

Script And Instructions

Presentation on America's Boating Club

This document can be used to support your presentation of America's Boating Club® at squadron meetings.

The script on the following pages gives you suggestions on what to say. Read and adapt it to your own style and message.

The presentation includes a link to a 60 second video. This is not a link to an online source, because these are not dependable everywhere. Instead, it is embedded in the PowerPoint file. You can run the video from slide 11. To do so, click on the little rectangle next to the "Click" pointer. The video should run in the default viewer of the computer you are using. **TEST IT FIRST!** Then close the viewer window to resume the PowerPoint presentation.

Script And Instructions for Presentation on America's Boating Club

Cover Slide

You may have heard that the United States Power Squadrons is changing its name to America's Boating Club. Officially, nothing changes for contracts, tax returns, and other official uses as well as for internal use. We are still the United States Power Squadrons. However, we ARE changing the way we promote our organization to the boating public, including a more dynamic image, more relevant words to describe ourselves, and modernized graphics. And that includes using America's Boating Club® as a marketing name and descriptor.

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There is overwhelming recognition at the national, district, and squadron levels that we need to update our image in the boating market place. Many squadrons have been saying that for years.

Our name, the *United States Power Squadrons*, does not resonate with the public. What does a "squadron" mean? What does "power" mean? Nowhere does it imply that we are a boating organization.

Furthermore, most of the recreational boating public have not heard of us, or they get us mixed up with other organizations.

So we need to update our image in order to appeal to today's boaters. It must identify who we are, and why someone should be interested.

Today's boaters are different from traditional members in many ways, but similar in others.

- Many have smaller boats, often less than 26 ft, and on a trailer. Many boat on rivers and lakes and are not interested in learning piloting and navigation. Instead, they enjoy water sports, fishing, and hunting.
- Today's boaters fit in boating in their lifestyle, but it may not be a primary focus. They have busy lives, and often have kids at home.
- Some do have mid-sized boats and go out in navigable waters, but the number of these folks in the younger generations is less than in the baby-boomer and older generation. That may change over time, but there is no guarantee that smaller boaters upsize later on. We must reach them where they are currently.
- So we need to attend to all kinds of boaters including our current type of member, and future members. And across all kinds of boating venues.

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Most of our members are Baby Boomers or older. The average age of all members is 64. Many are no longer boating.

This traditional membership group joined USPS for education, public service, and camaraderie. They typically do not mind classroom environments and enjoy the social interaction. Many of this group are,

or were, interested in all forms of boating, and our educational advancement track emphasized seamanship, piloting, and navigation typically associated with cruising.

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This is our growth market. Look at them, and look around you. Our average USPS member is 64 years old, and represents a declining market in size. Conversely, these folks you see here are OUR future. We need to appeal to their interests and adapt to their needs.

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So, let's summarize this growth market. There is more diversity in their boating activities, as well ethnically. A wider range of boaters exist that we may want to pursue as members. While their interests include the same as the historical membership, there is a broader interest in fishing, water skiing, and other water sports.

There are approximately 15 million of these boaters with sufficient disposable income to enjoy boating. Many are motivated by fun and action. Many are interested in boating with friends. A good portion are family oriented. These are not young families, but parents often in the 40+ range with older children who can enjoy boating and water sports.

Note that the National Marine Manufacturers Association has targeted the general population for emphasizing boat sales.

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Taking a look in more detail, the Growth group may be described as two subsets: The Outdoor Enthusiast and the Sociable Adventurers. There are many similar traits; even the average age is not very different. However, their interest and motivation do differ somewhat.

The Outdoor Enthusiasts like to escape from the routine by boating. Activities vary, and include the full range of water sports, fishing, and cruising. They may boat alone, as a couple, with friends, or in groups. This category enjoys education and sees it as improvement of their skills and knowledge, so they can comfortably escape on weekends and holidays.

The Sociable Adventurers enjoy boating more with friends and family. Many have older children (pre-teen and teen) at home. Education and volunteering may be family based; it's part of the shared experience and creates happy memories.

How we initially appeal to these groups is similar, but we need to understand their motivation for boating, what type of boating they enjoy, and with whom they boat. Understanding these factors lets us emphasize certain squadron offerings and activities.

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The Stretch Market includes many Millennials. While some squadrons successfully include Millennials, overall they are not a primary market at this time nor a focus for our greatest effort and budget. That does not mean to ignore them, but we must temper our expectations to understand that we do not readily appeal to this group at this time. Most of this group do not consider themselves boaters, even if

they focus on paddling and water sports. However, we should emphasize our name recognition nonetheless.

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As an overall summary of our target markets, let's look at this table.

- The Historical segment is large, but is declining in numbers. Due to their interests in USPS education and camaraderie, they are a good fit for membership. Consequently, the probability of recruiting is high, and we should actively pursue this group.
- The Growth segment is large and is either stable or growing over time, as the 40-55 age group pursue a lifestyle in addition to working and raising a family. Their interests in boating activities, learning together, and working for the boating community coincide with the America's Boating Club image we want to project. They are a good fit for our organization and should be a focus of our marketing and recruiting efforts.
- The Stretch group, while large and growing, typically is not interested in joining organizations, formal education, or structure. At this time, we do not have much to attract them. That said, if your squadron has success in recruiting this group, keep up the good work.

Slide 9

So, what image do we want to project? Are we only an educational organization? Does our social calendar only include meetings and dinners? With boating educational information available free on the internet, and our current member demographics what they are, there is little in our historical image to attract today's boaters, especially in our target age group of 40+.

Instead, we need to ramp it up. We know from our growing squadrons, and from extensive market analysis by USPS and the boating industry, that our growth path must involve fun, action, togetherness, and a dynamic learning experience, both formally and informally.

So we need an image they shows that we are active and vibrant, and that we are relevant to today's boaters.

We are a boating organization first and foremost. And we support our members with interesting learning experiences. In short, "we boat together, learn together, and help each other and the boating community". This is identical to our triad of education, fraternity, and civic service, but with more modern language and a more direct statement of the benefits of our organization. Additionally, we are a welcoming and inclusive organization. We want everyone to feel comfortable.

Side 10

Since announcing America's Boating Club at the 2017 annual meeting in Orlando, there has been tremendous support and enthusiasm for the new marketing name and logo. The name is exactly what we are: a boating organization. It allows for explanation of all that we do, from education, to fun, to service.

The logo is modern, and includes elements of power, sail and paddle craft. It shows fluidity, movement, and water. It demonstrates action, and is forward looking.

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So what does this mean? What is America's Boating Club? It's where people come to:

- LEARN boating skills
- ENGAGE with boating friends
- CONNECT with the boating community

This is a lot like our traditional focus on Education, Fraternity, and Civic Service but with more modern language and a focus on the BENEFITS of membership. It is more meaningful to prospective members; instead of a focus on us, it's on them.

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Let's see an example of this put into action. Here is a 60 second video produced by P/D/C Marty Lafferty that is aimed at all boaters. It promotes the boating lifestyle and unabashedly promotes joining USPS.

Note to presenter: Click on the little rectangle next to the "Click" arrow. The video should run in the default viewer of the computer you are using. TEST IT FIRST! Then close the viewer window to resume the PowerPoint presentation.

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We envision evolving to America's Boating Club imagery exclusively for marketing and promotional purposes. This means we will de-emphasize the use of the traditional ship's wheel logo, except for official documents and other official needs such as contracts, tax forms, and so on.

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So, let's see how all this comes together, using an advertisement as an example. **And by the way, USPS is currently advertising nationally during 2018. This is the first time in decades, and is very important for us to regain recognition in the boating marketplace.**

We have the marketing name and logo, America's Boating Club at the top and primary. Then we see the message including:

- the Welcome to the Neighborhood theme
- an eye catching picture of a variety of boaters welcoming you (and your puppy)
- the benefits to a prospective members where they can
 - LEARN boating skills
 - ENGAGE with boating friends
 - CONNECT with the boating community
- a new tagline: "For Boaters, By Boaters"
- copyright and official name "United States Power Squadrons"

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To help squadrons with local rebranding, we have developed the America's Boating Club Marketing Guidebook. This is a "How To" manual that covers how to organize and what to do, selling the name change, the rebranding approach, and links to both new marketing materials and marketing training for

squadron members. There is a link to a great presentation on how to represent your squadron and operate a booth at a boat show. Additionally, there are eight promotional videos varying from 30-second to 10 minutes that you can incorporate into your website, show at public events, show at public educational sessions, and email to prospective members.

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The Guidebook describes how to use the new logos, which are available from a link in the Guidebook and from the Marketing Committee webpage on www.usps.org. Essentially, squadrons can use the new logos now but may not modify them in any way. Users must also adhere to the trademark standards described in the Guidebook and as shown on the logos. Squadrons also need to include the trademark phrase *America's Boating Club® is a registered trademark of the United States Power Squadrons®*. There are several suggestions and examples on use of the logos in the Guidebook, as well as in the associated Brand Standards Manual.

Currently, we have two national logos. And including the squadron or district burgee, there are three. This is way too many. It looks crowded and messy. Also, it is confusing to the viewer, especially non-members. We recommend using the local burgee and the new America's Boating Club logo. That way, your local identity can be linked to the new dynamic imagery and all that it implies.

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Do you need to change your squadron's name? What should you call yourself?

This is a local decision, based upon the culture of your squadron or district. However, we have some suggestions to consider.

If you want to link your local identity to a nationally advertised name in order to leverage the strengths of both, then you could include the words "boating club" in your marketing name. Some squadrons already do. However, some of the same squadrons have said that their name is confused with other local boating clubs and yacht clubs. That's a problem.

So, some squadrons have indicated a preference for using "America's Boating Club of" and a local name. Like "America's Boating Club of Rockville", for example. This way, we avoid confusion with other local clubs, and stand out by identifying with the national name that will be promoted across the country.

Depending upon whether the squadron name is highly recognized in the boating community, you may want to keep the traditional name, but use the new name as a descriptor such as "XXXX Sail and Power Squadron: We Are America's Boating Club".

Finally, remember that you do not need to change your official name. This is a marketing identity we are talking about. Some squadrons may decide to pursue a DBA, or Doing Business As. Again, that is a local decision.

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What is a DBA? A DBA is a registration of a trade name or marketing alias. It legalizes and protects the trade name for your use and nobody else can use it. Each state has different requirements, but it is typically very inexpensive and easy to do on the state business services website. Just do a search for DBA and your state.

Note that some states require DBA registrations in the home county too. There is an additional cost imposed by the county.

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As described in the Guidebook, you may want to organize a special ad hoc committee or task force for Marketing if your squadron does not yet have one. Most squadrons have a PRO for public relations, a Membership chair, and an SEO but not a cohesive and comprehensive marketing approach. Consequently, these squadron positions should be supplemented with interested members and Excom officers for the following:

- Determine how the squadron demonstrates that they “live the logo” by providing on-the-water boating activities, additional social events, a range of educational opportunities, and service to the boating community? What needs to be improved and enhanced?
- Decide on local branding, as suggested in the Guidebook. Recommended use of your burgee and the new logo are shown in this presentation and the Guidebook.
- Review and update your website and all squadron brochures, PowerPoints, and other marketing materials to reflect the new branding approach. Materials and examples are provided in the Guidebook. Show pictures of the desired demographic you want to attract, not just current members. Ensure the wording and presentation reflects the informal and fun aspect of squadron life, in addition to education, knowledge, and skill. Avoid formality and the past.
- Make sure your website links to www.americasboatingclub.org.
- Create a viable and sustainable marketing strategy that works for your squadron. You will need volunteer resources and perhaps a budget. Develop a systemic approach that includes boat shows and other public events, public education such as America’s Boating Course and seminars, advertising and publishing articles in local/regional boating publications, and public speaking engagements.
- One size does not fit all. Review and adapt the material in the Guidebook to your situation.

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So, what is our timeline? The national organization is transitioning to the new identity, and so are squadrons and districts. The transition period is uncertain, and will be tested along the way, but is currently estimated at 12 months. Some squadrons are moving faster. Others need more time to update their materials and website, of course, but many squadrons are excited to get started.

Based on feedback, early indications are that many squadrons already are using their burgee and the new logo, instead of the traditional ship’s wheel logo. Additionally, some squadrons are moving to promoting themselves as America’s Boating Club of _____.

Squadron resources are often a problem. Do what is doable. But let’s get started. It’s a good time to be a member of America’s Boating Club.

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Contact information.

Discussion and comments, if appropriate.