

Evaluation as a Tool to Strengthen an Organization

Submitted by: Captain Butch Arbin



I believe that the most important assets of superior and healthy organization are their employees. Therefore, the most important function of any organization should be the ongoing development of its personnel. In keeping with this belief, we use supervision and ongoing formative evaluation to monitor the progress of our people. Formative evaluation is used to inform and to provide feedback and action steps to become a more effective employee, and to assist the employee with advancing within the organization.

However, once our season has ended and after all formative evaluations have been completed, a summative evaluation is compiled. This is, as the name implies, a summary of the employee's performance over the time of employment for the current season. It pulls together all available information, including all evaluations, employee incident reports, employee commendations, starting and ending dates, time off and reliability data. Once all pertinent information about each employee has been assembled a review panel made up of all the current Sergeants (this year all 11 met on November 6 in OC) reviews individual employee performance and, as a group, recommends a future status for this employee. This year the review panel was provided with some additional information about OCBPSRA training and certifications and they were asked to indicate if an eligible employee should be considered for a training position as an Assistant Crew Chief or, if qualified, (OCBPSRA Advanced) should be considered for promotion to Crew Chief. The lieutenants review all sergeant recommendations and a final recommendation is forwarded to the Captain. The final disposition of each employee's status for future em-

ployment and promotion within the Beach Patrol organization rests firmly with the Captain. All employees who are determined to be re-employable will receive an official letter of invitation for re-employment from the Captain shortly after April 1st along with the spring edition of the *Semaphore Newsletter*. Prior to the official hard copy of a job offer I will be sending a preliminary E-mail early in the New Year, with specific instructions to be returned so that we can begin planning. Because of the quality of the individuals we recruit, 95% of our employees who completed the previous season will be eligible to return for future seasons.

However, if you do not receive notice that you are being recommended for re-hire, it remains solely your responsibility to contact Captain Arbin ASAP. Although, I know everyone works hard to get the Beach Patrol job, it is even more important to perform in a manner that shows you want to keep your position. What may seem to be minor infractions, such as missing a meeting, being 3 minutes late from a lunch break, not shaving or forgetting equipment, have resulted in some of our best SRTs not getting their positions back.

At a time when individual accountability seems a rare trait and employee performance is not held to a high standard, I can assure you that your job and the service you provide are far too important to allow any less than a stellar employee to compromise our mission. This is why the Beach Patrol takes the evaluation process so serious and strives for greatness as an organization by holding every employee to the highest standards of the Beach Patrol and the Town of Ocean City.

Note: Remember to keep the Beach Patrol informed of any changes in your address, both E-Mail and Post Office. It would be unfortunate to have your position given to someone else because we did not know you were planning to return!

History/Alumni

THE WAY IT WAS FOR ME!

submitted by: J. T. "Lucky" Jordan

My first year on the Ocean City Maryland Beach Patrol was June of 1945. I hitchhiked from Washington D.C. to the Annapolis, Maryland Ferry and caught a ride on a tractor-trailer from the east side of the Ferry to Ocean City. I was hired by Bill Pacy who wasn't but a few months older than I was at sixteen years of age.

We gathered in front of the United States Coast Guard Station at Caroline Street every morning at 9:00 AM for briefing and beach assignments. One of the pictures posted on the bulletin board in front of the museum down at the inlet shows our group sitting on and around a bench in front of the CG station. Sammy Hill is sitting on the boardwalk with his dog facing the camera. Sam, like a lot of the other OCBP members that I knew is no longer with us. At that time the CG station also had an observation tower out in front on the beach a few feet from the boardwalk that Pacy used as his office. It had a ladder that went up from underneath at sand level to inside the tower.

The original creosoted wood frame jetties that were installed to fight beach erosion were still exposed along a good portion of the developed beach. Keeping bathers and swimmers away from the jetties was one of the primary responsibilities of the guards as the bolt ends and the barnacles that grew on the wood

were very sharp and cut easily to the touch. Also, eddy currents developed at the end of the jetties and created a deep hole that swimmers were sucked into when they got too close. The north end of the developed beach was not as wide as the south end and ended at 14th Street where the all-wood boardwalk also ended at a height you could crawl under. Beyond that point was nothing but dunes and sawgrass all the way to Fenwick Island. Beyond Fenwick about halfway to the Delaware line was a military installation that monitored the coastline for enemy encroachment during the war.

The south end of the boardwalk area was much like it is today with the exception of the inlet development. The two biggest exceptions are the huge parking lot and the Ocean City Life Station Museum which was the operational Coast Guard Station at Caroline Street for all the summers I spent there. The south end of the boardwalk overlooked the inlet and there was no room for a road from the bay side to the ocean side. I know because I dove into the inlet many times from the boardwalk to swim across to the other side. We used to have a ball trying to ride the ponies that still run wild on the south side. It was a good thing the sand was soft and we were in good physical condition.

The majority of hotel row began north of Division Street with the exception of the Atlantic Hotel and the Maryland Inn with family type cottages interspersed among the hotels. Ninth Street was the other entertainment area with an auction pavilion, The Beach Club and Jacksons nightclub. A couple of sophisticated lounges with a trio or pianist were located in between Division and 9th

(Continued on page 13)

(Jellyfish Stings continued from page 3)

looking for other signs that appear to be greater than normal skin irritation associated with common stings.

To treat a sting, use gloves and gently wipe the affected area with a "Sting Kill" swab. You may also have your victim apply a generous coat of aloe gel or oral gel containing lidocaine anesthetic.

Optional: the person can be advised to shave the affected area or use a credit card to remove the nematocysts more quickly and reapply the lidocaine-containing gel to the affected area if needed. However, due to the effectiveness of the lidocaine this may not be necessary.

1 L.M. Birsa et al. / Comparative Biochemistry and Physiology, Part C 151 (2010) 426–430

2 Thomas C, Scott S. All stings considered: first aid and medical treatment of Hawai'i's marine injuries. Honolulu: University of Hawai'i Press, 1997:1–233.

Ocean City Beach Patrol Surf Rescue Association

Submitted by: Captain Butch Arbin

This past summer was the most successful year for high numbers of participants in the various components of the OCBPSRA. One factor that contributed to this success was the additional opportunities to complete a certification requirement. Not only did we hold each certification twice but we held one in the morning and the second in the evening as well as one in the north and one in the south. This was only possible with the dedication of the OCBPSRA instructors who were responsible to facilitate these certifications. In the past these instructors were OCBP officers, usually Sergeants. Beginning with 2011, I will have other OCBPSRA Instructors (usually Crew Chiefs) who wish to become involved scheduled to assist with certifications. The certifications that are obtained through completion of the OCBPSRA requirements are required to accept a training position or promotion. All training, practice and skill demonstrations are done during an SRT's scheduled time off. Additionally it is your responsibility to notify the Beach Patrol of any requirements that you complete that are not sponsored by the Beach Patrol (Boating Safety, EMT, ARC lifeguard, Instructor certificates, etc) and give the secretary a copy of your proof of certification. Although we have made a concerted effort to research each person's OCBPSRA history, including past certifications for those with a break in service and an update in days, it is your responsibility to check your training record for accuracy and let Captain Arbin know if you feel that your OCBPSRA records are not reflective of what items you have completed. If you have not already received a copy of your certification record by email you should be receiving it soon. Rather than having you return it like we have done in the past you will simply click on the link and reply in Google Docs, letting us know if it is accurate, or if not, what you believe is incorrect. One change that has taken place for SRTs starting after the 2009 season is the calculation of days for the various



levels of certification. The days that are calculated for the 100, 200 and 300 required days worked do not include any days on probation. This is an important change that will give us a more qualified candidate pool, since under the old system a person could have 97 days on probation (which is an indication of some weakness) and then after working only 3 additional days would receive their OCBPSRA Basic certification and be eligible for a training position as an Assistant Crew Chief.

Following is a list of SRTs who have OCBPSRA Basic or Advanced certification.

OCBPSRA Basic – Eligible for ACC	OCBPSRA Advanced – Eligible for CC
Luce Bedard	Laura Allen
Joya Canfield	Amiee Bachman
Christopher Cornwell	Michael Bangert
Tradd Cummings	Emily Bock
Richard Devine	Brian Cardile
Harrison Fisher	Christian Castaneda
Chad Ford	Jesse Crone
Robert Forristal	James Doukas
Robert Fox	Gregory Evanoff
Daniel Friend	Thomas Everett
Ryan Grantham	Judson Fox Jr.
Jenelle Irwin	Philip Fraley
Chris Johnson	Nick Gerthoffer
Brian Joiner	William Hammond
James Kleman	Kevin Johnson
Patrick McElvaney	Dillon Levy
Samantha McElvaney	Kalani Linnell
Christopher McGervey	Jason Lippman
Kelly McGrath	Nicholas McClab
Meghan McIntyre	John B Miller
Christopher Meeker	Jason Mohring
Chad Miller	Thomas Moyer
David Miller	Shane Neumann
Zachary Mitchell	Daniel Pogonowski
Sean Nugent	Steven Reddick
Emmanuelle Ouellet	Damien Sanzotti
Maxwell Posner	Shawn Seibert
Jacob Ritter	Arthur Smith
Caitlyn Rosenberger	Sean Snee
Nicholas Sakell	William Spencer
Edward Schonk	Aaron Steely
Lance Sincavage	Elizabeth Vander Clute
Colby Smith	
Charles Swartz	
Michael Traum	
Jonathan Wallender	
William Wilkinson, Jr.	
Brooke Witherow	
Mitchell Witherow	

OCBP-SRA STORE

Submitted by: Lt. Mike Stone

Lt. Stone has a new OCBP sweatshirt available for purchase. The grey sweats that had been available came with a full color OCBP logo on the back of the sweatshirt and nothing on the front. The new sweatshirts come with the letters "OCBP" on the front left chest in navy. The sweatpants still have the full color OCBP logo on the front left hip.

The sweats were a big hit at the Alumni Reunion as the "Old Guys" and their wives were happy to take that trip down memory lane. They loved putting those uniform style sweats on and reminiscing! There was even one vet there who had his blue OCBP swim-suit on (circa 1970), a white/navy ringer t-shirt, a red & white Weingard Lifeguard Lanyard with a red fox 40, and a full grey sweat suit! Talk about proud. I think it makes you feel like you did when you first put that uniform on and were so proud to have accomplished becoming a member of the Ocean City Beach Patrol.

See Lt. Stone when you make it back to OC in the spring if you are interested in picking one up!



Don't forget the other great items that you can purchase through OCBPSRA. Contact Lt. Mike Stone if you need anything.

Statistics Update

Submitted by: Captain Butch Arbin

For the second summer our statistics were collected using a Web 2.0 application called Google Docs. Crew Chiefs and Assistant Crew Chiefs were able to enter their crew's data online and many did so daily at their respective beach houses, which was probably more effective than the paper method. However, since Google Docs is web based it was also convenient to enter the data at a time and place of each crew's choosing.

Although the end of August saw a tremendous amount of media coverage due to the unusually high amount of hurricane activity and the resulting rip currents which caused a great deal of attention to be focused on a few busy weekends. Our Stats for serious medical emergencies, surf rescues and most other categories were down for the third year in a row. I believe that although the extremely dry (July 10th was our only rain day), hot summer (Memorial Day Monday saw temperatures

over 90) had some impact on these statistics, that our increased focus over the past several years on the education and prevention aspects of our mission was the critical factor.

If you would like to take a close look at our statistics for 2010 and how they compare to recent years, you may visit our web site and follow the link to weekly bulletins where Secretary Malone does an outstanding job of reporting the week's statistics, as well as, the year to date statistics. Go to: http://oceancitymd.gov/Recreation_and_Parks/Beach_Patrol/bulletins.html

The final statistics for the 2010 season which began on Saturday, May 29th and lasted 121 days ending on Sunday, September 26, 2010 were:

3,211	Surf Rescues
233	EMS calls
596	Reunited missing persons
500+	Beach Wheelchair uses
2,000+	Minor First Aids

I would also like to thank all personnel involved with the collection of our statistics as it is very important to our mission and operations, and helps validate what we do every day.

From Semaphore to WEB 2.0

Submitted by: Captain Butch Arbin

When semaphore was first introduced on the beaches of Ocean City in the 1950's it changed the way the lifeguards communicated among themselves. No less impacting on the Beach Patrol operation has been the internet, e-mail, web 2.0 and social networking. Although, as a society we have found many miss-uses of these tools, they have been used effectively to make the Beach Patrol more efficient and to improve the accuracy of the information we receive. Web 2.0 applications such as Google Docs are being used to gather information from employees about availability and to allow new recruits to register for a test. When candidates arrive at the testing site their release has been legibly pre-printed. These tools are also used to report statistical information, and most recently, to verify the accuracy of your OCBPSRA certifications. In recent years we have utilized the Beach Patrol web site to distribute all of your employee forms that were previously sent by US Mail. This past summer we added additional forms to the site. If you needed a special request day off or other form, not only could you access the form online, but you were able type in all of your information, save and print. Having forms completed on the computer increases accuracy since they are easier to read than handwritten forms.

Of all of the technologies that I have mentioned, I consider e-mail the most beneficial to a seasonal operation like ours, were our people are literally spread around the world in the off season. There are fewer and fewer places on the planet where you are in-accessible, which makes keeping you updated far easier than it was just a few years ago. This is just one more reason why you need to maintain a working email address and to let the Beach Patrol know if you change it.

The Professional -- with a Facebook

Submitted by Crew Chief Davis

So... let us say you have a bad day at work or school. When you get home, you visit Facebook, read the news feed, then post how much you hate your (job / boss / professor, etc). You just use Facebook for keeping in touch with friends, so it's not a big deal -- or is it?

Facebook, and other social networking sites, have a much greater penetration into society today than they did only five years ago. Today nearly 40% of the people in the US have a Facebook page. That means that today, Facebook is used by more than just your friends, it is also used by your professors, your current bosses, and your potential employers. What used to be a seemingly innocent way of expressing some frustration is now a very public, very visible, easily shareable expression. I could write directions on how to make wall posts limited to friends only, limit peoples' ability to tag you in pictures, etc. But in truth, privacy on Facebook is a constantly evolving thing. What works today might not work tomorrow. Further, many people now accept professional friends onto their friend list. In many cases, people can surf into your page through a mutual friend. What might they find when they get there? So now, before you post a picture or a wall post, you really need to consider how it could affect your future. College admissions offices are either actively viewing prospective student pages, or having current students 'friend' you to decide if you are material for that school¹. Professional sports teams are firing staff who bad mouth the team publicly on social media². As a teacher, I have to assume that my students, parents, school administration, and the general public will see what I post on Facebook. It really is no longer a private joke among your friends. It is something public that can be captured and do real damage. Nor can I rely on privacy tools to keep something private. There is no guarantee it will stay that way. A friend could share it out, and make it visible to the whole world. Could you be terminated from a job for posts that don't reflect well on your employer? It happens. The legality of these terminations is currently in litigation³. As a teacher, I have signed an agreement that includes a 'conduct unbecoming' phrase. It would be very easy to construe Facebook posts in poor taste to be 'conduct unbecoming a teacher'. So what is the morale of all this? That picture of you blacked out at a party, your medical school admissions committee might not approve of it. That comment about how much you hate waking up and going to work, might not impress a hiring committee. It might also aggravate your current boss, and make them examine your work more carefully. So, don't put yourself into these situations from the beginning. Post pictures and comments that give people a positive image of you. Encourage your friends to do the same. Assume that anything you post will be visible to everyone in the world.

1. Heckinger, John. "College Applicants, Beware: Your Facebook Page Is Showing". The Wall Street Journal 18 Sept 2008. < <http://online.wsj.com/article/SB122170459104151023.html#ixzz151yGKVAY> >

2. Stamm, Dan. "Report: Eagles Fire Employee Over Facebook Vent". NBC Philadelphia 10 Mar 2009 < <http://www.nbcphiladelphia.com/news/sports/Report-Eagles-Fire-Employee-Over-Facebook-Vent.html> >

3. Hananel, Sam. "Feds: Woman Illegally fire over Facebook remarks". KATU.com. 9 NOV 2010 < <http://www.katu.com/news/national/106986493.html> >

Captain's Note: I have often spoken to Beach Patrol employees in many different venues about not letting a decision that you make today affect you for the rest of your life. For most 18 – 21 year olds it is hard to see very far into your future, but 10 years later when you have settled down and are pursuing a career, your past may suddenly become current. This past weekend while working in my office at OCBP Headquarters a federal investigator who had a signed release allowing him to review an employees record visited me. This employee had only worked 2 seasons about 10 years ago. The employee had a good rookie year with no incidents (this pleased the investigator), however, when I turned the page and looked at year 2, the record told a different story and indicated that this employee was not invited to return. This situation is repeated several times every year but is based on employee performance and well documented. In contrast the growth of Web 2.0 apps and Social networking media is less controlled and less professional which can lead to erroneous or detrimental information being circulated without your knowledge or consent. Therefore, do yourself a favor and only post information that you fully intend to be viewed by everyone you know and remain on the internet for the rest of your life. As an organization the Beach Patrol is also susceptible to being exploited by the Social Media and various video posting sites so do not let yourself become the subject of a post that tries to make the Patrol look bad.



CC Davis avidly trains at Cross-fit Ocean City. He is on a daily workout. There is a guard on his stand covering while he does the workout.

Current Staff News

Beach Patrol Family Reaches Out

Submitted by: Sgt. Marc Bouloucon

As members of the Ocean City Beach Patrol, we are regularly confronted with life changing events. More often than not, we are there to act as a source of physical and emotional strength for the people with whom we come in contact. As I look back on my career with the Beach Patrol, I know of lives that I have touched and impacted for the better and that has been a source of motivation for me to continue to return year after year. The relationships that grow through our years on the patrol make us the people we are and one such relationship is in need of our help.

Those of you who have been on Beach Patrol for a while and have had the opportunity to sit in Crew 8 and Crew 9 have more than likely had the chance to meet Bob and Joan Holthaus. They have been fixtures on the beach at 50.5 for as long as I've been a Sergeant. I'm sure everyone in that area has stopped by at one time or another to enjoy some snacks and a quick, lively conversation about the day's events, World War II and skeet shooting. They have always been more than willing to share their food, water and on those really hot days, a little reprieve from the heat under their umbrella. There have also been those who have received medical advice, a quick examination and the very-hard-to-get prescription to help us through our various maladies.

Roughly three years ago, Bob was diagnosed with brain and lung cancer. Cancer not only affects the lives of the person diagnosed, but the entire family as well. When we, on Beach Patrol, first learned of his diagnosis, there was immediate concern and an outpouring of offers to help the Holthaus family. We inundated him with cards and well wishes that were proudly displayed around his home and his spirits were lifted to help him through his initial rounds of radiation and chemotherapy. In the past few weeks, Bob has encountered further setbacks with his treatment and needs another dose of Beach Patrol support. I am asking anyone who has come to know the Holthaus family to take 5 minutes and drop a card or note in the mail for Bob. There are very few of us who have not been touched by cancer and I think we can all agree that the smallest and simplest gestures go a long way in helping ease the difficulties of dealing with such a debilitating disease.

Please send cards and notes to:

Dr. Robert Holthaus
4109 Ravenhurst Circle
Glenarm, MD 21057

Thank you.

Captain's Note: We always talk about being a family and this is just another example when we need to come together. The Holthaus family first became involved with the Patrol when their daughter Molly was hired as an SBF and further galvanized the Beach Patrol connection when Molly married one of our own Crew Chiefs, Steve Carter, known by most as just "Carter". The Carter's have also given the Holthaus' a grandchild which just shows how great an impact the Patrol can have on its extended family. Although Molly may have been the beginning of the relationship between the patrol and Bob and Joan, the relationship has outlasted Molly or Steve's active time. Because of their continued support of

the Patrol, Bob and Joan have been the guests of Mike Stone (OCBPSRA) for the past several years at our annual OCBP awards banquet. My prayers continue to go out to Bob, Joan and the entire family.



OCBP Fantasy Football

Submitted by: Lt. Mike Stone

There is a small group of mostly Beach Patrol members involved in a fantasy football pick-em each week. Unit 3 happens to be a big football fan and has created an OCBP group for the Peter King Challenge at Sports Illustrated.com. This is the third year he has done the group and all you have to do is register, enter the group name (ocbp), and wait for him to accept new members. As of last Monday, November 8th, there had been nine weeks of NFL games. Some notable names on the leader-board include Ryan Cowder in first place with 82 wins, Skip Lee in second place with 74 wins, and Mike Stone in third place with 68 wins. Ryan has been crushing the competition and went 11-1 for week 9 and that was without the result of the Monday night game! There are still many more weeks to go and it is not too late to join. It is a lot of fun and there is no limit to the number of people who can join. I am surprised that Jeff Brabitz and Mat Postell have not joined since they are big football fanatics. We are looking for some SERIOUS football fans, and ladies are also