

D-10 Communicator



DISTRICT 10, A UNIT OF UNITED STATES POWER SQUADRONS®

Sail and Power Boating

Volume 8 Issue 2

October 2012

From the Helm...

Many years ago while I was District Secretary, I would routinely help some squadron commanders with their reports for the conferences. The help usually consisted of proofreading, or putting the report on a letterhead I would create for them, if their squadron didn't have one. These reports were seen by the whole conference because they were in the seat packets, so I wanted everyone to look as good as possible.

One year, I knew our squadron commander was really busy, and I took it upon myself to write his report. I knew he would ask me what should be in the report anyway, so this just saved time for both of us. I did this as a favor to a friend, but I was concerned that he may think that maybe I had stepped out of line.

I showed him what I had written and asked him if he was okay with it. His response was "Yes, I'm totally okay with it. And, if anybody says anything about me not writing my own report, I'll just tell them that I have people that do that for me!"

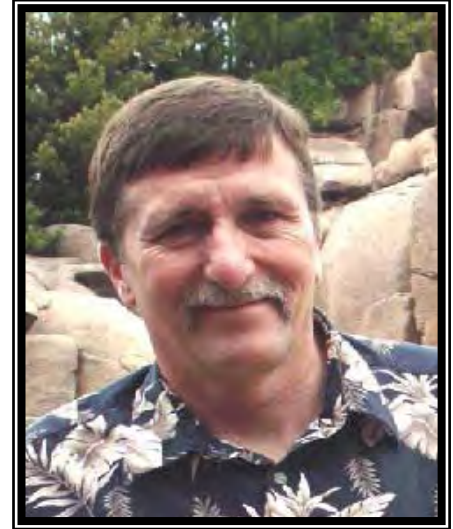
That line has become a favorite of mine, and now as District Commander, I can say "I have people that do that for me". The rest of the D10 Bridge is working tirelessly to keep the district on track and moving ahead. DXO Marie Coons is deep into planning the 2013 D10 Spring Conference, and when she's not working on that, she's helping our squadrons beat last year's numbers in the VSC program. She's working to get us all on the same page with "branding", which is an initiative you are going to be hearing a lot more about in the very near future. This

involves getting a unified look across all of our logo wear, printed matter, and media.

Our DAO Dale Perry is our Fall Conference Chair, and he's working very hard with everyone involved to make this a fun and educational meeting. We are using a new format for this meeting that will require only one night's stay for attendees. Promotion for the Conference in the form of emails sent out by our webmaster Leo Loeb, are generating much interest. Go ahead and open the next one that appears in your inbox; I guarantee you will learn something about a famous leader of our time. That theme is promoting a leadership seminar we are offering at the conference. The seminar is being produced by our Leadership Development Co-chairs Kris Harmon and Jeff Schott, and will be presented by Kris and P/D/C Mike Skelly. If you have ever wondered how to better get your volunteer staff to help your squadron "Make a Difference", you'll want to attend this seminar.

District Treasurer Kris Harmon is preparing the D10 budget for next year. In years past, when the budget came up, my eyes would glaze over, and my mind went blank. As D/C this year, that was not an option. There is an incredible amount of time and effort put into this, not only by the Bridge, but also by the Budget and Finance Committee.

Our DEO Bob Denoto and ADEO Alan Wentworth are pioneering a presentation format called "Distance Learning" that may revolutionize how we teach classes. The basic idea is that we use television feeds from classrooms and broadcast to



D/C Richard Baker, AP



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See the full color version on the web at www.usps-d10.org

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remote sites to allow more students to take classes without traveling as far. Bob will be actively involved in rolling out the new Brunswick program, and the new "Practical On the Water Training". These programs have the potential to be real "game changers" for us.

Our Secretary Amy Seeley has been busy too. We now have a District 10 Facebook page. Check it out at <http://www.facebook.com/pages/United-States-Power-Squadron-District-10/345218348890342> . Amy also got us set up with PayPal so that we can now pay online for events like conferences and the Rendezvous. Very exciting!

At the squadron level, exciting things are happening all over the district. I don't have space to detail them here; for that I encourage you again to attend the Fall Conference to find out all about them.

I'd like to wrap this up by talking about something that was a topic at the Governing Board Meeting in Detroit. Jeff Hoedt is the Chief of the Boating Safety Division, United States Coast Guard. Jeff told us about the concept of "exposure hours" as a measurement of risk for any activity. For instance, if four people ride in a car for a one hour trip, that results in 4 exposure hours. In this country, there is on average, 1 death per 100,000 exposure hours in automobiles. By contrast, for boating, the rate is 25 deaths per 100,000 exposure hours. Obviously then, boating is roughly 25 times more dangerous than riding in an automobile.

In 2011, there were 758 boating related fatalities in the U.S. That represents 6.2 deaths per 100,000 registered recreational vessels. This is 14.8% higher than the previous year's rate of 5.4 deaths per

100,000 recreational vessels. The fatalities increased 12.8% over 2010. Of particular interest to us, only eleven percent of deaths occurred on boats where the operator had received boating safety instruction. Only seven percent of deaths occurred on vessels where the operator had received boating safety instruction from a NASBLA-approved course provider. One assumption we could make for the low percentage of educated boaters in accidents, is that if you have had a boating class, you are less likely to be in an accident. The other assumption is that we are woefully short of reaching the operators of the county's 12 million registered recreational boats with safe boating education.

Many of you have heard me speak about our mission, which I believe is "Saving Lives". These statistics are the reason that our job is a long way from being complete. This is why, when we are tired and discouraged; when we begin to wonder if this is really worth the effort; that we need to re-dedicate ourselves, to really "Make a Difference".

Please be aware also, that I appreciate the efforts of the hundreds of people that help to make District 10 the great organization that it is. Please keep up the good work.

D/C Dick Baker

For the complete text of "Recreational Boating Statistics 2011", go to http://www.uscgboating.org/assets/1/workflow_staging/Publications/557.PDF

District 10 USPS 2012 Fall Conference Call to the Meeting

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: 2-3 November 2012
PLACE: Jefferson Street Inn, 201 Jefferson St, Wausau, WI 54403

In accordance with the bylaws of District 10, Section 5.6 and 5.6.1, the District 10 2012 Fall Conference (to which all members are cordially invited) has been called.

The Council Meeting will be held on 24 October 2012 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 3 November 2012 at the Jefferson Street Inn and will convene at 1300 for the purpose of acting on matters set forth below:

1. To receive and act upon reports of officers and committees.
2. To consider and adopt a budget for 2013-14 watch year.
3. To consider and act upon any other business that may properly come before this meeting.

District Educational Department

I just returned from the USPS 2012 Governing Board Meeting in Detroit. Here are my take- aways from a National Educational Department perspective. As a result of a continuing decline in membership; the Educational focus is going to be revenue generation through partnering and marketing our educational materials. Immediate alliances are: Brunswick, through their Dealer Advantage Program, Marine Max and Boats US, who want to offer all of our courses and seminars on line. University of West Florida currently offers Seamanship, Sail, Weather and several of our Seminars on-line. E-Books are also in our future.

For more details on USPS Education go to the Ed Department newsletter *Currents* at; <http://www.usps.org/national/eddept/misc/currents.htm>

All of us are well aware of the emphasis that has been placed on growing membership, especially in recent years. I'm a big fan of quality over quantity. Maybe we will end up with a smaller, higher performing organization, that offers quality products and opportunities to our members and the public. In my way of thinking, this is a good outcome!

The "Water Trainer" made it to D-10 the weeks of 16 September (Minneapolis/St Paul) and 23 September (Door County). Next stop--Peoria, IL. The Trainer is pictured below. It is a 20ft Boston Whaler Dauntless powered by a 200hp Mercury outboard. It travels about the country (pony express style) on its custom trailer pulled by a Ford F150 pickup. "Water Trainer" is funded by a grant to USPS to provide a facility for On-The-

Water training.

While the "Trainer" was here, St Paul, Minnetonka, and Hiawatha Valley were able to conduct Practical On-The -Water training. Door County was able to conduct Skills Training for BOC Inland and Coastal Navigator Candidates. Talk this up with your Squadrons for next year and we will arrange to have the "Trainer" in our area again.



D/Lt/C Bob DeNoto, JN

I'm pleased to report that we continue to add Inland and Coastal Navigators to the D-10 BOC roster. However, only about half of our Squadrons are really actively supporting this program. For those that are not, I would encourage you to get going. I've stated this before: *The "On -the-Water" skills training that is associated with BOC, is some of the most fun I've had with USPS in a long time. Who can argue with a late September/early October day on the water in Midwest waters?*



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A challenge to our organization that continues is growing our instructor pool. R/C Art Mollica, SN heads up the *Instructor Development Committee*. Art reported in Detroit that: "The Instructor Development Committee has been working diligently on an updated ID Course. All chapters have been rewritten and new chapters added dealing with on-the-water instruction and teaching in an e-learning environment." The "new" course is scheduled to roll out before end of year.

My challenge to D-10 members is to step up, take the new course and increase our Certified Instructor pool. As we increase our offerings to the public, I'm convinced we will be under the eye of scrutiny as it relates to quality instructors.

In today's vernacular; I encourage you to "Opt In" for the Fall Conference in Wausau, 2-3 November. The Conference is being sponsored by the District with a venue that resembles our previous "Winter Councils". In addition to the Friday Social with a great Dixieland band, the Leadership Training given by Kris Harmon and Jeff Schott on Saturday will prove to be a valuable addition. I've taken the workshop and encourage all who can to take it as well. You will come away with a bunch of use-

ful skills.

For those of you who read my monthly DEO Notes, you are familiar with my "written on the wall" enlightenment statements, that I end my Notes with each month. I would like to leave you with the following that a friend recently sent me.

The things that come to those who wait will be the things left by those who got there first.

In closing I'd like to thank ADEO Alan Wentworth, Bob Stierna, Bill Dohr, Art Mollica Mike Wiedel and Ben Coons. I'm fortunate to have you as my mentors and truly appreciate your support. Also: I'd like to thank you all for your friendship and contributions to this organization.

Fraternally yours

D/Lt/C, Bob DeNoto, JN

District 10 Staff

District Commander

Richard Baker 608 850-5192
richard@tds.net

District Executive Officer

Marie Coons 952 838-5850
COONSM@aol.com

District Administrative Officer

Dale Perry 651 270-0240
daleperry@gmail.com

District Educational Officer

Bob DeNoto 920 493-0287
bobdenoto@gmail.com

District Treasurer

Kris Harmon 651 688-6464
klharmon@comcast.net

District Secretary

Amy Seeley
wxgoddess1@yahoo.com

Immediate Past Commander

Mike Skelley 952 470-0974
michael.skelley@monster.com

D10 Webmaster

Leo Loeb 920 465-8880
leo@loeb.com

Communicator Editor

Karen Bray 218 348-1191
kobray@charter.net

District Executive Department

It's hard to believe that most of the summer is almost behind us. I hope you have had an enjoyable summer and have boated often and have relished every minute of it. Ben and I have.

Myself and twenty four of your D 10 Leaders and spouses have just returned from the National Fall Governing Board Meeting in Detroit MI. What a week. This was no vacation. I was in meetings every day along with my fellow bridge members. There is so much happening and so much information to pass on to you.

Wednesday started with a Leadership Development Class for D/C's. I enjoyed the class and what's more important, I learned a lot. With this knowledge I hope to become a leader that you will be proud to follow.

This leads into an invitation for you to participate in the Leadership Training that will take place in Wausau WI at the Jefferson Street Inn on 3 November 2012. This training will take place during the D 10 Fall Conference, November 2nd and 3rd. Please participate. Check out our District web site to make your reservations. You will need to contact the Jefferson Street Inn for reservations (715) 845-6500 or by website (www.jeffersonstreetinn.com).



The **2013 Annual Meeting** in Jacksonville will mark the beginning of a year-long celebration of the USPS 100th Anniversary! To the left is the 100th year Ensign. An Ensign will be given to each District Commander in Jacksonville. The Commander then will at some point give the Ensign to all the squadrons in the District.

Every Squadron and District in USPS is urged to share their pride and commitment to boating safety and education with community celebrations and to participate with fellow mem-

bers by having their community successes featured on the 100th Anniversary website. More will be explained at the Fall Conference.

There is also a 12" x 18" Official USPS 100th Anniversary Ensign. Made from heavy-duty canvas with embroidered, not silk screened, detail. Consider flying it on your vessel. These will be produced in limited quantities so reserve yours early. Go to: www.USPS100yearanniversary.org for more information.



D/Lt/C Marie Coons, P



Here is some distressing news. Like our District, National is having problems living within their budget. Last year National suffered an Operation Deficit of approximately \$183,000. This was offset by drawing down from our USPS Investment Portfolio. But new revenues need to be found. One of the ways we make money is by selling our educational programs to the general public. There is a lot of controversy about this. A motion was made at the governing board to limit sales of our courses. This motion as offered would allow only squadrons to sell our classes. This motion was defeated. Another motion was made to increase our National Dues by two dollars. This was passed. The National Finance Committee has been working with national leadership to help resolve these problems.

We have always said that USPS is one of our most well kept secrets in boating. No one knows who USPS is. We are not the US Postal Service. **"BRANDING"** is what it all is about. At the D 10 Spring Conference in the executive workshop there was a power point just about this subject. The short version is that every Squadron uses their own burgees in their advertisements about classes and social events. The United States Power Squadron loses its identity. We need to advertise our classes as USPS with the official logo. Our Squadrons will be the go to people who put on the classes and events. At these classes or events you can then advertise about your individual Squadrons. USPS has to be up front so the public knows who we are.



"Brunswick Dealer Advantage Program" Two years ago. USPS partnered with Brunswick Corp. to develop a program under which we would offer our courses, seminars, and on – the – water training to the public at Brunswick – through dealers. Under our partnership, participating squadrons will work with participating dealers to teach our seminars and courses on dealer premises. Once a Squadron has agreed with the dealer on a date and time, the dealer will use its marketing and publicity resources to get folks into the dealership. The dealer generates additional floor traffic while we get the opportunity to sell USPS to a group of potential members who we would not otherwise see. Of course Squadrons can do marketing as well, but the onus to fill the seats will be mainly on the dealer.

The Brunswick Dealer Advantage program is a great opportunity for USPS to gain increased exposure and new members from among the boating public. If your Squadron is not yet involved but would like to be, contact John Malatak (615) 794-8326, john.malatak@comcast.net. A national rollout should take place in the first quarter of 2013.

In my last message to the Executive Officers we were just short of surpassing last year's total of 954 VSC's. So far this year we have completed 928. If you haven't recorded your squadrons VSC's on the national website, please do so. If you haven't handed your VSC forms to your VSC Chair, please do so. Let's hit the mark.

I know a lot of you were disappointed with the total VSC decals you received. National gave us 10% more decals than your squadrons did last year. 10% of VSC's passed not total VSC's done. I hope this clears up some misunderstandings. You must report on all VSC's completed. National goes by what you have reported. There are decals at National to be given out. But we must have used up all decals received before they will give us more.

As new D/C elect I was racking my brain for some kind of logo to use for my watch year. Scratching my head didn't work. I received lots of suggestions but they weren't my own. I went searching on the internet for some kind of inspiration. Low and behold I found this inspirational saying. I liked it. Look to the Fall Conference to see what I came up with for my Logo. You should find it on the Spring Conference registration form.

Hope you like it too. I can only hope I can be the leader to inspire you.

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader"

D/L/C Marie Coons, P



District Administrative Department

Recalling Detroit; Looking to Wausau

This account begins with three positive impressions from a road trip to the recent Governing Board meeting in Detroit.

1. An Officer and a Gentleman

First, I met Past Chief Commander Frank Dvorak, SN, who will join us at our Fall Conference this November in Wausau as the Chief Commander’s representative. What a class act! Behind his friendly, unassuming demeanor is a man with a PhD in aeronautical engineering from Cambridge. Now a US citizen, Frank served as a pilot in the Royal Canadian Air Force and before retirement worked at Boeing and as CEO of Aeronautical Engineering Services, Inc. Though his mission at our conference will be to strengthen our links with the National organization, he is an individual with whom we would all would enjoy just sharing a conversation. Meet him at our reception on 2 November in Wausau.

2. Making Nice in Detroit

The opposing advocates demonstrated a lesson in civility during their debate over the resolution to ban the sale of educational materials through channels other than local squadrons.



Local Power Squadron Classroom – Perdido Bay

The supporters of this resolution expressed concern that direct sales from the National organization would reduce individual squadrons’ sales and leverage in new member recruiting. Opponents cited an imperative to increase the number

of channels through which we offer services to the public. Each speaker expressed strong points in favor of his position, yet refrained from demonizing the intentions or arguments of those who opposed his position. If only we could send these guys to Congress. By the way, the delegates made a clear decision – voting against the resolution.



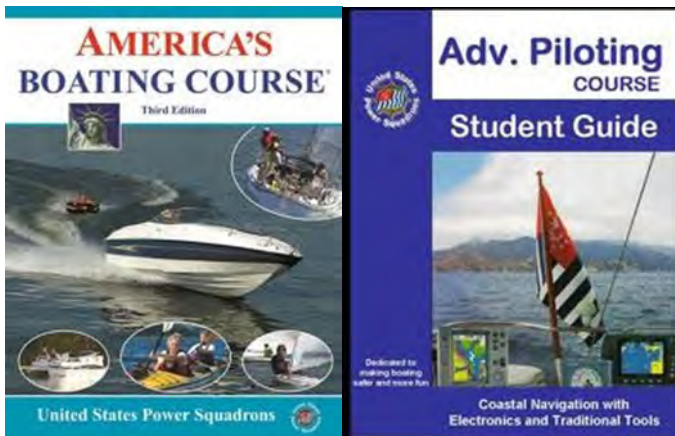
D/Lt/C Dale Perry, AP



3. Motown Rocks in More Than One Way

Its namesake river, hardworking people and spectacular Renaissance Center give Detroit an appealing ambience in contrast with the third-world image that I had inferred from accounts read and heard before actually visiting the city. Though well short of Nirvana, Detroit is a vibrant community that we Americans can be proud of. No place on earth is perfect, yet Detroit can make its case to Minnesotans or Wisconsinites for an extended visit or even a transfer in search of fortune.

Presentations at the Governing Board meeting cited two encouraging developments for our organization:



Student Manuals – Legitimately for Sale by USPS National

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District Secretary

Well if you're like me, you're wondering where the heck did summer go? As usual, it's gone by far too fast, and I think about all the things that I wanted to do, but just didn't get to.

Now that meteorological fall has started, it's time to get the nose to the grindstone and get back in the groove of things. Unfortunately there is not too much to report with the Secretary Department since March. I was unable to attend the Summer Rendezvous or the Fall Governing Board meeting in Detroit due to my work schedule. However I've marked my calendar for the upcoming events so that I can get vacation approved from my employer.

There are a few things I would like to talk about, and it has to do with outreach to the public. One of the quickest ways for the public to find out more about us is from our websites. A quick search for Power Squadrons across Wisconsin and Minnesota will guide me to all of your webpages. As I am a Website Evaluator in the Communications Department, I understand how important an updated and current website is. A potential new member will visit the site and make a first impression based on what they see. If they see a site whose data is months, even years old, they aren't likely to take a second look and it could mean the loss of a potential new member.

Did you know there is a checklist that the Website Evaluators use to determine if your site is eligible for the Distinctive Communicator Award? It can be found online at <http://www.usps.org/national/commcom/ccWebEvalFm.pdf>. I will be taking a look at the District website as well as all the Squadron websites this fall, and seeing where we can improve. I would love it if all of our websites received the award. If you have any web questions, please feel free to contact me and I'm more than happy to answer any questions you may have.

Another thing I'm doing is scanning all of the records and papers I received when taking the Secretarial position. I received

3 crates of papers, and quite frankly they take up a lot of space in my home. So I am going to scan them all and put them on disk. They will all be organized by year, so that it will be easier to go back and reference should the need arise. This way it will also be much easier for me to hand off all the information to the next Secretary when my term is over.



D/Lt/C Amy Seeley, P

Did you know that District 10 has a Facebook page? I started the page in July, and am now ready to tell everyone of its existence. More pictures will be added and feel free to post to it and Like it. If you have any questions, comments or concern with the page, feel free to contact me and I'll do my best to answer your questions.

One of my favorite things the Secretary department did this summer was to set up an online registration page for the Fall conference. If you are planning on attending the Fall conference in November, try registering online. You can choose your meals and pay for them via PayPal.

I look forward to seeing all of you at the Fall conference in November! If you need any help or have any questions, please don't hesitate to ask.

District Admin Report continued from page 7

- USPS has experienced a slight increase in memberships, indicating the potential bottoming out of the multi-year decline in our ranks.
- The Brunswick representative reported a modest increase in boat sales this year.

crease our membership. Also covered was the use of DB 2000 and the National website to increase speed and efficiency in carrying out our administrative tasks. I will highlight these insights during the Administrative Department workshop on 3 November at our Fall Conference.

See you in Wausau

The meeting also featured useful sessions on strategies to in-

District Treasurer

Greetings from the Department of the Treasury!

It seems like only yesterday that we were discussing the District Budget at the Fall Conference in St. Paul, yet here we are about to do the same come early November in Wausau. It's never easy for any of us – Bridge members, Conference delegates and District members alike – to create, modify, propose or approve a new budget. But as that time approaches one again, here are some things for your consideration:

Singly, we're talking about how our individual \$19.00 (single active) or \$26.00 (active plus family) per year is going to be spent by the District. That's not a lot of money per household. On average, it's half what we pay to our squadrons, and a third what we pay to National – or the equivalent of one dinner at home instead of out.

Together, we're talking about a District budget of \$17,000 to \$19,000. That's a bigger number, and we all want to be good stewards of this sum of money. So how do we decide what to spend and what not to spend? Here's our process:

1. The Bridge, with input from the Planning Committee, identifies what we (D10) should/might spend to support the USPS mission, represent the District well with the National organization and serve as a two-way conduit between National and our squadrons.
2. The Budget and Finance Committee reviews the requested budget and recommends to what degree it can be supported based on available funds. The amount of available funds is derived from anticipated dues income and possibly using some of the reserves/surplus that have accrued over the years (when membership was higher and costs were lower). It is this committee's prerogative to recommend the Bridge pare down the budget if funds are not available.
3. The Bridge reviews the Committee's recommendations and reacts as needed.
4. The Council reviews/discusses/approves or disapproves the budget proposal.
5. The Conference reviews/discusses/approves or disapproves the budget proposal.

The budget proposal you will see at the fall conference retains priorities that fall into the following categories:

- Communication – Newsletter, Roster, Website, Conference Seat Packets
- Business of USPS – Spring & Fall Conferences, Officer travel to national meetings

- Fellowship – Rendezvous, Spring & Fall Conferences
- Recognition – Departmental Trophies, Awards for individual contribution

And it will add something new: funds to reimburse squadrons for public relations and advertising expenditures – much like the discontinued national Co-op Advertising program.



D/Lt/C Kris Harmon, AP

The resulting budget proposed for fiscal year 2013-14 will be about 8% higher than this year's budget and require a dip into our surplus funds currently held in savings. Three primary factors contribute to this result:

- We forecast membership (income source) will be down by 10%.
- We reduced budget for items corresponding to the current budget by 15%.
- We added budget for public relations and advertising reimbursements to squadrons

One last thing before closing: Last fall we jointly approved an increase in dues AND reduction in our surplus. Since then, your bridge has been working and planning to spend less than was budgeted, and I am currently forecasting our fiscal year will end with expenditures at about 75% of budget.

As you think about all of this, please don't hesitate to contact me or any member of the Bridge with your questions or comments. We'd like to think we do our best, but we want your feedback. And while we know it's impossible to accomplish, we do wish we could please everybody all the time.

See you in Wausau!

Kris Harmon, D10 Treasurer

Trying to **Make a Difference** as a Volunteer Leader of Volunteers?

By D/Lt/C Kris Harmon, AP

Not easy. Some phrases come to mind: Herding cats. Pulling teeth. Leading a horse to water. [Insert your favorite here.]

How do we inspire/motivate fellow USPS members to do something? In business, we have the structure provided by chain of command, defined objectives & strategies, salaries and opportunity for career advancement. In USPS, we have none of these.

We're all in the same boat. We all believe in the mission of USPS; we all want to learn; we all want to have fun. How do the brave souls who accept leadership roles get everybody pulling the oars together?

The only seminar being offered at the District 10 Fall Conference aims to help individuals who are in or considering accepting a leadership role get closer to solving this great mystery. It's also great opportunity for your squadron leadership team to work on this together.

Many volunteer leaders bring a successful business leadership style to USPS. Through a combination of discussion and individual & group exercises, this seminar will help you identify your personal style and those of your fellow leaders and squadron volunteers to find a smoother path toward getting everyone's needs met – the organization's, the individual volunteers' and your own. We'll explore how to create & lead teams/committees, how to coach or mentor volunteers, how to hold effective meetings, and more. We'll go beyond the typical leadership training that covers knowing "the ropes" and the requirements and the timetables, and focus on identifying & leveraging individual talents and how to provide the opportunity for people to get what they need in exchange for their volunteer "investment."

The goal of this seminar is simple: We want you to walk away with more insights, tools and confidence to **Make a Difference** in District 10 and your own squadron. Join us!

Need Incentive?

District 10 will reimburse all seminar attendees a part of their travel cost to the Fall Conference –
14 cents per mile (the non-profit rate)
for round trip mileage exceeding 100 miles.
That's how much your Bridge believes this seminar can

Make a Difference!

Join us the D10 Fall Conference on 2-3 Nov 2012 in Wausau



Call 715-845-6500 for group rate
at the Jefferson Street Inn.
Deadline Oct 2, 2012

Beat the boat lay-up blues!

Don't miss the Leadership Seminar for all on Saturday: "Tips for Making a Difference" led by Kris Harmon and Mike Skelley!

Get Conference Details at
www.usps-d10.org/conference.asp

Mr. Licorice Stick

Kevin Van Ess and The Talk Of The Town

Friday Night Party Featuring Kevin Van Ess – voted best jazz clarinetist in Wisconsin – and The Talk of the Town

Past Chief Commander Frank Dvorak, SN

Past Chief Commander Dvorak received his BS in Mechanical Engineering from the Royal Military College of Canada in 1962, a Master of Applied Science in Mechanical Engineering in 1964 from the University of British Columbia, and a PhD in Aeronautical Engineering in 1967 from Cambridge University in the UK. He served in the Royal Canadian Air Force from 1958—1962 as both aircrew and pilot. His work history spans Boeing (1967—1972), Flow Research (1972—74) and Aeronautical Engineering Services, Inc. (1974—2009) where he served as President and CEO at the time of his retirement. Frank became a US citizen in 1975.



Frank has been a USPS member for 37 years, holds 37 merit marks, and is a life member. In district 16, he is a member of Bellevue Power Squadron, where he taught basic boating classes and served as SEO, Administrative Officer, Executive Officer and Commander. In District 16, he progressed up the bridge to serve as District Commander in 1995.

On the national stage he has served on both the Navigation Committee and Planning Committee, and as a Governing Board Member since 1994. He has progressed through the national bridge as Assistant National Secretary, National Secretary, National Administrative Officer, and National Executive Officer. He began his watch as Chief Commander in February 2010.

A long time boater, Frank is a member of the Seattle Yacht Club and has cruised over 30,000 nautical miles on his own boats, including two Seattle—Alaska trips in 1996 and 2005. Frank and his wife, Vivien, currently enjoy a 58' West bay and plan on continuing to cruise the beautiful Northwest environs.

Past Chief Commander Frank Dvorak, SN, will be the Chief Commander's representative at the D-10 Fall Conference in Wausau .



**USPS District 10
2012 Fall Conference
November 2-3, 2012**

**Jefferson St. Inn
201 Jefferson St.
Wausau, WI 54403**

	COST	NUMBER	AMOUNT
Friday Night Banquet			
8 oz Beef Flat Iron Steak Grilled With Red Wine Mushroom Reduction	\$33.00	_____	_____
Pecan Encrusted Walleye	\$38.00	_____	_____
Vegetarian Meal: Grilled Asparagus and Sun-Dried Risotto	\$27.00	_____	_____
Child's Meal: Chicken Finger, French Fries, Salad	\$14.00	_____	_____
Saturday Banquet			
Soup & Sandwich Buffet	\$18.00	_____	_____
		TOTAL	_____

Let us know about any special dietary needs and we will accommodate.

SQUADRON _____
 RANK _____ NAME _____ GRADE _____
 RANK _____ NAME _____ GRADE _____
 PHONE _____ EMAIL _____

Is this your "First Time" attending a District Conference? ____ Yes

MAKE CHECK PAYABLE TO: District 10 United States Power Squadron

Mail form and check to: **Amy Seeley, District 10 Secretary**
 3941 Saratoga Ave, Unit 211
 Downers Grove, IL 60515

Registration deadline: October 22, 2012
 Receipt of reservation will be confirmed by email.

HOTEL REGISTRATIONS:
 Jefferson St. Inn, 201 Jefferson St. Wausau, WI 54403
 Phone: 715-845-8500
 Ask for block "District 10 USPS" for negotiated rates
 Must make reservation before 2 October 2012 to get that rate

Go to <http://www.usps-d10.org/conference.asp> for more conference information

Brunswick Partnership Opportunity

Is Your Squadron On-Board?

Reprinted from the USPS Educational Department Newsletter *Currents*.

Two years ago, USPS partnered with Brunswick Corp. to develop a program under which we would offer our courses, seminars, and on-the-water training to the public at Brunswick-related dealers. Brunswick-related dealers currently sell and service the brands shown to the right.



Today, both partners seek to take the partnership to the next level. Brunswick will add USPS to its Brunswick Dealer Advantage plan. Brunswick Dealer Advantage is a series of affinity programs offered by Brunswick Corp to its affiliated dealers aimed at increasing boat sales.

As a Brunswick Dealer Advantage partner, we will take our place alongside the likes of the organizations shown to the right. Under our partnership, participating squadrons will work with participating dealers to teach our seminars and courses on dealer premises. Once a squadron has agreed with the dealer on a date and time, the dealer will use its usual marketing and publicity resources to get folks into the dealership. Of course Squadrons can do marketing as well, but the onus to fill the seats will be mainly on the dealer. The dealer generates additional floor traffic while we get the opportunity to sell USPS to a group of potential members who we would not otherwise see.



Brunswick Corp employs a marketing staff to generate sales leads for its Brunswick Dealer Advantage providers. Our being

a provider in the Brunswick Dealer Advantage program will generate a significant number of membership leads that will need prompt follow-up by willing squadrons.

As a first step in this more intensive program, our USPS board of Directors authorized Brunswick to survey all squadrons, so that both Brunswick and USPS could measure the level of interest among squadrons in this program.

Many of you know John Malatak from his many years with the Coast Guard's office of Boating Safety. He is also a long time member of USPS. John retired from his Coast Guard duties last year, and has agreed to act as Program Manager for the USPS/Brunswick relationship. Together with Dick Pfenniger, John is working with Brunswick to develop a dealer marketing package and other necessary underpinnings as we move toward a first quarter 2013 national rollout.

The Brunswick Dealer Advantage program is a great opportunity for USPS to gain increased exposure and new members from among the boating public. If your squadron is not yet involved but would like to be, contact John Malatak (615)794-8326, john.malatak@comcast.net or Dick Pfenniger (954)983-6214, rcp37@juno.com and let them know.

Kid's Corner

By
Jessica
Skelley

The Power Squadron is one of the things that can be both fun and educational. One example of fun is the D10 rendezvous this summer in Waupaca Wisconsin. One of the things I participated in was the kayaking trip. We learned some safety tips and how to kayak properly for the first hour at a park on the lake. After we learned the basics we had a Subway sandwich picnic lunch then got the pleasure to watch a demonstration of how to get back up if we tip over (which one of the other kids did right away during our trip). Then after lunch and learning some additional safety tips we drove over to where we were going to start our 3 hour kayaking trip through the chain of lakes. Once we got there we all got appropriate fitting life jackets and appropriate length kayaks, got in them and took off.



About two of the lakes we went through were motor boat lakes but the rest did not allow motor boats so it was nice and calm. I personally like the waves to ride through but other kayakers like the calm lakes. Some lakes were connected by channels while others were connected by creeks. For the creeks we needed to get out of the kayaks and walk through the creek. At the end we were greeted by the parents that did not go and others that wanted to ask how it went. We were right next to

an ice-cream shop where a lot of us went to celebrate being on land again. But that's not all there is to do at rendezvous; you can also participate in raffles, silent auctions, go swimming, and many more activities.



As far as being educational, about 2 months before the rendezvous we ended up towing a boat whose engine failed and it just reminded me how important it is to have life jackets and proper lines on the boat. In this case there were two families on board with one baby and a toddler. I was very concerned about their wellbeing since it was very sunny and they had no shade. It was also very windy, they were drifting away from shore, and away from where they needed to go. We were able to use our extra lines and tow them to safety. I learned that you should always have extra lines, water, an oar, and a radio or a cell phone to call for help.

Coming up we have the fall conference and I just wanted to let you know to bring kids, grandkids, nieces, and nephews. There will be a pajama party on Friday and other activities on Saturday. The pajama party will be a blast as we will watch movies, eat pizza and snacks, and maybe play games. The movie will be appropriate for all ages and it will be fun for all. The pajama party will allow the adults to go to dinner while we watch your children and they will have more fun with other kids while the adults enjoy dinner without them.

District 10 Communicator

D/Lt /C Richard Baker

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