



D/2 NEWS



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

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COMMANDER'S MESSAGE

D/C Susan L. Darcy, JN

From the desk of the D/2 Commander,

Well we did it! We combined the Summer Council & Fall Conference both in one day! The evaluation forms are still to be analyzed but most seem to appreciate only one boating day was lost in our short boating season. We will keep you informed on the rest as soon as possible.

One of the great things that happened was that the Chair of the National Marketing Committee was our visitor and he gave a super explanation of the new logo (and image) of USPS. It projects a great image that not all of us have mega boats, but canoes, kayaks, and paddle boards plus we also fish and hunt in our boats. I admit my kayak and small (my Squadron says "CUTE") sailboat fit right in. I even fish – but in our lakes or rivers I catch and release – mostly small mouth bass. Of course the videos available in the Digital Media Library have the animated logo which is truly awesome.

How is the District doing? Well if I believe all the stats, some of the Squadrons are excelling. Some are maintaining their own and a few are struggling. I appreciate all the efforts of every Squadron and wonder if the District can help ANY Squadron? The ones that are excelling may need some help in coming up with some new ideas for social, community or education classes. The Squadrons maintaining their own might need some "push" to help revitalize their membership. The struggling Squadrons may just want to develop a plan to attract new members and might need help with a "How To". After all, that's what District is for – sort of like the internet – not the "dark one" but rather like Wikipedia – we have lots of information – some good – some so-so – some unusable BUT we really want to help. We do know that one solution doesn't fit all.

So, let me know – remember, I have a Subaru – which as the ads say is just a terrific Winter car! Speaking of Winter (like the segue? – amazing – I just looked up segue and it is a transition in music – I promise I won't sing) – anyway the Holidays are rushing and I wonder if you've called your members to personally invite them to your Holiday get-together. We all know the personal touch is the best so split up your call list – give your bridge some names/numbers and ask them to call – maybe give them some information about the names. Even the name of their significant other would be an aid. If you have an evening event, maybe offer taxi service – yes, it is a lot of work but without our members, we really don't have a Squadron, do we?

As an example, we had a dock party in August but when someone asked how many were coming, the answer was: NO ONE! Then someone volunteered to call the members (yes, we only have 48). After the phone calls were done, there were 28 people going – there was a grill chef – someone was picking up hot dogs, hamburgers, rolls and condiments. Just a few phone calls – might be worth a try.

I hope to attend as many Holiday parties as possible – how else will I have Whales of Fun? Besides I am definitely a party animal!

From me to you and yours – a Joyous and Happy Holiday Season with lots of boat stuff to dream of for the upcoming boating season! Yes it will come!

Be YOUR Best and Have Whales of Fun in USPS!!

Photos courtesy of D/Lt/C Martin E. Feldberg, AP
2017 D/2 Summer Council and Fall Conference 14 October
Fishkill, NY



R/C Paul Mermelstein, SN



P/D/C Harrison Valante, SN



P/D/C Susan P. Ryan, JN



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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The following article is submitted with permission from the Berea Sail and Power Squadron, Strongsville, Ohio.



How many times have you talked about the United States Power Squadrons to boating friends and gotten a blank look? Well now we have a way to talk about our organization that helps us connect better to the boating public. USPS has trademarked an alternate brand – America's Boating Club.

For a long time the USPS national organization and individual Squadrons have wrestled with the idea of changing our name because it is often not even recognized as being connected with boating. Unfortunately changing our name is expensive and has many downsides.

But using another brand, one owned and registered by the United States Power Squadrons, gives us many of the advantages of changing our name without many of the costs. Businesses do this all the time. The GAP, for example, uses four other brands to appeal to different groups – Old Navy, Banana Republic, Athleta and Intermix. We are legally the United States Power Squadrons, but we are also America's Boating Club. Likewise we are legally Berea Sail and Power Squadron but we are also either Berea's Boating Club or America's Boating Club, Berea.

The new brand also does a better job of encompassing all parts of our organization. As a club we are seen as a social organization that has fun as well as providing great boating education and public service.

The new logo incorporates the Ship's Wheel and a forward-looking graphic indicating water and sail, power and manually powered boats. It also uses the USPS colors and fonts.

During the transition, we are encouraged to use both brands with connecting wording. For example:

There is also an alternative version of the logo that can be used as a letterhead. It can also be combined with the local Squadron or District name and/or flag.

The time to transition to the new logo is indefinite. National has made some suggestions on how individual Squadrons may use the new logo. But the rules and the timing are not hard and fast. Many of you know that in the last couple of years we have changed to brand standards that made sure that the United States Power Squadrons name and logo were presented in the primary position and specific ways. Competitions and awards were given only to Squadrons and Districts that adhered to these detailed standards.

The America's Boating Club transition is being handled differently. Squadrons and Districts are being given some guidance but are encouraged to proceed with the approaches and schedule that fits their needs. The real requirement is that in some way America's Boating Club is shown to be owned by the United States Power Squadrons. The use of both logos and the possible wordings above indicate that. America's Boating Club should appear with an ® and somewhere on the page it must show that America's Boating Club is owned by the United States Power Squadrons.

What will you see soon for Berea? You may start seeing it in emails, any written communication. We are trying a

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“Come for the Boating Education.....Stay for the Friends”SM



(Continued from P.3.)

change on the mailing page in this *Mooring Post*. We will probably move to using the new logo on our website and eventually on the masthead of the *Mooring Post* when we reprint again. We need to decide where and how we want to use the name in official ways.

But you don't have to wait for that. In your conversations with others, including boaters, Remember

We are America's Boating Club®



For Boaters, By Boaters

**Submitted by D/Lt Robert J. Terry, P.
Sacandaga Power Squadron
Squadron Educational Officer**

To all Squadron Commanders, Executive Officers, Education Officers and VSC Examiners within USPS D/2.

I have been assigned the task of collecting data from all D/2 Squadrons that use the NYS Boater's Guides.

I would need to know before the end of January 2018, how many copies of the 2018 NYS booklets you request for for your estimated yearly Squadron activities.

The NYS Guide books are packed from the printer in small boxes of 130 each. Full cases may be shipped directly to a responsible Squadron member to be distributed within the Squadron for your various activities. If two Squadrons are located close to each other, you may look at having a full case shipped to one of the Squadrons, and split them between the two. I will find out if there are other quantities that may be shipped directly to Squadrons. I will bring booklets for smaller quantity requests, to be distributed both to the D/2 Winter Council and the D/2 Spring Conference.

This procedure should take care of almost all of the 2018 requests, but if not, I will do my best to get the booklets out to you.

Please discuss and estimate your 2018 yearly NYS Boater's Guide requests at your next meeting, and get me your information as soon as possible. I expect to be ordering enough boater's guide books to fill all of your requests by the end of January. Any full case orders I receive, may be shipped out soon after that. NYS has the 2018 Boater's Guides in their possession and have already started to distribute them. I will need to know your Squadron's name; quantity ordered, and if shipping to your Squadron, the name and mailing address for the shipment. I you need to have the booklets sent earlier, for example, for early

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Submitted by P/D/C Fred Mangelsdorf, SN:



P/D/C's & P/D/E/O's Announce Spring 2018 Award Criteria

At the Fall Conference recently concluded the P/D/C's and P/D/E/O's announced the judging criteria for the award to be presented at the Spring Conference, 2018. The award will be presented to the D/2 Squadron that awards the highest number of Merit Marks as a percentage of total active members in 2017. The award will be a pull-up banner from FedEx, or comparable PR item.

By way of background, the P/D/C and P/D/E/O group believes that there are active programs to teach the ABC classes and to recruit those students into the Squadrons as new members. The next step in the new member recruitment process is, of course, to get those new members involved so that they want to continue as members. If they do become involved, they will be rewarded with a Merit Mark by their Squadron.

Thus the number of Merit Marks as a percentage of total active members will be used as a proxy to measure overall Squadron member involvement, which is the real goal.

It is the intention that the purpose of the award will be continued into the 2018 year, with two awards being presented at the 2019 Spring Conference. One will be the same as for the 2018 award -- the highest number of Merit Marks awarded as a percentage of total active members in 2018. The additional award in 2019 will be for the Squadron which has shown the greatest percentage increase from the 2017 numbers to the 2018 numbers.

Questions may be addressed to any P/D/C or P/D/E/O, and in particular to Jeff Gerwig, Ed Weber or Fred Mangelsdorf.



R/C Chris Windeler, SN - D4 - Lackawanna Sail & Power Squadron - Boat Handling



KOTW (Kayaking On the Water Training)

Mimicking the Powerboat On The Water Training (POTW) that we have been giving since 2012, and taking notes from PaddleSmart, the Greenwich Sail and Power Squadron has developed KOTW. Statistics tell us that paddle sports are the fastest growing segment of boaters, and we felt that teaching youngsters would get their parents involved in our Squadron. Our first half-hour is on land, going over equipment, potential dangers, and the precautions to take to avoid problems. Ten-year old Bella thought the wind was coming from where the flags were pointing to, and no explanation I thought of (hair in her face, the feeling on her neck, ripples on the water, wet finger in the air) could change her thinking. Her parents would have to work on that. Seven-year-old Liam wasn't quite sure which was his left paddle and which was his right, but he knew which side to use instinctively when he got squashed into the shore. Seeing one kayak float off the shore made them realize the tide was coming in. And not seeing any sharks still didn't convince them that there weren't any around. The family went home with PFDs, safe boating coloring books, WearIt! stickers, and The Coast Guard's 'Beginner's Guide to Safer Paddling' as well as our lesson plan for the parents to reinforce later. So our first KOTW was a great success, and we will continue with more youngsters. They had fun and so did we.



P/D/C Susan P. Ryan, JN, with paddlers



**P/D/C Susan P. Ryan, JN
With paddlers**

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**More photos from 2017 D/2 Summer Council and Fall Conference
Fishkill, NY**



**P/C Frank Kemp, JN, D/C Susan Darcy, JN,
D/Lt/C Karl Wagner, JN, Cdr Peter Adler, N**



D/C Susan Darcy, JN



P/D/C Frederick Mangelsdorf, SN



**D/Lt/C Karl M. Wagner, JN, P/D/C Harrison Valante, SN
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P/R/C Anne S. Peskin, SN



D/Lt/C Andy Papademetriou, N

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D/2 NEWS

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



Sail and Power Boating



D/2 Planning CALENDAR

2017-2018

25 December, Christmas Day.
1 January, New Year's Day.
15 January, Martin Luther, Jr. Day.
12 February, Lincoln's Birthday.
19 February, Presidents' Day.
28 February, Purim.*
11 March, Daylight Savings Time Begins.
31 March-April 7, Passover*.
1 April, Easter Sunday.
13 May, Mother's Day.
20-21 May, Shavuot.*
28 May, Memorial Day.
14 June, Flag Day.
17 June Father's Day.
4 July, Independence Day.

***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.)