



United States Power Squadrons/Brunswick Boats Partnership 2011

USPS Sales Package for USPS representatives

DEOs, SEOs, or other

<u>Table of Contents</u>	<u>Page</u>
<u>Partnership Overview</u>	<u>2</u>
<u>Dealer Participation Program</u>	<u>2</u>
<u>Benefits for Dealers and for USPS</u>	<u>2</u>
<u>Classroom-only relationship</u>	<u>3</u>
<u>Kiosk Partnership</u>	<u>4</u>
<u>On-the-Water training partnership</u>	<u>4</u>
<u>Promotional Plan</u>	<u>5</u>
<u>Listing of USPS courses and seminars</u>	<u>6</u>
<u>Attachment 1-Dealer kiosk photo</u>	<u>7</u>
<u>Attachment 2-Kiosk Initial Inventory</u>	<u>8</u>
<u>Attachment 3-Dealer kiosk sign-up information</u>	<u>9-10</u>
<u>Attachment 4-Sample tri-fold promo piece</u>	<u>11</u>
<u>Attachment 5-Brunswick Boats press release of 12OCT10</u>	<u>12-14</u>
<u>Attachment 6-Talking piece-“What’s in it for my Squadron?”</u>	<u>15</u>



United States Power Squadrons/Brunswick Boats Partnership 2011

Overview

Brunswick Boats has partnered with United States Power Squadrons (USPS) to pursue an exciting new opportunity which will benefit both organizations. Brunswick is one of the country's largest boat manufacturers, producing such well-known brands as Hatteras, Bayliner, Sea Ray, Boston Whaler, and Valiant. USPS is the premier recreational boating education group in the U. S. and Canada, teaching safe boating since 1914 in some 500 cities and towns. Brunswick markets its products through an extensive nationwide network of dealer affiliates. With this partnership, Brunswick encourages all of its dealer affiliates to work with USPS to bring together the top educator of boaters with the top seller of boats. Participating dealers will enjoy increased floor traffic and customer satisfaction, while USPS will further its mission of providing quality boater education to a wider audience than in the past.

Dealer Participation

Here's how it works. At the first level of partnership, the dealer provides space for USPS to offer its battery of classroom seminars and courses. At the second level, the dealer also purchases a kiosk of USPS-branded educational products for sale to the public, and restocks the kiosk as the educational products are sold. At the third level, the dealer also provides USPS instructors with facilities for the instructors to perform on-the-water instruction on boat handling.

Benefits

For dealers:

- increased traffic in the dealership, attracting individuals who might not otherwise visit
- enhanced goodwill as a source of training as well as products and services
- opportunity to sell more boats and accessories to informed boaters
- reasons for boaters to come back for return visits offering additional sales opportunities
- little or no added costs

For USPS:

- opportunity to provide training to a broader audience, and sell its materials



United States Power Squadrons/Brunswick Boats Partnership 2011

- use of facilities in which to operate
- potential to build membership in USPS

Classroom-educational-only partnership

Local USPS squadrons and district teams will work with each dealer to plan and schedule courses, training, demonstrations, seminars, and events, and plan promotion; a national hotline will be available for additional support.

USPS courses and seminars are scheduled to be held in the dealership – this is for customers and boaters (potential customers) drawn from joint public promotion; the local squadron will take care of all training materials, training, fees, certificates, projection equipment; dealers will provide facility, chairs, demo equipment and participation as desired

Phases of training:

The starting point is basic boating – *America's Boating Course*³ is the ideal solution as it is complete, richly illustrated, multi-media, and informative - 8 hrs

- It meets state requirements for certification.
- At least someone in the boater's family or circle of friends will want and need this solid introduction to boating.
- Most insurance companies will give discounts for completion.

Next, many boaters will want to learn specific techniques or about equipment.

USPS seminars provide single topic information in short sessions:

- Seminars in Trailing, Using GPS, Anchoring, and VHF Radio are very popular
- (select from 18 titles) – most 2 hrs
- Seminars can build credits toward Boat Operator Certification
- Other USPS courses – seamanship, navigation (4 courses), marine equipment (4 courses), weather, cruise planning

As boaters become more engaged, they will want greater depth in subjects such as navigation (4 courses), marine equipment (4 courses), weather, seamanship, and cruising.

USPS courses offer top-notch training – typical course – 16 – 20 hrs

- In depth training and practice
- Credits toward Boat Operator Certification.



United States Power Squadrons/Brunswick Boats Partnership 2011

Retail kiosk partnership

Customers in the dealership want to know about boating – a quick handoff is to sell them a self-study book; this is a dealer/customer transaction – USPS will resupply kiosk materials upon request at special dealer prices.

Participating dealers receive a kit of display material and products:

- Window and poster displays, a display rack for product
- Flyers explaining the partnership program, available courses and seminars
- A selection of self-study books for retail sale. The selection of books in the kit are USPS best sellers. See Attachments 1 and 2 for kiosk photo and inventory.
 - America's Boating Course - with CD and DVD
 - Trailering Your Boat
 - Powerboat Handling Illustrated
 - The Weekend Navigator
 - Knot Tying Kit
- One full membership in USPS
- The fee for participation is \$500 per dealership, the kit equivalent cost is \$662 and the retail value of saleable product is \$1,050. See Attachment 3 for sign-up sheet.

On-the-water training partnership

Participating dealers provide USPS on-the-water instructors with the use of on-the-water training aids such as docks, launch ramps, and dealer boats. On the water training has been developed by USPS under a grant from the U.S. Coast Guard. This training will soon be delivered by individual squadrons from over 500 on-the-water USPS instructors.

- On the water training – combination of classroom and on the water – 8 hrs
 - Covers close-quarters maneuvering and protected open water training
 - Completion satisfies boat handling skills component for Inland certification
 - An on the water navigation training program has just been completed is available now through squadrons – 8 hrs
 - Completion satisfies the navigation skills component for Inland Navigator certification.
- Boat Operator Certification – represents recognized credentials for recreational boaters. Certificates are achieved by successfully completing specific courses, seminars, and



United States Power Squadrons/Brunswick Boats Partnership 2011

by performing skill demonstrations. Credits are accumulated in a passport for each level by completing individual courses and seminars at four levels – Inland, Coastal, Advanced Coastal, and Offshore.

Promotion

National

At the national level, Brunswick and USPS will issue press releases, media articles, presentations and briefings about the joint partnership program; success stories provided by dealers will get prominent coverage; in addition, the USPS web site will identify the partnership and list/link to participating dealers.

Local

At the local level, dealers and USPS local squadrons and districts will jointly plan and execute media releases, poster campaigns, local articles, and advertising of programs offered and events – the combined name recognition of USPS and the dealer can be expected to attract a broader audience than either would expect individually. See Attachment 4 for sample promotional tri-fold.

Special events – USPS supports with demonstrations, quick seminars, hands-on training and Vessel Safety Checks. These are typically dealer-led events in which USPS will participate as requested and needed.

Further Information

Further details can be obtained on USPS University courses, seminars, and certification at www.usps.org/. In addition to America's Boating Course (www.americasboatingcourse.com),

USPS offers courses in:

Seamanship boat handling, navigation rules, seamanship

Piloting inland, near coastal navigation

Advanced Piloting extended coastal navigation

Junior Navigation offshore navigation, intro to celestial nav

Navigation advanced offshore navigation and celestial

Weather comprehensive weather for the mariner

Sail basic and advanced sailing techniques

Boating is fun...we'll show you how!®



United States Power Squadrons/Brunswick Boats Partnership 2011

Cruise Planning considerations and skills for cruising
Marine Electrical Systems AC/DC shipboard power, corrosion
Marine Communications Systems coastal, offshore, and data communications
Electronic Navigation Systems on board electronic systems and sensors
Engine Maintenance diesel, gasoline, inboard, outboard engines
Instructor Development instructor certification

USPS offers seminars in:

Recommended for a pilot program:

Using GPS operating a GPS, basic waypoints and routes

Using VHF and DSC Radio selecting and using VHF, details of using DSC

Anchoring selecting, deploying, and handling anchors

Trailer Your Boat selecting, maintaining, launching using trailers

Other seminars to choose from:

How to Use a Chart understanding charts and symbols

Onboard Weather Forecasting predict local conditions with personal observations

Marine Radar selecting, operating, interpreting radar returns

Knots, Bends, and Hitches comprehensive marine knots including hands-on

Boat Handling Under Power basic handling in close quarters and open water

Advanced Powerboat Handling comprehensive handling including on the water

Partner in Command introductory training for mates and crew

Mariner's Compass selecting, installing, adjusting, using a compass

Boating in Rivers, Lakes and Locks inland boating, handling locks

Basic Coastal Navigation navigating with electronics and basic tools

Mastering the Rules of the Road inland and international rules made simple

Sail Trim advanced sail management

PaddleSmart® introduction to paddling, techniques

Hurricanes and Boats pre-planning and securing boats for hurricanes

Skills Training:

Practical On the Water Training close quarters and open water skills

Firefighting hands-on fire extinguishing training

Visual Distress Signals hands-on using flares, meteors, signaling

PassageMaking overnight, offshore cruising (with US Sailing)

Boat Operator Certification: Recognized credentials for non-professional mariners

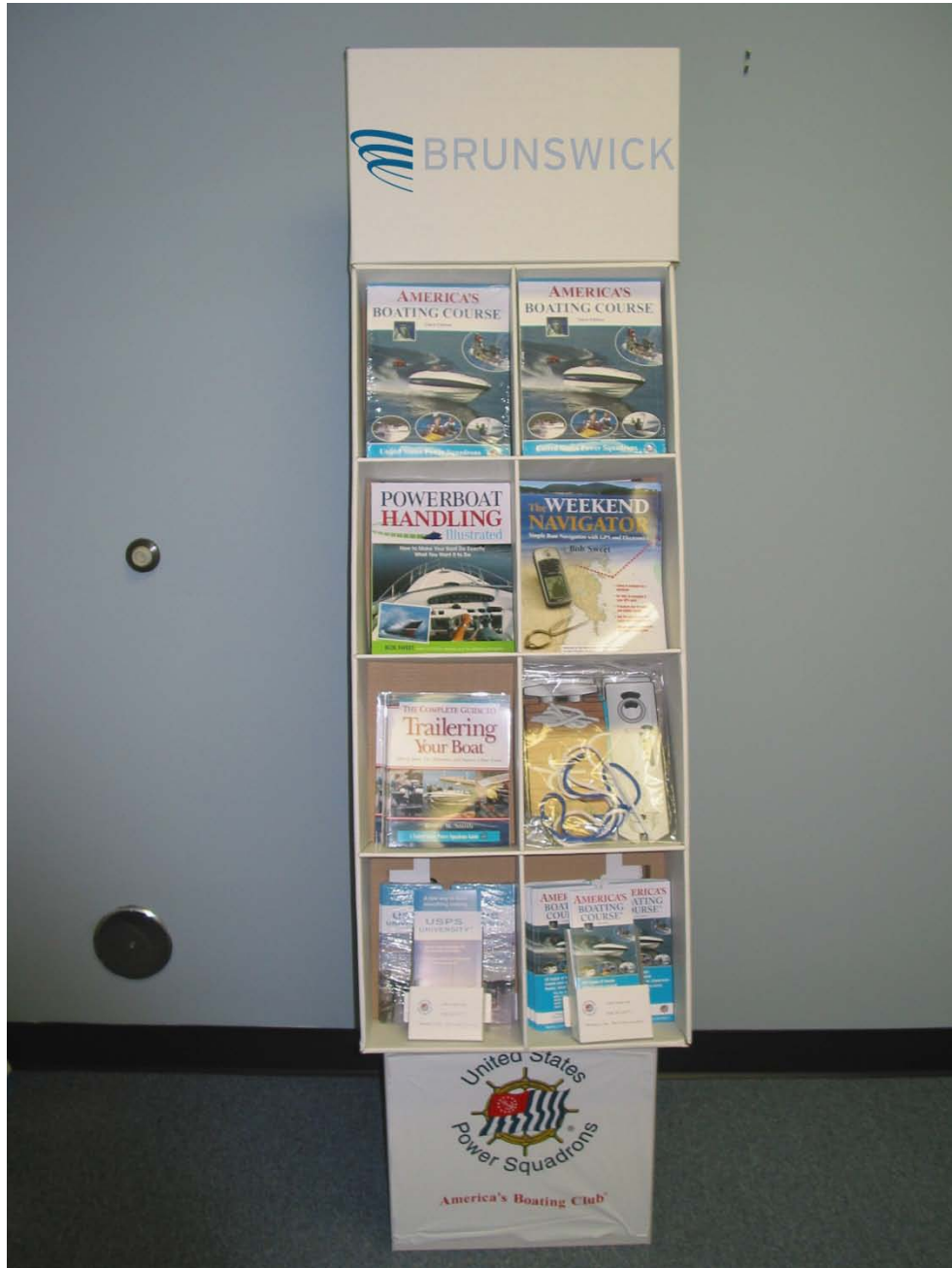
Inland, Coastal, Advanced Coastal, and Offshore levels

Boating is fun...we'll show you how!®



United States Power Squadrons/Brunswick Boats Partnership 2011

Attachment 1--Dealer Kiosk





United States Power Squadrons/Brunswick Boats Partnership 2011

Attachment 2—Kiosk Inventory

Here's what the \$500 dealer package includes:

- Display Unit
- (2) Window Posters
- (4) Wall Poster
- (100) America's Boating Course 3rd Edition Flyers
- (100) USPS University Flyers
- (3) Flyer Stands
- (100) Brunswick-USPS flyers.
- (12) ABC3 Student Manual Kits
- (6) Trailering Guides
- (3) Weekend Navigator Guides
- (3) Powerboat Handling Guides
- (6) Knot Boards
- (1) Dealer Membership per location in the USPS

Dealer will pay the shipping charges.



United States Power Squadrons/Brunswick Boats Partnership 2011

Attachment 3—Dealer Sign-up Page 1 of 2

Brunswick/Dealer/USPS Partnership Sign-Up

Your dealership has been invited by Brunswick Boat Group and United States Power Squadrons to join in the pilot of our partnership program. In addition you have been invited to have someone from your dealership become a full member of USPS.

For a one-time fee of \$500 to join the program, your dealership will receive a kit of promotional and resale educational product, and one-year's membership in USPS for one individual in the dealership.

Our goal is to add a significant training and boating education presence for your dealership using the resources of local USPS squadrons and district organizations. They will provide professional quality materials and highly experienced and qualified instructors to assist your customers gain confidence with their boats. In addition, by opening programs to the public, they will help attract other boaters to your facility who may become customers. Jointly, you will plan and promote highly engaging programs of interest to those who attend. All you need to do is fill out the attached form and either provide a check or billing information. Upon receipt at our headquarters, your kit will be on its way as well as a membership kit for your new USPS member.

We welcome you as a USPS partner. You will be able to replenish retail sale materials at exclusive Brunswick Partnership pricing and obtain other information for Brunswick Dealer Partners through our customer service at 8888-367-8777 extensions 210 or 235 or our Brunswick Dealer web pages at www.usps.org/BBG.

Please send the completed form to our mailing address:

United States Power Squadrons
Brunswick/Dealer Partnership
P.O. Box 30423
Raleigh, NC 27622

Should you ever be in Raleigh, we invite you to tour our headquarters and Chapman Library of marine history at 1504 Blue Ridge Road. Thank you for your partnership.



United States Power Squadrons/Brunswick Boats Partnership 2011

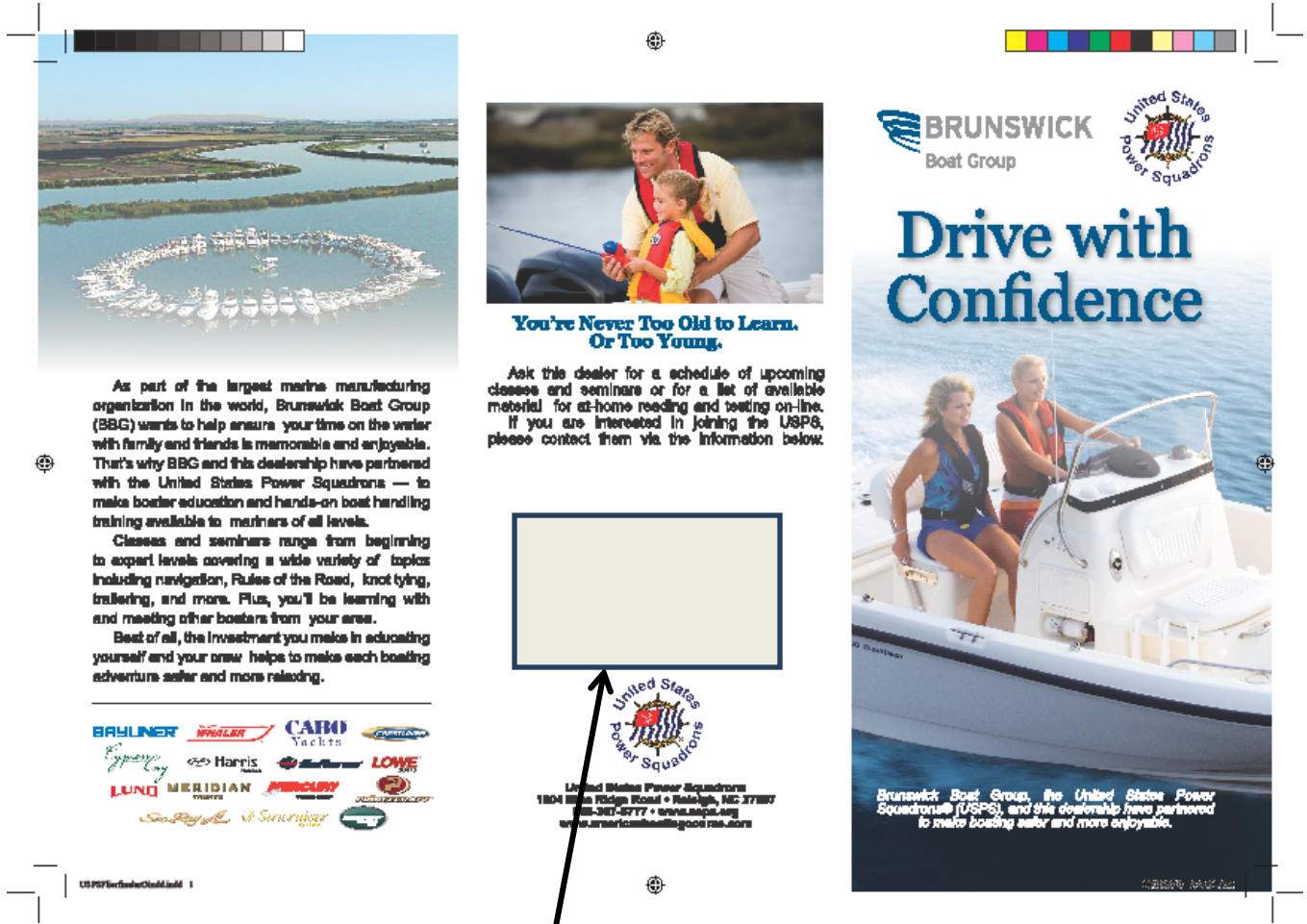
Attachment 3—Dealer Sign-up Page 2 of 2

Dealer Name				Date
Dealer Facility (if different)				
Facility Address (location to which materials will be shipped)				
City	State	Zip		Phone
Email	Web Site			
Primary Point of Contact (name, title)	Direct Phone		Email	
Product Line, Services, Primary types of boats sold at this location				
Any specific support sought from USPS? <input type="checkbox"/> Payment enclosed <input type="checkbox"/> Please Bill Us _____ Billing Address (if different from above)				
Information for selected new USPS Member (please provide this information for one individual per sign-up in order for USPS to process the member)				
New Member Name (First, MI, Last)		Phone (home)		Phone (business)
New Member Home Address	City	State	Zip	Email
Address for delivery of "Ensign Magazine" (Business, Home, or other-please identify)				



United States Power Squadrons/Brunswick Boats Partnership 2011

Attachment 4-Sample Trifold



Dealer name, address, phone, Email , dates, etc, insert in this box.

Note: For a clearer view and full size copy of this tri-fold image, click on the box. Note that this full size copy is a large (5.27MB) PDF file, so it may take some time to download depending on your connection speed.



United States Power Squadrons/Brunswick Boats Partnership 2011

**FOR IMMEDIATE RELEASE
CONTACT**

Daniel Kubera
Director – Media Relations and Corporate Communications
Phone: 847-735-4617
Email: daniel.kubera@brunswick.com

Brunswick Boat Group Partners with United States Power Squadrons to Promote Boater Education and Safety

LAKE FOREST, Ill., Oct. 12, 2010 – Brunswick Corporation (NYSE: BC), the world's largest marine manufacturer, has partnered with the United States Power Squadrons (USPS) to conduct boater education through participating Brunswick boat brand dealerships across the United States. USPS is the largest not-for-profit boating organization in the United States, with more than 45,000 members dedicated to making boating safer and more enjoyable by conducting courses in seamanship, navigation and more.

"As industry leaders, we seized this opportunity to positively impact boating enjoyment," said Brunswick Boat Group President Andy Graves. "By giving our customers easy access to education by seasoned boaters, we hope to improve the ownership experience and potentially enhance boating safety."

Classes and seminars range from beginner to expert levels covering a wide variety of topics including navigation, "Rules of the Road," knot tying, electronics, trailering, and more. Qualified Power Squadrons personnel conduct the courses using facilities provided by participating Brunswick dealers.



United States Power Squadrons/Brunswick Boats Partnership 2011

“We are delighted that the Brunswick Boat Group embraces the importance of educating boaters before they take to the water,” said Frank A. Dvorak, USPS’s chief commander. “This will improve the boating experience by helping boaters be safer on the water as well as avoid costly tickets or embarrassing mistakes. The more competent the boater, the better time they will have on the water. Brunswick understands that.”

Many states require some form of boater certification prior to operation of an engine-powered vessel. The USPS program exceeds the course requirements in every state and satisfies those obligations. Additionally, many insurance companies will discount boat insurance rates upon proof of completion of a USPS course.

“Additional programs offered include content for our more experienced boaters, including the nuances of the more complex electrical systems of cruisers and even a comprehensive course about weather,” said Graves. “For boaters who can’t make it into the dealership for the courses, participating dealers also have access to take-home guides and course material.” Graves said a pilot program already is underway with a number of Brunswick Boat Group dealerships participating.

“Because several of our brands are a popular choice for first-time boat owners, this partnership is extremely beneficial,” said Graves. “Unfortunately, one bad experience may turn people off of boating. We want to use every tool at our disposal to ensure that our customers are comfortable and competent at the helm so that they experience maximum enjoyment from their boats every time they take to the water.”

Brunswick boat brands slated to roll out the USPS program through dealerships in the U.S. include Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras Yachts, Lowe, Lund, Meridian Yachts, Princecraft, Sea Ray, and Trophy.



United States Power Squadrons/Brunswick Boats Partnership 2011

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

Contact

Tom Kemp
United States Power Squadrons
1504 Blue Ridge Road P.O. Box 30423
Raleigh, NC 27607 Raleigh, NC 27622
888-367-8777 x228
kempt@hq.usps.org

Dave Marlow
Brunswick Boats

dave.marlow@brunswickboatgroup.com

<http://www.usps.org>
www.americasboatingcourse.com



United States Power Squadrons/Brunswick Boats Partnership 2011

Attachment 6-“What’s in it for my Squadron?”

In a word, “EXPOSURE”.

Teaching classroom courses in boat dealerships puts us in front of interested potential USPS members-folks who are interested enough in boating to have either visited a boat dealer, or who regularly have their boat serviced at the dealership, or who have just recently purchased a boat from the dealership. Teaching at dealerships is one more way to make ourselves known in the boating community, and counter our “best kept secret” image.

Other benefits to your squadron

- Revenue from classroom courses-classes and seminars taught at dealerships are expected to be in addition to those you teach at your usual venue. That generates incremental revenue for your Squadron at no cost for the venue.
- Revenue from on-the-water courses-we expect that by charging the MSRP of \$200 for the on-the-water 8hr course, your Squadron will net approximately 20% of the MSRP.
- Improved quality of your courses-our Trailing seminar, for instance, is much better presented at a boat dealership where there are actual trailers for the attendees to touch and feel.
- Additional exposure for you at dealer promotional events-as you develop a good relationship with a dealer, you will likely to be invited to have a table or booth at the dealer’s periodic sales events.
- Credibility- your being associated with Brunswick’s high quality brands gives you an implied credibility in the minds of our prospective course attendees and members.
- Co-operation with nearby Squadrons-we’re all in this together. When there is more than one Squadron in the area, teaching at a dealership gives your Squadron an opportunity to work jointly with other Squadrons for the benefit of all, while sharing the teaching load.