

United States Coast Guard Auxiliary



District Eleven North Region

Date: 01 August 2015
Subject: Business Card Guidelines
To: All District 11 North Members
From: Commodore Rich Thomas

It has come to the attention of Auxiliary leadership that many Auxiliarists have taken the initiative and have had business cards produced at their own expense. These business cards have been very helpful in spreading our Auxiliary message and in attracting new members to our organization.

Unfortunately, several examples have been identified that contain information that should not be included on an Auxiliary business card. As a result, Auxiliary Business Card Guidelines for D11N have been established.

The following D11N Auxiliary Business Card Guidelines will be effective 01 January 2016:

- a. The Department of Homeland Security, DHS, or any other DHS symbol is not to be included on the card.
- b. Only a Coast Guard Auxiliary Logo is to be used, not a Coast Guard Logo.
- c. No outside interests and/or positions are to be listed.
- d. No academic qualifications are to be listed (i.e. M.A., Ph.D)
- e. No prior service rank is to be listed (i.e. LCDR, ADM, etc.)
- f. Display of personal information such as a personal cell phone number, residence address (not recommended), or personal e-mail is authorized and is at the Auxiliarist's discretion.
- g. A maximum of two Auxiliary offices, past and/or current, may be shown (i.e. Flotilla Commander, Division Staff Officer – Operations, etc.)
- h. A maximum of two Auxiliary qualifications may be shown. (i.e. Coxswain, AUXOP)

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- i. The back of the card is to be left blank unless one of the two following options is used:
 - i. Listing of your Flotilla / Division meeting time & place, or
 - ii. Including the following (as all of EXCOM does): "Find out more about the Auxiliary ... Live Coast Guard Auxiliary Informational Orientation ... Make a reservation www.d11nr.info"
- j. These guidelines are effective on January 1, 2016.
- k. Other designs may be considered as long as the design falls within the above parameters (a. through i.). Questions and final approval of all designs other than those cards that are specifically listed below rests with the DSO-PA.

With the adoption of these Guidelines, our District will be assured of making a professionally standardized introductory statement.

Thank you,
Richard Thomas, DCO D11N

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Business Card # 1



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Get started

View: Front Back
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Business Card # 3



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View: Front Back
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Business Card # 4



100 for \$16.00

Get started

View: Front Back
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