



UNITED STATES POWER SQUADRONS

Mark 4

Official Publication of District 4 - A Unit of United States Power Squadrons

Volume 12

February 2016

Issue 1

LOOKING BACK

The best part of the district commander's job is the opportunity to get around and meet many of the people who make our squadrons and district work.

Attending a variety of squadron and district changes of watch, member events such as membership meetings, a blessing of the fleet, picnics, memorial services and commanders luncheons, as well as a USPS Governing Board meeting and Districts 2 and 3 Conferences, demonstrated to me that we have a core of loyal, hardworking members who have made many contributions this past year to maintain and improve our goal of promoting safe boating.

This core group, however, needs help. We need a combination of new and more active members to help shoulder the responsibilities that enable our squadrons and district to run smoothly.

A case study at Monmouth University showed us that changes in the thinking of younger generations, lifestyles, and social communications require new approaches to contacting and obtaining new members.

Our response has resulted in a new website and a commitment to use new ways of using social media, as well as working with National USPS

to offer the educational courses that potential members want and need.

I thank all of you who have helped our cause; I have enjoyed serving as your district commander and I urge all to help our new bridge carry on our work. The classes we teach, as well as the seminars we hold, can literally save lives, and you should be proud to support and further such a rich tradition.

Richard Pfaff

Commander, D 4

LOOKING FORWARD

It is once again almost spring, and you know what that means, Spring Conference. I am looking forward to seeing all of you once again. There is something for everyone, and I know you will enjoy it. By now, you should have received the information. Please reply as soon as possible.

I am looking forward to the new bridge year. I am planning to attend as many Changes of Watch, events and meetings as possible, so I can get to know you better and learn more about your squadron.

There will be a new website which will list all the classes that each squadron is giving.

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This way, all the squadrons will be working together. Since one of my goals is to bring squadrons together, it is my hope that invitations will go out between squadrons about activities and meetings, especially those on the water. One of the things I would also like to see is the sharing of guest speaker's information. All squadrons are always looking for a really good guest speaker, and who would know better than another squadron who has had them.

But what I am really going to be working on is membership involvement. This is what builds the squadron and keeps it going. We must all remember, every little bit helps.

Hope you have enough information so you will join us on March 5th at the Park Ridge Marriott.

See you then.

Elaine Pfaff

D/Lt/C D4 Executive Officer

URGENT MESSAGE FROM THE D4 NOMINATING COMMITTEE. BE ON THE LOOKOUT FOR D4 MEMBER, SOMEONE ELSE, WHO IS REPORTED MISSING. IF YOU KNOW WHERE HE IS, CONTACT THE DISTRICT COMMANDER IMMEDIATELY.

BOB GREEN CARRIED OUT THE IMPOSSIBLE

Past Rear Commander Robert A. Green, N, passed away peacefully during this first Friday in February 2015. His energy, enthusiasm and idealism made him seem larger than life. He was a husband, father, businessman, playwright, videographer, film

producer, historian, and philanthropist. He touched people in amazing ways.

His forty-eight year story of contributions to the United States Power Squadrons® is filled with the "impossible". In 1968 Bob decided to become a boater and purchased a 32-foot cruiser. He immediately knew that he needed a Power Squadron boating course. He joined the Northern New Jersey Power Squadron and soon became its Public Relations Officer. His aggressive publicity programs drew large classes. He was soon the District Public Relations Officer and then he the Rear Commander of the National Public Relations Committee.

His uncanny ability to create national interest for boating courses began with his public service announcements involving nationally renowned showman Joey Bishop, actor John Wayne, and sports celebrity Joe Namath. Bob Green then convinced New York's WNBC-TV to run a series of thirteen half hour segments delivering a Mini-Boating Course. It involved major news anchormen, TV personalities, and Power Squadron experts.

Bob returned to the local level in 1975 and in a decade served as Squadron and then District Commander. In 1985 he was again selected as a Rear Commander, this time with the National Safety Committee and became chairman of National Safe Boating Week for the National Safe Boating Council. He convinced the Hearst Corporation to invest \$300,000 for a United States Power Squadrons eighty-six minute Video Boating Course. It included closed captioning for hearing impaired which Bob arranged through Gallaudet University.

Bob later served as chair for three different Power Squadron National Anniversaries, for which he held events at the Boston Yacht Club the original 1912 Power Squadron location, and the New York Yacht Club, where in 1914 The United States Power Squadrons was born. For the 2004 anniversary Bob went on a (continued on page 3)

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national campaign in which he managed to convince each of the fifty-two state and territorial governors to personally sign the United States Power Squadrons' 90th Anniversary proclamation.

He obtained several grants among which was \$206,000 a small boat safety grant and a \$200,000 Aquatic Resources Grant. Both involved sharing video productions with his friend movie producer P/R/C Ted Rankine. The second resulted in the well-known one hour TV broadcast, *The National Safe Boating Test*. That effort spun off a series of six TV public service announcement which promoted boating courses on cable channels from Vermont to Florida to California. These PSAs won national film awards.

After becoming the Rear Commander of the Marketing/ Public Relations Committee and a member of the Operating Committee in 2007 he joined forces with current R/C Greg Scotten to create an on-line electronic version of PROLOG which he had republished in hardcopy revised editions for forty years to guide squadrons to fill boating class rooms. Bob and Greg later teamed together to obtain a letter from President Barak Obama delivered to the United States Power Squadrons at their 100th Anniversary in Jacksonville.

Over the years, through the William and Bertha Green Foundation, Bob Green donated considerable sums (hundreds of thousands of dollars) to several squadrons and districts as well as to the national United States Power Squadrons and provided personal funding for several

marketing professional and professors to inform the organization. Through his art project, the organization's headquarters at Raleigh, North Carolina, has two original paintings by the renowned maritime artist, Don Demers.

His latest project was an attempt to rejuvenate the squadrons of New Jersey. Through his foundation he was infusing money to reenergize those squadrons that needed help.

Bob leaves his wife, Linda-Sue Green, four children, and nine grandchildren.

Bob was a forty-seven year member of the Northern New Jersey Power Squadron, an associate member of both the Shrewsbury Power Squadron and the Sarasota Power Squadron. In reality, his work reached every power squadron. Call it "impossible", Bob could do it!

Author:

**R/C Gregory T. Scotten, SN
Public Relations Committee**

REPORT OF THE NOMINATING COMMITTEE, 2016

District Bridge Officers

**District Commander D/Lt/C Elaine Pfaff, JN
Lackawanna**

**District Executive Officer P/D/C Richard
Zucchi , SN** Barnegat Bay**

**District Education Officer D/C Richard
Pfaff, JN ** Lackawanna**

**District Administrative Officer D/Lt/C
Anthony Santoro, AP Shrewsbury
District Treasurer D/Lt/C S. Robert Phillips,
SN Northern NJ**

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District Secretary D/Lt/C Jay Lipper, AP
Lackawanna

Asst. District Education Officer D/1st/Lt
David Grill, JN Northern NJ

The above slate will be voted on at the D4
Spring Conference.

**PLEASE NOTE THE ABSENCE OF
MEMBER SOMEONE ELSE WHO THE
NOMINATING COMMITTEE WAS UNABLE
TO LOCATE. DO YOU KNOW HIS
WHEREABOUTS? WANTED ALIVE.**

EDITOR'S NOTE

I had the privilege of serving as your District
commander 10 years ago. At that time our
membership was 2300 in 18 squadrons. The
elected bridge officer represented 7 squadrons
and not one of the nominees was being
recycled. Needless to say that is not the case this
year. Just look at the slate.

All members need to realize that for our
organization to survive, we need to make sure
that the squadron and district slates include
new members and their new ideas. If the
district does not survive, there will be no
survival of any squadron. We need to get
SOMEONE ELSE back on board.

My thanks to all who agreed to serve on the
board, especially the Past District Commanders
for their dedication to USPS. Hopefully others
will come forward next year so that recycling
will not be necessary.

ON THE LIGHT SIDE

It was entertainment night at the Senior
Citizens' Center.

After the community sing-along led by Alice at

the piano, it was time for the star of the show -
Claude the Hypnotist!

Claude explained that he was going to
put the whole audience into a trance.

"Yes, each and every one of you and
all at the same time," said Claude.

The excited chatter dropped to
silence as Claude carefully withdrew, from His
waistcoat pocket, a beautiful
antique gold pocket watch and chain. "I want
you to keep your eyes on this watch," said
Claude, holding the watch High for all to see.
"It's a very special and valuable watch that has
been in my family for six generations," said
Claude.

He began to swing the watch gently back
and forth while quietly chanting,

"Watch the watch --- Watch the watch ---
Watch the watch"

The audience became mesmerized as the watch
swayed back and forth.

The lights were twinkling as they were reflected
from its gleaming surfaces.

A hundred and fifty pairs of eyes followed the
movements of the gently swaying watch. They
were hypnotized.

And then, suddenly, the chain broke!!!

The beautiful watch fell to the stage and burst
apart on impact.

"SHIT," said Claude.

It took them three days to clean the Senior
Citizens'

Center and Claude was never invited there
again.

(We hope no one is offended by the above, we
couldn't stop laughing and had to pass it
along).

NEW YORK BOAT SHOW, A SUCCESS STORY

The Numbers are in!!!

Our Tri-state booth was the best ever! There was record attendance at the NY Boat show at Jacob Javits Center in Early January. The Power Squadron had outstanding success due to the simulator which drew traffic of all ages to the booth. There was more traffic than ever at our booth, lingering, learning and waiting to use the simulator. The observers were informed about the opportunities and offerings of the Power Squadron.

133 individuals used the simulator over the course of 5 days and 45 hours of operation. George Hallenbeck was stupendous, enthusiastic, patient, knowledgeable and very committed.

In addition, 500 tri-folds, 150 coloring books and close to 250 class schedules were distributed.

144 individuals and e-mails were collected, sorted by zip code and have been e-mailed to each district.

A follow up e-mail was sent to the individuals thanking them for stopping at our booth with the link to National for class and seminar availability.

An interesting note about e-mails. People are becoming resistant to providing e-mails addresses. The NMMA, the show organizer, suggested NOT having a log or listing. Others can see or photograph with their phones to “Steal” the list. We utilized small business card sized paper for attendees to fill out and put them in a secured box. George mandated individuals using the simulator fill out a card. Therefore, the majority of the list was generated from the use of the simulator.

The shows’ success was a group effort of all 3 districts: manning the booth, transportation of our booth by Joel Rosenfeld from New Jersey and George bringing the simulator from Connecticut to meet the set up crew of 5. The breakdown crew consisted of 8 volunteers. This team work assured ease of setup, operation and breakdown.

New York was the first leg of the simulator “traveling” with the NMMA show. Next stop, Chicago. The NY team color coded the wires for easier set up, made a list of useful items for useful operation of the simulator not included in the printed instructions. In addition, the team recorded instructional video tapes for future boat show users on Drop Box. (Link on D4 site)

Simulator at use

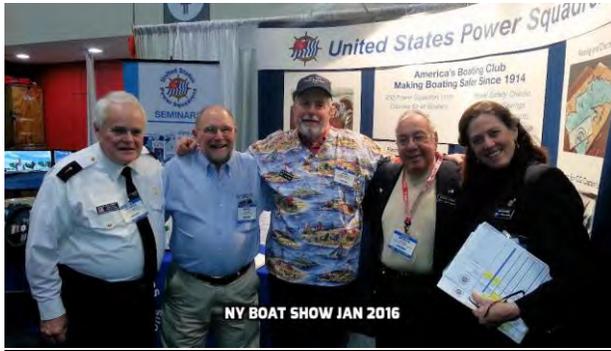


The

Crowds watching:



Part of the Boat show crew:



The whole booth



Is that our own D/Lt/C Bob Phillips waiting his turn above?

The D4 Bridge extends its thanks to all who participated in setting up and manning the USPS booth at the New York Boat Show. It's a big task and our best opportunity to show who we are and what we do.

Special thanks to the North River Power Squadron and its officers for undertaking this job and especially to Commander Kim O'Connell for providing the article and pictures above. JOB WELL DONE.

The next boat show is in Edison and Raritan Power Squadron is in charge. They need your help. Volunteer.



Announcing The NJ Boat Sale & Expo

Spring and the 2016 boating season will be here before you know it. Why not get into the boating frame of mind early by going to a local boat show. The New Jersey Boat Sale & Expo is coming to the NJ Convention & Exposition Center in Raritan Center in Edison, NJ. The show runs from February 18th through February 21st. Hours for the show are listed bellow. You can also check out the show's web site at www.jerseyboatexpo.com for information about the show's events, seminars, and exhibitors. Admission for the show is \$8.00 per person for adults and no charge for anyone 16 and un-der. Better yet, why not **skip the admission altogether** by signing up to volunteer a few short hours of time to staff the United States Power Squadrons booth. You'll be able to help fellow boaters by suggesting squadron courses and seminars that can improve their skills and safety. In addition, we plan to have the amazing Boating Skills Virtual Trainer on site. If you have not seen the training simulator before, it will be worth your volunteer time just to experience it.

The bottom line is that we need volunteers to staff our booth at the boat show. If you can spare some time while also enjoying the show for free, please contact P/C Justin Rapp at (732) 656-1830 or via email at justinrapp71@gmail.com to select a time or to answer any questions. The show runs

from Thursday, February 18 to Sunday February 21 between 10AM and 8PM. You can sign up for the booth at 2 hour intervals.

(copied from Raritan Bay's newsletter, Relative Bearings)

Mark 4 is the official publication of District 4, USPS. Published 4 times a year. P/D/C David J. Meshulam, AP, Editor, Gail Merson, Assistant Editor, with the help of many loyal members. Articles and announcements from squadron officers and members are welcome by email at DJMGEM@AOL.COM

JOIN US AT THE D4 CONFERENCE
WHAT YOU WILL LEARN AT THE CONFERENCE

What YOU will learn at The D/4 Spring Conference!!!

The conference is scheduled for Saturday 5 March, 2016, at the Park Ridge Marriott Hotel in Bergen County, NJ. Why not plan to attend with fellow members of your squadron. Bring Squadron ensign for display at your table.

□ (continued from page 7)

INTRODUCTION TO THE NEWLY-REDESIGNED D/4 WEBSITE by Stf/C Bill Bloxham, SN & D/Lt Jerry Tauber, SN



- An easy-to-navigate design
- A listing of all D4 courses and seminars with dates & locations
- Registration pages to allow on-line registration
- Links to PayPal for on-line payment of tuition
- A monthly calendar listing....All courses – District events – Squadron events – National conferences

“THE GREAT LOOP” by Cdr David Grill, JN –



Northern New Jersey Squadron

An informative, humorous, and picturesque presentation of his June 2012-June 2013 voyage navigating “The Great Loop”, (New York to Great Lakes to Mississippi River into the Gulf of Mexico, around Florida to the Atlantic Ocean and north through the Intracoastal Waterway to New York).



CRUISING by Terri GreenA veteran

travel agent with extensive experience in cruise ship vacations and group cruises. She will speak about the benefits of this type of trip and share

her insights on topics of interest to many cruisers, including documents, clothing, side trips, and tipping. She has been authorize to offer her services in organizing a District 4 Cruise, and will be available to discuss this.

MARKETING USPS.....COMMODITY – COST – CONVENIENCE - COMMUNICATION



- **COMMODITYFind out what people want – Offer products & services for their specific needs**
- **COST....What they are willing to pay – Determine the right price**
- **CONVENIENCE...Making it easy to buy or access / use**
- **COMMUNICATION...Message & Medium – Promote education & membership directly to individuals**

SOCIAL LUNCHEON 2016 SPRING CONFERENCE 5 March 2016

1200 Noon

Park Ridge Marriott, Park Ridge, NJ

Entertainment

Out of South Africa

You will enjoy a power point presentation by Diane Gilbert, (Lackawanna Power Squadron) regarding this fascinating part of our world. From the Cape of Good Hope to Victoria Falls, see the people, the culture, their struggles and hopes. See the animals in their natural habitat...

Buffet Lunch - Cost: \$40.00

Cash Bar Door Prizes

Send to:

D/Lt/C Elaine Pfaff, JN

28 Ward Drive

Brick, NJ 08723

RSVP by 26 February 2016

Make check payable to USPS **D4** CUT-----

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But what I am really going to be working on is membership involvement. This is what builds the squadron and keeps it going. We must all remember, every little bit helps.

Hope you have enough information so you will join us on March 5th at the Park Ridge Marriott.

See you then.

Elaine

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