



UNITED STATES POWER SQUADRONS

# Mark 4

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

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Issue 1

## SPECIAL SPRING CONFERENCE ISSUE

The survival of the United States Power Squadrons beyond our first 100 years I am certain is important to all, whether members for 38 years or 1. To do so will take the plans as made by our national bridge, members of the governing board and most importantly the efforts of squadron members throughout our districts. These matters were addressed at the USPS Conference in Jacksonville in January. As a member of the marketing and public relations committee I can state that the national officers are working hard on this matter and hopefully are moving in the right direction. A great emphasis was made at our meetings on the need to get the boating public to recognize who we are. It all came down to **BRANDING**. When you see a McDonald's or a Coke we know

right away who they are. How can that be said of our organization? Many of us as boaters fail to display our national ensign. Most squadrons which have members with boats have their own burgees which are displayed but never include any reference to being "A SQUADRON OF THE UNITED STATES POWER SQUADRONS" Take a look and note that is true of your squadron. The Public Relations Committee urges all squadrons to do everything possible in changing their burgees and squadron clothing and paraphernalia to make sure national branding is taken care of. Lets face it, if membership in national and squadron levels continues to fall, at some point squadrons, districts, and USPS (I should say UNITED STATES POWER SQUADRONS) will die. Lets all pitch in to stop that from happening. Already districts have (continued on page 2)

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broken up and many squadrons have given up their charters. This must stop.

**P/D/C David Meshulam, Editor**

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## **Commander's Message**

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I can't believe I only have a short month left. It seems that it's only been a month since I took the oath of office. I cannot thank my Bridge enough. They accomplished their tasks with professionalism and dedication, while keeping me advised of what was going on in their departments.

Many many thanks to my wife, Joyce, for all her help throughout the year. It would not be possible without her.

Upon taking the helm, I looked at our membership numbers and decided I had to do something. Our membership numbers were falling. Chris Windeler mentioned a book he had read about volunteer organizations with the same problem. Based on that book, titled The End of Membership as We Know it, I asked Chris to chair an ad-hoc committee to deal with the problem. After three conference calls with the committee, the results

were published in a special edition of Mark IV. That caught the eye of P/R/C Bob Green who contacted me. We had a special meeting with a number of the D/4 Bridge and Commanders at which time a Task Force was formed. The first order of business was to develop a budget which was signed on to by the Bridge and all the Squadrons. In the process, a grant request was written by Bob Green and submitted to National. It is in the approval process and at this time 99% approved.

With this budget we will be able to seek the help of two marketing professors, one at Monmouth University and the other at the University of Dallas. Hopefully with their help we can begin to turn things around. I want to thank the Squadrons for having the foresight to keep us up and running. Without their trust it would not be possible. I also want to thank all my aides for their help at the various functions. It is greatly appreciated. And last, but certainly not least, I thank my Flag Officer Rich Zucchi and Janice for their greatly appreciated help throughout the year.

So many people did so many good things. Thank you all.

**D/C Bob Barkalow**



**Hosts Commander Barkalow and his “admiral” Joyce Barkalow at the conference joined by co-editor Gail Merson**

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(The following is a copy of the report sent to all Northern New Jersey Sail & Power Squadron members by Commander David Grill and included in this issue of Mark 4 with his permission and my thanks.)

Last month I, along with a large number of D4 members, attended the 2015 USPS Annual Meeting in Jacksonville FL. There was much discussion about the membership crisis in many districts, low attendance in courses, and the challenge of engaging the post-boomer generations. Below are some items of interest that I jotted

down from the sessions. Many of these are not new; we have been discussing them in Squadron and District meetings for some time.

1. A new USPS website is being rolled out, effective 1 FEB 2015. Check it out at [www.usps.org](http://www.usps.org). It is, in my opinion, a huge improvement over the old one, with a modern, clean layout with large navigation buttons. Check it out and report any problems back to squadron leadership.
2. Are we teaching what people want to know? Have our course syllabuses kept up with the time, both content and technique-wise?
3. If the X, Y, and Millennial generations expect to gather much of their information on-line, how do we meet that need while making classroom teaching relevant and desirable? And what are the implications for local squadrons?
4. We, squadron and district leadership, don't know who wants to take what courses and where they want to take them. The 'find a course' page on the websites is hard to

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- navigate, out-of-date, and puts the burden on the prospective student (customer).**
- 5. Who should be responsible for marketing our courses?** Squadrons don't have the budget for any significant marketing and districts aren't in much better financial shape. What is the role for National in helping to market courses locally? Squadron commanders frequently want their individual squadrons to control marketing, but they have neither the people nor the funding to do it properly.
- 6. USPS seminars have proved to be very attractive. If D4 offered seminars at local area boat shows it would raise public awareness of USPS and of the district.**
- 7. The Vessel Safety Check program continues to be popular and successful.** 24,253 VSC decals were issued in 2014.
- 8. To keep squadrons fresh and energized it is suggested that a strategic plan be drafted and, even more importantly, executed. It should be looking over the near-term horizon**

**and focusing on what our market is and how we meet its requirements. Doing things the same old way is a recipe for disaster.**

- 9. A USPS squadron should be the 'go-to' boating organization in the community. But in Metro New York, how would one define 'community'. There are a few D4 squadrons that are associated with a definable geographic waterfront area, but most are not. How would a landlocked squadron associate itself with a defined community? Or, is New York Metro so big and so spread-out that it is the District that should take the lead rather than the squadron?**
- 10. Regarding districts, are the present geographic boundaries of the districts relevant or helpful in 2015? Should they be redrawn to better reflect common issues, travel realities, etc. Should**

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11.     they be by state or by region? In our case, does the current footprint of D4 help or hinder collaboration, cooperation, and community?
12.     On the issue of governance, here's something to think about. The Canadian PS now elects its Board of Governors by direct election of the membership. Does this model lead to a more responsive and change-embracing Board?
13.     Some points from the business meeting:
  - a. Although there is a revenue shortfall of \$87,000 the deficit for the year is \$12,000 thanks to aggressive cost avoidance.
  - b. USPS is looking at making family membership the baseline for new USPS members. One person joins and everybody else is a member with full privileges. The plan is to slightly increase the present membership rate to cover the new broader category. Present

- categories will be grandfathered.
- c. There is no money in the National budget to subsidize education. All education programs on the squadron and district level must be self-supporting.
  - d. USPS now has 32,000 members; down 4.5% from last year.
  - e. A 'new member' packet is being designed.
  - f. 'Doing it Right' is being reworked and will be reintroduced.
  - g. Leadership Training has been cancelled due to lack of interest. Tuition is seen as a barrier to entry and grant money is being sought to reintroduce it at no cost.
  - h. There are new squadrons being formed. It is unclear where this is happening because most of the buzz was about squadrons and districts folding.
  - i. The 2015 Governing Board meeting in San Diego has been moved

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- j. forward to 23-25 August due to a scheduling SNAFU on the part of the hotel.

**And that my friends, is it. As I said at the top, there was a good showing from D/4 at the conference and I expect that a report will be presented at the next D/4 council meeting.**

**If you have any questions or comments please feel free to give me a call.**

**Commander David Grill**

**PS: In a whispered aside during a discussion about how well USPS is doing, the question was asked, 'How many Governing Board members does it take to screw in a lightbulb?' The answer is 'Ten. One to screw the bulb in and the other nine to argue that the old bulb was just fine.**

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# **LADIES LUNCHEON 2015 SPRING CONFERENCE 7 March 2015**

**1200 Noon**

**Park Ridge Marriott, Park Ridge, NJ**

**Entertainment**

**Stage Performance By Andrew Foote .**

**Andrew's talents and versatility have taken him around the world as a professional entertainer. He has performed in shows including Aida, Titanic and Cabaret. His showmanship has entertained thousands from Broadway to Las Vegas including the Grand Ole Opry.**

**Buffet Lunch**

**Cost: \$40.00**

**Send to:**

**D/Lt Bernice Fiorentini  
100 Duchess Ct.  
Freehold, NJ 07728  
RSVP by 27 Feb. 2015**

## **ON THE LIGHT SIDE**

**A Texas senior citizen drove his brand new Corvette convertible out of the dealership. Taking off down the road, he pushed it to 80 mph, enjoying the wind blowing through what little hair he had left.**

**“Amazing,” he thought as he flew down I-45, pushing the pedal even more, reaching 90 then 95 mph.**

**Looking in his rear view mirror, he saw a Texas State Trooper, blue lights flashing and siren blaring. He floored it to 100 mph, then 110, then 120. Suddenly he thought, “What am I doing? I’m too old for this!” and pulled over to await the trooper’s arrival.**

**Pulling in behind him, the trooper got out of his vehicle and walked up to the Corvette. He looked at his watch, then said, “Sir, my shift ends in 30 minutes. Today is Friday, its been an unusually difficult week; If you can give me a new reason for speeding – a reason I’ve never before heard – I’ll let you go.”**

**The old gentleman paused then said, “Three years ago, my wife ran off with a State Trooper and I thought you were bringing her back.”**

**“Have a good day, Sir,” replied the Trooper.**

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## **BOAT SHOW HELP NEEDED**

**The 2015 New Jersey Boat Sale & Expo is scheduled Thursday, February 19 to Sunday February 22nd at the New Jersey Convention & Expo Center, 97 Sunfield Ave. Edison NJ, 08837.**

**Show Information are on the web site**

**[http://www.jerseyboatexpo.com/index1\\_ed.html](http://www.jerseyboatexpo.com/index1_ed.html). We need volunteers to help at the USPS booth (#TBA). We are requesting volunteers for 3-4 hours shifts.**

**You will have free access to the show on the day you assist.**

**The hours of the show and coverage needs are:**

**Thursday: 12-8**

**Friday: 12-8**

**Sat: 10-8**

**Sun: 10-5**

**It is critically important for volunteers to sign up on the D4 Web site at [www.usps-d4.org](http://www.usps-d4.org) in advance so we can properly manage the booth. We are only given a certain number of badges per day. You will receive an e-mail confirmation of your Time & Date with additional information regarding your booth badge, etiquette, and dress.**

**Thanks for your participation.**

**Rich Woznicki  
Boat Show Chairman NJ  
732 651 1616**

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**The Boating Skills Virtual Trainer is Coming**



**The BSVT allows students to maneuver a “Boston Whaler” on a lake of 3.5 miles x 4 miles in a virtual mode where there are no other boats, no water and no risks. The helm seat sits next to a regular conference table.**

**Exercises are built in to allow an instructor to direct maneuvers from basic to advanced by adjusting wind and current direction and strength.**

**We are pleased to announce that the BSVT Boating Skills Virtual Trainer will be arriving for our use in District 4. The trainer will be in our possession from approximately 23 February to 8 March, 2015. We are hopeful that the trainer will arrive in time for the Edison NJ Boat show February 19-22, 2015. Northern New Jersey Power Squadron has generously offered to open their headquarters to accommodate our needs. The exact**

**dates will be available on a separate notice.**

**The virtual trainer will also be made available at the Spring Conference at Park Ridge, NJ at the Park Ridge Marriott. This device lends itself to many opportunities to educate our students, from the basic power boat handling to the advanced piloting skills.**

**You are invited to stop by either location or ideally both locations. We encourage you to share your thoughts and ideas with us so that we can give maximum benefit to our members and potential members. This unit along with 9 other units has been made available to USPS funded through the Coast Guard grants. To assure future grants, we need your help by using the device and sharing your feedback.**

**D/Lt/C Richard Woznicki  
D4 Educational Officer**

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**REPORT OF THE DISTRICT 4 NOMINATING COMMITTEE**

Pursuant to Article II, Section 2.16.1 of the current District 4 Bylaws, the Nominating Committee, submits the following slate of nominees for the District to serve during 2015-2016. All nominees are members of USPS in good standing and have stated that they would serve if nominated and elected. For:  
District Commander ..... D/Lt/C Richard Pfaff,  
JN  
(Lackawanna)

District Executive Officer .....D/Lt/C Elaine V. Pfaff,  
AP  
(Lackawanna)  
District Educational Officer ..... D/Lt/C Richard Woznicki, SN  
(Raritan Bay)  
District Administrative Officer ...Cdr Anthony Santoro,  
AP  
(Shrewsbury)  
District Secretary ..... D/Lt/C Jay M. Lipper,  
AP  
(Lackawanna)  
District Treasurer ..... D/Lt/C S. Robert Phillips, SN  
(Northern New Jersey)  
Ass't District Educational Officer . Cdr David W. Grill,  
JN  
(NorthernNJ)



**The children's poster display at the USPS Conference, 2015, presented for balloting. Unfortunately D-4 was not able to gain national recognition as we did last year.**

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**URGENT, URGENT. URGENT.**

**(The D-4 2015 conference is scheduled for 6-8 March, 2015. For full details if you have not received the flyer, please check it out on the D-4 website. The following**

information is provided for those of our members who may not know how to get on the website. Our thanks to D/Lt Jay Tauber for this information).

The D4 Directory for February 2014 is now available online on our web site at [www.usps-d4.org](http://www.usps-d4.org) on the member's page to download or view as a PDF. Also available is the 2015 Spring Conference Announcement and schedule. To access the members page for 2015 you will need the new login and password (which are case sensitive) -

**Login: D42015**

**Password: D4Member2015**

You can also obtain a copy on Sail Angle D4 File cabinet. For your convenience I had attached a copy in PDF.

**NOTE:** This will be the last 2014-2015 Edition. The 2015-2016 will be published for the D4 COW in March. Squadron Commander's will soon be getting their current directory page in MS Word which you should update and return to me if you want your new info included in the 2015-2016 Edition. The new D4 Bridge should send me their list of aides and new committee members as soon as possible so we can have the new

directory ready for the March COW. The Secretary should send me the nominating committee report as soon as available.

*Jerome Tauber, SN-IN, D4  
Directory Chair and Webmaster.*

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 [DJMGE@AOL.COM](mailto:DJMGE@AOL.COM)

Our thanks to all the contributors to this issue whose names appear with their article. Without them this publication would not exist. The next issue is due in May. Plan ahead and submit any articles or information no later than 30 April