



## UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



### District 2 Bridge

D/Lt/C David J. Wilkinson, S - Secretary  
1368 Belmont Avenue Schenectady, NY 12308  
Phone (518) 393-5394 Cell: (518) 428-2576  
Email: boshkong@aol.com

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

### **Subject: Call to the D2 Winter Council – Saturday 2 March 2019**

The 2019 District 2 Winter Council will be held at The Hyatt House, 100 Westage Business Center Drive, Fishkill, NY - 1-845-897-5757. Directions are included. The Council Meeting is open to all members. The uniform of the day is USPS Casual or Polos or appropriate comfortable attire. The Bridge will wear USPS Casual or Polos.

- 0830 Registration & Continental breakfast
- 0900 Council Convenes
- 0915 Financial Report & Committee Reports
- 0930 "How do I ...."
- Noon Lunch
- 1300 "How do I ...." continues
- 1430 New Business

There will be information on all Departments including the minimum items to be done for any job. The District Treasurer will have updated financial statements available at the meeting. If you have a resolution or recommendation to be put on the agenda, it must be filed with the District Secretary in writing before the Council convenes. Included in the Call is a Proposal from the District Treasurer and District Commander for help to Squadrons for advertising their ABC's courses.

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 2018 Spring Conference (held in Fishkill, NY) should be returned in order to update the awards for the 2019 Spring Conference. Certificates presented with the awards should be kept by the Squadrons.

There will be an electronic seat packet on the District website for the Winter Council by 26 February 2019. Any additional updates will be on line by 1 March. The link below is to the area where all the Winter Council documents, directions, instructions, electronic seat packet with instructions on how to print the entire packet or specific pages are found.

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

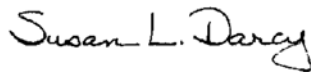
Don't want to print the seat packet? Simply download the file to your electronic device and view the documents electronically at the meeting.

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,

A handwritten signature in cursive script that reads "Susan L. Darcy".

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

Attachments: 2019 Winter Council Registration Forms; Directions; Preliminary Agenda; Attendance Form and Instructions; Proxy Form and Instructions; Proposal for Advertising Funds for Squadrons; Draft of the 26 October 2018 Summer Council Minutes.



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### 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 Immediate Past District Educational Officer; Chairs of the Auditing, Rules and Nominating Committees

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 Winter Council.

*David Wilkinson*

Enclosed: 2019 Winter Council Attendance Form

## DISTRICT 2, UNITED STATES POWER SQUADRONS®

Voting Delegate?

## Council/Conference/Seminar/Meeting Registration

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

SEMINAR/MEETING 2019 Winter Council DATE 02 March 2019

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 2019 Winter Council DATE 02 March 2019

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®

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### 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 Winter Council – 03-02-19

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 Winter 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 Winter Council. 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 Winter Council.

*David Wilkinson*

Enclosed: 2019 Winter Council Proxy Form (Registration Copy – Copy for Squadron Records)



District 2 Winter Council  
02 March 2019



### 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 Winter Council  
02 March 2019



### 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: \_\_\_\_\_

**Directions to  
The Hyatt House  
100 Westage Business Center Drive  
Fishkill, NY  
1-845-897-5757**

**General Directions:**

- **From: South.** Take the NY State Thruway (Interstate 87) North to Exit 17 (Route 17K) – follow the directions from the West below.  
or  
Take the Taconic State Parkway to Interstate 84 W – follow the directions from the East below.
- **From: North.** Take the New York Thruway (Interstate 87) South. Take the Route 17K exit, Exit 17 toward Newburgh/Stewart Airport. Merge onto Interstate 84 East. Follow the directions from the West below.
- **From: East.** Take Interstate 84 West. Take Exit 13N toward Poughkeepsie. At end of ramp, turn right onto US-9 N. Turn left onto Merritt Boulevard. At the next light, turn left onto Westage Business Center. HYATT House Fishkill/Poughkeepsie is on your right.
- **From: West.** Take Interstate 84 East. Take Exit 13 toward Poughkeepsie-Fishkill. At end of ramp, turn left onto US-9 N. Continue on US-9 N and at the fourth light turn left onto Merritt Boulevard. At first light turn left onto Westage Business Center Drive. HYATT House Fishkill/Poughkeepsie is on your right.



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District 2



## Proposal for ABC Advertising

### Background:

Squadrons are having a difficult time attaining new members by not offering the basic first course: America's Boating Course (ABC3). After researching reasons for not offering the first course, it was pointed out that a lot of Squadrons do not have enough funds to advertise their courses. Obviously, this is only one of many reasons – some of which might be the locale, the length of the course etc. The District eventually suffers with this lack of membership by not being able to fill positions at the District level with a mix of members from different Squadrons.

### Proposal:

Working with the Squadrons who have not been able to offer the ABC3 course during 2017 and 2018, determine what each Squadron feels are the reasons they were not able to offer the course. If the team (comprised of the District Commander, District Educational Officer, Assistant District Educational Officer, District Treasurer and District Finance Committee), after analysis, determines that a lack of media advertising was a contributing factor, work with the Squadron to develop topical advertising for their area. To assist the Squadrons for their advertising programs, the District will provide the individual Squadrons in the program up to three hundred dollars (\$300), toward their advertising campaign.

### Plan and Measurements:

The Squadrons will provide to the District team, the survey results of the initial reasons for not offering the course. The team will decide whether the Squadron suffers from lack of media advertising or another more relevant reason for not offering the course.

If the team determines that the Squadron would benefit from media advertising, then the District will provide seed funds to assist with course advertising. The Squadron will provide the results of their advertising along with course and membership data to determine if the program provided help to the Squadron, both in their ability to offer ABC3 and obtain new members.





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## PRELIMINARY AGENDA

- 0830 Registration
- 0900 Council Meeting Called to Order D/C Susan L. Darcy, JN  
Invocation P/D/Lt/C Melvin Goldstein, AP  
Pledge of Allegiance P/D/C Jeffrey C. Gerwig, AP  
National Anthem P/D/C Harrison R. Valante, SN  
Roll Call of Council Members and  
Determination of a Quorum D/Lt/C David J. Wilkinson, S  
Approval of Summer Council Minutes D/C Susan L. Darcy, JN
- 0915 Report of Treasurer and Any  
Committees not included in the Seat  
Packet D/C Susan L. Darcy, JN  
D/Lt/C John P. Pedersen, SN
- 0930 ***"How do I ..."*** – As Educational  
Officers & Assistants and Committee  
Members DEO Karl M. Wagner, JN  
ADEO Andrew Cummings, JN
- 1045 ***A Very Short Break*** D/C Susan L. Darcy, JN
- 1100 ***"How do I ..."*** – As Administration  
Officer & Assistants and Committee  
Members D/Lt/C Robert J. Terry, P  
D/C Susan L. Darcy, JN
- 1130 ***"How do I ..."*** – As Secretary &  
Treasurer, Assistants, and  
Committees Members D/Lt/C David J. Wilkinson, S  
D/Lt/C John P. Pedersen, SN
- Noon Meeting Suspended for Lunch D/C Susan L. Darcy, JN
- 1300 Meeting Reconvenes D/C Susan L. Darcy, JN  
***"How do I ..."*** – As Executive  
Officers, Commanders and  
Committee Members D/Lt/C Andy Papademetriou, N  
D/C Susan L. Darcy, JN

### **PRELIMINARY AGENDA (Cont'd)**

- |      |  |   |
|------|--|---|
| 1400 | New Business   | D/C Susan L. Darcy, JN                                  |
|      | Nominating Report                                    | P/D/C Denise A. Filios, AP                              |
|      | Announcements & Information on the Spring Conference | D/C Susan L. Darcy, JN<br>D/Lt/C Andy Papademetriou     |
| 1455 | Adjournment<br>& Benediction                         | D/C Susan L. Darcy, JN<br>P/D/Lt/C Melvin Goldstein, AP |



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1368 Belmont Avenue Schenectady, NY 12308  
Phone (518) 393-5394 Cell: (518) 428-2576  
Email: boshkong@aol.com

**Minutes of the District 2 Summer Council  
26 October 2018**

**Call to Order:** The meeting was called to order at 1912 by D/C Susan L. Darcy, JN.

**Invocation:** P/D/Lt/C Melvin Goldstein, AP gave the invocation.

**Pledge:** The Pledge of Allegiance was led by D/FI/Lt Alexandria Digilio-Feldberg, P.

**Introduction of District Guests:** District guests were introduced by D/C Susan L. Darcy, JN.

**Determination of a quorum:** D/Lt/C David Wilkinson, S, performed a roll call of council members. There was a quorum present.

**Approval of the Winter Council minutes:** D/C Susan Darcy asked for any corrections or additions to the distributed 2018 Winter Council minutes. Hearing no corrections, she asked for a motion to approve the minutes. Motion was made and seconded to approve said minutes. The motion passed to approve the minutes as distributed.

**Unfinished Business:** No unfinished business was discussed.

**New Business/Announcements: Merit Marks:** It was announced that Robert Wood has resigned as Merit Mark Coordinator, due to health issues of his First Mate. His replacement is Robert Miller. P/D/C Denise Filios will be sending Mr. Miller's contact information to D/C Susan Darcy.

**Vessel Safety Checks:** D/Lt/C Robert Terry, P asked that if you have any leftover supplies after performing Vessel Safety Checks that you please return them, so that they can be redistributed as needed to other squadrons. This issue has arisen due to the overall low inventory of VSC materials. Robert also asked how folks were fixed for **NYS Boating Guides**. A question was also raised about the availability of Massachusetts Boating Guides and D/C Susan Darcy said she would check availability from Mass Suppliers for Mass information.

**Proposed 2018-2019 Budget:** Discussion was led by D/Lt/C John P. Pedersen, SN, who presented a balanced budget for consideration. A motion was made by SEO Virginia Schmidt-Gedney, AP that said Budget be placed on tomorrow's Agenda for the 2018 Fall Conference. This motion was seconded and passed to place the Budget on the agenda of the Fall Conference for approval.

**Concluding Remarks:** D/C Susan L. Darcy, JN offered concluding remarks, reminding folks about the logistics for tomorrow's Fall Conference meeting and thanking folks for coming to the D2 Summer Council.

**Benediction:** P/D/Lt/C Melvin Goldstein offered a benediction.

**Adjournment of Summer Council:** D/C Susan L. Darcy, JN made a motion to adjourn the Summer Council. This motion was seconded, and **the Council was adjourned at 2030.** Following the adjournment of the formal meeting, D/C Susan Darcy offered an interesting scenario and exercise to test our boating skills and experience.

Respectfully submitted,

David J. Wilkinson

District 2 Secretary

/dw



## 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:

Ah, the Winter Council – one of the four District meetings. This one is going to be a little different as it will focus on both the Squadron and YOU the member. Why not – we can lecture but it is sometimes more fun to find out our secrets or the keys to the treasure chest!

I went to the USPS® Annual Meeting last week but my schedule was so hectic – I kind of lost focus – there were so many excellent meetings and seminars to attend. Of course, there were some fun activities to go to but as luck would have it, I had things to finish for meetings. And one, was actually sold out BEFORE I left Massachusetts.

District 2 had a very successful Meet and Greet Hospitality on Friday night and I can actually say a lot of the D2 gang were there. At one time, the room was so crowded I had to greet people out in the hall. It was standing room only. I did have some food left over for the D2 contingent to consume before the Saturday night dinner.

What did I learn? The new logos have changed. They are NOT TO BE CHANGED in anyway. There are four, two horizontal and two vertical. Each have two versions – one with the tag line and one without. If you need to resize any of the logos, remember to keep the ratio so that the logo will get larger or smaller in every direction.

There are also the American's Boating Club Guidebook and some brochures available – I've included the new approved logos, Guidebook and brochures in the Seat Packet. Tried to make it easier for everyone – you **MUST** use the new logos as is.

The best part of being District Commander has been doing a Squadron's Change of Watch. It is such an honor to be asked. But if you have a specific office you would like for your Change of Watch, please let me know along with the date and details. I'll do everything I can to honor your request.

Thank you for putting up with me this year!

More at the Council!!

*Susan L. Darcy*





# UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



## District 2

District Lieutenant Commander Andy Papademetriou, N-IN  
41 N Ridge St Rye Brook, NY 10573  
Mobile Number 917-648-7056  
andypapad@yahoo.com

### 20 February 2019

D2 Executive Department report-- Winter Council 2019

The Executive department continued its activities for the year in support of the District various programs and goals and objectives for the year.

I would like to thank the committee chairpersons for their dedication and selfless efforts in ensuring that the various committees are supporting the district initiatives:

Boat Show Officer – P/R/C George Hallenbeck, AP  
Co-Op Charting – Lt/C Frank E. Palmieri, JN  
Homeland Security – William J. Burbage, AP  
Legislative Officer – P/D/Lt/C Melvin Goldstein, AP  
Public Relations Officer – P/D/C Susan P. Ryan, JN  
Radio Technical Officer – D/Lt/C Andy Papademetriou, N  
Safety Officer – P/D/C Harrison R. Valante, SN  
F.A.S.T Officer – P/D/C Gino Bottino, AP  
Vessel Safety Check Officer – D/Lt/C Robert J. Terry, P  
New Squadron Development – D/C Susan L. Darcy, JN

As the District executive officer, I monitored the activities of the department, participated in the district conferences and councils, the USPS annual meeting in Orlando, and wrote articles for the D2 newsletter.

I am looking forward to continuing to serve on the district bridge.

Best regards

D/Lt/C Andy Papademetriou, N-IN

D2 Executive Officer



# UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



## District 2

District Lieutenant Commander Robert J. Terry, P  
217 Calderwood Road, Amsterdam, NY 12010  
Cell Number 518-649-6190 Home Number 518-842-1102  
spsqsafety@nycap.rr.com

### 20 February 2019

D2 Administrative Department report-- Winter Council 2019

The Administrative department has continued with its activities for the year in support of the District various programs and objectives for the year.

I would like to thank the committee chairpersons for their dedication and efforts in ensuring that the various committees are supporting the district initiatives. I printed the Administrative Committee List from the 2018-2019 D2 Directory. As you can see there are many openings for some motivated people. Look up the committees and see if any of them would interest you for committee position under the 2019 -2020 D2 Bridge.

Ch/Boating Activities –

BA: Cruise & Rendezvous –

Membership –

Operations Training – Lt/C Frank E. Palmieri, JN

Ch/Councils and Conferences – P/D/C Howard A. Sklar, AP

Asst Ch/Councils and Conferences - D/C Susan L. Darcy, JN

D/Lt/C Andy Papademetriou, N

Member Involvement –

Member Benefits – P/D/Lt/C Virginia Schmidt-Gedney, AP

Conference Memorial – P/D/C Jeffrey C. Gerwig, AP

Outstanding Squadron Award – D/C Susan L. Darcy, JN

Shipping Over Award – D/C Susan L. Darcy, JN

Sea Scout Liaison – P/C Robert J. Owens, P

As the District admin officer, I participated in the district conferences and councils, and have written articles for the D2 newsletter.

- I am looking forward to continuing to serve the district as the D2 VSC chair and assist the district in obtaining future issues of the NYS Boater's Guides, if the new D2 Bridge wishes me to. I will have NYS Boater Guidebooks for distribution to our District Squadrons at the Winter Council. There was a large supply of the leftover 2018 Guidebooks to be given out. They told me that they were not taking orders for the 2019 Guidebooks at the time I ordered them for our district meetings. There are no changes for the 2019 Guides, as per NYS Parks & Recreation.

Best regards

D/Lt/C Robert J. Terry, P

D2 Administrative Officer



# EDUCATIONAL UPDATE FROM NATIONAL MEETING

Andy Cummings, JN  
Assistant Educational Officer  
District 2





## JUMP START PROGRAM

- On the water training on the student's boat
- Register a course in HQ800
- Download course information PDF
- Available to members and non-members
- No charge
- Instructor does not need to be BOC certified
- SEO should match instructor to type of boat
- Don't forget to inform Squadron Executive Committee to activate USPS insurance

## CHAPMAN AWARD

- National wants a nomination from every District
- Due date is 9-1-19
- Submission can now be done electronically
- Not too early to get started

## EDUCATION FORMS

- ED-1 and ED-80 are now online
- Please use the online forms

## ABC UPDATES

- NASBLA approval obtained through 2021
- New USCG PFD categories based upon performance rating (50-275)
- Updated Slides Available

## BOAT SHOW SEMINARS

- 5 Part mini-series (Anchoring, Weather, AIS, VHF, and Radar)
- Each seminar should be approximately 1 hour
- Course materials and promotional materials are available

## BOAT HANDLING (Formerly Seamanship)

- 6 seminars
- Instructor can decide order
- Course uses E-book
- Seamanship is available until inventory of books is gone
- Rating is still “S”

## BASIC SKILLS VIRTUAL TRAINER

- Promotional video now available
- Trainer software has been updated  
(person overboard and towing)
- Hardware has been updated  
(improved steering)
- Must wear lanyard and PFD

## D2 VSC Report to the D2 News & the D2 Winter Council March 2019

By D/Lt/C Robert J. Terry, D2 VSC Chairperson

Dated 21 February 2019

The 2018 Final VSC Report is dated January 2, 2019. I have found the following information for 2018. The highest number of reported VSC examinations for all D2 Squadrons, is Lake Candlewood SPS with 115 VSC examinations. In 2<sup>nd</sup> place is Sacandaga PS with 32 VSC examinations. In 3<sup>rd</sup> place this year is Mid-Hudson SPS with 29 examinations. Also based on information from this report for highest D2 individual number of VSC exams completed in first place is Lt Brian Barnier of Lake Candlewood SPS with 109 examinations. In 2<sup>nd</sup> place is Lt/C Philip Roeber from Sacandaga PS with 22 examinations. In 3<sup>rd</sup> place is Cdr. Donald Peterson of Penfield SPS with 15 examinations.

Our district with 28 certified examiners for 2018 has recorded a total of 267 VSC examinations. In 2017 D2 had 29 examiners who recorded a total of 318 VSC examinations. In 2016 D2 had 25 certified examiners who completed a total of 330 VSC examinations. Thanks go out to the newer certified VSC examiners of Greenwich SPS, Norwalk SPS and Penfield SPS for their 2<sup>nd</sup> year participation in 2018 VSC program. Congratulations go out to Cdr. Don Peterson on completing 15 VSC examinations. He has only been a certified examiner for 2 years and has received 3<sup>rd</sup> place in the individual category for 2018. 2018 D2 VSC awards will be distributed at the Spring Conference in March.

2019 D2 currently has only 19 qualified examiners according to USPS computer records. That means our district has 9 VSC examiners to be re-certified in 2019 to get back to that level of examiners we had in 2018. Remember, if it has been less than 5 years since being certified, that examiner only needs only 2 supervised examinations to become recertified.

With USPS HQ trying to cut costs of printing the VSC decals, remember to return your unused (current year) decals to USPS HQ when you are finished examining boats in your area for the boating season. In NYS we do not have the advantage of being able to boat all year long like they do in the Southern US. Returned decals can be redistributed to those southern squadrons and save printing costs.

Last summer we had bad weather to deal with and what I heard was a lack of boater interest in having VSC examinations completed on many boats in our area. Scheduling a VSC examination day at a yacht club, having many examiners available, may be a good idea. Schedule a cookout (picnic) at the same time. Make the information known to the club a couple weeks in advance of your event. Make sure you contact newer boaters to let them know what you are covering on the inspection by distributing VSC fliers. Remember to distribute a flier about your squadron and what you can offer the boaters, courses, activities, etc. Maybe you can pick up some new membership at the same time by involving non-examiners at the event to serve food and talk to the boaters about USPS, and your squadron.

# Outstanding Squadron Award Worksheet

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

Submitter's Certificate. No.: \_\_\_\_\_

Date: \_\_\_\_\_

**Please read through then answer each question and, if asked, check all options that apply.**

1. Does your squadron offer?  
☐ new member orientation      ☐ mentor program      ☐ new member handbook  
☐ party or event      ☐ leadership training      ☐ operations training
2. Does your squadron have a membership renewal program?      ☐ Yes      ☐ No
3. Did your squadron hold multiple social events this year?  
☐ 'dock'tail party      ☐ lunch bunch      ☐ picnic      ☐ dinner      ☐ book club  
☐ Nav "N" Club      ☐ fishing club      ☐ kayak club      ☐ other sub-groups  
☐ other events \_\_\_\_\_
4. Does your squadron hold monthly General Membership meetings as per the squadron by-laws?      ☐ Yes      ☐ No
5. Are your General Membership meetings?  
☐ poorly attended      ☐ average attendance      ☐ well-attended
6. Are your General Membership meetings with programs?  
☐ poorly attended      ☐ average attendance      ☐ well-attended
7. Did your squadron organize or participate in on-the-water activities this year?  
☐ raft-up      ☐ poker run      ☐ other one-day event  
☐ multiple day event      ☐ overnight event      ☐ Cooperative Charting  
☐ SERAT
8. Does your squadron use a multi-faceted member contact strategy for events?  
☐ personal calls      ☐ email      ☐ postal mail      ☐ texting      ☐ Facebook  
☐ other social media      ☐ SailAngle      ☐ squadron newsletter  
☐ website announcement      ☐ Constant Contact      ☐ other \_\_\_\_\_
9. Does your squadron have a website with current information and upcoming events?  
☐ Yes      ☐ No
10. Does your squadron publish a newsletter that is available to the public?  
☐ Yes      ☐ No
11. Does your squadron conduct a Public Relations campaign for any squadron programs?  
☐ ABC3      ☐ seminars      ☐ advanced classes      ☐ elective classes  
☐ general membership meetings      ☐ social events      ☐ youth activities  
☐ Safe Boating Week      ☐ "Wear It" event      ☐ boat shows  
☐ community-sponsored events      ☐ other \_\_\_\_\_

## Outstanding Squadron Award Worksheet (Cont'd)

12. How does your squadron promote events in the community?  
☐ print ☐ personal appearance ☐ radio ☐ TV ☐ YouTube ☐ Facebook  
☐ boat show booth ☐ farmer's markets ☐ other exhibits \_\_\_\_\_  
☐ chamber of commerce ☐ other \_\_\_\_\_
13. Did your squadron teach ABC3 this year?  
☐ 1 class ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6-9 ☐ 10 or more classes
14. Did your squadron teach any seminars this year?  
☐ 1 seminar ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6-9 ☐ 10 or more seminars
15. Did your squadron teach any other classes this year?  
☐ advanced courses ☐ elective courses ☐ on-the-water training  
☐ Boat Operators Certification ☐ youth classes ☐ other. \_\_\_\_\_
16. Do each of your squadron classes include a segment on promoting USPS membership?  
☐ Member Benefits brochure ☐ additional educational opportunities  
☐ civic services ☐ social events ☐ leadership opportunities ☐ squadron reciprocity  
☐ other activities \_\_\_\_\_
17. Does your squadron participate in Youth Activities?  
☐ Sea Scouts ☐ Youth Poster Contest ☐ in-school events ☐ Girl Scouts  
☐ Boy Scouts ☐ Boys & Girls Clubs ☐ youth-oriented safe boating events  
☐ other \_\_\_\_\_
18. Does your squadron have an active Vessel Safety Check program?  
☐ 1-3 Vessel Examiners ☐ 4-6 VEs ☐ 7-9 VEs ☐ 10-14 VEs ☐  
☐ 15 -19 VEs ☐ 20 or more VEs
19. Does your squadron have more Vessel Examiners than last year? ☐ Yes ☐ No
20. Have your Vessel Examiners been recertified? ☐ Yes ☐ No
21. Do your squadron members attend other USPS-sponsored events as delegates of the squadron?  
☐ Fall District Conference ☐ Winter Council ☐ Spring District Conference  
☐ Summer Council ☐ National Annual Meeting ☐ National Governing Board  
☐ other special events \_\_\_\_\_
22. Does your squadron submit entries for National Membership Awards?  
☐ MIRA ☐ Youth Poster Contest ☐ Distinguished Civic Service  
☐ Sea Scout Service Award
23. Does your squadron submit entries for the District Awards?  
☐ Outstanding Squadron ☐ Youth Poster Contest ☐ Safety Award  
☐ Operations Training



## Outstanding Squadron Award Worksheet (Cont'd)

24. Does your squadron have events every month? ☐ Yes ☐ No
25. What is your squadron's most successful event? \_\_\_\_\_.
26. What is your squadron's major strength? \_\_\_\_\_
27. What is your squadron's major weakness? \_\_\_\_\_
28. Do you share instructors & classes with other squadrons? ☐ Yes ☐ No
29. Do you co-host events with other squadrons? ☐ Yes ☐ No
30. How do you involve your new members? \_\_\_\_\_.



# 2019 Youth Poster Contest Submission Form

(Firmly attach to back



of Poster)

Artist Age Category: 6-8 \_\_\_\_ 9-11 \_\_\_\_ 12-14 \_\_\_\_

Artist Age is determined to be the  
the poster is submitted for local jud

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.
  - Firmly attach all completed submission forms to the back of each poster entry.
  - Squadrons must work with their respective Districts to determine District submissions to National Contest.
  - District 1<sup>st</sup> place winners in each age category should be submitted for National Judging.
  - The District Poster Contact/Chairperson is responsible for delivering all 1<sup>st</sup> Place winners to the National Annual meeting and returning awards to respective winners. Contact information must be provided.
  - National submissions 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).
- All submissions are due to Governing Board by September 12, 2019.

## **YOUTH ACTIVITY IDEAS FOR YOUR SQUADRON OR DISTRICT**

Presented by P/C Carolyn Knaggs, AP, Membership Committee

Open Meeting, Membership - Youth Team, 3 January 2003

USPS Annual Meeting

**LIFE JACKET DRILL:** This is an excellent, fun and educational demonstration for both youth and adults. All you need is enough space to place 4 chairs.

Place chairs in two rows, 2 chairs in each row. Place life jackets like you would have them in a boat under each chair. The jackets might still be in their original plastic wrapper, or tied and fastened neatly or thrown in a tangle. You can try this different ways to see the results! Make up a story: "You are in a boat, when you hit something that puts a hole in the boat. Water is pouring in and you must abandon ship. Have everyone take a life jacket and put it on in 30 seconds. You can draw a simple boat shape on the floor by using masking tape. You can rearrange the chairs so that you have a different set up, such as one chair at the stern, 2 chairs in the middle and the fourth chair at the bow. You can also use empty boxes to simulate coolers or tackle boxes that must be moved to get to the jackets. This can even be a contest with teams of four." After you have played this game, discuss what your teams did or did not do correctly.

**BOATING SAFETY FOR KIDS CLASS:** The educational department will supply you with test book, diplomas, stickers and a video. You can teach this class to young and old. There are some fun demonstrations and ideas to work with in a confined area such as a restaurant or meeting room. The activities which need to be out of doors can be done during one of your rendezvous or perhaps meet in a member's back yard while the adults hold their meeting inside. The order number for this book/video is: item # 07-73-131. One of the projects in the book is the "Fatal Chain." This is a craft where you make a paper chain. Each link had something that is bad in boating safety. I think it would be more fun to have two colors of paper and emphasize the good or proper safety ideas. Red links for no life jackets, no lights, running out of gas, etc. Green links for life jackets on and tied properly, having a VHF radio turned on at all times, etc.

**LEARNING BASIC KNOTS:** Give each youth a length of line. Teach them the square knot and the bowline. When they have mastered several knots, make a craft project. Supply foam board and glue their knots to the board so they can display their handiwork. Label the knots.

OTHER CRAFT OR PROJECT SUGGESTIONS: Driftwood art, shell art, safety pin "pins" with the U.S. flag or your squadron burgee. Work on the YOUTH POSTER CONTEST. Create a "twister" game, only play it with lifejackets on. Dry land cardboard boat races and sack races are always fun at a rendezvous. Have youths make up packets with safety and information brochures to be given out at VSC checks. Don't forget to put in a "USPS What's in it for you" pamphlet.

Once you get started, you can't stop. You will have as much fun as the youthful participants....and you might learn something yourself!  
Remember: KEEP THEM BUSY AND HAPPY AND KEEP THEM COMING.

If you have a great idea, don't keep it to yourself. Send to Jeff Russell (Youth Webmaster) at [Jeff@KampRunAMuck.net](mailto:Jeff@KampRunAMuck.net)."

## What's In It for You

- Great content, great instruction: Our classes are up-to-date and our volunteer instructors want to facilitate your learning so you can boat more and with more confidence
- Local expertise: Learn or develop your boating skills with teachers who know your local waters
- Flexibility: With in-depth courses and one-session seminars, you can learn as little or as much as your schedule permits
- Just-in-time training: Learn what you need to know about a single topic in about two hours
- Convenience: Seminars are available in a classroom near you or online; and some topics are offered as live webinars with meet-the-expert panelists
- Hands-on coaching: We'll help you continue learning on the water



Our educational programs are designed for today's boaters, including outdoor enthusiasts and sociable adventurers who use recreational boats for pleasure and other on-the-water activities.



America's Boating Club® helps new and experienced recreational boaters **learn** boating skills, **engage** with other boaters, and **connect** with the boating community. We enjoy all types of recreational boating, as well as social and community service activities. We are a non-profit organization, and our classes are open to members and the public. Join us!

**America's Boating Course** offers a comprehensive introduction to recreational boating, and graduates receive a boater education card. Our advanced curriculum includes courses, seminars, and hands-on training designed for recreational boaters who want to grow in their knowledge, skills, confidence, and enjoyment on the water.

Whether you prefer to learn in a classroom setting, online, or on the water, our friendly, skilled volunteer instructors will help you learn the way you want to learn. See what's on offer at [americasboatingclub.org](http://americasboatingclub.org) or contact your local squadron.



United States Power Squadrons®  
America' Boating Club®  
1504 Blue Ridge Road ▪ P.O. Box 30423  
Raleigh, NC 27622  
1-888-367-8777 ▪ [americasboatingclub.org](http://americasboatingclub.org)

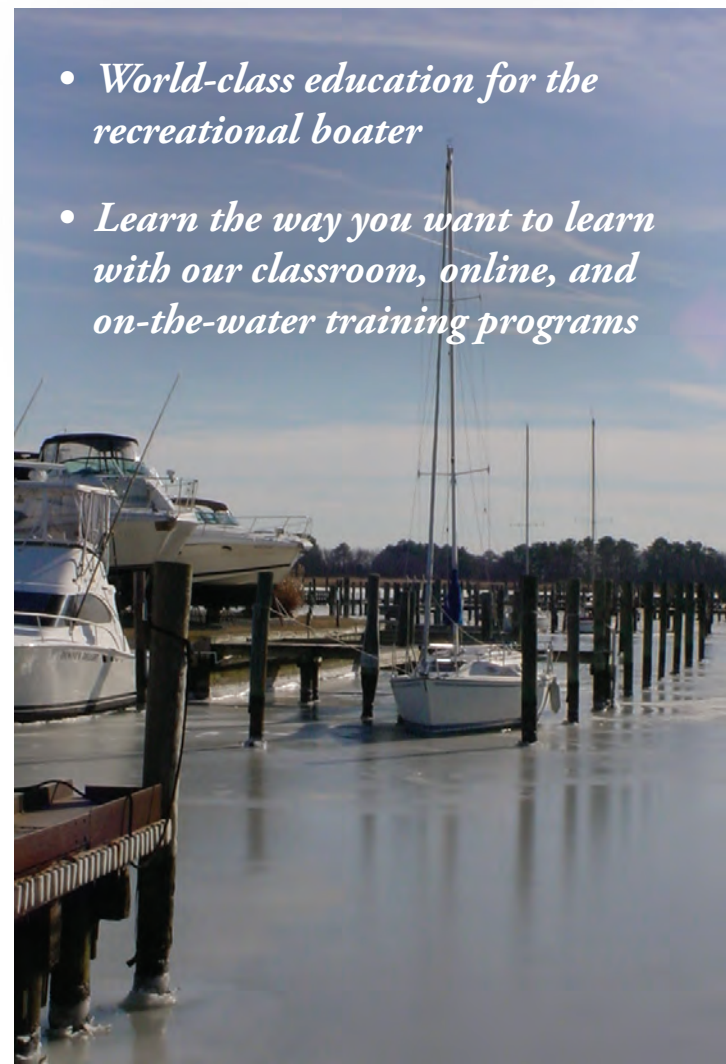
America' Boating Club® is a registered trademark of the United States Power Squadrons®

## A great way to learn everything boating



For Boaters, By Boaters™

- *World-class education for the recreational boater*
- *Learn the way you want to learn with our classroom, online, and on-the-water training programs*





## Courses

Choose **courses** to build core boating skills and expand your boating horizons. Available:

- In classrooms, as multi-session courses or a series of single-topic seminars
- Online, as narrated courses

### Build Your Core Boating Skills

- America's Boating Course
- Boat handling
- Inland and coastal navigation using electronics and traditional methods
- Offshore navigation using electronics and traditional methods

### Expand Your Boating Horizons by Learning More about...

- Weather and other marine environment considerations
- Boat systems: electrical systems, navigation and collision avoidance systems, communication systems, fuel systems, and more
- Engine maintenance and troubleshooting
- Cruising and cruise planning
- Sailing, paddling, and boating while fishing hunting, or engaging in watersports



## Seminars

Choose **seminars** to learn about specific topics in about two hours. Available:

- As single-session classroom seminars
- Online, as narrated seminars
- Online, as interactive seminars

### Boat Handling

- Rules of the Road
- Docking and Undocking
- Boating with Confidence
- Anchoring
- Emergencies on Board
- Knots and Lines
- Crew at the Helm
- Boating on Rivers, Locks, & Lakes
- Sail Trim & Rig Tuning
- Paddle Smart™
- Trailing

### Navigation

- Introduction to Navigation
- Using Your Marine Compass
- Using Digital Charts
- Using OpenCPN

### Marine Environment

- Onboard Weather Forecasting
- Heavy Weather Sailing
- Hurricane Preparation for Boats
- Tides and Currents

### Boat Systems

- AIS Electronics for Boaters
- Using GPS, Multi-Function Displays
- Using Marine Radar
- Using VHF/DSC Marine Radio
- Propane Systems on Your Boat

### Cruising & Cruise Planning

- Crossing Borders

## On-the-Water Training

Choose **on-the-water training** and enjoy having a coach as you get to know your boat and strengthen your boat handling and navigation skills. Whether you're the captain or the crew, we've got a program for you.

### Jump Start

Just bought a boat or joined a boat club? Jump Start provides one-on-one coaching on your boat.

### Hands-On Training

Want to see and practice basic power boat handling skills? Hands-on training typically includes 2 hours of classroom training and 4-6 hours of on-the-water skill demonstrations and supervised practice. We've got hands-on training for medium- and large-sized boats.

### Boat Operator Certification

Ready to have your skills certified? Certification is available at four education and skill levels:

- **Inland** — Basic pre-launch and powerboat operation skills without marine electronics
- **Coastal** — Coastal operation and navigation using marine electronics
- **Advanced Coastal** — Extended coastal or inland planning and execution using marine electronics and traditional methods
- **Offshore** — Global cruising using marine electronics and traditional methods

Sail and paddlecraft endorsements are available.



*For Boaters, By Boaters*



## Enjoy Boating More

It's about expanding your boating horizons through learning, making friends and memories that last a lifetime, bettering your community and being the most confident boater you can be.

- Learn boating skills on-the-water, online, and in the classroom with certified and experienced instructors.
- Engage with other boaters in your area for fun, sharing knowledge, raft-ups, cruises, picnics, and onshore events.
- Connect with the boating community and participate in events to improve the boating experience for yourself and other boaters. *And much more!*



## Contact Us:

Web:

[www.americasboatingclub.org](http://www.americasboatingclub.org)



Facebook.com/uspowersquadrons



twitter.com/boatingisfun

### Contact Members Near You:



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United States Power Squadrons®

America's Boating Club®

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Raleigh, NC 27622

1-888-367-8777

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***Improve Your Boating Skills***

***Make New Boating Friends***

***Enjoy Being Part of  
Your Boating Community***





## Welcome to the Neighborhood

**America's Boating Club® - United States Power Squadrons®** is the world's largest recreational boating organization with 30,000 members. We learn together, boat together, and help each other and other boaters on the water and on land.

When you join America's Boating Club, built by boaters for boaters, you're increasing your enjoyment on the water, being with friends, and giving back to your community. Whether you're passionate about cruising, racing, water sports, fishing, volunteering or learning from experienced boaters, we have the resources you need to engage your passions and, perhaps, instill some new and lasting ones.

The only requirements for membership are a keen interest in boating and an eagerness to meet and enjoy time with other boating enthusiasts.

**You don't need a boat to join the fun.**

## An Educated Boater is a Better Boater

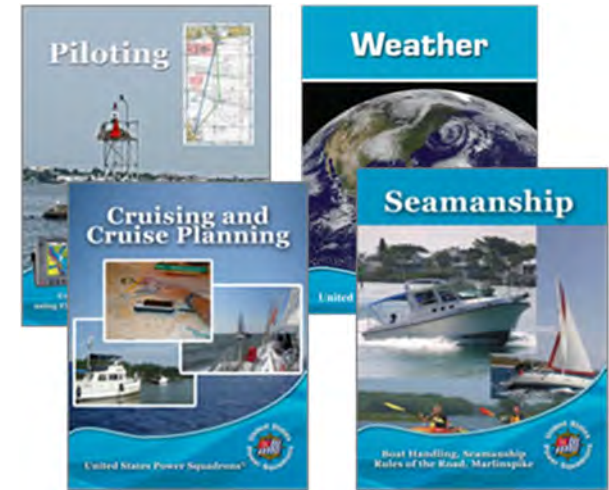
Better boaters feel more confident on the water, at the helm, and in the company of other boaters. They're boaters who boat more, boat more safely, and have more fun.

Our classroom, online, and hands-on training programs help you develop the knowledge and skills you need to take your boating abilities to the next level, whether you enjoy powerboating, sailing, or paddling on fresh or salt water. Our certified instructors have a passion for teaching, strong technical knowledge, and real-world experience that will help you, your family, and friends get on the water and into fun, safer and faster.

We offer a wide range of courses, seminars, and webinars to help you be the best boater you can be. Choose from:

- Basic boating to advanced techniques
- Boat handling
- Rules of the road
- Inland, coastal, and offshore navigation, using marine electronics and traditional methods
- Electronics, including marine radios, GPS and chartplotters, AIS, radar, and more
- Boat systems, including engines, electrical systems, and fuel systems
- Trailering your boat
- Cruise and trip planning
- Weather and the marine environment
- And much, much more.

Need help? Let us know. We can help you decide where to start.



## Club Activities:

- Cruises, rendezvous, and raft-ups
- Continuing boating education
- Vessel safety checks
- Dinner meetings, speakers, picnics, parties, and more
- Sea Scout sponsorships
- Supporting the local boating community





# MARKETING GUIDEBOOK



*For Boaters, By Boaters™*

Version 2.0

February 2019

## MARKETING GUIDEBOOK

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### Purpose of This Guidebook

The purpose of the America's Boating Club® Marketing Guidebook is to help squadrons, districts, and national committees understand the background, philosophy and strategy for marketing the United States Power Squadrons®. We are promoting and advertising our organization around the America's Boating Club® concept, brand, and market image. This does not change our mission or required changing the official name nationally, or for districts and squadrons. Instead, this Guidebook describes alternative methods to achieve our goals.

This Guidebook contains information on how to market membership and education, use the new logo and tagline, and understand specifics on rebranding our organization as America's Boating Club®. We have included many links to important documents that you will need such as the most recent logos and instructions on brand usage. We also include links to useful PowerPoint presentations, videos, templates, samples, and other information. The text in this document introduces major concepts and provides the links to these critical files that, together, serve as the complete Guidebook. You will need a good internet connection. We recommend that you download each file and save it to your computer or a USB drive so that you do not have to download it again each time you use this document.

The Guidebook is a living document and will be updated from time to time as more information becomes available and as we go through the transition period.

Special thanks are due to V/C Mary Paige Abbott, R/C Paul Mermelstein, Stf/C Glen Sherman, Stf/C Shirley Heald, P/R/C John Malatak, and HQ Marketing Director Tammy Brown for the creation of the America's Boating Club brand, logo, tagline, and marketing strategy.

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# AMERICA'S BOATING CLUB

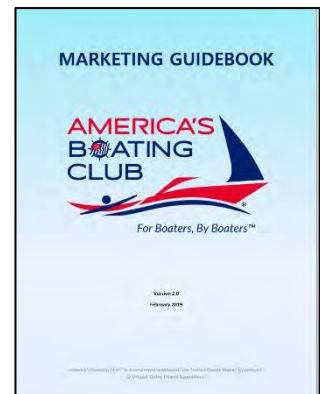
## MARKETING GUIDEBOOK

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### 1. How to Use This Guidebook

This Guidebook contains a great deal of information, ideas, suggestions, and material. It will take some time to review and digest it all. Do it in stages and share it with others to help integrate the information with your squadron, district, or national outreach and marketing programs.

1. First read all of the guidebook text for a comprehensive overview.
2. Download, review, and understand the PowerPoint presentation in [Section 5](#). This presentation will be useful when discussing these concepts with the ExCom and squadron members.
3. Download the promotional videos and additional PowerPoint presentations and save them to your computer or USB drive, as you get to them. Become familiar with them for discussion with other members.
4. Share this Guidebook among ExCom officers and review the material in the PowerPoint presentation mentioned above.
5. Publicize the America's Boating Club concept and marketing philosophy within your squadron.
  - ♦ Use the article in Section 5 as a starting point for your newsletter.
  - ♦ Present the material in the PowerPoint file and accompanying script to your members.
6. Discuss how your squadron can leverage the new concept and reinvigorate your marketing activities. See [Section 3](#) to help you begin.



### 2. Why Change?

Times have changed. Many organizations, including the United States Power Squadrons, have had difficulty in attracting members who are interested in joining their organization and participating in traditional ways of previous generations. Today's boaters are more diverse, with different interests, and with less time devoted to boating activities. Families seem to be busier, technology has changed entertainment and learning, the economic downturn a few years ago has had a lasting impact, introductory boating courses can be found for free on the internet, and traditional baby-boomer boaters are aging out.

The recognition of our name is not as pervasive among today's boaters as it once was. Many boaters have not heard of the United States Power Squadrons or they get us mixed up with other organizations. This situation has been exacerbated by leaving each squadron to develop its own marketing approach and image. Consequently, squadrons do not appear to belong to the same organization. Now, however, with a new national marketing strategy and advertising campaign, squadrons can better leverage the strength of the national image along with their local flavor and identity.

Additionally, we have ourselves continued to promote an image of a 100 year old, somewhat stodgy organization focused on boating safety and education. Today of course, most boaters believe that they can learn what they need online or through experience, and do not consider themselves unsafe boaters. Furthermore, technology now handles many tasks that formerly relied on boat operational knowledge. This produces a somewhat false sense of security and a feeling that knowledge is less important. While our educational programs are superb and excel at building knowledge and skill, our traditional promotional image is not working.

Our name, the *United States Power Squadrons*, does not resonate with the public. What does a “squadron” mean? What does “power” mean? Nowhere does it imply that we are a boating organization.

Consequently, we need to update our image in order to appeal to today’s boaters. It must identify who we are, and why someone should be interested.

Today’s boaters are different from traditional members.

- Many have smaller boats, often less than 26 feet LOA, and on a trailer. Many boat on rivers and lakes and are not interested in learning piloting and navigation. Instead, they enjoy water sports, fishing, and hunting.
- Today’s boaters fit boating into their lifestyle, but it may not be a primary focus. They have busy lives, and often have older children at home.
- Although some have mid-sized boats and go out in navigable waters, the number of younger boaters is less than those that are/were in the baby-boomer and older generations. That may change over time, but there is no guarantee that smaller boaters will upsize later on. We must reach them where they are currently.



We need to attend to all kinds of boaters including both our current type of member and future members across all kinds of boating venues. **Our target market segments and audiences are discussed in more detail in the PowerPoint presentation referenced in Section 5. Please download.**

We know from our growing squadrons, and from extensive market analysis by USPS and the boating industry, that our growth path must involve fun, action, togetherness, and a dynamic learning experience, both formally and informally. We have now developed an image that shows we are active, vibrant, and relevant to today’s boaters.

We are a boating organization first and foremost. We support our members with interesting learning experiences. In short, “we boat together, learn together, and help each other and the boating community”. This is identical to our triad of education, fraternity, and civic service, but with more

modern language and a more direct statement of the benefits of our organization. Additionally, we are a welcoming and inclusive organization. We want everyone to feel comfortable.

Since announcing America's Boating Club at the 2017 Annual Meeting in Orlando, there has been tremendous support and enthusiasm for the new marketing name and logo. The name is exactly what we are: a boating organization. It allows for explanation of all that we do, from education, to fun, to service.



The logo is modern, and includes elements of power, sail and paddle craft. It shows fluidity, movement, and water. It demonstrates action and is forward looking.

Now, we need to leverage this image. Note that an image is not just a logo and tagline. Our image must be reflected in everything we do including boating with friends, dynamic learning experiences, helping other boaters, and enjoying the boating lifestyle together. As one squadron put it: **"Let's live the logo"**.

### 3. Let's Get Started

Rebranding and rethinking our marketing approach can be challenging. However, just like many organizations and businesses, we must adapt our image to meet the needs of the marketplace.

#### 3.1 Organization

At the national level, the Marketing Committee (MARCOM) is a separate committee under the Vice Commander and National Executive Officer. MARCOM's role is to establish marketing strategy, messaging, imaging, branding, and other aspects of our marketing approach to promote membership and education. Other committees such as Public Affairs, Membership, Squadron Development, Communications, the Educational Department and others also are involved in outreach to the boating community, either directly or through assisting squadrons.

At the squadron level, it may be different. Typically, there is no separate Marketing committee. Most squadrons have a PRO for public relations, a Membership chair and an SEO, but not a cohesive and comprehensive marketing team. Consequently, these positions should be supplemented with interested members and ExCom officers.

**Recommendation:** Depending upon your needs, talent pool, time, and local culture, you may assemble an ad hoc marketing steering committee to serve as an overall guide or coordinator of your various outreach and promotional activities. It should have EXCOM support and direct participation including the Commander and/or Executive Officer and SEO, Public Relations Officer, and Membership chair. Some squadrons have already done this or something similar in order to synergize their marketing efforts. Suggested steps are found in the next section.

## MARKETING GUIDEBOOK

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### 3.2 Recommended Steps

Examine the following steps and apply them to your squadron's or district's assessment to update your marketing and promotion efforts:

- Determine how the squadron/district “lives the logo” by providing on-the-water boating activities and additional social events, a range of educational opportunities, and service to the boating community. What needs to be improved and enhanced?
  - ♦ Are you emphasizing on-the-water activities such as raft ups, cruises, fishing tournaments, water skiing, and other water sports?
  - ♦ Do you conduct a sufficient number of public educational events such as America's Boating Course and seminars?
  - ♦ Are you conducting VSEs, participating in Coop Charting, and other public service activities visible to area boaters?
  - ♦ Are you promoting these activities through advertising, signage, articles in regional boating publications, boating-related calendars, etc.?
  - ♦ Is the website up to date, with educational and social events highlighted? Are there enough entries to attract attention?
  - ♦ Is there an *active* Facebook page with frequent posts?
  - ♦ Are members welcoming, friendly, informal, and accommodating to everyone?
- Decide on local branding and naming, as suggested in this Guidebook in Section 4. In addition, a sample of how you might use your burgee and the new logo are included.
- Ensure your website reflects the new branding approach, messaging, and look & feel of America's Boating Club. Make sure it is up to date and shows all upcoming events and educational opportunities. Provide contacts. Show pictures of the desired demographic you want to attract, not just current members. Ensure the wording and presentation reflects the informal and fun aspect of squadron life, in addition to educational benefits. Avoid formality and a focus on the past.
- Review and update all squadron brochures, PowerPoint presentations, and other materials to reflect the new branding approach. Materials and examples are provided in the Guidebook.
- Create a viable and sustainable marketing strategy that works for your squadron. You will need volunteer resources and perhaps a budget. Develop a systemic approach that includes boat shows and other public events, public education such as America's Boating Course and seminars, advertising and publishing articles in local/regional boating publications, and public speaking engagements. More ideas and suggestions are available in Section 7.

One size does not fit all, of course. But squadrons face similar challenges and can use many of the concepts in this Guidebook. Please review the material and discuss it in detail so you can adapt these ideas to revitalize your marketing program.

## 4. Rebranding Approach

So how do we transition from where we are to where we need to be, to market ourselves more dynamically?

### 4.1 National Branding

We have migrated to the America's Boating Club brand for marketing purposes using the new name and logo. The official name, United States Power Squadrons and the ship's wheel logo, may be used for official organizational purposes. Some examples of new branding may be found via Section 5 and in the Brand Specifications section at the end of this document.

### 4.2 Squadron and District Branding

Beginning in 2020, squadrons and districts should use the America's Boating Club logo along with their burgee for public marketing purposes. Two examples are shown below. Note the registration and trademarks embedded in the graphic. Also note there are at least two options using "of", or not.



**Remember, officially we are still the United States Power Squadrons, but we are also America's Boating Club for public marketing purposes.**

### 4.3 Use of the America's Boating Club Logos and Brand Name

The logos, brand name, and tagline are free for use by squadrons subject to certain restrictions.

These logos are protected with a copyright and trademark, as are the name "America's Boating Club" and the tagline "For Boaters, By Boaters". The logos include the graphic of the boats along with the name "America's Boating Club". Some versions of the logos also include "For Boaters, By Boaters". All versions and components are included in the trademark protection.



## MARKETING GUIDEBOOK

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USPS grants a general, revocable, nonexclusive license to its districts and squadrons to use trademarks and logos belonging to USPS in connection with USPS, district, and squadron activities, publicity and promotion as long as they adhere to the Brand Standards Specifications in this Guidebook, and other documentation as appropriate. Squadrons and districts may not alter USPS logos in any way or use them in ways that are contrary to those prescribed by USPS.

Consequently, please observe and adhere to these important requirements:

- The logos must be used in their entirety, with no modifications, deletions, or additions and must include the embedded registration and trade mark symbols (these are included in the logo; you don't need to do anything to include them).
- The logos may be used near a local burgee or other graphic, but may not be modified to include that graphic.
- In text, the name "America's Boating Club" must have a Registration mark (the letter "R" in a circle, in superscript) immediately after the name, and preceding any local identifier. This is required the first time it is used.
- In text, the tagline "For Boaters, By Boaters" must have a TM in superscript immediately following the phrase. This applies to the first time it is used.
- The bottom of the poster, webpage, or other document must include the words "America's Boating Club® is a registered trademark of the United States Power Squadrons®". If creating a multipage brochure or other document, it may appear only once near the beginning, such as on the bottom of the first page or the first inside page.

### 4.4 Selecting a Squadron or District Brand Name

As mentioned, the OFFICIAL name of the organization remains United States Power Squadrons. Similarly, the official name of your district and squadron should not change.

However, a TRADE NAME is a name under which you can do business legally and it can be used for marketing purposes. There are no hard rules on selecting a trade name but there are a few principles to consider:

- Do not have to change the official name of the squadron. Consequently, contracts, tax forms, and uses which require the incorporated name do not need to be modified.
- You may select a trade name or business alias to promote squadron activities, courses, and membership in addition to the official corporate name. More on this in the next subsection.
- Leveraging the name "America's Boating Club" along with a local name is a solid branding approach. Linking to a national brand while including local identity and flavor is a strong combination.
- Selecting a name with only part of the national brand (such as XXXX Boating Club), is not as strong an identity and may be confused with other local boating clubs and yacht clubs. This can dilute your local brand and muddle your marketing identity.

## MARKETING GUIDEBOOK

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**Recommendation:** Use “America’s Boating Club” along with a local name. In the example above, the Rockville Sail and Power Squadron can market itself as “America’s Boating Club® of Rockville”, with or without the “of”. This leverages the national name and includes the locality. Note that the words “power” and “squadron” are not used in this example.

**Recommendation:** Consider whether you should change the name of the locality. We have many squadron names associated with landlocked towns, small geographic areas, or esoteric locations. If your squadron does not have instant name recognition, think about selecting a name that is associated with the area in which you boat, hold meetings, and so on. Of course, you must also consider if the intended name overlaps with another squadron and may confuse the boating public.

### 4.5 Registering Your Squadron Trade Name with the State

In order to protect your new local trade name, it is recommended that you register it with your state (and in some jurisdictions, your county). This is commonly done in the business world. Often, this is called “Doing Business As” or DBA.

Your squadron should register in the state in which it is incorporated. In some states, you must also register in your county. Your state’s website will tell you.

Start by doing a web search for “DBA” and the name of your state. While each state’s procedure is slightly different, it seems to be an easy process and can be done online in a few minutes. You may need your squadrons tax ID number (not all states require this), as well as its address, formal name, requested trade names, and business description.

Most states charge \$25 to \$30 to register a trade name. Some counties charge more.

One pre-requisite is to research any similar names to avoid potential conflicts.

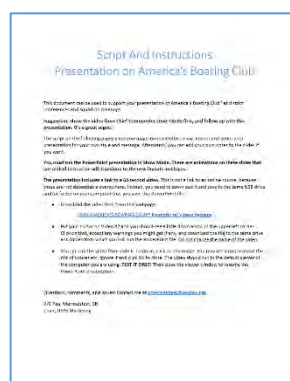
### 4.6 Timeline

The national organization is transitioning to the new identity currently, and so are many squadrons and districts. Squadrons may need more time to update their materials and website, of course, but many squadrons are excited to get started. Our guidance is to discontinue use of the ship’s wheel logo and establish a trade name based on America’s Boating Club by the end of 2019.

## 5. Discuss This With Your Members

Some of the foregoing, and more, is contained in a Power Point presentation that you can deliver and discuss with your members. We've included detailed instructions and a suggested script that you can use as a guide.

After you download and review both the slides and script, we would be happy to address any questions. Download by clicking on the images that follow.



***Save to your computer and/or USB drive to avoid downloading each time.***

Also, there is a great newsletter article by Stf/C Eileen Rickard that presents the overall impact at the local level. Download and use it with your squadron to help members understand what is, and is not, affected at this time. It is in MS Word and you may modify it as necessary. Click the image on the right.



## 6. Access New Logos and Marketing Materials

Here is a brief summary of items that have been updated and are available for download at this time. Click on the images.

### 6.1 Approved Logos and Brand Standards

The approved logos are available by clicking the images or on the Marketing Committee webpage on [www.usps.org](http://www.usps.org).

- **America's Boating Club logos** – Click on the image at right to access the approved logos webpage. There are four (4) versions including:
  - ♦ Rectangular
  - ♦ Rectangular, with the tagline “For Boaters, By Boaters”
  - ♦ Horizontal banner-type logo
  - ♦ Horizontal banner-type with tagline



Each logo is available in several graphics file formats including png and vector files.

- **Brand Standards Manual** – The Manual is now incorporated in this Guidebook as Section 8. Principles on layout and logo usage, specifications for colors, suggestions for application to marketing materials and stationery, social media, and so on are included.

### 6.2 Marketing Materials

Promotional materials including a tri-fold brochure, Power Point slide presentation, and promotional videos are available in this section.

- **America's Boating Club Trifold Brochure** – The revised brochure may be downloaded and used at any squadron event, boat shows, public boating education session, or anywhere else where you want to recruit students and members. The brochure briefly describes our organization and benefits of membership, and stresses education by listing courses and seminars.



- **America's Boating Club Education Brochure** – This trifold brochure emphasizes the educational offerings and benefits that we provide. Use this brochure along with the above-mentioned trifold at boat shows, public educational events, and other interactions with the public.



- **America's Boating Club Intro Slides** – Like the trifold brochure, these few slides encapsulate the benefits of membership and list courses and seminars. These slides are simple to present and should be a key component of any public boating education session, public seminars, boat shows, and other times you interface with the public.



- **Elevator Speech** – In response to demand, we suggest a few words that may be used to very briefly describe who we are. The message and the words are consistent with the intent of the America's Boating Club marketing philosophy. Remember, we get only a few seconds of attention. Use this or something like it in your own words to start a conversation:

***"America's Boating Club is a nation-wide boating organization. We learn together, boat together, and help each other and other boaters on the water and on land. Our members learn boating skills, engage with boating friends, and connect with the boating community."***

- **Promotional videos** – We have an excellent selection of America's Boating Club promotional videos, developed by P/D/C Marty Lafferty, creator of the USPS Digital Media Library videos on America's Boating Channel. These are excellent videos to use at all public encounters such as boat shows, public education events, dinner meetings and so on. They can be embedded in squadron websites, and posted on squadron Facebook pages. The 30- and 60-second spots can be provided to local broadcast television stations and cable systems to telecast as public service announcements. There is a selection of lengths ranging from 30 seconds to 10 minutes, and some focus on specific demographic markets. The following links will allow you to download individual videos or all at one time:

1. "This Is United States Power Squadrons®" (Full-Length) [Download](#) / [Stream](#)

2. "This Is United States Power Squadrons®" (0:30 Version) [Download](#) / [Stream](#)
3. "For Boaters, By Boaters" (Full-Length) [Download](#) / [Stream](#)
4. "For Boaters, By Boaters" (0:30 Version) [Download](#) / [Stream](#)
5. "We Are America's Boating Club™" (Full-Length) [Download](#) / [Stream](#)
6. "We Are America's Boating Club™" (0:30 Version) [Download](#) / [Stream](#)
7. "Join USPS America's Boating Club™" (0:60 Spot) [Download](#) / [Stream](#)
8. Promo Package Compilation (Videos Play Continuously) [Download](#)

Here's a link to the download folder [USPS AMERICA'S BOATING CLUB™ Promotional Videos Package](#) containing all the videos.

- **Power Point Template** – For creating new Power Point presentations showing national branding, you can use this template for consistent branding. Squadrons can add a combined national and squadron logo as described elsewhere in this document.



## 7. Marketing Techniques and Ideas

Based upon material we have presented at national and district meetings previously, we developed several Power Point presentations that should help squadrons and districts in their marketing efforts. We have heard positive feedback from squadron and district leaders that they have used parts or all of these approaches in boat shows, overall marketing strategies, promotion of educational programs, and so on. Please review this material with your members and see if they are useful to you. Click the images to the right to download the files and save it to your computer.

- **Boat Shows and Public Events** – The information in this presentation has been used by several districts and squadrons in preparing for regional boat shows and training squadron members in how to set up and successfully run a booth. Topics include booth layout and contents, common sense rules, messages we want to convey, salesmanship for non-salespersons, and follow-up.



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- **The A.R.T. of Building Your Squadron** – This PowerPoint presentation contains many ideas for promoting your squadron. Note that while it was created prior to the advent of America's Boating Club, and some of the graphics may be outdated, the contents are still quite useful. Topics include techniques and ideas for publicizing your squadron events and educational opportunities, as well as a focus on member recruitment.



- **Marketing Works** – This presentation uses a whimsical manufacturing metaphor to demonstrate a way of thinking about marketing your squadron. It provides a conceptual model, marketing and PR context, helpful ideas and hints and overviews existing resources for you to access.



- **Proven Marketing** – This is a very practical and understandable program of techniques to “fill the seats” at public boating education sessions, and an opportunity to recruit new members. It was created by P/D/C Susan Ryan and has worked well for several squadrons in the Northeast, and has consistently drawn over 40 students to public boating courses. This program can be replicated anywhere. It takes effort, all marketing does, but these techniques are very manageable.



## 8. Brand Standards Specifications

### Introduction

This brand specifications documentation is designed to help us all tell our story in a clear and consistent manner. Our brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way our brand is expressed and reproduced will build brand strength and increase brand awareness and recognition. Otherwise, we risk brand dilution and often confusion among members and nonmembers. Please follow the guidelines outlined here to the best of your ability.

The national brand (United States Power Squadrons®, America's Boating Club® or both if co-branded) is always the master brand. The national logo should always be the prominent brand on brochures, apparel, signage, newsletters, business cards, websites, etc. Your Squadron logo is the secondary brand and should not compete with the national brand at any time.

### Guiding Principals

There are two kinds of names referenced here: a legal name and a trade name. The legal name of the national organization is the United States Power Squadrons®. The national trade name is America's Boating Club®. Similarly, your squadron name is most likely XXXX Sail and Power Squadron. You can also have a trade name such as America's Boating Club of XXXX. To establish a trade name, refer to the America's Boating Club Marketing Guidebook on how to register and use a "Doing Business As" (DBA) with your state.

There is no need to change your squadron's legal name. In fact, since you also would have to change any contracts, IRS filings, and other official documents, we recommend against changing the legal name. Instead, use the trade name for all marketing and branding activities. It's simple, easy to do, and legal if you register with the state in which you conduct business (most likely the state in which your squadron is incorporated).

Be sure to include a copyright statement with the national name on all reproduced national materials, and with the squadron name on all original squadron produced materials, like newsletters. It should be in the format of: © 20XX United States Power Squadrons®.

### Logos

Always use only the approved logos available from the national Marketing webpage, found at <https://www.usps.org/index.php/departments/12000/12400/2015-06-10-17-32-13>. These approved logos contain the appropriate registration and trademark symbols. All other logos are obsolete and should not be used.



There are two sizes, wide and rectangular. Each of these comes with and without the embedded tagline. All are permissible to use.

WITH TAGLINE:



WITHOUT TAGLINE:



The traditional ship's wheel logo may be used until the end of 2019 when it will be de-emphasized. This logo should be used only for official purposes, such as on contracts and similar documents.



Never modify these logos in any way. The included trademarks, colors, shapes, layout, text, fonts, and other parameters are trademarked by the United States Power Squadrons and squadrons and districts are granted their use as is without change. This is a key part of any organization's branding strategy, and in our case, serves to protect both the national and local groups.

## Tagline

The only approved tagline is *For Boaters, By Boaters™*. All other taglines are obsolete and should not be used. For example, we have discontinued use of *Come for the Boating Education ... Stay for the Friends*.

Also note, *America's Boating Club* is not a tagline. It is the national brand.

## Trademarks and Registration Marks

When using America's Boating Club® in regular text, as we are here, always include the little R or registration mark ® for the first time you use it. It is not necessary to repeat it each time but it does not hurt if you do. The same is true for the tagline For Boaters, By Boaters™ except that it is a TM, not an R.

## Copyright Statement

Whenever the America's Boating Club brand is used, be sure to include the following trademark statement at the bottom of any published materials: "America's Boating Club® and logo are trademarks of the United States Power Squadrons®." (Omit the quotes).

## USPS Triangle

The USPS Triangle is an outdated descriptive element, NOT a logo.

Additionally, the words in the triangle are archaic by today's standards. Instead, we cover the same conceptual territory with new action-oriented words: Learn, Engage, Connect. In our ads, websites, and elsewhere, we may say:

- LEARN Boating Skills
- ENGAGE with Boating Friends
- CONNECT with the Boating Community



## Dual Branding

Until the end of 2019 when we will de-emphasize the use of the traditional ship's wheel logo, squadrons and districts may use the traditional logo along with the new America's Boating Club logo. One way we suggest that approach is shown below:



However, given the timeline, squadrons are encouraged to avoid spending much time and/or money on this approach and instead are recommended to move to the new branding exclusively.

## Logo Standards

Never place any logo over all or part of other images/pictures. They should be over a solid white background that does not distract from the logo. Logos should be clearly visible.

The logo aspect ratio must always remain the same. Never reshape, break up, nor stretch the logo in any direction.

Do not use logos in 3D. Do not use shadows, bevels or in any way create an illusion of depth in any material produced. If a design doesn't seem to work any other way, it can be submitted to national MarCom for approval.

No colors other than those defined by these specifications should be used for the any approved logos.

On websites, printed material, advertisements, banners, and elsewhere other than clothing, the logo colors must be maintained and the logo should be on a white background. However, on certain clothing items, the prescribed color changes may be made. An example of an acceptable color change is if the logo is placed on a dark blue shirt, the surrounding letters on the blue on the ABC logo could then be reversed to white.

Browser safe colors are defined in the standard 256 color palette used by web browsers to display 8 bit images across supported platforms. In your HTML code, you do not use RGB triples, nor the "Ox" hexadecimal notation, but the "#" hexadecimal notation – so for example to get white use #FFFFFF.

Hex color #ffffff			
Click the labels to copy the value to the clipboard			
RGB	255, 255, 255	CSS	rgb(255, 255, 255);
HSL	0, 0, 100	CSS	hsl(0, 0%, 100%);
HSB	0, 0, 100	Hex	#ffffff
CMYK	0, 0, 0, 0	Websafe	#ffffff

228  
0  
43

## Hex color #e4002b

Click the labels to copy the value onto the clipboard

RGB	228, 0, 43	CSS	rgb(228, 0, 43);
HSL	349, 100, 45	CSS	hsl(349, 100%, 45%);
HSB	349, 100, 89	Hex	#e4002b
CMYK	0, 100, 81, 11	Websafe	#cc0033

1  
33  
105

## RGB color (1, 33, 105)

Click the labels to copy the value to the clipboard

RGB	1, 33, 105	CSS	rgb(1, 33, 105);
HSL	222, 98, 21	CSS	hsl(222, 98%, 21%);
HSB	222, 99, 41	Hex	#012169
CMYK	99, 69, 0, 59	Websafe	#003366

PRINT PMS COLORS	
Royal Blue	2945M
Red	186M
White	
Black	
Gold	136C



## EMBROIDERY THREAD COLORS:

### Robinson Anton:

Royal Blue	2438
Red	9006
White	2297
Black	2296
Gold	2216

### Madeira:

Royal Blue	1167
Red	1839
White	1001
Black	1000
Gold	1172

### Embroidery Design:

Ship's Wheel Logo Size: 2.256"W x 2.374"H

Stitch Count: 7432

## Logo Placement

All branded apparel should focus on the national logo, supplemented by the squadron identifier. Two possible layout options are:

- The first has the squadron name and burgee below the national logo on the front. The burgee is  $\frac{1}{4}$  the height of the national logo.



# AMERICA'S BOATING CLUB

## MARKETING GUIDEBOOK

- The other option places the squadron name and burgee on the sleeve, bottom or back. This allows the burgee to be the same width as the national logo, but only the national logo is on the front.



### Business Cards

There is some flexibility in business cards, depending upon whether you represent a squadron, district, or national office.

This is a general business card for a squadron officer:



And another layout:





Your contact information does not necessarily need to include your home address, but should include an email address and phone number.

You can also create your card using our design on VistaPrint at:

<https://americasboatingclub.go.customprintcenter.com/register>

## Stationery

The top of the stationery page should contain the “header” consisting of the America’s Boating Club logo and the squadron name. For example:



You can include an address at the top of the page just under the header, but if it looks cluttered another option is to put the address, phone, and email at the bottom of the page.

Nonetheless, at the bottom of the page, you should include the trademark statement “America’s Boating Club® is a registered trademark of the United States Power Squadrons®”.

## Websites

Specific criteria are published by the Communications Committee, based on the information in this manual. Basic branding concepts include:

- Use a header much like the one above offered for stationery.
- Include the trademark statement at the bottom of the first page.
- Maintain consistency with the color specifications in this manual.
- Do not alter the America’s Boating Club logos in any way. Use them directly from your download from the Marketing Committee webpage. In some cases, you may need to modify your website to fit the aspect ratio of the approved logos; they may not be stretched in any direction.
- Try to base your design on the [americasboatingclub.org](http://americasboatingclub.org) website layout and colors, since this will promote a common identify and association with other squadrons and the national organization.

## Standard Squadron Site

As an option, enroll your squadron to use the Standard Squadron Site (or Standard District Site for districts) through the IT Committee. This is a convenient and functional way to keep your site up to date, and it's free. Also, as the Standard Squadron Site design evolves, your particular squadron site design will always be current.

## Social Media

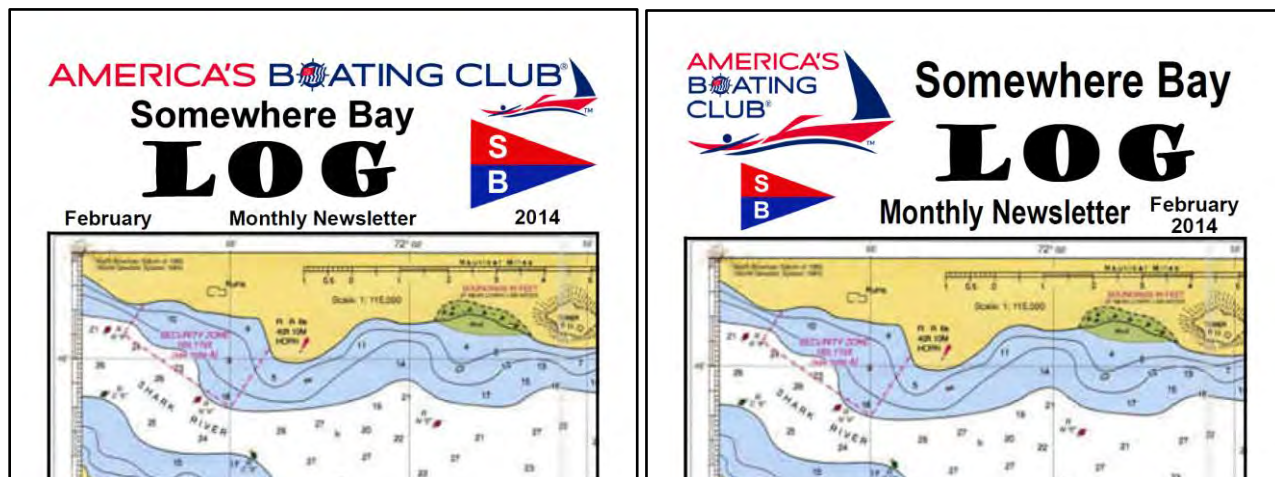
**Facebook:** The national name is dominant and the ABC logo is the dominant feature in the profile photo. The squadron burgee is smaller and lower. This format allows each squadron to be different, but all to be easily recognized as part of the national organization, even when the profile photo appears very small as it does beside a post on a time line. Include the tag line whenever possible.





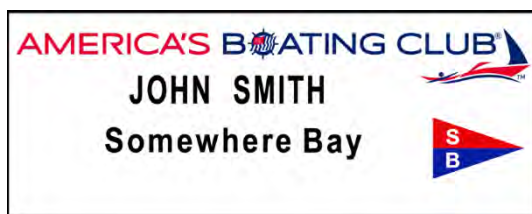
## Newsletters

There are two recommended headers and layouts:



## Name Tags

Name tags should show America's Boating Club as well as your squadron or district identification. A white background provides a clean, easy to read foundation for the logos, squadron burgee, and black text. Examples are:



## Photography

Use of photography is important to the brand. Photographs communicate a message about our organization.

Always use high resolution photographs in your United States Power Squadrons® / America's Boating Club® materials. If the image is blurry, don't use it.

Only photos promoting safe boating practices should be used. If people or pets are out on the water without life jackets, don't use those photos.

The best photos demonstrate our technical knowledge, and also include people having fun!

Use extreme caution in using a photograph taken at an event associated with our organization, especially when nonmembers and children are included in the photos. Permission slips from parents are often required by nonprofits that involve minors.

## 9. Feedback, Questions, Suggestions

Thank you for your support of the America's Boating Club marketing initiative of the United States Power Squadrons. If you have any questions, suggestions, or feedback please let us know. Also, please tell us how you are doing and about any successes or challenges. Contact the Marketing Committee at <https://www.usps.org/index.php/index.php/departments/12000/12400>.



# UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



## District 2

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24 February 2019

USPS Commanders, Members and Fellow Boaters

We are entering the peak education period and it is important that you are using the latest version of the *America's Boating Course 2018* (ABC) textbooks and materials. The ABC materials are updated every 3 years and approved by NASBLA as well as individual states.

The updated materials are available to Squadron Commanders, Squadron Education Officers and Assistance Squadron Education Officers on the D2 shared drive. If you need access to the files, please contact me.

More information can be found on the USPS National website at:

<https://www.usps.org/index.php/departments/13000/13000-educational-committees/13170/13170-americas-boating-course>

Taking a short break from the ice and snow, I was fortunate to be able to attend the USPS National meeting on Orlando, Florida. Some highlights from the meeting are:

- **Consolidated Educational Report** - The Consolidated Educational Department report is available at: <https://www.usps.org/images/eddept/files/coneddept1902.pdf>
- **Interactive ED-80** - Starting last year, USPS has moved to electronic versions of the ED-80 as well as the OD-1/OD-2. Forms. The ED-80 is accessible from the USPS website under, Resources, Information Center (login again), left side, Organizational Information, Online ED-80 form. The OD-1 and OD-2 forms are in the same section. **DO NOT USE THE OD-1/OD-2 in DB 2000.**
- **Monthly USPS Educational Conference Call** - There is a monthly conference call from the USPS Educational department. There are presentations on various changes and topics that arise. If you would like to attend the conference call or listen to the recording, please contact me or Andy Cummings for assistance.
- **Chapman Award** - The Chapman award submissions have been simplified and accept electronic submission rather than paper. HQ-800 has been enhanced to capture instructor(s) for courses and this in turn makes Chapman award submissions easier. ***Please make sure to fill-in the instructor numbers in your HQ-800 entries.***
- **Jumpstart for New Boaters** - *Jumpstart for New Boaters* is an on the water program for new boaters. It uses the student's boat to provide practice and teaching in the same environment as the student experiences. The program is flexible, and you can pick and choose topics according to the student's need. See [https://www.usps.org/images/eddept/USPS\\_Jump\\_Start\\_Program\\_-\\_v1\\_0.pdf](https://www.usps.org/images/eddept/USPS_Jump_Start_Program_-_v1_0.pdf) for

more information. HQ-800 has new functionality under "Hands on Training" to register and record activity in this area. For combined classroom/on-the-water seminars, see *Practical-on-the-Water* seminar.

- **America's Boating Course 2018** - The updated version of ABC3 2018 version is approved through 2021. Please use up your old stock of ABC student textbooks as soon as possible. Make sure to use the 2018 version of the ABC PowerPoint slides. The 2018 ABC course is approved in 39 states/territories. ***There are significant changes in the life jacket labeling. Please make sure you are knowledgeable on the new labeling system.***
- **Paddle Smart** - The Paddle Smart seminar is being re-written. Paddle craft are the fastest growing segment of the boating community.
- **POTW/BOC-IN Certifier** - The *Practical-on-the-Water (POTW)* program has been expanded with both basic and large (twin propeller) boat handling. The program is now called "*Hands on Training*", HOT for short.

The above are only a small portion of the activity and changes in the USPS education program. I encourage everyone to keep up to date by visiting the USPS website as well as reading the frequent updates and articles in your e-mail.

As always, if you need any assistance or have questions, please do not hesitate to ask.

Sincerely,

D/Lt/C Karl M. Wagner, JN-IN