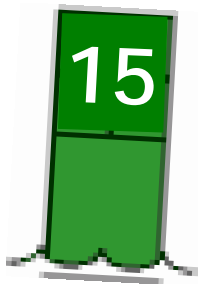


C A N



Official Publication
of District 15

A Unit of United States
Power Squadrons®

Sail and Power Boating

***Dedicated to Promoting
the Conference
and District/Squadron
Events***

Spring 2008

Who Are We and What Do We Offer?

Stf/C Connie Beckman, JN

Connie is the staff commander of the National Membership Committee. She offers sensible suggestions, not only to help you bring in new members, but also to keep your current members involved and working toward a better squadron.

As most of you know by now USPS has a problem recruiting enough members to replace the ones we lose each year. The often asked question is "What can we do to prevent this from happening year after year?" Here are just a few suggestions that might help your squadron:

Public awareness of who we are continues to be an identity crisis. Just tell anyone on the street you're from United States Power Squadrons or the Any-town Sail and Power squadron and what reaction do you get? Yes, the answer in your head should tell you we have an identity problem. A public relations campaign, giving the new seminars on a regular basis, developing an attractive booth display highlighting our teaching and civic service, publicizing our accomplishments in the local newspapers, and stating our accomplishments in a positive light are just a few things we can do.

At boat shows, where is our booth usually found? It is probably in a corner with all the other nonprofits. One solution is to go out in the aisles and greet people, or better still, walk the aisles with brochures explaining our seminars and inviting people to come see you for more information. Also, don't forget to display our squadron public boating course book, USPS course material and new seminar material.

Design your own squadron

brochure. There are two templates on the National Membership Website. Don't forget to include your phone number and website on all your handouts. If you have handouts from National – cover their address and phone number with yours. If there is no address or phone, add yours. Most people will NOT make two phone calls to find out information. Don't forget to add a benefits flyer to all your handouts. It can be found on the member benefits pages on http://www.usps.org/national/admin_dept/membenefits.htm

Is your website up-to-date? If not, take it down! Most people will come looking for class information and if they don't find it in two clicks, or it's out of date – they're gone! Think about putting an easy way for them to register for classes and seminars on your website. If you need help with any of these items, call a squadron that is succeeding in your weak area and ask for help. We are not in competition with other squadrons, but rather in the same boat and should be paddling in the same direction.

When speaking or appearing in public, give some thought as to how the public perceives your squadron. This is very important. Are you just another boating organization or are you an organization that helps the community and environment while having fun? Don't forget we can offer something no one else can – our

member courses – Seamanship, Piloting, Weather, etc. (Please note that when National designed the new Boat Operators Certification



Who Are We cont'd pg 2

CAN 15

Spring 2008 Issue (number 08-1)
MASTHEAD

OFFICIAL PUBLICATION
 OF DISTRICT 15



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Who Are We from pg 1

Program, people seeking this certification must take some of our courses – which means members that you need to turn into volunteers.)

Think about your own squadron for a moment – how many people work on your membership team or the recruiting committee? How many people are part of your Member Involvement Committee? About half your members should be involved somehow with your membership or member involvement teams. I bet you have lots of inactive members – ever thought about calling them and inviting them to help with a specific project. Don't let the fear of rejection prevent you from doing this important task. Stress that their help is needed. Be specific about the amount of time to be given. Give a begin date and end date. Explain exactly what is going to happen and what you want them to do. And don't forget to ask if they can't do it this time, may you

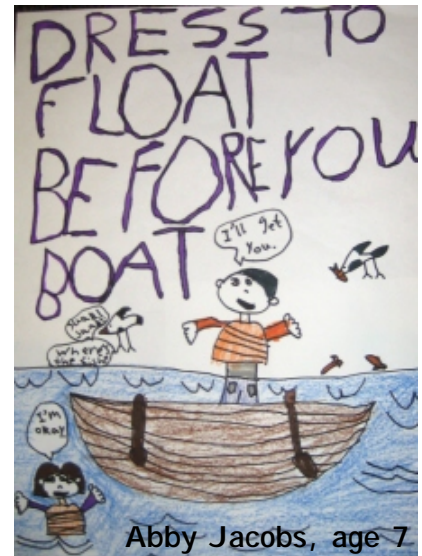
call on them in the future.

Now-a-days it takes planning, understanding your audience, publicity, and a squadron dedicated to building a recruiting team as well as communication within the squadron and across all department lines in order to rebuild and involve your membership. It's a job for all the members of the squadron, not just a small membership department. Every time someone represents USPS at an event or on a dock, they need to present a picture of who we are and what we do. Our members need to be as educated as our leaders about our mission – we are not just another boating club. Remember, we have something very special to give people who join our organization. Our message should be USPS is here for you. We are willing, ready and able to serve our communities and our youth. If you take these words to heart, I can't guarantee overnight success but I can guarantee a good start to rebuilding your squadron one volunteer at a time.

2007 Poster Contest Winners for D/15



Ally Francis, age 11



Abby Jacobs, age 7

The theme for the 2008 Youth Poster Contest is

Boat Safely – Keep Our Waters Clean

Rules and deadlines for the 11th national contest can be found at
<http://www.usps.org/national/membership/youth/pictures/11thYPCcontest.pdf>

News from the Annual Meeting

There were twenty-nine D/15 members, including the entire bridge, in attendance at the recent USPS meeting in Dallas - pretty impressive showing. Thanks to everyone who attended.

R/C Richard White, AP of the Cooperative Charting Committee (and our district) presented some information about the Adopt-A-Chart program at the Executive Department open meeting. Any squadron that has adopted a chart must make at least one entry per year. If no updates are submitted, the squadron loses that chart and cannot re-adopt it for two years. An easy and valuable entry can be made for your chart even without getting on a boat. Check out the marinas, fuel docks or pumpout stations listed in the Coast Pilot for the area covered by your chart. Verification of locations or opening hours is important and counts as a submittal for the program.



DEO Dick Gercak, AP and D/C Ron Everett, AP

Congratulations to Fort Walton Sail and Power Squadron and SEO Ray Morgan, SN. In addition to having an entry in all categories of the Teaching Aid competition, they also won first or second place awards in Advanced Piloting, Cruise Planning and Sail. Thanks also to Richard Carson, D/15 Teaching Aids Chairman, for assisting and encouraging our squadrons to participate in this program.

Boaters used to be encouraged to wear their life jackets while boating. Then suddenly there was a big push to wear a PFD (Personal Floatation Device) while on the water. Now PFDs are out, and we are again reminded to have a proper fitting life jacket for every boat passenger, and to have kids wear their life jackets while boating. It seems that inexperienced boaters had no idea what PFDs were, but they knew and understood that life jackets can save lives.

District 15 has several new Life Members, that's at least 25 years of membership in USPS and 25 merit

marks. They are:

Robert Baldrige, SN of Baton Rouge

Edgar Bittle, SN of Ft Walton

William Dietrich, AP of Lake Pontchartrain

Patricia Schulz, N of Rocky River squadron in D/7 and an associate member of St Andrew Bay, D/15, is also a new life member.

Whether it is called Beach Sweep or Coastal Cleanup in your area, it is still the same thing. It is the world's largest single-day volunteer effort to improve the health of the ocean and its wildlife. In addition to cleaning up waterways and beaches, volunteers collect important data on the types, quantity and location of marine debris that will lead to an ongoing effort to prevent marine debris through education and outreach all year.

Two squadrons in District 15 earned USPS Environmental Cleanup Recognition for their participation in the Fall 2007 event. Perdido Bay Power Squadron won the award for the most unusual item picked up, over 3000 feet of steel cable once used to supply electricity from Perdido Key to Ono Island for the original settler, Mr. Golightly. New Orleans Power Squadron earned the award for the most disgusting items, two pair of men's underwear and an empty bottle of Moet et Chandon White Star champagne.

USPS partners with the Ocean Conservancy's International Coastal Cleanup, but whatever it is called in your area, sign up and participate in the next event, 20 September 2008.



Environmental Cleanup Recognition
Richard Carson, P of Perdido Bay
and C/C Creighton Maynard, SN

Nominating Committee Report

Pursuant to Article 6 of the Bylaws of District 15, the following members are nominated for the specified positions for the 2008-2009 year.

Commander	J. Glenn Roy, AP
Executive Officer	John Wilkes, AP
Educational Officer	Richard Gercak, AP
Administrative Officer	Harold Brewer, AP
Secretary	Peggy Larkins, P
Treasurer	Larry Rathbun, AP
Asst Educational	Richard L. Carson, P
Asst Secretary	Debi Gould, S
Asst Treasurer	Al Hoffman, AP

Nominating Committee

- 1 year ... Karen Gercak, AP
- 1 year ... Blanche White, AP
- 2 year ... Cheryl Jarrell, AP
- 2 year ... Sylvia White, AP
- 3 year ... Ronald Everett, AP
- 3 year ... Peggy Roy

Rules Committee

- 1 year ... Keith Dellsperger, AP
- 2 year ... Barbara Merrick, P
- 3 year ... Robbie Jarrell, AP

Auditing Committee

- 1 year ... Joahan McDole, S
- 2 year ... Stanley Carver, JN
- 3 year ... Carl Hutto, AP

Planning Committee

- 1 year ... William Dietrich, AP
- 1 year ... James Van Court, AP
- 2 year ... Bob Burton, AP
- 2 year ... Dean Hoffman, P
- 3 year ... John Bell, AP
- 3 year ... Bruce C. Peters, AP

Submitted by
R/C Richard White, AP, Chair
Dixon Allen, S
Karen Gercak, AP
Blanche White, AP
Cheryl Jarrell, AP
Sylvia White, AP

CALL TO CONFERENCE



In accordance with District 15 bylaws, Article 5, Section 5.5, this constitutes official notice to the membership of District 15 of call to meeting, containing the agenda and other pertinent details for the 2008 Spring Conference.

The meeting will convene at 0900 on 26 April 2008 at the Clarion Inn, Pensacola, FL.

All members of D/15 are encouraged to attend the Conference and may request the privilege of the floor, in accordance with bylaws Article 5, Section 5.8.

Each squadron commander is entitled to vote. Delegates shall be selected by each squadron on the basis of one delegate for each 25 active members in good standing, or major fraction thereof, as of the preceding 1 March, with a minimum of two delegates per squadron.

Voting members of the Conference are: District Com-mander, District Lieutenant Commanders, Chairmen of the General Committees, Squadron Commanders, Past District Commanders who are active members of District 15 squadrons, and the delegates.

Uniform at the Conference meeting for the District Bridge will be USPS uniform G. The uniform for other members and guests will be uniform G or appropriate attire.



National Safe Boating Week
17-23 May 2008

Materials for this year's Safe Boating campaign can be ordered on the following website
<http://www.safeboatingcampaign.net/>

And after Safe Boating Week is over, don't forget to send in your safety report to D/Lt/C Larry Rathbun, AP. The deadline is 1 October 2008. The form can be found on

<http://www.usps.org/national/safety/>

(Note: All 3 year committee members are new; 1 and 2 year members are continuing in their previously elected positions.)

Spring Conference Agenda

26 April 2008

Uniform 'G' (Black trousers and short sleeve shirt)

0800 - Commanders, Executive Officers

0900 Conference Meeting

Coffee and Lunch Break at suitable times

Call to Order.....	D/C Ron Everett, AP
Presentation of Colors.....	P/Stf/C Stan Warner, SN
Pledge of Allegiance.....	D/Lt/C Glenn Roy, AP
USPS Pledge.....	D/Lt/C John Wilkes, AP
Invocation and Necrology.....	R/C E. J. Sacks, SN
Roll Call and Introductions.....	P/D/C William Dietrich, AP
Establishment of a Quorum.....	D/Lt//C Peggy Larkins, P
Change Order of Business.....	D/C Ron Everett, AP
Clarification of Voting Delegates.....	P/D/C William Dietrich, AP
2007 Fall Conference Minutes Approval.....	D/Lt/C Peggy Larkins, P
Host Squadron's Welcome.....	Cdr Barbara Merrick, P
Chief Commander's Message.....	R/C Bob Sweet, SN
Treasurer's Report.....	Stf/C Larry Rathbun, AP
Secretary's Report.....	D/Lt//C Peggy Larkins, P
Administrative Officer's Report.....	D/Lt/C John Wilkes, AP
Educational Officer's Report.....	Stf/C Dick Gercak, AP
Executive Officer's Report.....	D/Lt/C Glenn Roy, AP
Commander's Report.....	D/C Ron Everett, AP

GENERAL COMMITTEES

Planning Committee Report.....	P/C Charles Chapman, SN
Nominating Committee Report.....	R/C Richard White, AP
Rules Committee	P/C Blanche White, AP
Audit Report.....	P/C Barry Pipes, JN
Educational Fund Report.....	P/D/C Luther O'Brien, SN
Conference Planning Committee.....	D/Lt Dorothy Warner, P

Unfinished Business..... Presentation of Awards
New Business

Benediction.....	R/C E. J. Sacks, SN
Retire the Colors.....	P/Stf/C Stan Warner, SN

1400 Seminars/Discussions - TBA

Conference is Recessed

News from the District

Shame on us! After several years of using up all of the District 15 allotment in the cooperative advertising program, this year we left \$550 in the pot. That was money available for squadrons to use to cover advertising for their boating courses. The program allots \$1 per active member as of 1 March. Eligible expenses are reimbursed at the rate of 50% of expenditures up to the district's allocation. Let's take advantage of this program in 2008. Check the USPS public relations webpage for guidelines and forms: <http://www.usps.org/national/pr/>

From Dick Carson, Perdido Bay: While glancing through the seat packet in Dallas, I noted D/15 folks really pitching in on National Staff. Robbie Jarrell and Richard Reddy are General Members of the Governing Board; R/C Richard White, Cooperative Charting; R/C Will Hugli and Stf/C Larry Rathbun of the Educational Department; R/C E.J. Sacks, Stf/C Harry Hebb and Stf/C Iris Reddy of the Secretary's Department; Stf/C Richard Gercak of the Executive Department; and Planning Committee, Karen Gercak. District 15 is pulling on the USPS oars!

Congratulations and a big thank you to D/C Ron Everett, AP. He received his *Power Of One - 20* pin at the recent council meeting. Ron brought in 20 new members to Lake Pontchartrain Sail and Power Squadron.

Five squadron newsletters and the district newsletter earned Distinction in Journalism awards for 2007.

District 15 - *Can 15*

Cheryl Jarrell, Editor

Baton Rouge - *The Windscoop*

Robert Baldrige, Editor

Ft Walton - *Porpoise*

Carl Hutto, Editor

New Orleans - *Topside Talk*

Cheryl Jarrell, Editor

Pensacola - *Lazy Log*

Barbara Mixon, Editor

Perdido Bay - *Lost Bay Treasures*

Jerome Knaebel, Editor

If you want your squadron's newsletter to be considered for this award, the D/15 advisor listed below, must receive four different issues - either print or electronic - during the year.

Lt/C Nancy Hamilton, S

8432 Colton Court

Woodbury, MN 55125

nancy-h@visi.com

What's What in Public Boating?

Three public boating courses are now being taught.

America's Boating Course (2005)

ABC is now the exclusive property of USPS. The partnership with the USCG Auxiliary has been concluded. Inventory is being monitored closely and should last until the end of 2008. NASBLA approval of the '05 Edition is valid until year-end '08. *America's Boating Course* will be merged with the new boating course.

Squadron Boating Course (2004)

This course continues to be available. It can be offered as an 8-hour course (similar in content to *Boat Smart*) or in the longer 12-hour version, which includes basic piloting.

Boat Smart (2004)

This course has been out of stock for some time; however, it is approved for use through 2008, so existing stocks can be taught.

Assistant DEO Ron Swope, SN reported at the recent D/15 council meeting that *ABC 3rd Edition*, due in late 2008, will include both the 8 and 12 hour versions. It will also have a DVD with supplemental information.



Dick Gercak accepting for *Porpoise*, John Tessier accepting for *The Windscoop*, Cheryl Jarrell for *Can 15* and *Topside Talk*, Al Hoffman accepting for *Lazy Log*, Pat Brewer accepting for *Lost Bay Treasures*, and D/C Ron Everett

**R/C Bob Sweet, SN
Assistant National Educational Officer
to Attend District 15 Spring Conference**

R/C Bob Sweet, SN originally completed "Boating, Seamanship, & Piloting" in 1971 and briefly joined Minuteman Squadron before job responsibilities led him to extensive domestic and international business and away from boating. After relocating to Cape Cod in 1997, he joined Buzzards Bay Sail and Power Squadron, quickly becoming SEO while retaking some courses and completing all of the requirements for SN. He then moved to squadron executive officer and commander. Bob also joined the Basic Public Education Committee and was elected Staff Commander.

While a member of that committee, Bob led the effort to create the GPS Seminar. He also coordinated the development of the new Piloting and Advanced Piloting courses, established the Paddle Smart™ web site, and led the effort to incorporate digital charts in USPS courses.

In January 2006, Bob was elected to the position of Assistant National Educational Officer. He has spent

much of the past few years helping with a variety of initiatives leading to cooperative programs with the Canadian Power Squadrons, restructuring of courses, strategic planning for the department, and plans for seminars and boat operator certification.

Bob's professional background began in system engineering, developing radar and naval communications systems, and later founded a consulting business. Bob recently hung up his consulting role, to write. He currently has two published book titles and six guides to his credit, and more on the way. His first books and guides are on related marine topics, but is now working on business topics of strategic planning and staffing.

Bob and his wife Judy live in Falmouth on Cape Cod. They have two sons and two teenage grandchildren. Bob and Judy enjoy the waters around Cape Cod on their 29 foot cruiser.



D/15 2008 Spring Golf Classic

Golfers of D/15 (And those who would like to be):

Arrangements have been made for our Spring 2008 Golf Classic.

We will play at **Scenic Hills Golf Course in Pensacola, FL** on Friday 25 April 2008.



Entry Fee is \$70.00 and tee times begin at 0930 (sharp). The course is located at 8891 Burning Tree Road, just north of Nine Mile Road, it is the first driveway (Scenic Hill Drive) west of a Village Inn Restaurant. Follow the signs to club house.

Phone number at course is 850-476-0611. For those who want to hit some balls, take a few practice shots be at the course by 0800-0815. Remember let's have fun and enjoy one another.

Looking forward to seeing all you eager players.

Please make your check out to **District 15** and send to:

Dick Reddy
1164 Santa Anna Lane
Lillian, AL 36549
251-961-3386 home
850-712-1678 cell

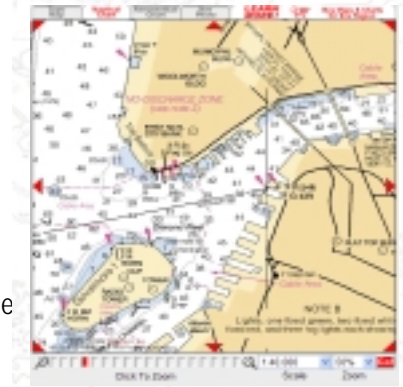
Name	Address	Handicap	Fee

D/15 Calendar of Events 2008-09

25-27	April	Spring Conference, Pensacola
17-23	May	National Safe Boating Week
3-7	September	USPS Governing Board, Detroit
??	September	Fall Council
24-26	October	Fall Conference, Lake Pontchartrain
01	November	Perdido Bay
08	November	Singing River S & P
14	November	Gulf Breeze S & P
15	November	Pensacola S & P
03	January 2009	Fort Walton S & P
10	January	New Orleans
16	January	Lake Pontchartrain S & P
24	January	Mobile S & P
07	February	Baton Rouge S & P
14	February	St. Andrew Bay
21	February	Jackson S & P

Boating Guide to America

Boating Guide to America is written *collaboratively* by thousands of USPS members! It uses a special type of website, called a "[wiki](#)", that makes collaboration easy. You may already be familiar with "[Wikipedia](#)", a hugely popular collaborative encyclopedia. Boating Guide to America is like a "boating destinations" version of Wikipedia.



Don't be afraid to edit-any USPS member can edit almost any page, and we encourage you to be bold! Find something that can be improved, either in content, grammar or formatting, and fix it. Or add an article about your favorite boating destination - coastal, lake or river. Your changes will be recorded as "recent changes". Inappropriate changes will be removed by a USPS Moderator, and repeat offenders will be blocked from editing.

You can't break this website. Anything can be fixed or improved later. So go ahead, edit an article and help make **Boating Guide to America** the best information source on boating destinations on the Internet!

USPS is in partnership with **Maptech**, who provides the computer facilities and the software support. USPS is the sole operator of the site. Maptech has been very generous in their support of this project. The system has been tested and is up and running.

Join in, help out, and have some fun.

<http://www.boatingguidetoamerica.com/>



Trying to Reason with Hurricane Season*

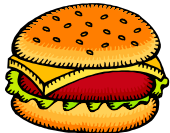
District 15
New Orleans Power Squadron
Rendezvous at Moonraker
Lake - Slidell, LA

Friday, Saturday, Sunday
23-24-25 May

Bring your Boat and Spend the Weekend

CheeseBurgers in Paradise*

Big Burgers, all the fixings,
Potato Salad
\$15 per person
Saturday Afternoon
Beer Tasting



If you have a boat and need dock space
Email Keith Dellsperger at
deltacoast@hotmail.com

If you are attending Saturday
Afternoon for Burgers

Tell Robbie at 504-488-3853
or rcjarrell@cox.net



*With apologies to Jimmy Buffett

If you are on the
eastern side of D/15 and
can't make Moonraker
Lake...



24-26 May
Marker 51 in the Sound
Raft Up and Potluck Rendezvous
Ft Walton Sail and Power Squadron

For details
Contact Dick Gercak at:
CaptainDick1@aol.com

