

**CITATION TO ACCOMPANY THE AWARD OF**

**THE AUXILIARY ACHIEVEMENT MEDAL  
(GOLD STAR IN LIEU OF A SECOND)**

**TO**

**MR. WILLIAM C. PRITCHARD, JR.**

**UNITED STATES COAST GUARD AUXILIARY**

**Mr. PRITCHARD is cited for superior performance of duty while serving as Senior Fellow, Information Engineering from October 2010 to July 2011. Applying exceptional administrative and technical skill, Mr. PRITCHARD significantly advanced the development of the Websites Without Webmasters program. He spent countless hours in the development, refinement, and execution of this product to enhance its capabilities and usefulness for the Auxiliary. He strongly supported Auxiliary resident C-schools that taught dozens of Auxiliarists the value of a user-friendly computer programs that could be utilized to stand up Auxiliary websites with only basic computer skills. Mr. PRITCHARD made continuous improvements to this valuable training program by implementing feedback he received from class participants. His exemplary enthusiasm for this program allowed Auxiliary Information Services Officers to more quickly and easily understand the concepts of web site development, design, and education. Mr. PRITCHARD's diligence, perseverance, and devotion to duty are most heartily commended and are in keeping with the highest traditions of the United States Coast Guard and the United States Coast Guard Auxiliary.**