

# The Seahorse



*Newsletter published quarterly by*

The Hydrographic Society  
of America



U.S. Branch of  
The Hydrographic Society

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Summer 1997

## ***SURVEYING, MAPPING AND REMOTE SENSING CONFERENCE TO BE HELD IN ST. LOUIS***

### **A broad range of vendors to exhibit**

*by Jerry Mills, NOAA, Coast Survey,  
Silver Spring, Md.*

The U.S. Army Corps of Engineers (USACE) and the National Oceanic and Atmospheric Administration (NOAA) will jointly sponsor a Surveying, Mapping and Remote Sensing Conference in St. Louis, Missouri, during August 18-22, 1997. A concurrent symposium sponsored by the Tri-Service CADD/GIS Technology Center will allow attendees to participate in sessions related to GIS as well as hydrography and will undoubtedly attract a broader range of vendors to the exhibition.

Following registration on Monday morning, Aug. 18, a plenary session will be held with presentations by several senior officials from the Corps of Engineers and NOAA including Mr. Frank Maloney, Director of NOAA's Coast Survey.

The agenda for Tuesday, Aug. 19, includes four workshops of interest to hydrographers: (1) Multibeam Hydrographic Surveying, (2) Tides and Water Levels, (3) DGPS for Geodetic

Survey Applications and (4) Principles of Hydrographic Surveying. The latter workshop will be presented by The Hydrographic Society of America (THSOA) and will include the following topics: Survey Standards, Basic Geodesy and Datum Transformations, Real Time Kinematic GPS, Volume Computations, 3-D "Fly Throughs", Basic Acoustics, and the S-57 (DX-90) Digital Data Exchange Standard. See the THSOA homepage on this workshop for more detailed information: <http://www.usahydrosoc.org/schedule.htm>.

Fifteen papers related to hydrography will be presented during four sessions on Wednesday, Aug. 20, and will cover survey planning with GIS, hydrographic data acquisition and processing, nautical charting and electronic charting on inland waterways. In addition, there will be another full day of workshops with two of particular interest to hydrographers: (1) HY-PACK Software for Hydrographic Surveying and (2) USACE A-E Contracting for Surveying and Mapping.

The morning of the final day of the conference, Thursday, Aug. 21, will focus on the use of LIDAR (Light

Detection And Ranging) with the afternoon being devoted to Remote Sensing and an open meeting of the Federal Geographic Data Committee (FGDC) Bathymetric Subcommittee.

Additional information can be obtained from Mr. Bob Mesko of the U.S. Army Engineer District, St. Louis, Mo., Tel:(314) 331-8385, FAX: (314) 331-8677, or by visiting the conference home page at:

<http://www.lms.usace.army.mil/sympo97.htm>. ✪

### **Coastal Multibeam Training Course held**

*by Lieutenant David Neander, NOAA*

At the request of the United States/Canada Hydrographic Commission, the fourth Coastal Multibeam Training Course was held in St. Andrews, New Brunswick, Canada, from June 16-27, 1997. The objective of the course was to prepare and train experienced conventional hydrographers in the use of multibeam

(See **Coastal**, page 2)



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Mention in *The Seahorse* of commercial companies or products does not constitute an endorsement or recommendation by The Hydrographic Society. ✪

## Coastal (from page 1)

sonar systems for hydrographic surveys.

The 11-day, 45-lecture course was designed to provide overviews of the theory, operational instrumentation, field issues, and processing procedures associated with shallow-water swath bathymetry. The popularity of this course within the international community continues to grow with attendees this year from Australia, Chile, New Zealand, Korea, Denmark, The Netherlands, Sweden, England and France in addition to the U.S. and Canada.

The first three days of the course were dedicated to lectures in electrical and acoustical engineering terms and concepts, geological and geotechnical terms and concepts, spatial referencing terms and concepts, swath sonar technology, requirements and methods for horizontal and vertical positioning, sensor integration, and refraction in the water column.

The next five days consisted of on-the-water and classroom demonstrations interspersed with lectures. The lectures covered such topics as implementation and limitation of refraction, survey design and planning, calibration (Patch Test), available swath sonar systems, quality control, LIDAR, acoustic backscatter theory and interpretation, seafloor classification methods and various case studies.

For the on-the-water demonstrations, five vessels were equipped with various swath bathymetric sonars; RESON Seabat 8101, Simrad EM3000, SeaBeam 1180Mk II (ELAC Bottom-chart), Navitronics Seadig 12 Channel Sweep and the Klein System 5000 sidescan. These demonstrations were designed to introduce students to the range of swath bathymetric sonars available on the market today, while, in addition, collecting data for later intercomparative purposes.

The students alternated between

the water demonstrations and shore demonstrations, the latter of which consisted of presentations by Universal Systems Limited on CARIS HIPS, Brooke Ocean Technology Limited on the MVP (Moving Vessel Profiler), Seatex on the MRU (Motion Reference Unit), Applanix Corporation on the POS/MV, Coastal Oceanographics on HYSWEEP, and the Canada Department of Public Works on dredging analysis.

The next two days were dedicated to lectures on the data processing pipeline, navigation filtering, bathymetric data cleaning (interactive and automated), refraction residuals, digital terrain models, sonar backscatter mosaicing, data thinning, data visualization and data management. On the last day, a lecture on ECDIS and the Role of High Density Data was given, along with an intercomparison of data collected by the various demonstrators over the previous week. The final event consisted of a round-table discussion on the issues of data volume and resolution, data quality, data products, historical data and data access.

Attendees participated in numerous extracurricular activities after the work day was finished. Highlighting these were a kayak trip to a nearby island for a lobster bake and a few rounds of golf on the 18-hole course adjacent to student housing. Hiking, biking and walking around the St. Andrews area was also a popular pastime as was sampling of Canada's finest (Moosehead, Molson's, La-Batt's). Two lobster and steak barbecues provided additional opportunities for hydrographers to share sea stories outside of the classroom.

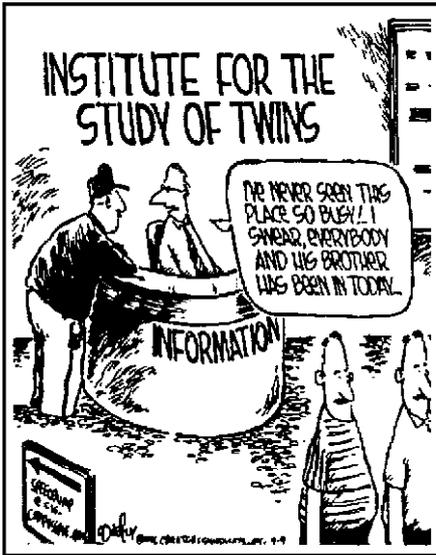
An abbreviated version of the course will be held in Fremantle, Western Australia, Dec. 4—8, 1997. The next 11-day Coastal Multibeam Training Course is scheduled for March 12-22, 1998, in Victoria, British

(See **Coastal**, page 3)

**Coastal** (from page 2)

Columbia, following the Canadian Hydrographic Conference. For more information on this years course, past courses or future courses, check out the University of New Brunswick's homepage at:

<http://www.omg.unb.ca/mbc/> ✪

**SPEED BUMP** DAVE COVERLY**NGDC releases first update to NOS hydrographic survey data**

from "Earth System Monitor," NOAA Environmental Information Services, Sheri A. Phillips, Ed.

The first update to the National Ocean Service (NOS) Hydrographic Survey Data CD-ROM set was issued by the National Geophysical Data Center (NGDC) in May 1997. This two-disc set provides the scientific and commercial communities with easy, economical access to the complete NOS hydrographic survey digital database. In the last year, an additional 15 million soundings have been added to the database, which now consists of over 58 million soundings from 5,396 surveys.

Included for the first time are

subsets of multibeam bathymetry (Seabeam) data collected by NOS in the 1980s and early 1990s. This dataset provides valuable input to bathymetric base maps, geographic information systems, geophysical exploration, coastal engineering studies and other research projects.

For further information, contact: NGDC, Tel. (303) 497-6419, FAX (303) 497-6513, e-mail: [info@ngdc.noaa.gov](mailto:info@ngdc.noaa.gov) ✪

**Canadian Hydrographic Conference date set**

by Publicity Chairman Willie Rapatz, CHC98

The Canadian Hydrographic Conference, Jointly sponsored by the Canadian Hydrographic Service, Canadian Coast Guard, Canadian Hydrographic Association and the Canadian Institute of Geomatics, will take place in Victoria, British Columbia. The theme of the conference is "Turning Data into Dollars," and we believe it will be an event of major importance to producers and users of hydrographic products.

Date: March 10-12, 1998  
Venue: Conference Centre  
Victoria, British Columbia  
e-mail: [chc98@ios.bc.ca](mailto:chc98@ios.bc.ca)  
Tel: (250) 363-6548  
FAX: (250) 363-6323

WWW:

<http://www.ios.bc.ca/chc98/>

We urge interested persons to visit the above web site for further information. ✪

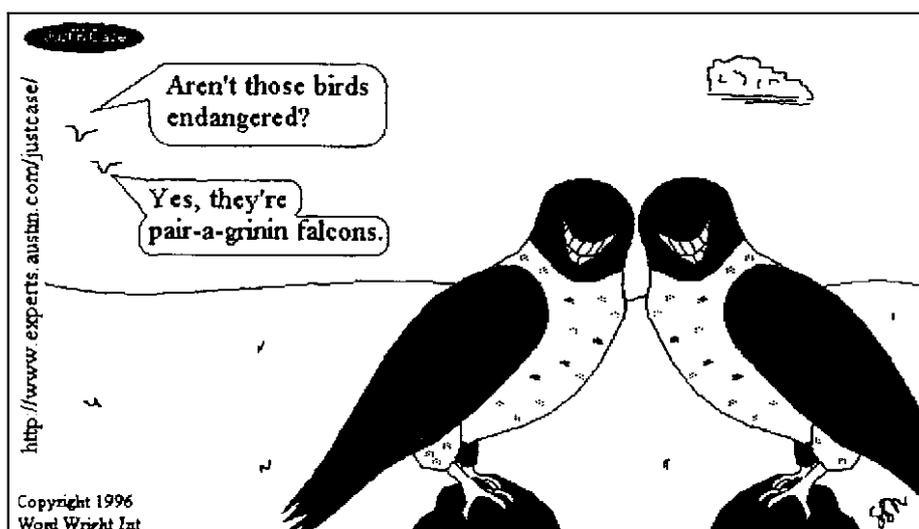
*"Maybe the only thing worse than having to give gratitude constantly ... is having to accept it."*

— William Faulkner

**List of Corporate Members**

Applied Analytics Corp.  
Ashtech Technology, Inc.  
C&C Technologies, Inc.  
C-MAP/USA  
Coastal Oceanographics, Inc.  
David Evans & Associates, Inc.  
Del Norte Technology, Inc.  
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Energy Innovations, Inc.  
EnSoCo, Inc.  
Horizon Seismic  
Hydro Products, Inc.  
International Navigation, Inc.  
InterOcean Systems, Inc.  
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Klein Associates, Inc.  
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Manson Construction & Engineering Company  
McElhanney Consulting Services Ltd.  
McKim & Creed  
MDL Technologies, LLC  
National Imagery and Mapping Agency (NIMA)  
Oceonics, Inc.  
Odom Hydrographic Systems  
Office of Coast Survey  
PGS Exploration (US)  
Racal-NCS  
Reading Information Technology, Inc.  
Reson A/S  
Rogers Surveying  
SAIC  
Seafloor Surveys International  
Seatex, Inc.  
Sonardyne, Inc.  
Trimble Navigation  
TSS America, Inc.  
U.S. Naval Oceanographic Office  
Waterways Surveys & Engineering, Ltd.  
Western Geophysical

We welcome your support! ✪



## Corporate Member press release

### EdgeTech announces sale of multiple digital side scan systems to the U.S. Navy EOD

Edge Tech. Inc., (formerly EG&G Marine Instruments) has won a contract (terms not disclosed) to supply the Naval Explosive Ordnance Technology Division (EOD) with seven (7) DF-1000 Digital Side Scan Sonar Systems to be used by the U.S. Navy EOD Mobile Units (MU's).

The EOD will replace and enhance their existing sonar equipment with EdgeTech's digital systems. These systems are fully integrated to the Triton Isis Topside Processors that are currently in use by the EOD. The DF-1000 Digital Side Scan Sonar is the latest in EdgeTech's line of quality side scan sonars.

Applications for the DF-1000 Digital Side Scan System include hydrographic surveys, geological surveys, cable and pipeline surveys, search and recovery, site selection, pre- and post-dredging surveys, location of seafloor hazards and mine hunting. The DF-1000 is easily adapted for installation on ROV's and AUV's.

EdgeTech designs, produces and markets worldwide acoustic-based marine products and instruments such as side scan sonars, sub-bottom profilers, acoustic releases and transponder navigation systems, as well as industrial process instruments that measure moisture and humidity. ✪

## Salty Facts



from "Naval Meteorology and Oceanography Command News,"  
Cathy L. Willis, Ed.

Of the many expeditions launched over the years in search of a Northwest Passage, none was better equipped than that headed by Britain's Sir John Franklin in 1845. Just three of Franklin's crew have been accounted for — these in three solitary graves on Beechey Island.

Investigators in the 1850s suspected that something had gone wrong in the expedition's food supply. More recently, scientists at the University of Alberta hypothesized that the solder used to seal the cans of meat may have caused lead poisoning. The bodies, frozen solid in the permafrost, were exhumed and autopsies performed.

The data from these are still being analyzed. The lead poisoning hypothesis, although far from conclusive, has not been disproven.

**BOKOO:** Often, an old salt will boast that he has had bokoo this or that or has done something bokoo times during his seafaring years. The picturesque sound of the word "bokoo" may cause one to wonder how it came to mean "many" or "a lot."

Actually, bokoo is a legitimate French word, *beaucoup*, meaning "very many." Americanization changed the spelling and pronunciation, but the meaning remains unchanged. Like many foreign terms that have crept into our nautical lingo, "bokoo" is the inevitable product of generations of American seamen meeting peoples of other nations and adopting bokoo phrases from their languages for everyday shipboard use.

**HORSE LATITUDES:** The words of Samuel Taylor Coleridge, "Idle as a painted ship upon a painted ocean," well describes a sailing ship's situation when it entered the horse latitudes. Located near the West Indies between 30 and 40 degrees north latitude, these waters were noted for unfavorable winds that becalmed cattle ships heading from Europe to America.

Often, ships carrying horses would have to cast several overboard to conserve drinking water for the rest as the ship rode out the unfavorable winds. Because so many horses were tossed to the seas, the area came to be known as the "horse latitudes." ✪

## NOTICE!

THSOA's web site,  
[www.USAhidrosc.org](http://www.USAhidrosc.org)  
is continually being improved. Try it! ✪

## Bathymetry of Lake Michigan available from NGDC

from Data Announcement  
96-MGG-03, Dec. 1996

The National Geophysical Data Center (NGDC) has announced the availability of a full-color poster measuring 34 by 45 inches depicting the bathymetric contours of Lake Michigan. Included with the poster are color diffracting glasses for viewing in 3-D. A CD-ROM with images and text that can be accessed with your Web browser is also available.

Bathymetry of Lake Michigan at a contour interval of 5 m (due to the limiting size of the poster, only 10 m contours are shown on it) has been compiled utilizing the entire historic sounding database. Bathymetric contours were scanned and vectorized to geographic coordinates from 1:250,000 scale compilation sheets.

This bathymetry resolves physiography of the lake floor to the extent that known features are revealed more accurately and features never before seen are revealed. For example, the Mackinac Channel, a subaerial river channel which drained Lake Chipewewa, can be seen in the northern part of the lake.

The bathymetry was compiled using the entire array of good quality historical hydrographic soundings collected in support of nautical charting over a 120-year period by the NOAA National Ocean Service and its predecessor agency for Great Lakes surveying, the Army Corps of Engineers. Over 600,000 bathymetric soundings were employed, of which approximately 60 percent were already in digital form. An additional 25 percent were digitized in conjunction with this effort, and the remaining 15 percent were incorporated from paper survey sheets.

In addition, NGDC has the capability of generating custom versions in

any size up to a 4 by 8-ft wall display. Enlarged graphics for specific regions are also available. These custom graphics are available as digital files, paper prints, transparencies or 35-mm slides.

For more information and prices associated with custom graphics, contact: Robin Warnken, Tel: (303) 497-6338; FAX: (303) 497-6513. For technical information, contact: Bill Virden, Tel. (303) 497-7278; FAX: (303) 497-6513. ☼

### SPEED BUMP DAVE COVERLY



THE PARENTS OF THE YOUNG RAND McNALLY

## NEWS FROM THE CHAPTERS



### HOUSTON

Chapter Secretary Phil Summerfield reports that Alain Puech of Geodia gave a presentation at the May 1997 meeting entitled "Offshore Geotechnical Site Investigations." As the technical manager of Geodia and a member of three important international petroleum industry committees, Alain was pleased to educate his fellow geoscientists as a last-

minute substitute.

Dr. Puech gave the members and guests of the Houston chapter the benefit of his 20 years in offshore projects in an excellent overview of the many applications of marine engineering geology.

Chapter President Michael Barnes states elsewhere in their June 1997 newsletter: It is with regret that we accept the resignation of Dr. Philip Summerfield, both from our committee and as secretary of our chapter. Philip has relocated to Dallas and will not be able to fulfill his elected roles in the Houston Chapter. The chapter would like to thank Phil for his outstanding service as secretary of our organization.

The chapter secretarial post is vacant at this time. Kim Fairweather (DigiCOURSE) and Jim Cain (Western Geophysical) have agreed to split the secretarial duties on a temporary basis until a permanent secretary is found. Richard Seeger, SEASCAPE Technical Resources, has agreed to assume the vacant position of Committee Member-at-Large.

### GULF COAST

Secretary Arthur Najjar reports that an evening meeting was held at the Chimneys Restaurant in Long Beach, Mississippi, on July 10. The guest speaker was Pat Sanders, president of Coastal Oceanographics and president of the Hydrographic Society of America. Pat discussed single beam and multibeam processing and displays with HYPACK for Windows 5.2. He also discussed the activities and workshops of THSOA and access to information on the world wide web.

The meeting ended with an interesting discussion of how the Gulf Coast Chapter could become the impetus for development of a Class A hydrographic school with a local university, with both government and

(See **News**, page 6)

**News** (from page 5)

private industry employees enrolled in the program. This effort could also lead to a degree program in hydrography. Fourteen people attended the meeting.

The new officers for the Gulf Coast Chapter are: President Jeff Lilycrop, Waterways Experiment Station; Vice President Wade Jumonville, John E. Chance & Associates; Secretary Arthur Najjar, Naval Oceanographic Office; Treasurer Larry Gronmeyer, Naval Oceanographic Office; Officer-at-Large Richard Byrd, Odom Hydrographic Systems, Inc.; and Officer-at-Large John Iwachiw, Naval Oceanographic Office.

☆☆☆☆

No report was received from the Texas A&M Student Chapter. ✪

**Classic Steven Wright**

from the Internet

[Ed. Note — I was not familiar with the name Steven Wright, but now that I've seen some of his jokes, I think I remember him. Do you?]

I used to work in a fire hydrant factory. You couldn't park anywhere near the place.

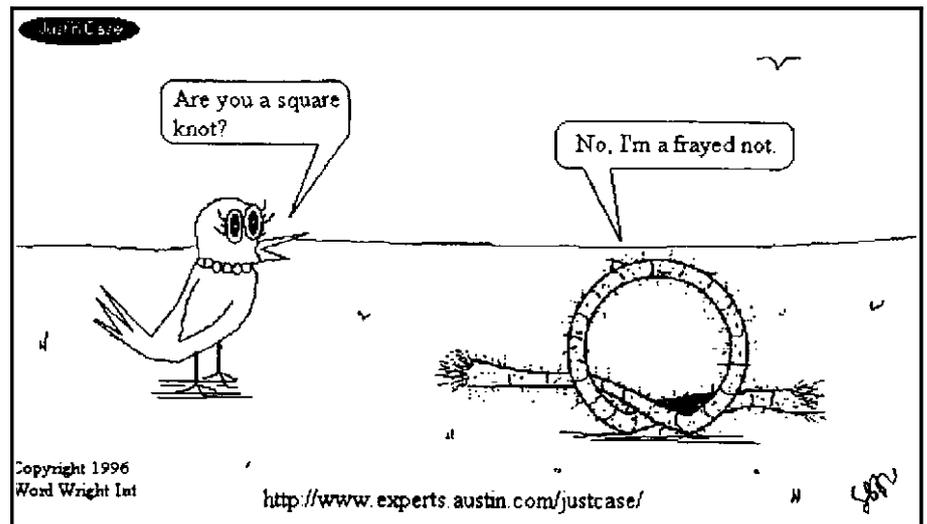
I stayed up all night playing poker with tar of cards. I got a full house and four people died.

Last week, I went to a furniture store to look for a decaffeinated coffee table. They couldn't help me.

What's another word for 'thesaurus'?

When I get real bored, I like to drive down town and get a great parking spot, then sit in my car and count how many people ask me if I'm leaving.

When I was a kid, we had a quicksand box.



I was an only child . . . eventually.

I bought some batteries, but they weren't included. So I had to buy them again.

For my birthday I got a humidifier and a dehumidifier. I put them in the same room and let them fight it out.

I have a switch in my apartment that doesn't do anything. Every once in a while I turn it on and off. One day I got a call from a woman in Germany who said, 'Cut it out!'

I replaced the headlights on my car with strobe lights. Now it looks like I'm the only one moving.

I wrote a song, but I can't read music. Every time I hear a new song on the radio, I think, 'Hey, maybe I wrote that.' ✪

The deadline for  
submission of  
articles for  
*The Seahorse*  
is October 17, 1997

**Announcements ...**

by THSOA Exec. Sec. Jack Wallace

**"Dynamic" Corporate Members' Directory**

As our web page is now getting off the ground, we have decided to provide a dynamic version of the Corporate Members' Directory using the www. The first page would consist of a list of the members as they now are, arranged by general category.

If you "click" on a name, you will be linked to a brief description which includes the name of the company, telephone and fax numbers, and contact.

For those members who have their own web page, a hot-link will be provided. For those Corporate Members who do not have their own web page, this will provide an excellent opportunity to make your presence known.

Jack Wallace will be maintaining this portion of our web site. Any Corporate Member wishing to participate should send a description (approximately 100 words) on company letterhead, describing what you do and where you do it.

Freelance surveyors who are Individual Members will be afforded the

(See **Announcements**, page 7)

## Announcements *(form page 6)*

same opportunity. However, employees of firms who are Individual Members cannot have their employers listed.

Correspondence regarding this service should be mailed to the THSOA P.O. Box.

### New THSOA membership categories added

The THSOA Board recently approved the addition of Corporate and Student Member categories for THSOA membership only. (See Application for Membership on the next to last page of this issue.) The combined THSOA/THS membership fees remain unchanged.

THSOA Corporate Member dues are \$ 100 per year (from January 1) and include *The Seahorse* newsletter, free recruitment notices in *The Seahorse*, a free hot-link or company description on our web page, and the opportunity to be a monthly sponsor of our web page.

THSOA Student Member dues are \$5 per year and include *The Seahorse* newsletter and free hot-links on our web page. Student memberships in THSOA run from September to August to better line up with the school year.

### Hydro International magazine

Ruud Groothuis, account manager for the new magazine *Hydro International*, tells us that, yes, they will accept checks in U.S. dollars drawn on a U.S. bank in payment of subscriptions. ✪

## VERY PUNNY!

*from the Internate*

There was a man who entered a local paper's pun contest. He sent in 10 different puns in the hope

that at least one of the puns would win. Unfortunately, no pun in ten did. ✪

## The 25th Annual General Meeting of The Hydrographic Society

Monday, Dec. 1, 1997  
Esplanade Hotel  
Freemantle,  
Western Australia

in conjunction with

The Third Australasian  
Hydrographic Symposium  
Dec. 1-3, 1997

at the same venue  
with the theme  
"Maritime Resource  
Development"

## From the Editor's Desk



by Dale Westbrook

It would be nice if we would receive some occasional correspondence from members at large of The Hydrographic Society of America. Submissions could be published in a letters to the editor column. If more substantial, and perhaps controversial, they could be published as guest editorials. If more significant still, they could be published as articles or papers.

Here's my point. I think there are those of you out there with something to say. Why don't you say it! The

First Amendment says you can. As editor of *The Seahorse*, I say you can, and I will publish it. It just has to satisfy certain basic rules of propriety and should be related in some way to The Hydrographic Society or surveying at sea.

Why is there so much apathy in the world? Many editors try to make their publications more controversial so as to spark more interest and get feedback. We shouldn't need to do that. The newsletter of a professional society like ours should be a two-way street. Tell us about your recent experiences, your ideas for improving the newsletter or new directions that the Society should take. The rest of us will listen. And, maybe, actually do something.

I issue a challenge right now. I'll bet I don't get more than two pieces of e-mail (containing something publishable) from *all* of you before the next *Seahorse* comes out. Let's see if you do have something to say. I'll tell you the result. ✪

## Old folks are Worth a fortune

*source unknown*

Remember—old folks are worth a fortune, with silver in their hair, gold in their teeth, stones in their kidneys, lead in their feet and gas in their stomachs.



I have become a little older since I saw you last, and a few changes have occurred in my life since then.

(See **Old**, page 8)

**Sabrina** Online by *Eric W. Schwartz* © 1997

"The beauty of American Health Care"



**Old** (from page 7)

Frankly, I have become quite a frivolous old gal. I'm seeing five gentlemen every day.

As soon as I get up, Will Power helps me get out of bed. Then I go see John. Then Charlie Horse comes along and when he is here, he takes up a lot of my time and attention. When he leaves, Arthur Ritis shows up and stays the rest of the day. He doesn't like to stay in one place too long, so he takes me from one joint to another.

After such a busy day, I am really tired and glad to go to bed with Ben Gay. What a life!

P.S. The preacher came to call on me the other day. He said, at my age I should be thinking about the hereafter. I told him, "Oh, I do all the time. No matter where I am, in the parlor, upstairs, in the kitchen or down in the basement, I ask myself, what am I here after?" ✨

**NODC places beach water temperatures on the WWW**

from "Earth System Monitor," NOAA, Environmental Information Services Office, Sheri Phillips, Ed.

**B**efore surfing the waves this summer, users can surf the World Wide Web (WWW) to find out just how cold the ocean water might be. NOAA's National Oceanographic Data Center (NODC) in Silver Spring, Md., has placed the average water temperatures for the country's beaches online to provide useful information for planning beach activities such as swimming, fishing or surfing.

Water temperatures are given for beaches along the Atlantic Coast from 6 Eastport, Maine, to Key West, Florida; along the Gulf Coast from Key West to South Padre Island, Texas; and along the Pacific Coast from Seattle, Washington, to Scripps Pier, California.



Water temperature data for Puerto Rico, Bermuda, Hawaii, Alaska, American Samoa, Guam and parts of Mexico are also included.

The water temperatures presented in NODC's online "Water Temperature Guide to Beaches in the United States" are climatological averages based on observations from NOAA's tide stations and data buoys. These average water temperatures were computed from long-period records ranging from several years to several decades, depending on how long observations had been taken at a given station.

"Although ocean conditions vary from year to year, water temperatures are less variable than air temperatures, so these averages can provide useful information for planning beach activities," said Henry Frey, director of the data center.

The data can be found on the WWW at:

<http://www.nodc.noaa.gov/NODC-WNew/wtg.shtml> ✨

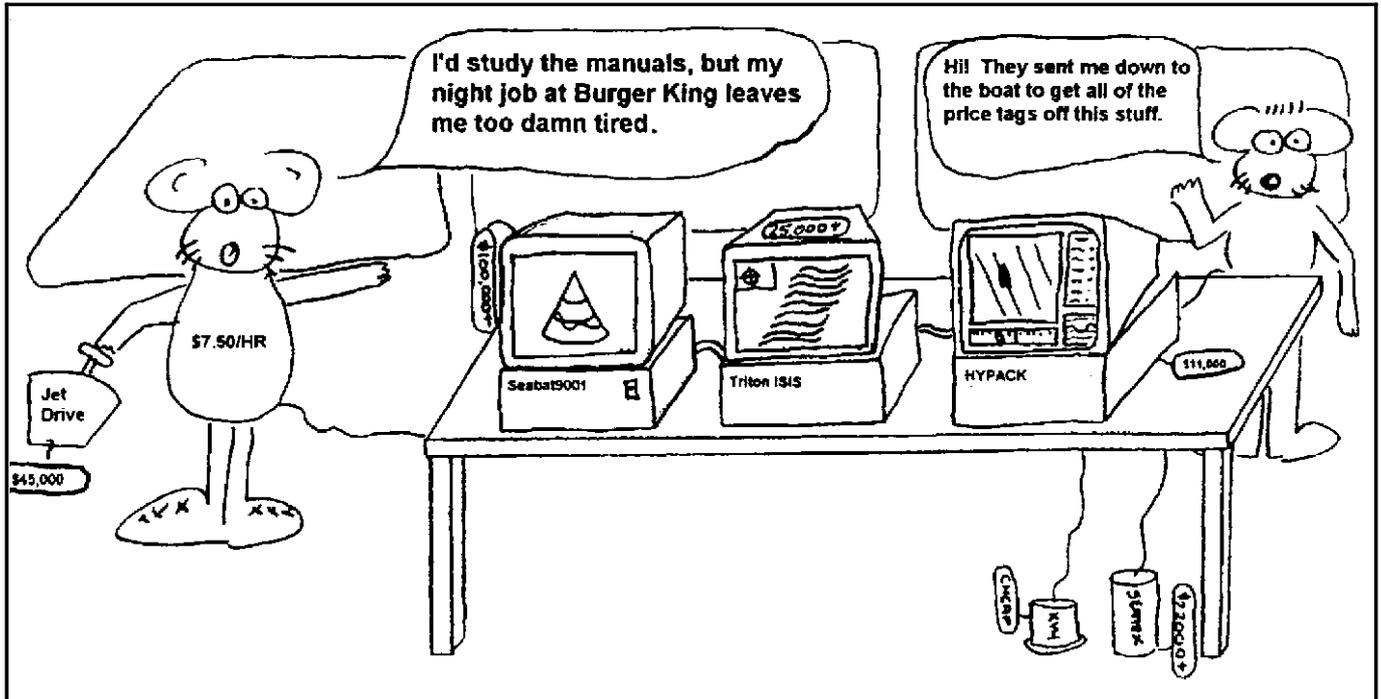
**"Bad officials are elected by good citizens who do not vote."**

— George Jean Nathan

**Whenever your ship comes in, the government is ready to dock it.**

Ratpack

Courtesy Coastal Oceanographics, Inc.



**Top customer service Don'ts**

from "ideas unlimited," with permission

Customers, the heart of any organization, are hard to get — but easy to lose. A Better Business Bureau survey found that customers are most offended, frustrated — and driven away — by the following types of behavior.

- ▶ "I don't care." Often, on-the-job boredom translates into an attitude of indifference that is quickly recognized by customers. But there is no room for apathy when you are in business to provide service.
- ▶ Pass the buck. A customer who gets passed along from one employee to another inevitably grows impatient when asked to explain his or her problem over and over again. Don't give customers the runaround. Make the effort to find the answer yourself, even if isn't exactly your re-

- sponsibility.
- ▶ The brush off. If the customer's problem is difficult to solve, a slap-dash response may let the employee off the hook, but it doesn't address the customer's concern.
- ▶ "Don't bother me now." If you perceive the customer as a nuisance, it will show up as impatience or even rudeness in your body language and tone of voice.
- ▶ The rule book. The service person who stands on the rules rather than using common sense — and even making an exemption when called for — leaves an impression that the customer's satisfaction is important.
- ▶ Patronizing the patron. Treating the customer with condescension — acting as if he or she is unable to understand what's being explained — will anger even the most forgiving customers. Whatever your responsibilities, your top priority should be to act

with courtesy and professionalism.

**Can any creatures besides human beings get sunburned?**

Only pigs share humans' intolerance of the sun.



**Do animals see color?**

Apes and some monkeys perceive the full spectrum of color, as do many fish and birds. But most mammals see only shades of gray.

**Why, then, do bulls charge when they "see red"?**

Bulls don't charge because a cape is red, but because of the movement of the cape. Matadors could use capes of yellow, black, baby blue, or any other color to goad their opponents.

**How fast can birds fly?**

Spine-tailed swifts and Peregrine falcons have been clocked at about 220 miles per hour. Migrating ducks reach speeds of 60 mph; small birds: 30 mph.



**Why do birds sing?**

In most species, only males sing, with two purposes in mind: to protect territory and/or to attract a mate.

from "ideas unlimited," with permission



## GOOD SUNSCREEN SENSE



People often compromise the SPF (sun protection factor) in the sunscreen product they use by not applying enough to the skin, says The Skin Cancer Foundation. For example, a too-thin layer of SPF 15 ends up offering protection that is closer to that of SPF 8. An adult of average size should apply about one ounce of sunscreen to

all exposed areas of the body; smaller adults or children require proportionately less.

Other reminders from The Skin Cancer Foundation:

- Sunscreen should be reapplied every 60 to 90 minutes while in the sun, after swimming, or after activities that cause perspiration. Reapplication is only a replacement, it does not double the SPF level, nor allow you additional time and exposure to the sun's rays.

- Skin damage occurs before sunburn appears, so don't use "redness" as a signal to apply sunscreen.

- Sun exposure is cumulative, therefore small spurts of "Incidental" exposure adds up to a lot of skin damage over time. Catching "rays" does not just occur at the pool or beach, it happens during any outdoor activity, even mowing the lawn, walking or jogging. Use sunscreen daily.

- Most sunscreens have a shelf life of at least two years. An opened bottle will become less effective over time. A change in consistency or odor is a signal to discard the product and buy a new supply.

- It's okay to take advantage of those end-of-summer sales, an unopened bottle will keep its potency over the winter.

## RULES OF SUN

We all know that the sun's rays are most harmful when the sun is nearly or directly overhead. Here's a tip from the National Cancer Institute to alert you to the danger time: Cover up whenever your shadow is shorter than you are. That way, you'll avoid the sun's most burning rays.

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## SEDENTARY KIDS TURN INTO SEDENTARY ADULTS

A heart study begun in 1973 is measuring the impact of childhood diet on the early development of heart disease. Among the study's recent findings:

- Kids today weigh more than their 1973 counterparts (an average of three pounds), not because they are eating more but because they are exercising less.

- In 1973, the average total blood cholesterol of children was 140. Today it is 165.

- Today's children have less lean muscle mass on their bodies than previous generations, which researchers attribute to too much time spent in front of the television instead of in physically active pursuits.

.....

## SPEC OUT SUN DAMAGE

Sunglasses should be more than just cosmetic, warns the American Optometric Association. Long-term exposure to UV (ultra-violet) radiation can cause cataracts, cancer of the eyelid and the skin surrounding the eye, and growths on the front of the eye, which, if not surgically removed, can extend to the eye's cornea and impair vision.

Currently there is no government regulation of sunglasses. Voluntary standards set by the American National Standards Institute (ANSI) have three ratings categories: cosmetic, blocking at least 70 percent of UVB and 20 percent of UVA; general purpose, blocking at least 95 percent of UVB and 60 percent of UVA; and special purpose, blocking at least 99 percent of UVB and 60 percent of UVA. The higher the protection against both UVA and UVB radiation, the better for your eyes, reports the American Optometric Association.

# Membership Application



**The Hydrographic Society  
of America  
and the  
U.S. Branch of The Hydrographic  
Society**

Membership in The Hydrographic Society is open to any individual or organization with an interest in surveying afloat. No formal qualifications are required.

The Hydrographic Society of America (THSOA) serves as the focal point for activities in America. Members of THSOA receive *The Seahorse* newsletter, are eligible for membership in local chapters, receive a \$15 discount on subscription to *Hydro International* magazine and receive a discount on registration at THSOA sponsored events. Local chapters have been formed in Houston, Tx. and Bay St. Louis, Miss. THSOA also provides administrative support to the U.S. Branch of The Hydrographic Society.

The Hydrographic Society (THS) was founded in London, England, in 1972. For those members interested in the international aspects of the profession, the U.S. Branch of THS provides a convenient way to pay dues in U.S. dollars. Members of THS receive quarterly copies of *The Hydrographic Journal* and a discount on registration at sponsored international events.

THSOA Corporate Members receive *The Seahorse*, a free hotlink or company description on THSOA's website ([www.USAhydrosoc.org](http://www.USAhydrosoc.org)) and free posting of recruitment notices in *The Seahorse*. THS Corporate Members receive two copies of *The Hydrographic Journal* and a discount on *Journal* advertising.

**The dues structure allows Individual, Retired, Student and Corporate Members to opt for THSOA alone or both THSOA and THS.** There is no THSOA-only Associate Corporate rate. Individual and Retired memberships begin on entry and are renewed on April 1. Corporate memberships are renewed on January 1. Student THS memberships begin on April 1, while THSOA Student memberships are totally flexible to accommodate the school calendar. In all cases, dues are not prorated. However, members joining in the middle of the year receive all back issues of the publications for that year.

NAME: Title (Mr, Ms, CAPT, Dr, etc.)			First	MI.	Last
ADDRESS (for mailing and correspondence)					
CITY		STATE		ZIP	
EMPLOYER					
TEL:			FAX:		
e-mail address:					
YEAR (From which membership is to be effective):					199
<input type="checkbox"/> Check box if name may be included on mailing list provided to Corporate Members					

## ANNUAL DUES

(Check appropriate box)

- |   |   |  |
|---|---|--|
| <p><b>INDIVIDUAL</b> (Houston Chapter add \$10 for local dues)</p> <p><b>RETIRED</b> and no longer employed in the profession of sea surveying</p> <p><b>STUDENT</b> full-time undergraduate</p> <p><b>CORPORATE</b></p> <p><b>ASSOCIATE CORPORATE</b> available to a different location or unit of a parent Corporate Member</p> | <p><input type="checkbox"/> THSOA \$15</p> <p><input type="checkbox"/> THSOA \$10</p> <p><input type="checkbox"/> THSOA \$5</p> <p><input type="checkbox"/> THSOA \$100</p> <p><input type="checkbox"/> THSOA</p> | <p><input type="checkbox"/> THSOA/THS \$60</p> <p><input type="checkbox"/> THSOA/THS \$30</p> <p><input type="checkbox"/> THSOA/THS \$20</p> <p><input type="checkbox"/> THSOA/THS \$270</p> <p><input type="checkbox"/> THSOA/THS \$150</p> |
|---|---|--|

If **Student**, name of institution \_\_\_\_\_

If **Associate Corporate**, name of parent \_\_\_\_\_

**STATEMENT:** I wish to make application for membership in The Hydrographic Society. I agree to abide by the Articles of Association and to further its aims and objectives. I declare that the answers to the above are accurate to the best of my knowledge and belief. I agree that the decision of The Hydrographic Society Executive in regard to this application is final.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please return with payment to:  
 The Hydrographic Society  
 P.O. Box 732  
 Rockville, MD 20848-0732

from "ideas unlimited," with permission



## Evil Ivy

**I**f you spy the tell-tale shiny leaves of poison ivy growing in your yard, don't try to remove it in the same way you'd attack other weeds and brush.

**Start with the proper dress: a long-sleeved shirt, pants, gloves, and heavy shoes.**

**Even goggles are advisable. Break off loose leaves before attacking the root. Place all pieces of the plant into a plastic bag and seal it. Discard the bag in an outside trash can.**

**Never burn poison ivy. Its toxin can be transmitted in the smoke as it burns.**

**When you've finished clearing away the weed, remove your clothes immediately and wash them separately from other laundry. Shower to wash away any plant resin that might have come in contact with your skin.**

***"There is only one boss—the Customer. And he can fire everybody in the company — from the chairman on down — simply by spending his money somewhere else."***

**— Sam Walton**



## The Hydrographic Society

of America

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