledge" to Coast Guard cutters, units and bases throughout the United States. This coded message initiated the Service's transfer from the Treasury Department to the Navy placing the Service on a wartime footing.

Prior to World War I, President William Taft's



(Left) Official photograph of the Secretary of Treasury, William G. McAdoo, who served during the 1917 transfer of the Coast Guard to the U.S. Navy. (Photo courtesy of the Library of Congress)

administration had nearly disestablished the U.S. Revenue Cutter Service, the Coast Guard's predecessor service, as a cost-cutting measure. Taft proposed to dismantle the Service and distribute its assets and missions between the Navy and other federal agencies. But contemporary events convinced American political leaders to scrap this plan. In April 1912, the Royal Mail Ship *Titanic* struck an

iceberg and sank in the North Atlantic. The accidental sinking of this "unsinkable" passenger liner and the consequent loss of life shocked the public on both sides of the Atlantic, initiating the 1913 Safety of Life at Sea

Convention in England and the establishment of the International Ice Patrol. Originally supported by the Navy, this patrol tracked icebergs and reported their location to ships in the North Atlantic. Soon after the establishment of the International Ice Patrol, the Navy could no longer spare ships for patrols, so the Revenue Cutter Service assumed the duty.

(Left) Coast Guard cutter McCulloch, which received the coded message "Plan One, Acknowledge" on April 6th, 1917, as did all Coast Guard units, stations and bases. (Courtesy of NOAA)



In 1914, another Service related event took place when war erupted in Europe. As the conflict spread to other parts of the globe, President Woodrow Wilson saw the benefit of retaining the Revenue Cutter Service as an armed sea service. And, when combined with the U.S. Life-Saving Service, the assets and personnel of the two agencies would prove effective in guarding the nation's shores both by land and at sea. On January 28th, 1915, President Wilson signed the "Act to Create the Coast Guard," combining the Life-Saving Service and the Revenue Cutter Service into one agency. The act went into effect on January 30th, establishing the United States Coast Guard as a military agency that would serve as a branch of the Navy during conflicts.

After the Coast Guard's formation, it became clear that the Service would play a vital role in future U.S. naval operations. From 1915 through early 1917, the Navy and Coast Guard collaborated to develop mobilization plans transferring the Service from the Treasury Department to the Navy in time of war. In early 1915, Commandant Bertholf began meeting with his Navy counterparts and developed a twenty-page report that evolved into the confidential document "Mobilization of the Coast Guard when Required to Operate as a Part of the Navy." This document included the Coast Guard's "Mobilization Plan No. 2" for combining the two services in peacetime and "Mobilization Plan No. 1" for combining the two services when war was declared.

Soon after the Navy transmitted the April 6th "Plan One, Acknowledge" message, the Coast Guard answered the call. For example, at 6:00 pm, San Francisco-based cutter *McCulloch* received telephone instructions from her



Ellsworth P. Bertholf, first commandant of the modern Coast Guard. (Coast Guard Collection)

division commander to put into effect Mobilization Plan Number One. By 7:25 pm, the cutter received a similar "ALCUT (all cutters)" message from Coast Guard Headquarters. In response, the *McCulloch* transmitted to the local Navy commander a coded radiogram reading "Commanding Officer, U.S.S. OREGON. Mobilization orders received. Report *McCulloch* for duty under your command." In addition to *McCulloch*, nearly fifty cutters and 280 shore installations came under Navy control.

World War I proved the first true test of the Coast Guard's military capability. During the conflict, the Service performed its traditional missions of search and rescue, maritime interdiction, law enforcement and humanitarian response. Meanwhile, the Service undertook



Coast Guard boat station crew at Quonocontaug, Rhode Island, dressed in their World War I uniforms. (Coast Guard Collection)

new missions of shore patrol, port security, marine safety, and convoy escort duty while playing a vital role in naval aviation, troop transport operations and overseas naval missions. By war's end, these assignments had become a permanent part of the Coast Guard's defense readiness mission.

The war cemented the Service's role as a military agency. Nearly 9,000 Coast Guard men and women would participate in the war. This number included over 200 Coast Guard officers, many of whom served as



World War I Coast Guard and Navy officers pose together for a photograph. (Coast Guard Collection)

warship commanders, troop ship captains, training camp commandants and naval air station commanders. In all, Coast Guard heroes received two Distinguished Service Medals, eight Gold Life-Saving Medals, almost a dozen foreign honors and nearly fifty Navy Cross Medals, dozens more than were awarded to Coast Guardsmen in World War II.

World War I also served as a baptism of fire for the

Coast Guard. During the war's nearly nineteen months, the Service would lose almost two hundred men and five ships. These ships included two combat losses. On August 6th, 1918, *U-140* sank the *Diamond Shoals Lightship* after her crew transmitted to shore the location of the marauding enemy submarine, but no lives were lost. However, on September 26th, 1918, after escorting a convoy from Gibraltar to the U.K., Cutter *Tampa* was torpedoed by *UB-91*. The cutter quickly sank killing all 131 persons on board, including four U.S. Navy men, sixteen Royal Navy personnel and 111 Coast Guard officers and men. It proved America's greatest naval loss of life from combat.

In the years following the war, the Coast Guard would develop into a robust military agency. Prohibition saw the Service become the lead agency fighting the "Rum War," increasing the Coast Guard's size and technological sophistication. In this war against liquor smugglers, the Service operated thirty-one of the Navy's four-stack destroyers. It was the first time in history that Coast Guard crews had manned Navy warships. Prohibition also saw the first congressional funding for Coast Guard aviation to help fight the rumrunners; and, the establishment of the Coast Guard Intelligence Office, a leading Federal intelligence branch that would also decipher enemy codes in World War II. And, 1932 saw the completion of the modern Coast Guard Academy, which produced many of the Service's combat leaders of the Second World War.

World War I would prove the first true test of the modern Coast Guard's military capability. This baptism of fire also cemented the Service's place among American military agencies and prepared it for the challenges it would face in World War II.

The "Racing Stripe" — Fifty Years of Coast Guard Brand Identity

by William H. Theisen, PhD, Atlantic Area Historian, USC

In the modern history of the United States Coast Guard, there has been a rapid shift from mistaken identity to a brand identity. One case provides a perfect example of this identity problem. On ocean station in October 1956, Coast Guard Cutter *Pontchatrain* came to

the aid of a downed trans-oceanic passenger aircraft. On the 19th, the Pan American clipper *Sovereign of the Skies* lost two of its engines en route from Hawaii to California. After the aircraft radioed the cutter and ditched in the ocean, the cutter sent out its smallboats and

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(Left) Photograph of French-born industrial designer Raymond Loewy, posing with one of his industrial designs — the streamline locomotive. (Library of Congress)

gathered up all thirty-one passengers and crew. One survivor no sooner gained the safety of the cutter's deck, when he gratefully exclaimed, "Thank goodness for the Navy!" Unfortunately for the Coast Guard, this case was one of many in which the Service seemed unrecognizable to the public it served.

John F. Kennedy was acutely aware of 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. With the aid of professional designers, the first lady completed the redecoration of the White House. The Kennedys also met with architects to direct the design and renovation of buildings surrounding Lafayette Square, a park located next to 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, whose work had been recognized the world over in the post-war period. Loewy's *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 13th, 1963. During the meeting and a second held a day later, the men discussed improving the visual



The final version of the Coast Guard Racing Stripe whose colors, size and angle were specified by the Loewy-Snaith design firm for use by the Service. (Coast Guard Collection)



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 ninety-day feasibility study and, in January 1964, the firm presented its findings to Coast Guard leadership.

With its experience in designing industry trademarks, Loewy-Snaith recommended the Coast

(Left) The Racing Stripe emblem found its way onto a variety of Coast Guard assets, from boats to cutters to aircraft. It could even be seen on a diesel locomotive. (Coast Guard Collection)

(Right) Coast Guard Commandant Edwin Roland, whose administration oversaw the design and planning stages of the Racing Stripe design. (Coast Guard Collection)

Guard adopt an identification device similar to a commercial trademark. The firm believed the symbol should be easily identifiable from a distance, easily differentiated from other government or commercial emblems, and easily adapted to a wide variety of air and sea assets.

The Coast Guard established an ad hoc committee to work with Loewy-Snaith on the project and, on June 19th, 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 21st, 1965, during an all-day session, representatives from Loewy-Snaith presented their findings to the Service and on the same day Coast Guard chief of staff, Rear Admiral Paul Trimble, agreed to proceed with the “Integrated Visual Identification System.”

During the development process, Loewy-Snaith selected a wide red bar to the upper right of a narrow blue bar canted at sixty-four degrees and running from right to lower left. The Loewy-Snaith 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. Next, the 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.

On May 4th, 1966, the Service’s ad hoc committee for testing the Visual Identification System sent to the commandant a favorable report regarding service-wide use of the Racing Stripe. 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. While the plan received the stamp of approval, details had to be ironed out over several months. By early spring 1967, most outstanding issues had been resolved, including the type-font for lettering and specific paint color specifications. And, on April 6th, 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.

Initially, the 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



(Left) The Coast Guard’s Barque Eagle, the last asset to receive the Racing Stripe, took on the emblem in 1976, just prior to the OpSail ’76 celebration. (Coast Guard Collection)

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the last asset not sporting the emblem. Traditionalists had long held that the Racing Stripe would destroy her classic lines and opposed application of the emblem to her bow. However, 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, experienced sailor and OpSail TV commentator, Walter Cronkite, singled out *Eagle* and her Racing Stripe logo with approving remarks.

Over the past fifty years, the Service and its missions have been associated with the Racing Stripe symbol and its unique color scheme. During this time, the U.S. Coast Guard has served throughout the world and collaborated on variety of levels with foreign coast guards and sea services. These activities include training, international patrols, liaison personnel, and advisors to foreign sea services. And in modern operations, such as Operation Iraqi Freedom and the deployment of Cutter *Dallas* during the war between Russia and Georgia, the presence of Coast Guard cutters with the Racing Stripe and traditional color scheme has proved a de-escalating influence in high-tension maritime missions. This international engagement has spread the Service's reputation and brand identity throughout the world.

The Integrated Visual Identification System stands as the most successful branding program of a federal agency in U.S. history. Since the 1970s, the Coast Guard Racing Stripe design has been applied to assets not commonly associated with the Service. With alterations in coloration and angle, the Racing Stripe has become a symbol for sea service vessels at the federal, state, county and munic-



In various colors and sizes, the Racing Stripe became a common emblem for federal, state and local law enforcement and sea service vessels. Such is the case with these Customs and Border Patrol assets. (U.S. Customs and Border Patrol)

ipal levels throughout the U.S. and for scores of foreign sea services. In the future, Coast Guard assets will continue to feature the coloring and emblem developed fifty years ago to identify the Service and distinguish its assets from other sea services.

Where many could not identify Coast Guard cutters before the Service adopted a brand identity, most individuals connected with the water do so now. Some of this recognition is a credit to the many missions carried out by the Coast Guard around the clock 365 days a year. However, some of this recognition is a credit to the Coast Guard's adoption of the Racing Stripe symbol. 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.

(Left) The distinctive white hull and Racing Stripe emblem of the Coast Guard served to de-escalate tensions during the cutter Dallas's visit to Georgia, during that country's hostilities with neighboring Russia. (Coast Guard Collection)



PNP Paul Scotti Presented Don Kneip Award

On February 20th, VP Steve Petersen presented the Association's highest honor, the Don Kneip Distinguished Effort Award, to founding member and past president Paul C. Scotti. The presentation topped off what is normally a routine Monday morning breakfast and get-together of Vietnam veterans from all services at the Cracker Barrel Restaurant in Palm Bay, Florida. On this Monday however, there were 11 veterans plus seven guests.



VP Steve Petersen (right) presents the Don Kneip Award to PNP Paul C. Scotti.

Following breakfast, the group gathered on the veranda outside the restaurant where Scotti summarized how the U.S. government is honoring Vietnam War veterans and their families through the direction of the Vietnam War Commemoration, of which Scotti is the Association's chairman. He then handed commemorative pins to VP Petersen who in turn handed one to each attending Vietnam veteran. After the pins were given out, Petersen looked at Scotti and said, "Where's mine?" "Oh," said Scotti with a chuckle and presented one to Petersen.



(Left) Paul Scotti and wife Liz (front row) and daughter Ann Scotti and George Guinn, (USN) (back row).



CGCVA VP Steve Petersen hands a Vietnam War veteran pin to retired Coast Guardsman Tom Hart.

Believing this was the end of the ceremony, Scotti started to leave when Petersen said he had a few words to say. Petersen then began a litany of accomplishments by Scotti that culminated in the presentation of the Don Kneip Award. Totally caught off guard, Scotti remarked, "It's true, the husband is always the last one to know." In fact, his wife Liz and daughter Ann, who had flown down from Annapolis, Maryland, had known about it since late December. In fact, everyone there already knew what was to take place except Scotti.

Besides being a CGCVA founding member, Scotti helped draft the initial set of by-laws and served as its first secretary-treasurer. He served on the Board of Trustees, one term as VP, two terms as president, and has been the Association's historian since its inception. He is the author of the award-winning book "Coast Guard Action in Vietnam" that details the actions of Coast Guardsmen in the Coast Guard's many roles carried out in the Vietnam War.

CGCVA Small Stores

The below listed CGCVA items are now available. Send orders to Richard Hogan at 4713 West Rock Creek Road High Ridge, MO 63049-3308 or richardhoganjr@charter.net. Please make checks payable to CGCVA. Prices shown include first-class or "Book Rate" postage. We can now also accept payment by credit or debit card through PayPal. To do so, go to the "Small Stores" page on our webpage at coastguardcombatvets.org.

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PATCHES: CGCVA (small) **\$4.00.** CGCVA (large) **\$5.00.** RONONE, CON-SON, ELD-Eagle, Market Time, and Squadron Three, ELD CG Vietnam, USCG LORSTA Sattahip Thailand **\$5.00** each. Tonkin Gulf Yacht Club **\$6.00.**

CGCVA BASEBALL CAP: Blue/black, gold-lettered CGCVA with embroidered logo, full back. Please specify desired size. SM/MED fits 6-7/8" to 7-3/8". LGE/XL fits 7-1/2" to 7-5/8" **\$25.00.**

CGCVA GARRISON CAP: Fore'n aft cap with embroidered CGCVA color logo and "Coast Guard Combat Veterans Association" in white lettering. Must state size. **\$26.00.**

CGCVA CHALLENGE COIN (Currently Sold Out!)



You asked for it at the 2013 convention and we listened. Now, all CGCVA members can have their own challenge coin. These will serve as great keepsakes and also as "thank you" gifts to persons or organizations helping out our Association. **\$12.00.** each, shipping included. Supplies are limited so order yours today!

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Vietnam War veterans attending the February 20th breakfast at the Palm Bay, Florida Cracker Barrel Restaurant for what turned out to be more than their usual weekly get-together. This time, all received commemorative Vietnam War veteran pins and PNP Paul C. Scotti was surprised when Association VP Steve Petersen presented him the CGCVA's highest honor, the Don Kneip Distinguished Effort Award. Front row (l to r) Alan Dillenbeck (USCG), Terry McGovern (USMC), and Norm Lemoine (USCG). Back row (l to r) Tom Hart (USCG), Steve Petersen (USCG), Larry Boyers (USA), Paul Scotti (USCG), Bill Lowery (USCG), and Paul Lyons (USMC).