



## D10's Top 10 "News You Can Use" November 2019



Hello District 10!!! Wishing you a safe, healthy, and fun filled Thanksgiving! Read on for this quarter's Top 10.

- Fall Conference a Success!** – A big THANKS to all who attended the Fall Conference in Stevens Point. We had a great time and were able to **REDEFINE TRADITION** with (1) shortened department workshops, (2) a Conference Meeting that actually ended early, (3) approval of a balanced budget that does not rely on savings to make ends meet, (4) a Saturday afternoon dedicated to fun social activity at the Stevens Point brewery, and (5) a healthy discussion over the future of our District and the National organization. Special thanks to Central Wisconsin and Cdr Roger Janik for hosting, and to Greg Korstad for representing the Chief Commander.

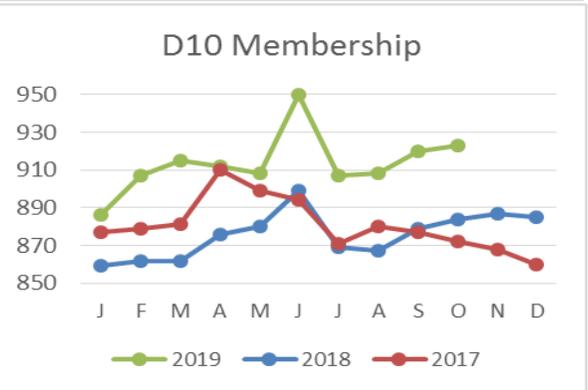


- Spring Conference Details** – Mark your calendars for March 13-15 for the Spring Conference which will be held at the Minneapolis Marriott West (same hotel as 2019 Spring Conference). This will be another example of how we **REDEFINE TRADITION** as our Change of Watch will be combined with the Minnetonka Change of Watch. We will install many of our incoming Commanders at this event. We are also exploring some great entertainment for Friday evening. Look for a weekend which blends business with a healthy dose of fun! You can register at the hotel with rates as low as \$89 per night at the following: [Spring Conference Hotel Link](#)
- Task Force Recommendation Approved!!** – At the April Conference, the membership approved forming a Task Force to look at how we can improve our operations to focus resources on our core values and what is important to our future. At the Fall Conference, the Task Force made recommendations which were focused on marketing and retention. These were adopted by the Council and Conference. For more details, check out the slides presented at the conference seminar. [Task Force Update](#). These slides detail the process and recommendations as well as some news from the September National meeting. Next step is implementation of specific tactics. We are looking for volunteers from each squadron who have a passion for membership and marketing. Please let me know if you are interested in joining this very important team!
- D10 Marketing Committee News – "WHO WE ARE AND WHAT WE DO: MARKETING OUR MISSION"** – The D10 Marketing Committee published the subject document to address some of the issues coming out of the Task Force. Ever wonder how to describe our organization and the value of membership? [Marketing Update](#)

**5. New Member Goal Met!** – Good news! We have smashed our goal of adding 115 new members in 2019! As of November 25, we have 125 new members (green line in chart at right). Congratulations to **Door County, Duluth, Marinette - Menominee, Minnetonka, and St. Paul!** One goal of the Task Force recommendations (see item 3 above) is to get all eleven squadrons on this list!!



**6. Membership Retention – Challenge Continues** – Membership retention continues to be a priority for D10, and is our biggest challenge. This is the biggest issue facing the National organization and is the focus of our incoming Chief Commander V/C Mary Paige Abbott. As of the end of October, D10 has lost 100 members which puts us just above our goal for the year (88% retention). The Task Force recommendations are also intended to address this issue.



**7. D10 Leads the Nation in Growth!** – More good news! As of the end of October, D10 has 923 members which is up 38 for the year (4.3%). This leads the nation from both a percentage and total number of members added. We are now at the highest October level we have seen in more than 6 years. See the chart at right for membership trends over the last three years.

**8. America’s Boating Club News – National Debate Continues** – I attended the National Governing Board meeting in Louisville this past September and there was a lot of spirited discussion about America’s Boating Club, and what it means for our organization. The National Planning Committee, through the [Strategic Transition Plan](#), believes it requires a cultural transformation to better appeal to today’s boater. The overall organization continues to debate what changes are needed. This will be the topic of the all-day D/C and DXO workshop at the February National Annual Meeting.



**9. Leadership Opportunities** – Nominating Committees across our Squadrons and at the District are working hard to find those of you who are interested in contributing to the organization by stepping onto a Committee or into a leadership position. These are great opportunities to get to know more about what happens “behind the scenes” to make our Squadrons and District go. If you would be interested to learn more, I would encourage you to send me a note. I would be happy to talk with you or hook you up with the right people that can help you get involved! [dave.fine@ngc.com](mailto:dave.fine@ngc.com)



**10. Merit Marks** – Merit Marks were due to national on 11/15. You should be receiving notice of your award within the next few weeks. If you have not been notified by mid-December, and if you had 10 hours or more of service this past year, please let me know and I will make sure we resolve any issues. We want to recognize each and every one of you for your valuable contributions in education, civic, and fraternal activities. [dave.fine@ngc.com](mailto:dave.fine@ngc.com)

*A "merit mark" (MM) is awarded by the chief commander to a member for substantial personal effort in furthering the interest, programs and objectives of USPS, its districts and squadrons. It is a coveted award; it is by and large the only official recognition members receive.*

Remember, let's **REDEFINE TRADITIONS... FROM STEM TO STERN**

**D/C Dave Fine, DXO Kevin Wehrmann, DAO Bernie Dohr, DEO Wes Koplitz, Treasurer Tracy Gustafson, Secretary Jennine Fine, P/D/C Bill Dohr, D/F/Lt Karen Christenson**