

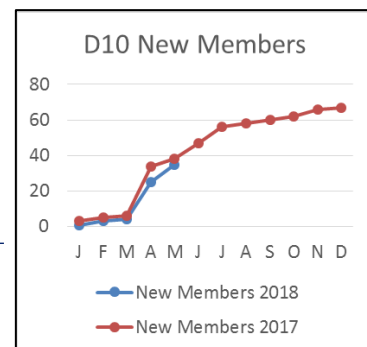


D10's Top 10 "News You Can Use" June 2018



Hello District 10!!! Hope you are off to a good boating season! Read on for this month's Top 10.

1. **New Members** – Good news! As of the end of May, D10 has added 35 new members, well on our way to meet our goal of 68 to beat our 2017 total. A special welcome to each of you! We are excited to have you aboard! Special recognition to Minnetonka (14) and Duluth (10) for leading the way. As a result, D10 is up 20 members this year! Want to get involved in recruiting new members? Contact DAO Kevin Wehrmann at kevin@anchorconstructionanddesign.com



2. **Membership Retention** – Membership retention is a big focus for the bridge this year. While we have success in gaining new members, each year our numbers have declined due to retention. As we head into June, nearly 25% of D10 members are due. I would love to hear from you if you are unsure if you will renew or if there is anything we can do to help with your decision to stay a member of our organization. It is truly an exciting time as we transition to America's Boating Club and roll out new initiatives. You can reach me at dave.fine@orbitalatk.com

3. **Squadron Highlight** – Congratulations to Roger Janik and the crew from Central Wisconsin for making the channel 7 Wausau news, promoting the wearing of life jackets. Bill and Bernie Dohr were also featured. Check out the clip: <http://www.wsaw.com/content/news/Boating-safety-advocates-show-the-latest-technology-483634401.html>



4. **America's Boating Club News** – The D10 Marketing Committee has been working hard to develop a common approach to branding across our District. We have settled on retaining the word "Squadron" in the branding to maintain the connection to our old brand. An example is shown at the right. The District is working to provide each squadron with a high resolution graphic with their squadron name and burgee for use in publications, websites, signage, and clothing. Change is never easy, but we ask that you embrace this new look and more importantly, "Live the Logo" within your local Squadron. You can find the Living the Logo Master Plan at the following link: <http://www.usps-d10.org/conference/Living the Logo Master Plan Final-040318.pdf>



Minnetonka Squadron 

5. **Living the Logo Plan Implementation** – The Planning Committee is now meeting and working to fulfil the charter given to them at the Spring Conference to oversee plan implementation. For more info, don't hesitate to reach out to myself, DXO Bob DeNoto, or to any member of the Planning Committee. A list of members can be found on our organization chart on the D10 website, or by clicking the following link: http://www.usps-d10.org/conference/D10_2018-2019_Organization_Chart-rev041818.pdf

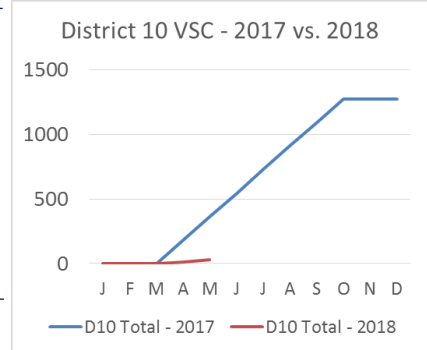
6. **2018 Governing Board News** - D10 is hosting the National Governing Board Meeting in Minneapolis August 12th to the 19th and there are 3 things you should know: 1) You get the chance to meet members from across the country and your national officers. 2) The host Committee has great tours and events you can attend https://www.usps.org/php/reservations/meetinginfo.php?mtg_id=34 3) This is a fun and easy way to get involved and to earn a merit mark. If you are interested in volunteering, please contact P/D/C Kris Harmon at Kris Harmon (klharmon@comcast.net)



7. **Fall Conference Update** – Mark your calendars! The Fall Conference is October 26th thru the 28th in the Wisconsin Dells at the Wintergreen Resort. From the Spring Conference, we had a lot of positive feedback about the hotel food, meeting spaces, and staff, and we have been told the rooms are being remodeled. Our room rate for the fall will be only \$79 per night. We hope you can join us for a fun filled weekend. Thanks to Madison and Cdr Cindy Parisi for hosting!



8. **Vessel Safety Check Status** – Our goal this year is to conduct 1272 Vessel Safety Checks which would exceed our 2017 total. As of this writing, D10 has 86 and leading the way is St. Paul (33) and Duluth (20). With the late arrival of spring, we are off to a bit of a slow start, but I expect things to pick up quickly. Thanks to all the examiners for the important work they do! Need an inspection? Contact DXO Bob DeNoto at (bobdenoto@gmail.com)



9. **Jump Start Update** – One of the D10 goals for the year is to use the Jump Start program to expand our civic activity, and to reach potential new members. This is also aligned with our Living the Logo plan to increase our “on the water” activities across the District. At the Spring Conference, Minnetonka put on a seminar discussing the program which is intended to connect existing “seasoned” members with people who have a new boat that would like help getting comfortable with its operation. Students can be our members, or from the general public. DEO Wes Koplitz has shared a program with all the squadrons that was developed and is being piloted in Minnetonka. As of this writing, they now have 13 students enrolled, mainly non-members. Way to go Minnetonka! If you are interested in learning more, contact DEO Wes Koplitz at (wkoplitz@aol.com)

USPS's new **Jump Start Program** provides a framework for experienced members to offer up to 2 hours of one-on-one customized training to a student on the student's new boat. Ask your local squadron for details.

#BoatingKnowledgeCheck



10. **D10 Communicator** – Our District 10 newsletter is called the Communicator. We typically publish this twice a year, just before the spring and fall conferences. To improve communication, one of the bridge goals for this year is to publish quarterly. The next edition will debut in July. On months where we publish the newsletter, there will not be a D10's Top 10. Look for the next edition in August.

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

D/C Dave Fine, DXO Bob DeNoto, DAO Kevin Wehrmann, DEO Wes Koplitz, Treasurer Tracy Gustafson, Secretary Nancy Gagich, P/D/C Kris Harmon, D/F/Lt Karen Christenson