



D/2 NEWS



<http://www.usps.org/localusps/d2/>

Volume 66

Number 3 November/December 2014

COMMANDER'S MESSAGE

D/C Denise A. Terry, AP

I would like to wish everyone a happy, healthy and safe Holiday Season. If you are having a Holiday Party, please make sure that you send that information to R/C Susan L. Darcy, JN to post on the District website. I will try to make as many as I can.

Please make sure that you also send your Changes of Watch information to both myself and Susan as well. If your Squadron Nominating Committee has found potential nominees that don't meet qualifications but are willing to serve, please remind them that they must get permission from the District Commander to allow them on the slate. I have the ability to allow it with certain requirements that will need to be met. If the Squadron Commander wishes to have a specific District Bridge member officiate, please send your request to me as soon as possible.

As of 12 November, there were only 7 out of 15 Squadrons who had merit marks submitted! This isn't a good statistic. 18 November is the deadline for submission (will have already passed by the time this newsletter is published). Squadron Commanders, please remember that you have to make sure your Squadron members get the credit they deserve and if your Squadron data isn't submitted, you can't receive a merit mark. You deserve credit for the work that you do as well as your members. If you haven't submitted them yet, please get them done immediately. Thank you for your service!

The District 2 Winter Council will be held on Saturday, 14 March 2015 location TBA and the Spring Conference will be held 17-19 April, 2015 in Stamford, CT hosted by the Stamford Sail and Power Squadron. More details will follow once they are available but mark your calendars and plan on being at both meetings.

In Jacksonville, at the Annual Meeting of the United States Power Squadrons®, District 2 will have members receive their Life Membership awards. This is a great accomplishment. The awards will also be presented locally at the Spring Conference which is another reason to attend. Come and show your appreciation for all of the hard work that the members have done for 25 years.

I would also like to take this opportunity to publicly thank everyone who celebrated my 50th Birthday with my local friends and family on 17 October in Albany. It was a great time and hope you all had a good time "convicting" me of the "charges" brought forth. I'm just glad that the "executioner" couldn't go through with the "beheading" that I was "sentenced" to.

Safe travels to those members that are snow-birds. To the Feldbergs, the District thanks you for your many, many years of service and we hope that we will be able to see you during the summer months that you are here boating.



Photos courtesy of
P/D/C Martin E. Feldberg, AP

2014 Fall Conference, 18 Oct, Albany, NY
&
D/C's 50th Birthday Party



P/D/C Suzanne P. Nentwich, AP
&
P/C Anne Mahoney, P.



P/D/Lt/C Edward V. Weber, SN &
P/R/C Anne S. Peskin, SN



Mrs. Marcia Sklar &
P/Lt/C Alexandra D. Digilio-
Feldberg, P.



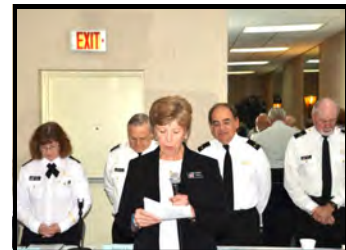
D/Lt/C Carl E. Filios, JN



D/C Denise A. Terry, AP
Celebrating her
50th Birthday



D/C Denise A. Terry, AP
With
2014 Bridge



Mrs. Norma Gerwig
Delivering the Invocation



D/Lt/C John W. Steger, JN
Presenting Financial Report

The Editor reserves the right to edit articles as needed. The views expressed in this publication are not necessarily the views of District 2, The United States Power Squadrons or its editor.

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We just had three great District events that I wish more of you had attended. First we were at National in Virginia for the Governing Board. A lot was done and I have written my notes down on what went on that I attended. Hopefully these will be published with this edition of the D/2 news. Then we had a celebration of the many years Peekskill Squadron was active, and now dissolved with its members going to several of the nearby Squadrons. Bittersweet but nice. We had our Fall Conference in Albany at the end of October. Denise our commander kept it short and sweet and to the point. During that meeting a new Planning Committee was formed and will be looking at issues in the District. The recent survey I personally did on meeting attendance will be sent to them to review and expand upon.

Last week Stamford had our Founder's Day dinner; in this meeting we honor those that teach for us. We give out teaching awards and reaffirmed the goal of our founders to make the water a safer place for us all thru teaching. This event was held at the Knights of Columbus. This is a place that always serves way too much food for the group to eat. Without Tom Benedetto being there, no one else could polish it off! I hope each Squadron has an event like this, that celebrates and awards our teachers just a little, for all they do.

We started teaching the ABC course, this, like many of the Squadrons. This is the long course at Rippawam Middle school and is featured in the Stamford Adult Education Booklet. Class size is small as it has been for the last several years. Most people that look for this course now do it as it is needed for the CT Boating Certificate. I believe this mandated education actually in some ways works against us. This may be a problem USPS has in general because before, without mandated certifications, the people who came to take the class were truly interested in getting a boating education, and therefore, were much more likely to join the Squadrons. I think that mandated education causes resentment, and is a "turn off" to the general population.

I am not sure what can be done about that. If more mandated education than ABC is made into law like in Europe and Canada, this could then work for us to be able to provide it. But no one thinks that will happen here. So we need to look for other venues to connect to the public, teach and promote safe boating. I believe having a mentoring program may be an answer. Especially as an expansion of on the water training program, and the standard course OTW module training. If we (each Squadron) assigns a (or more) students to a member with a boat that will take them out with them personally for the OTW modules, think of the relationship that can be built. We are going to try it out and see what happens.

A few comments about Operations Training. This is a class required if you want to go up the Flag officer ladder. It teaches you how the USPS works, and its command and control structure. It is not long, it is very informative, and there is no exam! If you need it, our DEO will be willing to host it for your Squadron (it is particular to each Squadron and their by-laws.) I am about to take it again as apparently it is required to re-do it every 5 years if you continue to advance in the hierarchy of USPS.

We continue to work on District 2 Squadron issues and ongoing projects. As many of you remember we have lost 5 Squadrons in the last 6 or 7 years. Right now many Squadrons are struggling to do the work of a Squadron and provide for the membership. One answer in the Southern Squadrons, has been the formation of a consortium. The Fairfield County consortium of Power Squadrons has been offering multiple new courses; at once providing all members in the District the opportunity to take all courses available in USPS. They are also starting to share in other activities in a joint manor. Go to their web site to look over the listing and dates of courses. Hopefully other groups of Squadrons can share their resources the same way.

(Continued on P.4)

(Exec Officer's message continued from P.3.)



We are still trying to get you, the membership, used to Social Media. We have been using SailAngle, admittedly with limited success. We are now incorporating more of the generally known and widely accepted web forms such as Constant Contact and Google notes. Recently I and some other Squadron leaders, started a MeetUp group. I called mine Stamford Boating. MeetUp is a national organization on the web that hosts small groups to form and meet up on the web. I have not directly affiliated the site to USPS because I am trying to reach out to boaters that are unaffiliated and may be turned off by an old named group. When they join I tell them what meetings are available to attend including those of other Squadrons and yacht clubs. So far I have had 25 people from the community sign up. I will keep you informed about this "trial approach" too. The more people that join each group, the more attraction and bigger the group's presence is on the web. So I am asking you to go to MeetUp.com, find Stamford Boating and the other Squadrons meet up sites, and join!

We should all remember that all our sister local Squadrons have events and things to do that any USPS member can participate in. When we attend these meetings we are not just helping our neighboring Squadrons, but all of USPS. It is easy to go on line and either on the District site or the Squadron's individual sites, find out what is going on. Of course that means, you, getting used to using social media! Some are just emailing everyone in the area what the events they are having and when, through Constant Contact as well as SailAngle. I think this is a good practice and we should all make time to support each other.

The next big meeting is the USPS Annual Meeting this January in Florida. Frankly, going to the National meeting is a hoot! They are fun and exciting with lots to do and see. They really are a good "destination Vacation" to have and I believe well worth the money. You should at least once in your life try it. Many of us go to Florida in the winter for a break, try planning to attend the National meeting for one day during your break this or next year.

Our next District meeting should be very interesting with a great "secret speaker" to come. It will be in March. The timing of the meetings has been a little strange. It is an unfortunate consequence of the new by-laws that were passed. That's why the Winter Council is March and Spring Conference is April. We are working on changing this so that we can have our meetings more separated in the real seasons.

Speaking of District 2 news, I will be stepping down as Commander of Stamford after 9 years, to become the District Commander this Spring. It would just be too hard to do both jobs. I am looking forward to working with the Squadrons in the District and hope I can make a difference.

The District Spring Conference this year will be hosted by us, the Stamford Sail and Power Squadron. At this Conference I will be sworn in as your District Commander. It is truly a great honor. But to pull it off we need your help to make it happen. We need people to help decorate, plan, arrange, and attend to Conference logistics like sign in and helping with Ship's Store. WE NEED YOU! It looks like it will be at the Hilton in Stamford, which is a great location and easy to get to and park. It is on the weekend of the 17th of April and hopefully the weather will be good. If you can donate some time to help out give me a call; and if I call you for help I hope you will say yes.

(Continued on P. 5.)



(Exec Officer's message continued from P. 4.)

I continue to be on the water this Fall Season as the primary race officer for Frostbiting at Stamford Yacht Club. This is a special off season membership that is just a few hundred dollars. You get to sail on Sunday, and then go into the club for our after sail parties. It's a great deal and a lot of fun. Often the weather is great too. Many of the yacht clubs have these programs and it is really wonderful to enjoy the water and be able to be out there all year.

Enjoy any last times out on the water this fall, and I will be seeing you hopefully in a classroom or at one of our meetings.

Sail Safe.

Submitted by D/Lt/C Virginia Schmidt Gedney, AP, courtesy of BoatingCruising, Sicklerville, NJ.

On UTube, there are some videos members may find of interest:

Solo Mast Climbing safety.

Solo Mast Climbing.

Buying a used boat Part 1.

Cooking on board.

Boating & Sailing Play List.

(I found it was easier to search for the title with Google, and pick the one from UTube. Going directly to UTube got me into areas that were not pertinent.—Editor)

More Photos from Fall Conference and D/C Terry's
50th Birthday Celebration



R/C Robert Keller, SN



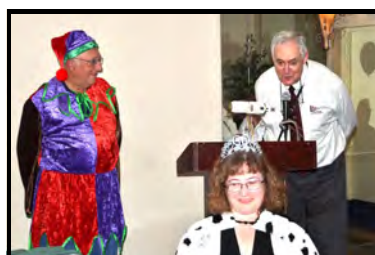
P/Lt/C Alexandra Digilio-Feldberg, P



D/Lt/C Virginia
Schmidt-Gedney, AP



P/D/C Howard A. Sklar, AP



D/Lt/C Carl E. Filios, JN
D/C Denise A. Terry, AP
P/C/CPS Serge St-Martin, JN



D/Lt/C Carl E. Filios, JN
D/C Denise A. Terry, AP
P/D/Lt/C Edward V. Weber, SN



Educational Officer: D/Lt/C Carl E. Filios, JN

What's New in Education



Have you seen anything about the “Boating Simulator” USPS had developed with a grant from the Coast Guard? Those of you that attended the Norwalk Boat Show got a chance to see it and maybe even try it out. I got to use it at the D/6 Fall Conference, and hope to get another chance at the D/3 Fall Conference. You may have another chance to try it out. Currently, Sacandaga has reserved the simulator for the weekend of the Great Upstate Boat Show (GUBS) on 27-29 March, and possibly for use at a boat dealer on the following weekend.

This device has a wheel and throttle control, in addition to three screens. There's a little dead space between the screens, but that can be minimized if they're set up correctly. You can practice the Boat Operator Certification moves, such as a slalom course, leaving the dock, docking, etc. I think it works pretty well. Hopefully, it can be used with students who have no on-water experience, and to attract attention at boat shows. I managed to scrape the dock when leaving and broadside a boat I didn't see coming. Other than that, I managed to navigate the slalom course at a couple of different speeds. This device allows for night operation – I got a quick look at that – wow – that's why I don't boat at night. This device (of which there are supposed to be about 13 by spring) can be reserved on the USPS web site. All it will cost you is shipping. It comes in three large cases, so you'll need a good sized vehicle to transport it.

I've acquired an instructor kit for the new Electronic Navigation course, so if your SEO would like to examine it, it's available.

The Fall Governing Board meeting in Arlington, VA provided me an opportunity to go early and see places I haven't seen in a long time. I got to take a boat ride on the Potomac, visit the Arlington National Cemetery, and the World War II and Korean War Memorials, as well as the Lincoln Memorial and the Vietnam Wall. If you haven't seen these things, you really should try to get the opportunity to visit.

You may have heard that USPS contracted with an outside vendor to design a new web site. That didn't go well, and in Arlington, the Information Technology Committee, of which I'm a member, was tasked with trying to do the new web site. It's already a fascinating experience. I'm getting to learn things I never learned in forty five years of software development. Right now, we're concentrating on the pages that a non-member might see (to hopefully convince them to join or take a course). Once we get those under control, we'll be able to tell the various webmasters how to redo their pages or sites to be compatible with what we're doing. This is going to take a while.

If you'd like to try something using GoToMeeting®, but don't have a license, contact me and we'll see if we can work something out. I'll be checking soon to see if more people need Instructor Recertification. Have a good winter, and please contact me if you need anything from the District Educational Officer.



P/R/C Richard Rutland, SN
P/D/C Howard A. Sklar, AP



P/C Robert J. Terry, P



R/C Susan L. Darcy, JN

Still more photos from
Fall Conference
And
D/C Denise's 50th
Birthday Celebration

Administrative Officer: D/Lt/C Vincent J. Evans, P



I was unable to attend the D/2 Fall Conference in Albany, on 18 Oct. I heard that it went well. I missed the interaction with the members that I have come to know, and the bonding with fellow boaters that I greatly respect. I am fondly looking forward to seeing everyone again at the Winter Council meeting in March 2015.

Many of us with watercraft in our region have hauled our boats out for a long winter's storage. The weather has cooperated up until now to allow us a comfortable time in preparing our boats, winterizing our motors, and water systems. As we go through this process, from experience we are already thinking of things to do now, to make our chores easier for the beginning of next year's boating season. We are making lists of maintenance and equipment that will be needed in anticipation of launching in the spring. If you do not store your boats for the winter, many of you will prepare them to be inactive for several months because of the cold weather.

It's a matter of planning to be prepared for the things that we know will come to pass. Such is a matter of life. It is easier to plan for the future, than to stumble through it as it happens. In reference to our Squadrons, we need to plan ahead to meet the needs of our current members, future members, and the District as a whole. On the subject of members, with the Holidays fast approaching, you may be meeting with friends and relatives that you may not have had contact with during the boating season. It would be a good time to talk with them, and other people you may know regarding becoming a Squadron member. If you are having a holiday season party, invite them to attend. It would be a great way to introduce someone to the fellowship that we share amongst ourselves.

The District Bridge works to attend your meetings, assist you with your educational needs, and provide social activities throughout the year. We would appreciate your ideas, and interaction to help us meet our goals to maintain a strong and healthy organization.

Photos Courtesy of
P/D/C Martin E. Feldberg, AP
2014 Summer Council, Fishkill, NY



D/1st/Lt Karl M. Wagner, AP
Being sworn in as D/A/E/O
By D/C Denise A. Terry, AP



D/Lt/C Vincent J. Evans, P

More Photos
2014 Summer Council, Fishkill, NY



D/C Terry and Bridge



D/2 Attendees



Another view of D/2 Attendees



P/D/Lt/C Robert P. Kelly,



P/R/C Anne S. Peskin,



P/D/C Robert Shivokevich, SN



D/Lt/C Gino C. Bottino, MD, AP



Tips to Improve your E-Notices from your District Public Relations Officer

Have you ever wondered if the time you spend on your digital campaigns is paying off? Not quite sure if your loyal followers are just quiet, or maybe just not all that loyal? Here are some tips that might help you boost the success of your next e-mail notice – it's time to get that digital buzz going!

Titles are Teasers – Make them Work!

Research suggests that email subject lines can be the make or break of digital interaction with your subscribers. Subject lines with more than 50 characters are more likely to go unopened by the recipient. Keep your subject lines short, snappy, and very clear. If you can, include a short spoiler or suggestion as to why they may want to open the email.

Be careful if you Personalize it!

“Dear [first name]” can feel a little generic. If you can, try to loosen up the greeting a little bit, or find a way to place their name further on in the text. Personally, I prefer “Dear Friend” or similar.

Are they Seeing Things Clearly?

Most people now read emails on a small device. In fact, research shows that nearly half of emails are opened on mobile phones. Make sure that you have configured your e-notice to adapt well to different – nothing frustrates readers more than an email or website that isn't mobile- or tablet-friendly.

Are you being Clingy?

One of the top reasons people choose to unsubscribe from digital marketing materials, including e-notices, is due to the high number of emails they receive. Don't feel that you need to be putting your squadron in the spotlight every day, or you might just find subscribers start to drop away.

It's far better to publish all your news and events in one, content-filled digital campaign on a weekly or fortnightly basis. This won't make people feel overwhelmed or irritated by constant emails from your squadron, and they may actually take more time to read over the content.

Timing is Everything

Be honest. Are you really going to read an e-newsletter during typical business hours? For most people, 9 till 5 Monday to Friday is work time, and even if they download your emails during this time, they probably aren't going to give much or any attention to emails that aren't extremely important. The best time to send your digital campaign is between 8 pm and midnight.

Don't be afraid to test different campaigns. If something doesn't work the way you planned, then you know something that you can change for next time.

If you're not already using Constant Contact to send your e-notices, please take a good look at it. Why? It's easy, it's inexpensive, and it's a great way to communicate. For specific help setting up or using Constant Contact, please contact Karl Wagner (nspseducation@gmail.com) or me (greenwichsquadron@gmail.com)

D/2 NEWS

**c/o Lt Melvin Goldstein, AP
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Address Correction Requested



Sail and Power Boating



D/2 Planning CALENDAR

2014

27 November, Thanksgiving Day.
17-24 December, Chanukkah*
25 December, Christmas Day.
26 December, Kwanzaa begins.

2015

1 January, New Year's Day.
18-25 January, USPS 2015 Annual Meeting.
19 January, Martin Luther King, Jr. Day.
14 February, St. Valentine's Day.
16 February, Presidents' Day.
18 February, Ash Wednesday.
8 March, Daylight Savings Time Begins.
14 March, D/2 Winter Council.
17 March, St. Patrick's Day.
20 March, First Day of Spring
29 March, Palm Sunday.
3 April, Good Friday.
5 April, Easter Sunday.
4-11 April, Passover*
17-19 April, D/2 Spring Conference.

***Note: All Jewish holidays begin the evening before the date given.**

(NOTE: PLEASE ADVISE THE EDITOR IF YOU NO LONGER WISH TO RECEIVE A HARD COPY OF THE D/2 NEWS.)