



Snapshot CITRO

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- The first 34 years
- The 35th year
- The next 5 years

The first 34 years

- The SAR Initiative by small group
- Auxilliary Model
- Own fleet & registered volunteers
- Training
- Partners in SAR
- CITRO Air & Sea Auxilliary
- CITRO Medico

The 35th Year



Robert Willems & Dr Derk Braakman

Recovering from 35th year

- Completed advanced training program by KNRM
- Renewed working agreement RNN & CG CARIB
- Awarded Medals of Honor for years of service
- Desktop simulation Aero Nautical September 2011
- SAR35 seminar October 2011
- The Annual Fundraiser 'CITRO FRUITS DE MER'

The next 5 years

- Planning
- Product
- Personnel
- Professionalism
- Procedures
- Price
- Publicity & Promotion
- Poor
- Positive
- Prevention
- Prudence
- Preparedness
- Partners
- Positioning
- President

Planning & Personnel

- Intensify working relationship KNRM
- Software for planning & maintenance
- Software for knowledge & expertise

Product

- Statistics
- Technology
- Needs
- Redefine
- Communicate

Personnel (Volunteers)

• GENERAL

- HR Mngt
- Training
- Scheduling
- Average age
- Team Building

• SAR related

- Risk Management
- Training
- Scheduling
- Log activities

Professionalism

- Screening

- Background
- Skills
- Physical condition
- Career development

- Training & Certification

- General
- Specific tasking
- Knowledge Management

Procedures

- CITRO Handbook

- Dedicated Volunteer Operations

- General Volunteers Non-Operations

- Guidelines & 'how to handle' manuals

- Rules & Regulations

- Continuous review and updates

Price

• Cost drivers

- Training
- Med equipm & supplies
- Fleet units
- Maintenance & repair
- Fuels & combustibles

• Ratio

- Volunteers org vs Active Duty

Publicity & Promotion

- General

- Per case basis
- Prevention & Education
- Coops with Partners in SAR
- Interested parties
- Open house

- Communication vehicles

- Press releases
- Live & taped interviews
- Website
- Annual Report
- (Social Media)

Poor

- Limited budget
- Growing income
- Growing demand
- Growing expenses
- Savings for a rainy day
- We are not selling no

Positive

- Strong Leadership
- Being Resilient
- Result oriented

Prevention

- Education

- List possible scenarios
- Quick 'how to handle' manuals
- Prevent it from Arising & Happening
- Prevent it from getting out of hand

- Promotion

- Proactively
- Per case basis

Prudence

- Risk Management

- In-house expertise

- Board & Advisory

- Trained Leaders Tech & Ops

- Outsourcing & Partnerships

- If we don't have the expertise we call it in

Preparedness

- We only do what we were trained to do
- Out of the scope? >>> Learn to say no
- Be ready for the predictable unexpected
- Formal agreements with partners

Positioning CITRO

- Volunteers but Professionals
- 24/7 available for Maritime SAR
- Upon request support to events
- Always in need of funds
- Innovative
- Quality Management
- Promotors of Prevention

Preparing based on trends

- Core Business

- SAR >>> no peaks >>> keep investing in quality

- CITRO Medico >>> more >>> expand HR & Equipment

- General services*

- Non-SAR >>> more >>> opportunity: goodwill & funds

- Events >>> more >>> same, plus prevention promos

- * excellent hands-on training for our volunteers

Partners

• Active duty

- Coast Guard Carib
- Police Dept
- Fire Dept
- Meteorology Dept
- Disaster Relief Mngt
- Ambulance Services
- Military N-AF-A
- Scuba Industry

• Volunteers Org

- USCG AUX
- KNRM
- VKC Corps of Vol (p-mil)
- Red Cross
- Blue Cross
- Amateur Radio
- Bay & Beach Watch
- Scuba Industry

Presidents

- John 'Joop' Kooijman
- Adriaan van der Hoeven
- Frans Versteeg

Frans Versteeg 1(2)

- Born in The Netherlands in 1949
- Since early sixties in Curacao
- Graduated Engineer Physics
- Career
 - Educator Physics and Information Technology
 - Advisor to Public Administration Offices
 - Director to Dutch Public Foundation channeling and managing funds and budgets for nation building

Frans Versteeg 2(2)

- Reorganization in extense of official education programs for information technology as a major in schools
- Project Mngt & Expense Budget Mngt for misc projects in education ao engineering and information technology
- Advisor in supervision, control an coaching to platform for Social Economic Development
- Boardmember foundation organizing and supporting independent living for psychiatric patients
- Active in Sports and Sportsmanagement in clubs & federations
- Incoming President CITRO, effective Q4-2011

www.citro.org

CITRO Volunteers... 24 hours... Every Day





