



## UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



### District 2 Secretary

D/Lt/C David J. Wilkinson, S

1368 Belmont Avenue Schenectady, NY 12308

H: 518-393-53945 C: 518-428-2576

Email Address: boshkong@aol.com



**To:** Squadron Commanders; Squadron Educational Officers; D2 Bridge; Assistant District Educational Officer; Immediate Past District Commander and Past District Educational Officer; Chairs of the Auditing, Rules and Nominating Committees; Past District Commanders; Past District Educational Officers; Governing Board Emeritus Members

### **Subject: Call to the D2 Summer Council/Fall Conference – Saturday 14 October 2017**

The 2017 Combined District 2 Summer Council and Fall Conference will be held at the Ramada Conference Center 542 Route 9 • Fishkill, NY (845) 896-6281. Room Reservations are made directly with the Ramada. The Group Rate is \$119 per night (plus tax) if reserved by October 1<sup>st</sup> using the group code of (GCUSPS).

Directions are included separately. The meetings are open to all members. The uniform of the day is USPS Casual or Polos or appropriate comfortable attire

- 0800 Registration and Continental Breakfast
- 0900 Council Convenes –
- 1000 Conference Convenes

Under provisions of the D2 Bylaws, **5.8.3** In the absence of a squadron commander or squadron educational officer, a designated squadron member may act (proxy authorization) for the purposes of voting at a district meeting, and in the absence of an officer for whom there is an elected assistant, the assistant may act for the principal.

Squadron Proxy Voting and Attendance forms are provided as an enclosure but there will be additional forms when members check in.

All Awards from the 2016 Fall Conference held in Fishkill, NY should be returned in order to be updated for later presentations. Certificates presented with the awards should be kept by the Squadrons.

Don't forget to bring your Youth Posters for Judging – remember the 2017 Contest Theme is:

***“All Boaters are Welcome to the Neighborhood!”***

There will be an electronic seat packet on the District website for the Summer Council by 5 October 2017. Any additional updates will be on line by 10 October. The link below is

to the area where all the Council/Conference documents, directions, instructions, electronic seat packet with instructions on how to print will be available.

<http://www.usps.org/d2/d2event.html#District>

Don't want to print the seat packet? Simply download the file to your electronic device and view the documents electronically at the meeting.

Please share this information with your Squadron Bridge and Members.

If you have any questions or need more copies or information, please let me know.

Looking forward to seeing you all there!

Respectfully submitted,

*David Wilkinson*

D/Lt/C David J. Wilkinson, S  
District 2 Secretary

*Attachments: Summer Council/Fall Conference Registration (PLAIN & Fillable);  
Directions to the Ramada; Preliminary Agenda; Attendance Form and  
Instructions; Proxy Form and Instructions; Youth Poster Brochure and  
Contestant Submittal Form*



# UNITED STATES POWER SQUADRONS®

## Combined

### D/2 Summer Council & D2 Fall Conference

**Saturday 14 October 2017**

Held at the **Ramada Conference Center**

**542 Route 9, Fishkill, NY 12524**

**Phone: 1-845-896-6281**



**The cost for the day is \$45 - includes full Hot Entrée Lunch and Continental Breakfast.**

Friday	1500 – 1600	Early Registration for those staying at the hotel
	1700 – 2000	Informal Reception/Dinner hosted by D/C
Saturday	0800 – 0900	Registration and Continental Breakfast
	0900 – 1000	Summer Council
	1000 – 1200	Fall Conference - General Meeting and Workshops
	1200 – 1330	Lunch
	1330 – 1630	General Meeting, Awards
	1730 – 1900	Meet and Greet
	1900 – Late	Informal group dinner (on your own)

**Hotel reservations directly to Ramada (1-845-896-6281 at \$119 + Tax - Group Code GCUSPS)**

**Registration will begin at 0800**

Reservations must be received by **1 October 2017** - Late Registration fee: **\$5.00**

Mail reservations and payment to:

Stf/C Howard A. Sklar, AP

372 Kneeland Avenue

Yonkers, NY 10704-2713

Questions? Call (914) 400-9279 or [hasklar@gmail.com](mailto:hasklar@gmail.com)

#### **CUT & MAIL**

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**District 2 Summer Council/Fall Conference**

**Due Date 1 October 2017**

First Registrant Name \_\_\_\_\_ Grade \_\_\_\_\_ Rank/Position \_\_\_\_\_

Second Registrant Name \_\_\_\_\_ Grade \_\_\_\_\_ Rank/Position \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Squadron: \_\_\_\_\_

Email: \_\_\_\_\_ Confirmation of reservations will be sent via Email.

***Not Staying for a Hot Entrée buffet lunch? The cost for the Continental Breakfast is \$10.***

\_\_\_ No. Attending Will you be there Friday night? \_\_\_ Yes or \_\_\_ No

\_\_\_ Lunch & Continental Breakfast: **\$45.00 PER PERSON**

\_\_\_ Continental Breakfast **ONLY:** **\$10.00 PER PERSON**

**MAKE CHECK PAYABLE TO: USPS DISTRICT 2 Amount Enclosed \_\_\_\_\_**



***Directions to the  
Ramada Conference Center  
542 Route 9, Fishkill, NY 12524  
Phone: 1-845-896-6281***



***The Ramada is located near the intersection of Route 9 and I-84.***

Drive to I-84 via any route (like I-87, Taconic Parkway, or any other convenient route).

***From I-87, drive East on I-84.***

***From the Taconic Parkway, drive West on I-84.***

***From any other convenient route, look at a map or use your GPS.***

***From the East***

Take I-84 West to Exit 13N off of I-84 (toward Poughkeepsie), the Ramada Hotel is visible from the ramp on the right. At the end of the ramp, turn right (Route 9N) then turn right into hotel's entrance.

***From the West***

Take I-84 East to Exit 13S, turn left (Route 9N) at the bottom of the ramp go under the highway and the hotel's entrance is just past the highway on the right.



# United States Power Squadrons®

District 2

Summer Council/Fall Conference

14 October 2017

at the Ramada Conference Center 542 Route 9 Fishkill,  
NY (845) 896-6281

## PRELIMINARY AGENDA



### 0800 - Registration & Continental Breakfast

### 0900 - Summer Council Call to Order

Pledge of Allegiance

National Anthem

Canadian National Anthem

Invocation

Introductions

**Guests, P/D/Cs, P/DEOs, Governing Board Emeritus Members**

**Roll Call of Council Members**

D2 Bridge; Squadron Cdrs & SEOs; Immediate P/D/C & PDEO;

Chairs of Rules; NomCom; & Auditing; Governing Board Emeritus Members

**Approval of the Winter Council Minutes**

(4 February 2017)

**Unfinished Business**

**New Business**

**Proposed 2018-2019 Budget**

### 0945 - Adjournment of Summer Council

D/C Susan L. Darcy, JN

Stf/C Howard A. Sklar, AP

P/D/C Harrison R. Valante, SN

P/D/Lt/C Melvin Goldstein, AP

D/C Susan L. Darcy, JN

D/Lt/C David J. Wilkinson, S

D/C Susan L. Darcy, JN

D/C Susan L. Darcy, JN

D/C Susan L. Darcy, JN

D/Lt/C John P. Pedersen, SN

D/C Susan L. Darcy, JN

### 1000 - Fall Conference Call to Order

Pledge of Allegiance

Invocation

**Introduction of the National Representatives**

R/C Chris Windeler, SN-ON – D4/Lackawanna Sail & Power Squadron

R/C Paul Mermelstein, SN-IN – D5/Rockville Sail & Power Squadron

**Chief Commander's Message – Q & A**

**Short Marketing Video**

**Educational Presentation**

D/C Susan L. Darcy, JN

D/FI/Lt Alexandra Digilio-Feldberg, P

P/D/Lt/C Melvin Goldstein, AP

D/C Susan L. Darcy, JN

R/C Paul Mermelstein, SN-IN

D/Lt/C Karl M. Wagner, JN &

D/1<sup>st</sup>/Lt Andrew M. Cummings, JN

R/C Chris Windeler, SN-ON

### **General Committee Reports**

Rules Committee

Nominating Committee

Auditing Committee

Lt/C Frank Palmieri, JN

Stf/C Howard A. Sklar, AP

P/D/Lt/C Edward V. Weber, SN

### **Standing Committee Reports**

Law Committee

Planning Committee

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

Stf/C Howard A. Sklar, AP

## PRELIMINARY AGENDA (Cont'd)

### Other Committee Reports

Council & Conference Committee  
Membership Status Report  
Sea Scouts  
VSC Committee  
Marketing Committee/PRO

Stf/C Howard A. Sklar, AP

P/C Robert J. Owens, P  
D/Lt Robert J. Terry, P  
P/D/C Susan P. Ryan, JN  
D/Lt/C John P. Pedersen, SN

### Financial Report

### Bridge Reports – Comments Only

Treasurer  
Secretary  
Administrative Officer  
Educational Officer  
Executive Officer  
Commander

D/Lt/C John P. Pedersen, SN  
D/Lt/C David J. Wilkinson, S  
D/Lt/C Andy Papademetriou, N  
D/Lt/C Karl M. Wagner, JN  
D/Lt/C Martin E. Feldberg, AP  
D/C Susan L. Darcy, JN  
D/Lt/C David J. Wilkinson, S

### Determination of Quorum

### Approval of the Spring Conference Minutes (1 April 2017)

D/C Susan L. Darcy, JN

### Proposed 2017-2018 Budget

D/Lt/C John P. Pedersen, SN

### Social Time & Lunch

### 1330 - Fall Conference Reconvenes

#### Awards

Youth Poster Contest Winners  
Shipping Over Awards  
Mel Cohen Safety Award  
Mal Ochs Children Safe Boating Award

D/C Susan L. Darcy, JN  
D/ C Susan L. Darcy, JN  
P/D/C Harrison R. Valante, SN  
P/D/Lt/C John W. Steger, JN  
D/Lt/C Karl M. Wagner, JN &  
D/1<sup>st</sup>/Lt Andrew M. Cummings, JN  
D/Lt/C Karl M. Wagner, JN

#### Educational Awards – Individual Awards

#### Chapman Award – District Nominee

#### Educational Awards – Squadron Awards

D/Lt/C Karl M. Wagner, JN &  
D/1<sup>st</sup>/Lt Andrew M. Cummings, JN

Carl L. Plock Memorial Award  
Greenwich Piloting Award  
P/R/C Frank Gratz Memorial Award  
D/2 Past District Educational Officer Award  
Prince Henry Award  
Stanley Stevens Memorial Award  
Stamford-Doolittle Award

### Announcements

### Concluding Remarks

D/C Susan L. Darcy, JN

### Benediction

P/D/Lt/C Melvin Goldstein, AP

### Adjournment

D/C Susan L. Darcy, JN



UNITED STATES POWER SQUADRONS®  
MEMBERSHIP COMMITTEE

## 20<sup>th</sup> Annual Youth Poster Contest

The USPS Youth Poster Contest Awards are designed to promote youth appreciation and respect for recreational boating, and that safe boating is always fun boating.

The Contest is open to all children ages 6–14, divided into three age groups: 1) Ages 6 – 8 2) Ages 9 – 11 3) Ages 12 – 14

The National Membership Committee recommends that Squadrons conduct local contests, taking local winners to a District event for judging. District Winners are the only posters sent to the National Membership Committee for judging at the Annual Conference.



The 2017 Contest Theme is:

### ***"All Boaters are Welcome to the Neighborhood!"***

Artwork should capture the spirit that all types of boats and boaters are welcome, and that USPS welcomes every new boater by sharing our skills and safe boating knowledge.

Deadline: All winning 2017 District Posters must be delivered to the National Meeting by 23 February 2018 in time for judging during the Annual Expo in Orlando, FL.

#### Contest Rules

- Each district may submit one poster in each age category.
- **Each entry must be submitted on poster board or heavy construction paper; size 15"x20" or 14"x22"**
- Squadron entries must be judged at the district level to select winning entries for submission at the National level.
- Squadron and District judging deadlines are a local decision.
- Posters may be sketched lightly with pencil, but the result must be in color suitable for photography.
- Professional illustrations, photos, copyrighted or trademark material, purchased or computer generated are not allowed and will disqualify the entry.
- Posters are not to be folded.
- Posters will be judged on the Theme/message more than artistic representation.
- Only one entry per person is allowed. All entries become the property of the United States Power Squadrons, which reserves the right to display or reproduce.
- All Contest entry forms must be complete, legible, and attached to the back of their respective poster.
- Only District First-Place winners in each age category will be accepted for judging at the National level.

Cash awards and Certificates will be awarded to First, Second and Third Place winners at the National level for each age category. First Place \$150, second Place \$100, third Place \$75.

Cash awards are funded by a grant from the OMC Foundation.



# 2017 Youth Poster Contest Submission Form



**Artist Age Category:** 6-8 ☐ 9-11 ☐ 12-14 ☐

Artist Age is determined as the day the poster is submitted to the organization for local judging

**Artist Name:** \_\_\_\_\_

Home Address: \_\_\_\_\_

City \_\_\_\_\_ State: \_\_\_\_\_ Zip Code \_\_\_\_\_

Was this a School/Group Entry? Yes ☐ No ☐ (If Yes, enter School/Group Info Below)

School/Group Name:	
School/Group Address:	
School City:	Teacher Name:

## MANDATORY SQUADRON & DISTRICT INFORMATION

Squadron Name:	District Number:
Squadron Contact Name:	
Contact Telephone #:	Email:
District Contact Name:	
Contact Telephone #:	Email:

- Please complete submission forms as neatly as possible.
- Unreadable and incomplete forms will be disqualified.
- Attach completed submission forms to the back of each poster entry.
- Squadrons must work with their respective Districts to determine District winners.
- Only District 1<sup>st</sup> place winners in each age category can be submitted for National Judging.
- The District Poster Chairperson is responsible for delivering all 1<sup>st</sup> Place winners to the National Annual meeting.
- National entries become the property of USPS, which reserves the right to display or otherwise use the submission.
- Further information on the National Competition will be posted on the National Membership pages of [www.USPS.org](http://www.USPS.org).





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**District 2 Secretary**

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D/Lt/C David J. Wilkinson, S

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Email Address: boshkong@aol.com



To: Squadron Commanders; Squadron Educational Officers; D2 Bridge; Assistant District Educational Officer; Immediate Past District Commander and Past District Educational Officer; Chairs of the Auditing, Rules and Nominating Committees; Past District Commanders; Past District Educational Officers; Governing Board Emeritus Members

From: D/Lt/C David J. Wilkinson, S  
District 2 Secretary

Subject: How to Use the Attendance Form

The Attendance Form is a fillable document with two parts. When you fill out the top half, the bottom half fills in automatically. Print off the form, keep one half for your records and bring the other filled in half to turn in at the meeting.

Have many members coming to the meeting? Simply print off a bunch of copies and have the members fill them out – we'll have scissors to separate the forms at the registration desk.

If you have any questions or need an additional form, please don't hesitate to let me know.

Looking forward to seeing you at the Summer Council/Fall Conference.

*David Wilkinson*

Enclosed: 2017 Summer Council/Fall Conference Attendance Form

## DISTRICT 2, UNITED STATES POWER SQUADRONS®

Voting Delegate?

## Council/Conference/Seminar/Meeting Registration

NO \_\_\_\_ YES \_\_\_\_

SEMINAR/MEETING 2017 Summer Council-Fall Conference DATE 14 October 2017

SQUADRON \_\_\_\_\_

NAME \_\_\_\_\_ GRADE \_\_\_\_\_ CERT # \_\_\_\_\_

eMAIL ADDRESS \_\_\_\_\_

CURRENT BRIDGE OFFICER, D/2 ☐ CURRENT D/2 NOMINATED DEPARTMENT \_\_\_\_\_USPS NATIONAL REPRESENTATIVE ☐ Past District 2 Commander ☐ Past District 2 Educational Officer ☐

SQUADRON BRIDGE POSITION SQUADRON COMMITTEE under DEPARTMENT DISTRICT 2 COMMITTEE

COMMANDER	<input type="checkbox"/>	_____	_____
EXECUTIVE OFFICER	<input type="checkbox"/>	_____	_____
Lt/C EDUCATIONAL OFFICER	<input type="checkbox"/>	_____	_____
Lt. Assistant Educational Officer	<input type="checkbox"/>	_____	_____
Lt/C ADMINISTRATIVE OFFICER	<input type="checkbox"/>	_____	_____
Lt Assistant Administrative Officer	<input type="checkbox"/>	_____	_____
Lt/C SECRETARY	<input type="checkbox"/>	_____	_____
Lt Assistant Secretary	<input type="checkbox"/>	_____	_____
Lt/C TREASURER	<input type="checkbox"/>	_____	_____
Lt Assistant Treasurer	<input type="checkbox"/>	_____	_____
SQUADRON MEMBER	<input type="checkbox"/>	_____	_____

GUEST ☐ REPRESENTING \_\_\_\_\_

## DISTRICT 2, UNITED STATES POWER SQUADRONS®

Voting Delegate?

## Council/Conference/Seminar/Meeting Registration

NO \_\_\_\_ YES \_\_\_\_

SEMINAR/MEETING 2017 Summer Council-Fall Conference DATE 14 October 2017

SQUADRON \_\_\_\_\_

NAME \_\_\_\_\_ GRADE \_\_\_\_\_ CERT # \_\_\_\_\_

eMAIL ADDRESS \_\_\_\_\_

CURRENT BRIDGE OFFICER, D/2 ☐ CURRENT D/2 NOMINATED DEPARTMENT \_\_\_\_\_USPS NATIONAL REPRESENTATIVE ☐ Past District 2 Commander ☐ Past District 2 Educational Officer ☐

SQUADRON BRIDGE POSITION SQUADRON COMMITTEE under DEPARTMENT DISTRICT 2 COMMITTEE

COMMANDER	<input type="checkbox"/>	_____	_____
EXECUTIVE OFFICER	<input type="checkbox"/>	_____	_____
Lt/C EDUCATIONAL OFFICER	<input type="checkbox"/>	_____	_____
Lt. Assistant Educational Officer	<input type="checkbox"/>	_____	_____
Lt/C ADMINISTRATIVE OFFICER	<input type="checkbox"/>	_____	_____
Lt Assistant Administrative Officer	<input type="checkbox"/>	_____	_____
Lt/C SECRETARY	<input type="checkbox"/>	_____	_____
Lt Assistant Secretary	<input type="checkbox"/>	_____	_____
Lt/C TREASURER	<input type="checkbox"/>	_____	_____
Lt Assistant Treasurer	<input type="checkbox"/>	_____	_____
SQUADRON MEMBER	<input type="checkbox"/>	_____	_____

GUEST ☐ REPRESENTING \_\_\_\_\_



## UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



### District 2 Secretary

D/Lt/C David J. Wilkinson, S

1368 Belmont Avenue Schenectady, NY 12308

H: 518-393-53945

C: 518-428-2576

Email Address: boshkong@aol.com



To: District 2 Squadron Commanders

From: D/Lt/C David J. Wilkinson, S  
District 2 Secretary

Subject: Proxy Voting at the Summer Council/Fall Conference – 10-14-17

Based on the District 2 By-Laws Section 5.8.3, proxy voting is allowed at both Councils and Conferences. If you and/or your Squadron Educational Officer (SEO) are not able to attend the upcoming Summer Council, you are permitted to designate proxy voters for both positions. A proxy voter can be any member of your Squadron (Section 5.8.1) but only has one vote even if holding multiple positions.

Enclosed is a form to assist you if you need to designate a proxy voter for the combined Summer Council/Fall Conference. When filling out the form, please **print** the voter's name and certificate number.

If you have any questions or need an additional form, please don't hesitate to let me know.

Looking forward to seeing you, your SEO and your delegates at the combined Summer Council/Fall Conference.

*David Wilkinson*

Enclosed: 2017 Summer Council/Fall Conference Proxy Form (Registration Copy – Copy for Squadron Records)



District 2 Combined Summer Council/Fall Conference  
14 October 2017



### Proxy Form

Squadron: \_\_\_\_\_

Name of Commander: \_\_\_\_\_

The following member(s) is(are) designated to serve as proxy voters for the following position(s):

Proxy Voter for the Squadron Educational Officer:

Name: \_\_\_\_\_ Certificate No. \_\_\_\_\_

Proxy Voter for the Squadron Commander:

Name: \_\_\_\_\_ Certificate No. \_\_\_\_\_

Signature of the Commander: \_\_\_\_\_



District 2 Combined Summer Council/Fall Conference  
14 October 2017



### Proxy Form

Squadron: \_\_\_\_\_

Name of Commander: \_\_\_\_\_

The following member(s) is(are) designated to serve as proxy voters for the following position(s):

Proxy Voter for the Squadron Educational Officer:

Name: \_\_\_\_\_ Certificate No. \_\_\_\_\_

Proxy Voter for the Squadron Commander:

Name: \_\_\_\_\_ Certificate No. \_\_\_\_\_

Signature of the Commander: \_\_\_\_\_

**DISTRICT 2 STATISTICS AS OF 28 FEBRUARY 2017**

<b><u>SQUADRON</u></b>	<b><u>CHARTERED</u></b>	<b><u>ACTIVE MEMBERS</u></b>	<b><u>DELEGATES</u></b>
<b>BERKSHIRE</b>	26 JANUARY 1974	<b>44</b>	<b>2</b>
<b>CHAMPLAIN</b>	13 JUNE 1949	<b>11</b>	<b>2</b>
<b>DARIEN</b>	12 OCTOBER 1953	<b>180</b>	<b>5</b>
<b>GREENWICH</b>	9 JUNE 1984	<b>122</b>	<b>4</b>
<b>LAKE CANDLEWOOD</b>	20 MAY 1963	<b>65</b>	<b>2</b>
<b>LAKE GEORGE</b>	2 JUNE 1947	<b>46</b>	<b>2</b>
<b>MID-HUDSON</b>	26 JUNE 1926	<b>44</b>	<b>2</b>
<b>MOHAWK HUDSON</b>	31 MARCH 1939	<b>49</b>	<b>2</b>
<b>NORWALK</b>	10 DECEMBER 1935	<b>68</b>	<b>2</b>
<b>PENFIELD</b>	7 SEPTEMBER 1969	<b>45</b>	<b>2</b>
<b>SACANDAGA</b>	4 OCTOBER 1951	<b>17</b>	<b>2</b>
<b>SAUGATUCK RIVER</b>	29 MAY 1957	<b>51</b>	<b>2</b>
<b>STAMFORD</b>	10 NOVEMBER 1928	<b>68</b>	<b>2</b>
<b>STORM KING</b>	10 JUNE 1978	<b>47</b>	<b>2</b>
<b>WESTCHESTER</b>	9 FEBRUARY 1937	<b>101</b>	<b>3</b>
<b>DISTRICT 2 TOTAL ACTIVE MEMBERS</b>		<b>958</b>	<b>36</b>

***No Jr/AP/SC Members are included in Active Member Totals***



## UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING

*Come for the Boating Education ... Stay for the Friends<sup>SM</sup>*



### District 2

D/C Susan L. Darcy, JN

7 Hutchinson Lane

Lenox, MA 01240-2217

Phone Number 413-637-2275

Cell Number 413-281-4169

eMail: [sldarcy@roadrunner.com](mailto:sldarcy@roadrunner.com)



To District 2 Members:

It has been a whirlwind six months as District Commander, but I wouldn't trade it for anything. Not only has it taken me to different places, but it has made me realize how important the friends we've made in Squadron have changed our lives. Not only have I been to some fantastic picnics and barbecues, I've even attended my own Squadron's rendezvous in Provincetown!

The fellowship of our Squadrons was very evident at a beautiful Memorial Day service on the Hudson River I was invited to attend. Besides a somber and meaningful service, the active duty Marines serving as color guard were a poignant reminder of the men and women who made the ultimate sacrifice for all of us to live in a free country. One thing was evident at the service, all of us wanted to make sure the Marines had enough food – and there certainly was an abundance of goodies.

On a very sad note, I've attended some funeral services for Squadron members. It is the only thing I'm able to do to acknowledge a member who gave of themselves in service to their Squadron and USPS. Surely, we recognize our members during the year, but maybe we should say Thank You to them more often.

The Fall Governing Board in Dallas gave D2 members the opportunity to extend hospitality to meet and greet not only the national bridge but other leaders and members in a more informal setting. There was even an extra room but almost all stayed to "graze" near the refreshments. Some went on tours after their committee meetings and all enjoyed the Galleria where there were numerous shops and restaurants.

Since I drove to Dallas, I had plenty of time to think about our Squadrons and the District. I think we need to have a real training session for all who want to attend – probably a day long one with lots of hand outs and hints – having some of the experts share things they just do automatically. I know I need a refresher on some of the how to's and also some of the new tools. We'll talk about this at the Fall Conference coming up next week.

More later! See you soon!

*Susan L. Darcy*



## UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



### District Number 2

District Lieutenant Commander Martin Feldberg, AP  
1593 N. Lake Marie Terrace  
Hernando, FL 34442  
Phone Number 352.513.4947 Cell Number 914.475.3185  
Mef542@tampabay.rr.com



October 4, 2017

Fellow USPS members

Generally, this is an unhappy time of the year for boaters. For most of you, it means not being able to use your boat which can be troublesome. It more difficult because you are winterizing your boat's engines, water system, removing a pile of "stuff" that you have accumulated during the season and probably covering it for the season. For those of you who live "up North", I can feel your pain because even though I can use my boat in Florida all year around, I still must head North to do all those things.

I am happy to report the Chairpersons of the Executive Department Committees are all doing an excellent job. Working behind the scene they are keeping things moving within their Committees'. P/R/C George Hallenbeck, Boat Show Officer along with Lt/C Jim Dobbs did a magnificent job preparing for and manning the Norwalk Boat Show this past September. Safety Officer, P/D/C Harrison Valante is always keeping himself up to date with the latest safety regulations and notifying the Squadrons of prominent issues. As always, P/D/C Susan Ryan, Public Relations Officer, does an excellent job of keeping the USPS in the public limelight as well as advising the Squadrons about her successes. Our Homeland Security Officer, William Burbage has been keeping up with the changes that Homeland Security keeps making. We can be thankful that everything in our area has been peaceful. But if notifications must be sent out, Bill will be taking care of it immediately. As in the past, P/C Robert Terry is overseeing the activities of our Vessel Safety Examiners. I am very lucky to have such able-bodied persons making my job extremely easy.

I am happy to report that USPS is doing better both financially and membership wise. It is anticipated that we will have a surplus at the end of our fiscal year and our membership has increased by about 300.

The Board of Directors has approved an additional logo for use, associated with America's Boating Club™. You may use the new logo in your squadron marketing materials and website. The new logo can be found via the Marketing Committee page at USPS.ORG. The USPS Ship's Store is now selling clothing with the new logo.

USPS now has a new website for people interested in boating. It is called "America's Boating Club" and can be located on the web by searching for America's Boating Club or go to <https://beyondboating.org>.

If you are not receiving the "USPS Monthly News Blast" or the "USPS Compass" e-mail reports from National, please sign up by signing into the USPS Members website and then clicking on "managing your profile". While you are there, I suggest that you review your profile and make any corrections or additions that are necessary.

It's that time of the year when merit mark submittals are due. The only real recognition that a member will get is a merit mark. It is incumbent for every Squadron member that has contributed their time in their Squadron to let their Commander know what they have done and how much time was spent on each project. Squadron Commanders, your recommendations are due by November 15. I also need the Squadron Commanders own list of what they have done by November 10. Commanders, please keep in mind that if you do not make a submittal for your Squadron members, you will not receive a merit mark even if you sent me your information.

D/Lt/C Martin Feldberg





## **2017 D2 Fall Conference**



# **Proven Marketing**

**Susan Ryan**




# Proven Marketing



- Your ABC3 classes are vital
  - They bring new boaters to the squadron
  - This can lead to new members
- Half D2 squadrons have not had a class this year
- Two D2 squadrons consistently draw 50 - 60 students to all their ABC classes
  - Here's how . . .

# Start Early

- Marketing starts 3 months in advance
- Each year, the same simple flyer



## Connecticut Boating Course

Offered on two Saturdays by the Greenwich Sail & Power Squadron  
[www.GreenwichSPS.org](http://www.GreenwichSPS.org) in conjunction with the Greenwich Marine Police

Qualifies you for CT Boating Certificate and includes PWC/Jet Ski certificate

**Saturday, May 7<sup>th</sup> 9am – 5pm**  
**or Saturday, June 11<sup>th</sup> 9am – 5pm**

**Where:** Greenwich Police HQ, 11 Bruce Place, Greenwich  
**Cost:** \$80 per person, includes coffee and sandwich lunch  
**Registration:** **May 7** <http://tinyurl.com/GSBC5-7>  
**June 11** <http://tinyurl.com/GSBC6-11>  
**OR:** Susan Ryan 203-698-0441 [GreenwichSquadron@gmail.com](mailto:GreenwichSquadron@gmail.com)

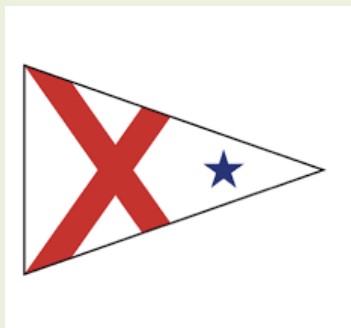
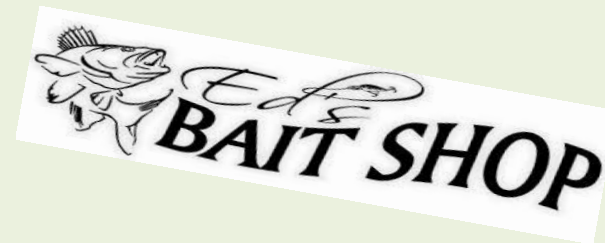
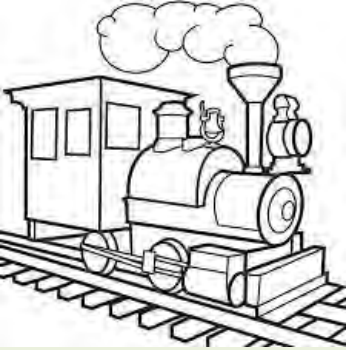
# Simple and Punchy



- Simple; no extraneous text
- Registration link goes to HQ800
- Plus simple contact information - an easily remembered email address for the squadron
- We print 300 **neon** flyers and think

## WHERE ARE THE BOATERS?

# 300 Neon Flyers



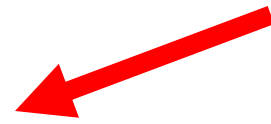
# 300 Neon Flyers



NYC Parks



# E Flyers <sup>2000</sup>



- Exponential Marketing
- Our members have identified a key person in 8 boating organizations who post these in their newsletters, on their websites etc.





# E Flyers

2000



- Posted on Facebook
  - Squadron page
  - D2 page
  - Individual members' pages
- On digital newspapers (Patch, Voice)
- On neighborhood sites such as NextDoor



# Street Signs

- Our signs are even simpler
- We buy 4 roadside signs @\$17 from Staples; put outside a yacht club, and on 3 places on way to Harbor



# Traditional Press

- Each year we write up a boating story from National's website, with a graphic, and send to those who report on boating in our local papers
- This year we used 'Educate your Crew' with accident statistics from the US Coast Guard



Also published in the  
Greenwich Boat Show  
brochure

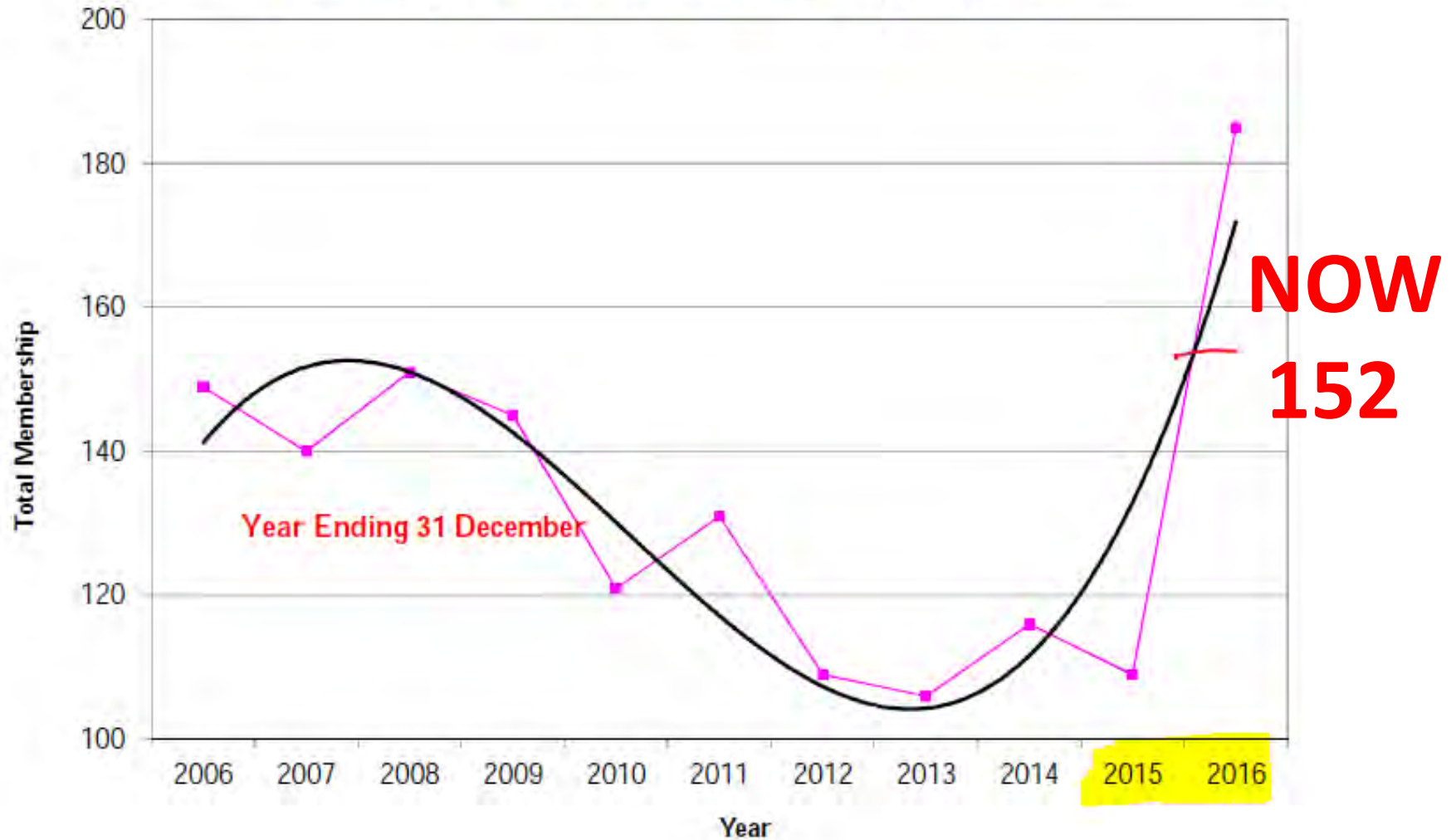
# Key Points

- **For maximum impact**
  - Keep all flyers simple – and punchy
- **To reduce labor**
  - Use same material over and over
  - Use same material in different formats
- **Relationships**
  - Build key contacts in boating community
  - Know your local press
  - Use your members' outreach
- **Keep track of Non Members who boat**
  - See me about Constant Contact



# RESULTS

## Greenwich Sail and Power Squadron



Once all those students come to your classes,  
hold weekly sails, dynamic speaker meetings  
and have fun with them, because WE ARE NOW

