

DISTRICT 10, A UNIT OF UNITED STATES POWER SQUADRONS®

Sail and Power Boating

Volume 10 Issue 2 October 2014

From the Helm...

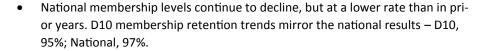
Dear Fellow District 10 Members of the United States Power Squadrons,

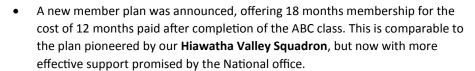
Here is my midterm report as your district commander. Thanks for all you do to serve the public, support each other and enhance our organization. You put **the Power** into USPS.

<u>D10-Specific News from the US Power Squadrons Governing Board Meeting: 11-14 Sept</u> 2014

Business Summary:

Twenty-one D10 members (including five Bridge officers) attended the Governing Board meeting in Washington, DC this month, comprising 5% of registrants for the business session. Seven of our eleven squadrons had members there, including a squadron commander and an educational officer. The following points highlight this meeting's business news of interest to D10 members:





- To address continuing decreases in dues revenue, a \$2.00 increase in annual dues was approved by the Governing Board. With three votes cast, my net vote was 1 in favor of the measure. As requested, I cast one of the squadron commander alternate votes assigned to the D/C against this measure, I cast my vote as a Governing Board member and an undesignated alternate vote in favor of the measure. The measure passed overwhelmingly by a show of voting cards.
- The delay in releasing the new national website was attributed to a failure by
 the software developer to deliver as committed. National Secretary Peter
 Mitchelson reported we are pursuing an alternate route to the new website as
 well as legal action against the former developer. He expects to roll out the new
 website this year.
- Opportunities for new member recruitment through the Dealer Advantage Plan with Brunswick were re-emphasized. A process was announced to align squadrons ready to teach with dealers ready to cooperate.



D/C Dale Perry, N

Inside this issue:	
Education Officer	6
Executive Officer	7
Administrative Officer	7
Secretary	11
Treasurer	12
V/C Gary Cheney	14
Merchandise Sale	15

 National Administrative Officer Gary Cheney confirmed his readiness to serve as the Chief's Representative at our 2014 Fall Conference, stating that he is in good communication with D10 Flag Lt Bob Schmit on plans for his travel, accommodation and conference activities. (See NAO Cheney's bio on page 14)

District 10 Fellowship at the Governing Board Meeting:

All but two D10 members at the meeting were able to join the district dinner, an enjoyable Dutch get together where by tradition the district commander buys the first round for toasts.

Attendees at the District 10 Dinner

D10 Member	Squadron	Duty at Governing Board
Ben Coons	Hiawatha Valley	National Staff Commander
Marie Coons	Hiawatha Valley	Past District Commander
Jeff Hamilton	Minnetonka	Past Rear Commander
Nancy Hamilton	Minnetonka	National Staff Commander
Kris Harmon	St Paul	District Administrative Officer
Chuck Kersey	Milwaukee	Squadron Commander
Connie Korstad	Minnetonka	Delegate
Greg Korstad	Minnetonka	Staff Commander – National Law Officer
Jim Pahl-Washa	Madison	Staff Commander – Seminars
Julie Pahl-Washa	Madison	Delegate
Dale Perry	St Paul	District Commander
Vivian Perry	St Paul	Delegate
John Raby	Minnetonka	Squadron Educational Officer
Don Schult	Central Wisconsin	Past District Commander
Kathy Schult	Central Wisconsin	Past District Commander, Delegate
Mike Skelley	Minnetonka	Past District Commander, National Planning
Ted Smyczek	Milwaukee	District Executive Officer
Alan Wentworth	Door County	District Educational Officer
Nancy Wentworth	Door County	Delegate
Kim Wiedel	Milwaukee	Delegate
Mike Wiedel	Milwaukee	Rear Commander – National Safety Committee
Light Blue Field: 2014 D10 Bridge Officers		

· Continued on page 3

State of District 10

Summary:

With the Sun now just past the equator after its autumnal equinox crossing at 2129 CDT on 22 Sept 2014, the pace of activity in D10 has already shifted into high speed, with members squeezing in those last few weekends of boating, and officers increasing their focus on merit mark reports, this watch year's goals, and succession plans for the next year.

D10 is doing well as we build for the next century of service with our finances in order, overall membership retention steadying, a fantastic Summer Rendezvous in Duluth now history and an equally appealing Fall Conference just ahead, on 24-26 October in Door County. We thank our Duluth commander, **Lance Olson**, and his hard working team for hosting an excellent summer outing for us on Lake Superior. We also thank our Door County commander, **Bob Stierna**, and his team for their plans and work to host the Fall Conference.

View toward our Fall Conference:

We are on track to surpass 100 members registered for our upcoming Fall Conference, slated for 24-26 October at Landmark Resort in Egg Harbor, Wisconsin. Commander **Bob Stierna** and his colleagues in the Door County Sail and Power Squadron, supported by DAO **Kris Harmon**, are preparing to host an outstanding conference.

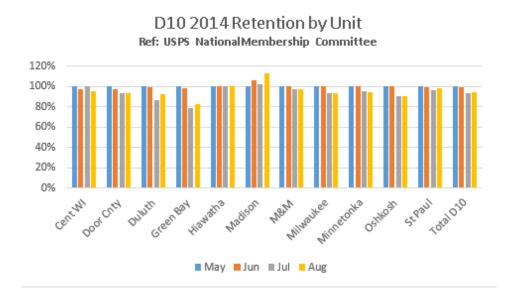
- National Admin Officer Gary Cheney will be there to inform us on current developments at National and to hear our concerns on matters we want him to report to our national officers.
- One of the new boat handling simulators will be featured there for attendees to try out.
- Training on the use of our GotoMeeting software will be available there to commanders, educational
 officers, committee chairs and other D10 leaders who need to work with others at distant locations.
- Updates on applying the new Doing it Right Program, scheduled for roll out next Spring by our own Jim Pahl-Washa, and the current Star Squadron, anchored by Mike Skelley, will be provided to all squadron officers.

So don't miss out; if on line, click here to register on the D10 website.

Membership Retention:

We congratulate and thank our **Madison** (commander, **Carol Fritsch**) and **Hiawatha Valley** (commander, **Stu Ohr**) **Squadrons** for their success during this year's 100 Day Membership Drive, with 113% and 100% membership re-

tention reported respectively by the National Membership Committee. Five additional squadrons matched or exceeded our District's overall retention rate, 95%. The national retention rate was 97%.



Proposal on ESD Awareness Pilot Project:

The same team which developed the presentation on Electric Shock Drowning (ESD) for our 2014 Spring Conference has developed and submitted to National a proposal for a pilot project on ESD Awareness. If this project is approved, D10 members will be trained to inform boat owners and marina operators on ESD hazards, and inspect boats' shore power cords for current imbalances indicative of stray electric fields that could cause deaths by ESD. This program will be kept entirely separate from the Vessel Safety Check program, which USPS implements under a memorandum of understanding with the US Coast Guard. Though interested Vessel Safety Examiners will be eligible to train for the ESD project, they will not be allowed to connect an ESD inspection with a vessel safety check. Any attempted linkage would doom the ESD project because of the USPS commitment to adhere strictly to the VSC limits prescribed by the Coast Guard.

Having confirmed the validity of our approach to ESD hazard testing through trials run on boats connected through single shore power cords at the Minnetonka Squadron's island facility, and obtained promising results on dual cord trials at Treasure Island Marina, we view this project as a potential platform for growth in public service, member engagement, membership growth and public support that would benefit our squadrons and the national organization if approved, successfully implemented and replicated. Though we have reviewed the proposal for liability risks with our District Law Officers, and kept the National officers responsible for vetting it informed as we developed it, we understand the human tendency to resist new ventures and give in to feeling over thinking. Despite this, we expect a fair, thorough review by National Safety and Law officers, and are prepared to address any objections raised on safety or liability risks.



Minnetonka Squadron's Big Island - Site for Successful Single Cord Trials

Our success to date would not have been possible without the supportive actions of **Ed Lethert**, an electronic technician and technical instructor (and a new member of Minnetonka Squadron), **John Raby**, Minnetonka's SEO and **Dave Fine**, Minnetonka's SXO and a darn good electrical engineer.



Adagio at Treasure Island Marina – Site for Promising Dual Cord Trials

Overall, D10 is off to a great start. Let's continue accelerating through the second half of this watch year.

See you all in Door County.

D/C Dale C Perry, N
District 10 Commander
United States Power Squadrons

Mobile: 651.270.0240

Email: dalecperry@gmail.com



District Educational Department

INSTRUCTOR RE-CERTIFICATION:

25 Instructors from D/10 have or are due to have their certification expire this year. A seminar on re-certification is being planned for the Fall Conference in Egg Harbor, WI which will extend an instructor's certification for another four years. And on 15 October from 1900 to 2100 a GoToMeeting re-certification seminar will be available for all those who need to renew their certificate. Please make it a point to encourage your Certified Instructors to keep their elite status by spending a couple of hours updating their skills. It's otherwise painless, free, and sets the Instructor up for a wider selection of courses that may require his certification in the future. Besides, retaining this cadre of experts is a powerful thing for both the District and Squadron. After all, we are the recreational boating teaching authority and we need certified instructors to interface with our students and the public.



D/Lt/C Alan Wentworth, SN

DISTANCE LEARNING:

The protocol for distance learning using district's GTM software has been approved by the Bridge. Our initial attempt will be the instructor re-certification seminar on 15 October from 1900 to 2100.

CONGRATULATIONS!

Our squadrons are "on the record" for teaching more basic ABC3 courses this year. The number of students examined, passed, the courses taught are substantially better than last year. Great job everyone. Let's stay with it.

BOATING SKILLS VIRTUAL TRAINER:

Members attending the Fall Conference will have a unique opportunity to drive a computerized virtual trainer that USPS has developed with the help of a large US Coast Guard grant. It is well engineered, realistic, and a blast to operate. Anyone who enjoys boating will like taking our trainer around a virtual lake in one of many training modes available.

ESD:

Your DEO continues to work with a committee on an ESD Pilot Project. You will hear more about this from our D/C Dale Perry as we progress.

Respectfully,

Alan Wentworth, SN-CN

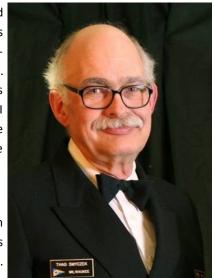
(920) 336-3274

District Executive Department

The mission of the Executive Department in the *United States Power Squadrons®* is focused primarily on the **Civic Service** leg of the USPS equilateral triangle. There are many activities within the Executive Department which may expand our individual horizons while also benefitting the mission of USPS. Probably the most popular activity is doing **Vessel Safety Checks**. This gives us an opportunity to interact individually with boaters by answering their questions about boating as we are going through the checklist of required equipment on board. If I don't know the answer to a question, I have fellow squadron members who do. When I have learned the answer, I get back to the boater who asked the question. Not to mention that I've learned a lot from the folks for whom I've done a Vessel Safety Check.

Cooperative Charting is an interesting activity whereby we can help keep charts current on waters of the Great Lakes. I would think reporting deviations from the Mississippi River charts to the Corps of Engineers is useful although we won't get Co-op Charting "credit" for that. That's a public service nevertheless. When I'm boating away from Lake Michigan and I encounter a hazard to navigation, I report that condition to the local authorities so they can pass

that information to the people who publish the charts. Again, no Co-op Charting "credit" but so what!



D/Lt/C Thad. Smyczek, SN

With the help of our **Boating Safety** Committee, District 10 has asked "National" to give us permission to perform a pilot project

related to Electric Shock Drowning (ESD). If we are successful in getting permission, this activity will be key in saving lives in the least-expected locations – marinas. Stay tuned.

District 10's **Radio Technical** Committee has secured corporate sponsorship to provide an automated system of giving VHF radio checks. This relieves traffic on channel 16, the hailing channel. Our aim is to provide coverage on the western shore of Lake Michigan, all of Green Bay, the U.S. shores of Lake Superior and on the Mississippi River from the head waters down to Dubuque, Iowa. If you do your boating on any of these waters, ask your Squadron Executive Officer for the VHF channel to get an automated VHF radio check in your area. If you can't get coverage where you boat, inform your squadron officers and we, as a team, will work on getting coverage there.

The US Coast Guard has requested that USPS members join with the US Coast Guard Auxiliary in a program new to us: the **Recreational Boating Safety Visitation Program**. This involves placing safe boating information materials in commercial establishments where boaters are likely to visit i.e. marinas, boating stores, etc. wherever we do our boating. To officially participate, a member must be certified because there are certain protocols, paperwork and record-keeping required. I personally am not certified but that hasn't stopped me from placing safe boating information in these types of locations, with the proprietor's permission of course,

If you do your boating away from your Squadron's geographical area, you may perceive interest by some of your fellow boaters in the *United States Power Squadrons*[®]. If you sense that there may be interest in starting a new squadron, get a name or names and

contact information and contact the District 10 Executive Officer. Might LaCrosse, Manitowoc and Port Washington, WI be likely locations? You will be helping our **Squadron Development** initiative. I promise that you will receive a well-deserved Merit Mark. Flying your USPS Ensign may enhance boaters' attention in this regard.

Legislative issues are everywhere. The District 10 Legislative Committee members are aware of national issues and pass them down to us. We can help them by making them aware of state and local issues. I pass the local legislative information issues on to our public boating class (*ABC3*) students.

Ask your Squadron Executive Officer for any information you may need in your pursuit of these fun activities. He or she is probably more knowledgeable with the USPS web-site and can help you or can contact the District 10 Executive Officer.

Public Relations is within the purview of the executive department. Isn't doing any one of the activities cited above giving some exposure to the *United States Power Squadrons®*? I'm not selling but I would like to think that when I am wearing a "team USPS" shirt and/or flying my USPS Ensign, I am giving USPS some publicity and, very importantly, I'm having fun doing so.

Hosting events which reach out into the community is an opportunity for public relations. I know of three outstanding examples:
- Hiawatha Valley Sail & Power Squadron puts on an annual shrimp boil. In 2013, they donated the proceeds to the local Fire Department toward the purchase of a new rescue boat.

- The Minnetonka Power Squadron hosted a "Fun day on the Island" for disabled kids and their families.
- The St. Paul Sail & Power Squadron is pursuing to host a "Fun Day on the Water" for Wounded Warriors. We will learn of their success or progress at the 2014 District 10 Fall Conference in Egg Harbor, WI during the weekend of Oct. 24 26. I encourage all to attend. What community outreach activities have I missed? I think that "(blank) Sail & Power Squadron keeps this highway clean" would fit into these public relations activities.

We are approaching the end of the "soft water" boating season but we can start planning next summer's activities. And for those activities which can be done during the "hard water" season we can continue those activities.

As we can see, the activities just in the Executive Department are many but very few squadrons have the resources to concentrate on every one of them. I maintain that doing one or two things well is far better than doing many because mediocrity will be the result if too many activities are attempted. However, I think that we, as individuals, can help our boating communities by doing one or more of these activities. In doing so, we will be adding "prestige, honor and respect to the United States Power Squadrons" as we state in our USPS Pledge.

"Fly our Ensign proudly,"

D/Lt/C Thad Smyczek, SN

District Executive Officer

(262) 786-1475

District Administrative Department

Good News = Great Opportunity

Do you know what's *really cool* about being an Administrative Officer for USPS? Well, because the Admin Department is expected to focus on the internal aspects of your squadron, you get to concentrate on *your* members first. You can be self-centered and selfish without feeling guilty! So this article is going to focus on – Membership!

First, the **Good News**: Since September 2013, the District 10 <u>net</u> membership has declined only 3.1% – compared with anywhere from 6.3% to 10.1% in the previous five years. The gap between members lost and members gained is narrowing! And this is **Good News** for our membership and for our mission.

Now, the **GREAT NEWS:** There are more ways and opportunities than ever to keep this trend going – to increase both member retention and new member acquisition. My goal this Watch Year is that we take advantage of these opportunities consciously and actively. Why talk about it now? Because during the boating



D/Lt/C Kris Harmon, AP

"off season," it's just a little too easy to catch up on our non-boating – and non-USPS – lives and subconsciously adopt an "out-of-sight-out-of-mind" mentality when it comes to fellow boaters, and fellow squadron members. Newer members especially fall out of mind when out of sight . . . and during a big part of the crucial first 12 to 24 months of membership! Coming to a party or two might not be enough to keep your newest members interested enough in USPS to stay. So here are some suggestions for involving them while the boats are "on the hard." [And while you're at it, why not include your longer-term members who seem to have drifted from sight?]

Assign a Mentor (or Mentors) to each new member, who can:

- Specifically invite them to social events
- Get them involved in proctoring public boating classes
- Invite them to come along to a class or seminar their mentor is attending or teaching
- Tell them more about the nuts-and-bolts of squadron business and help them start thinking about leadership opportunities
- Discover their specific areas of interest and ideas for fraternal events or community projects

Organize Small-Group Events

- Identify non-boating interests or activities of mutual interest and create opportunities for smaller groups to get together (gather folks who like to play bridge, men who woodwork, women who needlework, musicians who can "jam")
- Arrange outings like local plays or visits to a museum or exhibit
- Get your fellow snowbirds together for an evening out while you're away from this north country
- Take another look at Member Benefits for yourself as well as the new members
- Did you know there are hotel/motel discounts?
- And car rental discounts?

Continued from page 6

- What about pet insurance?
- Or discounts on certain products at Office Depot?
- 10% off on LifeLock!
- Plus all sorts of boating-related opportunities!
- But wait, there's even more!!

Check out the website: http://www.usps.org/national/admin_dept/membenefits.htm

Finally, I have **A Request**: Let me know what you have done or what you are doing to make a difference with your new and existing members. I'll be sure to share what works with all of D10's Admin Officers. Thanks in advance.

Be well; do good work; keep in touch.

Fraternally yours,

Kris Harmon D10 Administrative Officer

D/Lt/C Thad. Smyczek, SN

tmsmyczek@netzero.net

Distr	 	

<u>District Commander</u>	<u>District Administrative Officer</u>	<u>District Webmaster</u>
D/Lt/C Dale Perry, N	D/Lt/C Kris Harmon, AP	Leo Loeb
dalecperry@gmail.com	klharmon@comcast.net	leo@leoloeb.com
<u>District Education Officer</u>	<u>District Secretary</u>	Communicator Editor
D/Lt/C Alan Wentworth, SN	D/Lt/C Amy Seeley, P	Karen Bray
AWentworth@aol.com	wxgoddess1@yahoo.com	kobray@charter.net
District Executive Officer	<u>District Treasurer</u>	

D/Lt/C Sandra Broekema, S

sandra.broekema@comcast.net

District Secretary

Another summer has come and gone, and fall is upon us. Hopefully the winter will not be as harsh as last year.

My goal for the year was to work with the Squadrons on their web-pages and trying to get them all the Communicator award for the year. I had a very busy spring and summer with work and personal issues, and didn't get as much done this year as I would like. So I will focus more on this during the fall months.

The District continues to need help to work on using our Facebook and Twitter pages more often. I'm always looking for things to post, so if you have something pass it along! Or better yet, I'd like to get at least one member from each Squadron to help post items of interest. So please pass on names of those who would be interested.



D/Lt/C Amy Seeley, P

Leo Loeb, our webmaster, continues to do a fantastic job with the site. All the latest information can be found online, so please check it out often. Another goal is still to have a new updated look to the website, as I feel it keeps it fresh and gets new people interested in our organization. However, I am noting that finding the time and getting help to be an issue. I'd like to consider developing a web-team that could help me in developing a new look for our site. I was hoping that the National webpage redesign would have been done by now, but there continues to be problems. Hopefully that will be completed in 2015. I'd like to have an idea of what their page will look like before redesigning ours.

The Communicator will be issued soon, and I want to thank Karen Bray for her great work in putting this together. I do a newsletter for my office and know how hard it is to get articles sometimes, so the work is greatly appreciated.

As always, if there is any way I can be of assistance to you, please don't hesitate to ask me. That's what I'm here for. I want to thank you for this opportunity to serve as your District Secretary.

D/Lt/C Amy Seeley, P
District 10 Secretary

District Treasurer

Greetings from the D10 Treasurer's Department!

While you may be thinking we are at the end of this boating season, we are only half-way through D10's current fiscal year!

There is not much going on in the Treasurer's Department in the first half of the year, April $\mathbf{1}^{st}$ through October $\mathbf{1}^{st}$ (prime boating season) which makes this an ideal Bridge position.

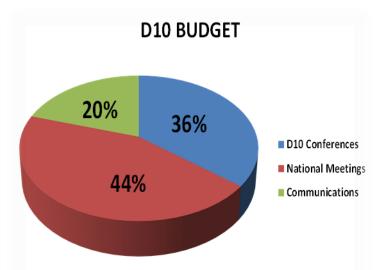
I wanted to take this opportunity to explain the role and responsibilities of the Treasurer's Department and encourage you to consider serving the District as next year's Treasurer. The District has significantly fewer transactions than most Squadrons. We manage the savings and checking accounts for the D10 by reconciling the bank statements with direct dues deposits from National HQ on a monthly basis. In the second half of the year we coordinate the deposits for next year's Conferences and process expense reports for bridge officers twice a year.



D/Lt/C Sandra Broekema, S

The Treasurer attends monthly Bridge meetings by teleconference and prepares a monthly Balance Sheet and Profit & Loss report that comes out of QuickBooks. Twice a year we prepare a short report for the D10 Communicator. In early October, we work with the Bridge and Budget & Finance Committee on a proposed Budget for the coming year. This Budget is presented at the Fall Council meeting and approved at the Fall Conference.

District 10 is in strong financial position with more than \$25,000 in reserve and savings and an annual budget of \$14,650. You may be interested to know how our dues income is used by the organization throughout the year:



I encourage anyone with an interest in serving the organization and an aptitude for numbers to consider the honor of serving District 10 as Treasurer. I am happy to answer any questions that you have!

D/Lt/C Sandra Broekema, S Sandra.broekema@comcast.net



UNITED STATES POWER SQUADRONS®

SAIL AND POWER BOATING



District 10

District Secretary

Downers Grove, IL 60515 Cell (815) 922-9144

TO: District Officers, District Committee Chairpersons, Past District Commanders,

Squadron Commanders, Lt/Cs, SEOs, Members of District 10 and Guests.

FROM: D/10 Secretary, D/Lt/C Amy Seeley, P

SUBJECT: CALL to D/10 Council Meeting in accordance with Section 5.6 and 5.6.1 of the D/10 Bylaws.

DATE: 24-26 October 2014

PLACE: Landmark Resort & Conference Center, 4928 Landmark Dr, Egg Harbor, WI 54209

In accordance with the bylaws of District 10, Section 5.6 and 5.6.1, the District 10 2014 Fall Conference (to which all members are cordially invited) has been called.

The Council Meeting will be held on 22 October 2014 via webinar, and will convene at 1900. An invitation to the webinar will be emailed to each attendee prior to the meeting.

The Conference Meeting will be held on 25 October 2014 at the Landmark Resort and will convene at 1330 for the purpose of acting on matters set forth below:

- To receive and act upon reports of officers and committees.
- To consider and adopt a budget for 2015-16 watch year.
- 3. To consider any motions brought before the body.
- 4. To consider and act upon any other business that may properly come before this meeting.

D/Lt/C Amy Seeley, P District 10 Secretary

National Representative at the D 10 Fall Conference

V/C Gary P. Cheney, SN

National Administrative Officer for 2014, V/C Cheney is a native of northeast Ohio and lived most of his life in the port city of Ashtabula on Lake Erie. He joined the Ashtabula Power Squadron in late 1986 and enrolled in Seamanship in January of 1987. In the next three years



he completed all of the Advanced Grade and Elective courses, he holds a rather unique Full Certificate; all of the course stickers are signed by the same National Educational Officer, V/C Louis Spector.

Gary served as squadron executive officer and commander and in 1990 he was appointed to the national Navigation Course Committee where he served for six years. He was elected to the D11 Bridge and served as district commander in 1998. He was again elected to the D11 bridge in 2004 and served as district commander for the second time in 2007. He has spent nine years on the National Budget Committee, three as Staff and six as Rear Commander, and the past 2 years as National Treasurer. Gary has served as aide to two Chief Commanders, National Meetings

Committee Treasurer, chairman of several squadron and district events, and has taught all of the Advanced Grade courses. He is now a member of Erie Power Squadron in D11 and is a Life Member with 27 merit marks, and currently resides in Atlantic Beach, NC.

Gary is a graduate of Kent State University with a Bachelor's in Industrial Technology and Master of Business Administration. His professional career was spent working in small entrepreneurial manufacturing companies in the plastics industry, from grass roots startup to developing young companies.

Growing up on Lake Erie, boating was part of his life from a young age. His first boat was a 16' aluminum outboard and boating quickly became a family affair. They progressed through a number of powerboats until work took him away from the area.

Gary has one daughter who lives with her family near Richmond, VA, and three grandchildren.

Get Your Keepsake DSPS Gear



\$30 \$15
Available in blue and tan



Crew-Neck Sweatshirt \$30 \$15



Blowout SALE Limited Quantities









\$20 \$5 Available in white, navy and gray



Koozie \$5 2 for \$5



Mug \$15 \$5

These collectible Rendezvous items make great gifts. Receive a free Rendezvous button with your order. Contact P/C Editor Dave Stokes for availability and to order: 218-310-3972, dave@stokesmediahouse.tv

Scenes from the
D 10 Rendezvous

Duluth Superior Harbor

and

Duluth Squadron Dock

Photos by P/C Dave Stokes











