

DISTRICT 16 - UNITED STATES POWER SQUADRONS®

Come for the Boating Education...Stay for the Friends



Cardinal Points

WINTER 2016



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Commander

D/C Christine Rasmussen, SN

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Thank you to all the members who made the Fall Council/Conference such a success. There were representatives from 15 of our 16 squadrons. Bellingham squadron, led by host

chairman Michael Guelker-Cone, P made it a wonderful weekend at the Four Points by Sheraton. There were great meetings, with short reports given by each squadron and guests allowing us to have many fun social events in between.

The audience appreciated the candor and information each squadron commander or representative presented throughout the weekend. Your Squadron's attendees shared many positive ideas for squadron growth and revitalization. Also, many leaders requested specific help from the D/16 Bridge.

The D/16 Bridge, Sunday morning, met to discuss what the bridge could do to immediately begin supplying that help. Individual officers volunteered to visit and start areas of dialogue and help before Christmas. We have rescheduled the Incoming Officers meeting to join with the Education Seminar at the end of April. The plan incorporates two meetings to one date and place. This also gives the D/16 presenters more time to help more "known" incoming officers and chairmen.

The D/16 Cardinal Points Editor, Alayne Fellows, P has offered to publish a Spring Edition of our Newsletter in March, so that registrations for events, such April 29th Incoming Officer/Educational Meeting and the June, Poulsbo Rendezvous, will have the most up to date information.

Another special thanks to D/16 Secretary Annette Ferguson, AP for arranging Stf/C Susan Darcy, JN to lead the successful Leadership 103 workshop Friday.

So altogether, it was a great weekend and thank you to all of you that attended!

The winter holidays are here and the days are getting longer. Now is the time to finish those boat projects started this winter before Change of Watches and spring classes begin. Make a point to visit the D/16



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Submissions received in formats other than .doc, .docx, .jpg, or .gif may not be published.

Agate Pass—Bellevue—Bellingham—Bremerton—Deception Pass—Everett—Friday Harbor—North Olympic

North Star — Point Wilson — Poverty Bay — Seattle — Skagit Bay — Spokane — Tacoma

Continued from previous page

Seattle Boat Show and buy some boat toys! Thanks goes to D/Lt/C Al Keim, SN and all the rest of the D/16 booth crew for their hard work to advertise United States Power Squadron and District 16 squadrons at this Event.

Commanders, I hope you have started to fill out your Squadron's OD-2 form on line that is due to National by February 5, 2017. It is important to report your incoming officers, committees and Change of Watch 2017 date. I know you haven't finished finding these facts out. Well, get what you do know turned in and keep turning in updates as they happen. It's all on your computer. This way National and District will have the right people getting the latest USPS letters and emails! Please let D/Lt/C Matt, D/16 Roster Chair Jan Jones, N and myself have those names and dates as well.

In case you are wondering, the 2017 Annual meeting in Orlando will be held 19-26 February and the whole D/16 Bridge is attending. Mark your calendars, and maybe we will see you in Orlando! Happy Holidays



Executive Officer
D/Lt/C Matthew Lombardi, P
xo@uspsd16.org

At D16, just like with most of our squadrons, we go from 0-60 in under 4 seconds soon after the boating season and our summer cruises wind down. We are full speed ahead in planning for the D16 Spring Conference and COW. This year our host Squadron (Seattle) chose a destination location (Campbell's Resort at Lake Chelan). They are planning an extra day of touring opportunities

along with some great fun and entertainment to mix in with the business side of the conference. The theme of this event will be **Everything Washington** in celebration of our districts diverse geography, skill sets, heritage and styles. Be prepared to represent something fun which shouts WASHINGTON at our Friday evening social. See the "Save the Date" flyer, in this publication, and look for details and registration forms in the next few weeks. This information has also been placed on the D16 website.

We are redefining our presence in the Seattle Boat Show this year and will be expanding our booth to double the previous size. In addition to the Virtual Trainer doing its job of attracting visitors, we will be inserting our marketing team to distribute materials, answer questions and collect detailed data that can be used to pinpoint an accurate value of our presence. By collecting and organizing this data, we can get a better handle on our return on investment. This year we will have an outstanding item to give away! Many boating enthusiasts will enter to win this great prize and it will capture contacts for us to share with our squadrons throughout the district. By having these contacts from your area, your SEO can personally keep interested locals informed of class and course opportunities throughout the year.

D16 is now in the process of analyzing our squadron's self-evaluation forms and offering our help in requested areas. Our goal is for every squadron to understand the purpose of D16 being there to help them grow and maintain a strong presence. We have started visiting with squadrons that are asking for this help to workshop new concepts in marketing and membership growth with them. We have also created a \$10,000 Challenge Grant to financially assist the squadrons that are putting energy into these new concepts. Please see my release on the Marketing and Membership Challenge Grant information in this issue. You will see details there on how you can get involved in this program and win your squadron's portion of the available funds while augmenting your successful recruitment practices.

I look forward to working with you at the Boat Show (marketing will be in touch with you very soon). Please make your room reservations early for what promises to be a memorable Spring Conference ASAP. It's important that you are there to be in the know on USPS happenings, help thank our outgoing district officers and get to know those of us that will be here to help us grow. Enjoy the upcoming holidays! My wish for you and yours is for joy in your heart and a smile on your face!

D16 MARKETING AND MEMBERSHIP CHALLENGE GRANT

We have secured a \$10,000 challenge grant for the purpose of expanding our organizations marketing and membership challenges, in new and exciting ways. We are outstanding at what we already do and have been doing for many years in District 16. New market challenges and shifting demographics suggest that we need to explore additional ways to find and recruit members, so that we can augment the good work that we already do. I strongly believe that this is necessary if we are to continue being recognized as the very important boating safety and skills organization that we are.

Beginning immediately and throughout the 2017 watch, each of our D16 squadrons will have an opportunity to not only learn and apply new marketing methods for the growth of their own squadron and the district as a whole, but you will also have an opportunity to collect your share of the challenge grant, to fund your squadrons missions in this arena. This money can be used for projects such as advertising, community participation, visibility and new member recruitment.

This grant will be administrated by D16 and its Marketing Chair. To qualify your squadron will;

- Have your Commander or Executive Officer express interest in and register for participation in the challenge. Email your interest in participation to: xo@uspsd16.org
- Assign a Marketing Chair, Social Media Chair and Article Coordinator to your squadron (can be combined).
- Attend or host a minimum of (2) two D16 marketing concepts workshops. (These will be offered at the D16 Poulsbo Rendezvous, direct meetings with your committee in your squadrons meeting rooms and through quarterly remote Go2Meeting opportunities).
- Have your squadron representative/s staff at least (8) hours of shifts at the Seattle Boat Show, Kirkland Uncorked or State Fair Booths, for district wide visibility.
- Have squadron representation at Fall Conference, Spring Conference or both.
- Recruit and report new full paying members created by using nontraditional methods learned through this project. (4) four or more, if you have 100 or less members as of Oct. 2016 or (6) six or more, if you have 101 or more members as of Oct. 2016.
(These new full paying members can not be related or associated with each other)

Squadrons that participate in and complete the Marketing and Membership Challenge as stated above will be issued a check for their share of the challenge grant at the Spring Conference and Fall Conference following their successful report and completed checklist being signed off by myself.

D/Lt/C Matthew Lombardi, P

District 16 Executive Officer

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Administrative Officer
D/Lt/Cdr Mahmoud Abdel-Monem, SN
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In August, I attended the 2016 Governing Board meeting in Pittsburg, PA. Since this was my first National meeting I received special treatment as a “First Timer”. I received some gifts and was invited to the “First Timers Reception” hosted by the Chief Commander. I had the opportunity to rub elbows with the Chief Commander and other members of

the National Bridge. In addition to enjoying several of the meeting’s social events, I participated in many business meetings.

Following the Administrative Department Lunch at the Pittsburg meeting, the Chair of the Marketing Committee made an informative presentation on the efforts to develop a strategy to grow the USPS Brand based on Market Analysis. The outcomes of this analysis are knowing who we are and describing our organizational personality and brand. For the first time, USPS is developing a national campaign by advertising in selected publications and online as well as working with partners to advertise the USPS brand and the benefits of membership. Squadrons and Districts will be able to use the ad for local and regional promotion. A draft of the ad developed by the committee is reproduced at the end of this article. Few minor revisions will be made to emphasize the text. A copy of the presentation’s Power Point is posted on the Marketing Link of www.USPS.org under “National Meetings Presentations - Pittsburg 2016”.

Cdr Linda Martin, Everett, presented a session on the Boating Safety 4 Kids seminar. Several members of the Everett squadron in attendance assisted her. Linda’s well prepared, entertaining, and informative presentation was well attended and well received by the audience.

The District 16 Fall 2016 Council and Conference was hosted by the Bellingham Squadron 28-29 October 2016. Nearly 50 members attended the Council meeting on Friday evening and over 90 members attended the Conference on Saturday. Our Commander established a very comprehensive Agenda and instructed participants to stick to the time allocated to their presentations. Each session was completed on time.

I presented a report to the Conference on the activities of the Administrative Department Committees. My report was based primarily on the information provided by the committees’ chairs. R/C Robert Anderson, the Chair of the Boating Activities committee held the Boating School during the Annual Rendezvous. The School offered practical training and certification to 12 Inland Navigators, 4 Practical on the Water, 6 Practical on the Water Certifiers and 4 Inland Navigator Certifiers.

P/D/C Joanna Webster, the Chair of the District Meetings and Operations Training Committee played a central role in organizing all the District meetings. She oversaw the registrations for the Rendezvous, maintained the database, prepared registration materials and managed the auction.

P/C Sandra Thomas, Chair of the Membership Involvement committee is responsible for submitting the District’s applications for the 2016 Membership Involvement and Retention Award (MIRA). She advertised, gathered, and submitted the applications from participating squadrons. Five Squadrons submitted completed applications. North Olympic Sail and Power Squadron received the First Place Trophy Nationally for the second year in a row. D/C Rasmussen accepted the Trophy on behalf of North Olympic during the National Governing Board meeting in Pittsburg.

P/D/C Barbara Erickson, Chair of the Member Benefits committee was successful in adding Fisheries Supply to the small but growing list of local benefits to our members. Members can sign up for discounts via the district website. Katherine Sherrick, Chair of the Youth Posters committee was unable to attend the Poulsbo Rendezvous. Barbara advertised for the event and supervised the youth participants. Later, Kathy was successful in obtaining additional entries for the Youth Poster contest. The entries were posted during the District’s Conference and winners were selected. The winning Posters will be entered in the National Youth Poster Contest that will be held during the National Meeting, February 2017.



Education Officer

DEO Tom Dalglish, SN

deo@uspsd16.org

Just got off the ship. Spent 16 days cruising from Rome to Tampa, Florida. The Atlantic Ocean proved to be smooth sailing, a steady northeast trade wind of 10-15 knots all the way. We followed the course that Columbus took, but faster and with much better food.

Fall Conference

The conference in Bellingham was a great success. Lots of pirates and plunder and the predicted rain took a vacation. From an education perspective National rep Bob Anderson teased us with hints of huge changes coming our way re class structure and course names. There is, in reality, more smoke than fire at this point, but big changes are at least being discussed.

POTW

One significant change is no rumor. The Practical On The Water (POTW) course is now available FREE to members. This one day class involves 2-3 hours of basic classroom training in the morning, and another 2-3 hours OTW training in the afternoon. National reduced their price for POTW materials from \$140 to \$40, but the purchase is optional for members. Squadrons must charge *non-members that fee, marked up as desired. Charge non-members at least \$100. Why? Because the course is certainly worth that much (and more) and it gives you a superb recruiting tool. Non-members can save that \$100 simply by joining your squadron. Several squadrons in our district have already run this program with excellent results. Financial help is available from National to cover your cost for all boat expenses. For details: www.usps.org/national/eddept/boc/files/practical_on-the-water_training_update_2016-04.pdf*

Prince Henry Award

This award is given for the best record teaching our celestial navigation courses, JN and N, weighted for squadron size. The winning squadron this year was Deception Pass. Congratulations.

Chapman/Mahnken Award

A sure conference highlight for education is the Carl Mahnken Award, given to one instructor nominated by a squadron for teaching excellence. We got five nominations this year, one more than last year. Points are awarded to nominees for various categories, such as a timely and complete submission, letters of recommendation, number of courses taught, instructor grade and merit marks, VSC inspections, and OTW contribution. The 2016 nominees:

Squadron Instructor

Bellevue: Ray Huggins, SN

Bellingham: Graham Hunter, AP

Everett: Renee Olson, SN

North Olympic: Gordon Bilyard, AP

Tacoma: Kevin Kennedy, SN

Graham Hunter of Bellingham earned the award this year, but congratulations to all nominees. Please honor your instructors next year with a nomination. Graham Hunter's name has been submitted to National for the coveted Chapman Award.

Welcome to the neighborhood

LEARN boating skills

ENGAGE with boating friends

CONNECT with the boating community



Come for the boating education... Stay for the Friends™
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Find a local
squadron near you.
www.usps.org



WORDS FROM YOUR SECRETARY Annette Ferguson

Reach Out, Reach Out and Touch Someone

Many of us will remember the jingle that urged us to reach out and touch someone with a phone call. How many folks still talk to people on the phone? Today, we have many ways of communicating. We can email, Twitter, Tweet, Facebook, instant message, telephone, write and even talk one on one. We each have our favorites. Can we think about how our district and squadrons communicate? Now, I'm not talking about the quality of our communication because I know we would all agree, it could be better. For this article, I am focusing on the communication tools we have and can use.

Communication for our district and squadrons is accomplished through our newsletters, email, web sites and Facebook. It is important to view these tools as not only a method to tell your membership what they need to know but also a way to present your squadron to the public. Are these sites going to attract future students? Will the sites create interest in your squadron? Does your squadron even use these tools?

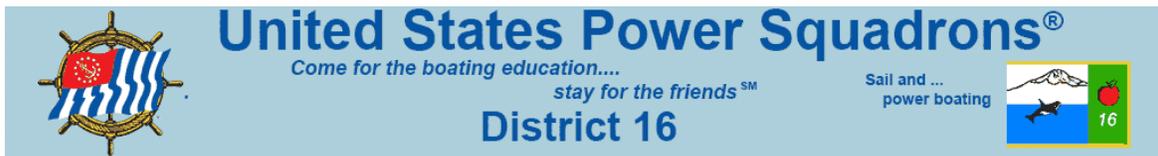
I have spoken to the usual ways to think about communications, but for a moment, let's go "outside the box." We have the ability to communicate who we are when we wear our squadron, district or United States Power Squadrons attire. When folks see our name or logo, a conversation can occur and guess what, we can communicate about our organization. Do you carry squadron business cards? These are a great communication tool and a great way to increase name recognition.

How about the Seattle Boat Show and other boat shows that squadrons participate in? We don't always think about our presence at these outside events as communication tools, but they are. At these events, we have an opportunity to demonstrate to other vendors as well as attendees who we are. At these events, we get to tell people about the United States Power Squadrons. At these events, we get to Reach Out and Touch Someone.

In 2017, District 16 will have a booth at the Seattle Boat Show. The Virtual Trainer will be present for attendees to experience. Your district Marketing Team will be managing a wonderful raffle and getting names of attendees who are interested in classes and/or membership. These names will be sent to the respective squadrons for follow up. Additionally, in 2017 District 16 will be at the Washington State Fair and Kirkland Uncorked. These are but a few of the outside events where you and your squadron will have a presence; an opportunity to communicate.

To all squadrons. These are some ideas to increase your communication. Whatever you do, however you do it remember to Reach Out, Reach Out and Touch Someone.

Save the date:



District 16 Educational Seminar/ Incoming Officers Meeting

April 29, 2017 – 0900 to 1600

116 COAST Hotel, Bellevue, WA

Hosted By: Bellevue Sail & Power Squadron

The 116 Coast Hotel located at 625 116th Avenue NE, Bellevue, WA 98004 is the venue for this year's District 16 Educational/Incoming Officers Meeting.

2017 Seattle Boat Show

By Al Keim

As promised, District 16's effort at the 2017 Seattle Boat Show will be enhanced. In addition to the upgraded Boating Safety Virtual Trainer (BSVT), affectionately known as "Buzz", there will be a contingent of members marketing our beloved organization.

While operating the boating simulator is straightforward, save for individuals who wish to play "Grand Theft Boat", new marketing activities in our expanded booth are being developed at this very moment.

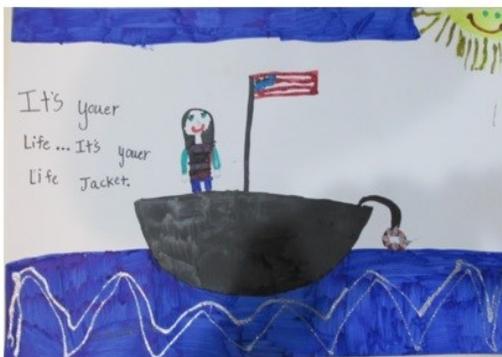
One suggestion that reared its head at Bellingham's fall conference was to set up gutter races. You may be forgiven if at first blush the event is confused in your mind with the recently concluded political campaign. No, these races are done in actual gutters, the sort attached to buildings. The classic race begins with contestants crafting sail boats, then providing gusts of air to power them along a watery track to a timely completion. As an aid to heightened excitement, it was suggested the starting point in the gutter be elevated ever so slightly so that enhanced speeds might be attained.

Technical considerations aside, let us go with the idea that belief is the only essential component of success. To this end it is incumbent on you to search out a means of participation in the upcoming boat show. Contact someone who appears to know what is going on and offer assistance.

We hope to see you there!

Youth Poster Contest Entries-2016

Ava Bocook – Age 6-8



Abigail Fife – Age 9-11





Dues Increase

1 December 2016 - 30 November 2017

The United States Power Squadrons Governing Board voted to increase the 2017 Membership Year dues by \$2.00 for single members and \$3.00 for Family memberships. The resulting new dues values are:

	<u>National</u>	<u>District 16</u>
Single Member :	\$53.00	\$ 8.50
Family Unit:	\$79.50	\$12.75

(Add your individual squadron's dues for total membership amounts)

The good news is that the District 16 Dues have not increased!

The other good news is that with the added benefits that USPS has been able to secure for our members we can easily make up the small additional increase. Have you looked at the Members Benefit Committee page under the National Administrative Department?

No kidding, they actually have a little pirate's chest on the page to suggest there are treasurers to be found. Member Benefits is right at the top left once you have logged on. Take a look, you might find a benefit that once taken advantage of will more than offset the increase in your dues. I personally have seen a BIG discount by using my USPS membership for Office Depot/Office Max. What would have cost over \$25 turned out to be around \$4.50!

And have you checked out the Solude Coffee?

Take a look, you may find that treasure!



AND A





United States Power Squadrons®
 District 16 Spring Conference & Change of Watch
 9-12 March 2017
 Campbells Resort in beautiful Lake Chelan



LOCAL ACTIVITIES

- ◆ WINE & CIDER TASTING
- ◆ BOATING
- ◆ CYCLING
- ◆ FISHING
- ◆ LADY OF THE LAKE
- ◆ GOLF
- ◆ MILL BAY CASINO
- ◆ HIKING
- ◆ TOURS
- ◆ TAKE IN A MOVIE

THE RESORT

- ◆ VOTED THE #1 RESORT IN THE NORTHWEST
- ◆ ALL ROOMS ARE LAKE VIEW W/PRIVATE BALCONY
- ◆ ROOM PRICES WILL BE AROUND \$100/NIGHT
- ◆ STATE OF THE ART CONFERENCE SPACE
- ◆ WALK TO DOWNTOWN SHOPPING
- ◆ DAY SPA ON SITE

"EVERYTHING WASHINGTON"

THIS WILL BE THE THEME THIS YEAR, IN CELEBRATION OF OUR DIVERSE GEOGRAPHY, SKILLS, HERITAGE AND STYLE!

Details coming soon!

District 16 Announces New LOCAL Member Benefits

By P/D/C Barbara Erickson, JN, and D/Lt/C Annette Ferguson, AP

We always say, "Your certificate number is your ticket to savings!" Now you can take advantage of our two newest LOCAL benefits.



Fisheries Supply
Marine Supplies Since 1928

Fisheries Supply has partnered with our district to provide us with their Preferred Pricing program. All you have to do is register and use the promo code to sign up! Once you sign up, your pricing is automatically applied whenever you logon to their website or when you shop in their store! For information on how to take advantage of this NEW benefit, please go to the district website, <http://uspsd16sg.org/>, D16 Qik Pik, Member Area, enter the district password and follow the directions for *Fisheries*. It is waiting for you....



Farmers Insurance Company provides Marine Insurance and has multiple levels of discounts available to our members. Whether you have a boat or other insurance needs, *Farmers* is there for you – "We are Farmers..."

Taken a course through USPS? A 5% discount is waiting for you. Have a Captain's License? Look for a 10% discount. There are benefits for members who have protective devices on their boat such as automatic fire extinguishing equipment, alarm systems, etc. The benefits are too numerous to list. Visit our district website, <http://uspsd16sg.org/>, then go to D16 Qik Pik, Member Area, and enter the district password to see how you might qualify or contact Bob Archer, District Manager, at rarcher@farmersagent.com.

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***District 16 Calendar
2017***

January

27 Jan -4 Feb Seattle Boat Show

February

19-26 Feb National Annual Meeting (Orlando)

March

9-12 March D16 Spring Council and Conference
(Seattle see flyer page 9)

April

1 April Spring Cardinal Points Deadline

29 April D16 Education Conference and
Incoming Officers Meeting (see page 7)

June

22-24 June District Rendezvous (Poulsbo)

August

1 August Fall Cardinal Points deadline

September

10-17 Sept Fall Governing Board (Dallas)

December

1 December Winter Cardinal Points Deadline