



UNITED STATES POWER SQUADRONS

Mark 4

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COMMANDERS MESSAGE

I want to thank the members of District 4 for electing me to serve as their commander for this watch. It is an honor and I will do my best to lead with the strength and integrity they expect. Thank you to Dick and Karen, on behalf of the District, for the hard work and the sacrifices they made during the past year.

Light: the energy producing a sensation of brightness that makes seeing possible.

Illumination: the amount or strength of light available in a place or for a purpose.

Lighthouse: a strategically placed coastal building, often a tall round tower, with a powerful flashing light, designed to guide sailors or warn them of dangers, such as rocks.

The coming year is a year of Light, illumination, and lighthouses as we seek to raise the awareness of all who use the waters, tidal or not, to issues of safety on and around the water and the environment. As we do this, we will raise the awareness of those around us to our squadrons and what we have to offer. We are thought leaders in the marine industry and have to work on spreading the word of everything relating to boating safety and the marine environment. I believe that if we speak, they will listen.

In days of old, ships had no electronics; they had the stars, local knowledge and their experience to guide them. As they approached the coasts of the world they relied on lighthouses to keep their ships safe and away from danger. If the light of a light house was extinguished, sailors would be in mortal danger. We are the same as those lighthouses. Boaters today have their electronics; they have local knowledge and even experience. We work with boaters to understand how to use these and tools to safely navigate the waters of the world.

We are the beacon of light that shows the path to a safe harbor. Many years ago, my father, after a trip out into New Haven Harbor, decided he need to know more about what he was doing and more importantly what he should be doing. I have heard so many times from others that that was their reason for joining USPS.

Helping our squadrons to find new and creative ways to highlight power squadron activities is paramount for the coming year. We are not the only show in town, but we are the best equipped to provide for the educational needs of our boating neighbors as well as those who simply love being around boats.

So what is planned for this watch?

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During the summer, July 15 – 17, we will have the North Rendezvous at South Minneford Yacht Club on City Island. The South Rendezvous is one set for Atlantic City 12 to 14 August. Please make plans to join us, better yet use the rendezvous as a jumping off or landing for an extended cruise.

We will also be reprising the golf and theatre outings from last year. The dates for these have not been set, but will be in the fall. It is a chance to enjoy the company of friends and do something fun. I do not golf, but will be there to lend support to anyone who needs it.

We have several squadron making plans for MAJOR celebrations this year. Northern New Jersey is celebrating its 75th Anniversary and Barnegat Bay will be 50 years old. Somerset has already celebrated their 40th Anniversary, as has North River its 75th. Join in celebrating their continued efforts in promoting boating safety.

As your squadron makes plans for activities during the summer, make your plans known. When you post information on your website, make sure it is complete, with date, times, location and a contact person and phone number, so that others may join in. I always say, the more the merrier!

So come, the new watch has begun. Join me in keeping the lights of our squadrons and USPS lit.

Mark 4 was awarded excellence in journalism award for 2010 at the USPS Conference in Orlando, Florida



News from USPS Headquarters

During the USPS Annual Meeting, Dusty McCoy, chairman and CEO of Brunswick Corp., received the 2011 National Association of State Boating Law Administrators Public Service Award from NASBLA President Jim Graybeal. The award recognizes companies that make significant contributions to boating safety. Brunswick and USPS have partnered to offer boating education and training at Brunswick dealerships. In his keynote address, McCoy challenged USPS members to bring new boaters into the sport and gave a [presentation to](#) illustrate his points. — [Mary Catherine Berube](#)

Increase Your Squadron Membership

To increase your squadron membership, you need to focus on recruitment *and* retention. One extremely useful tool is the new suite of member benefits added by the national Member Benefits Committee. Visit the [Member Benefits website](#) to become well acquainted with all USPS has to offer. It will pay dividends in the size of your squadron membership! — [Joe Balbo](#)

Pro-Log Has Marketing & PR Tips

Make your squadron a community go-to organization. Learn how with tips from the [Pro-log](#). — [Greg Scotten](#)

(see D4 Marketing Committee report, page 7)

**THANKS P/D/C SORENSEN, THANKS
A LOT**

By Tim Tyson, Atlanta Sail and Power Squadron WATERLOG editor, with P/C Thomas Norman, AP and Anita Norman, SN, Somerset Sail and Power Squadron



P/D/C Jane Sorensen, AP

Most of you are not familiar with the name Jane Sorensen. That is about to change. P/D/C Jane Sorensen, AP) and Life Member, of which she is very proud) has

been the Newsletter Adviser for Districts 17 and 24. This is no small job. It involves advising the two districts and their squadron editors, and evaluating their newsletters for the purposes of presenting the Distinctive Communicator Award. Advisors follow an evaluation sheet (found on the USPS web page) to ensure that the newsletters conform to standards. Rank, titles and descriptions should adhere to the USPS guidelines. The newsletter should be comfortable to look at and easy to follow (style) and be informative.

P/D/C Sorensen does not use the computer, a fact she is famous for, and how she got the coordination and the job done is a mystery to us all. “She certainly has a lot of skills we could all use,” says R/C Brenda Joyce of the National Communications Committee (formally the National Publications Committee.) “The woman has the patience of Job.”

P/D/C Sorensen is retiring from this position, so it is only fitting for the Waterlog to send her off with a big “job well done.”

P/D/C Sorensen and her husband Carl are both retired teachers. (Jane –if I may take the liberty of addressing her by her first name – is also a retired guidance counselor.) Long ago Carl was a member of Watchung (NJ) Power Squadron. In 1971 it split into Watchung Power Squadron and

Somerset Sail and Power Squadron. As Somerset’s fourth commander, Carl was influential in getting National to change the rules, allowing women to become full members.

Reprinted with permission of Tim Tyson, editor of the Atlanta Sail and Power Squadron Waterlog.

A certificate holder when the change finally went into effect, Jane joined and dove in head first, becoming Somerset’s 2nd female commander in 1987 and District 4’s first woman commander in 1997. “We are a landlocked squadron, and they (the Sorensens) participated in the cooperative charting’s geodetic markers program. They are real troopers, that’s for sure,” commented Somerset’s Boating Activities chair Lt Maria Semple, S.

As Tom and Anita Norman said in unison, “She is a tireless supporter of anything power Squadron and a good friend.” I got the impression that the order of



**Jane and Carl Sorensen,
(Somerset)**

these two descriptions could, but not necessarily, be reversed. “Outside of our regular squadron activities we have had the opportunity to do a little RV’ing with the Sorensens, and we had the honor of being a part of their 50th wedding anniversary celebration. You will never meet a nicer lady and

gentleman than Jane and Carl,” said the Normans, again speaking as one.

The Sorensens take their enthusiasm all the way to the National level, having over the years crisscrossed the nation in their RV to attend various Governing Boards and Annual Meetings.

Thanks P/D/C Sorensen. Thanks a lot!

D-4 SPRING CONFERENCE

Our thanks to Chief Commander Frank Dworin for personally attending and swearing in the officers of District 4 for 2011.

D/C Florence E. Smith, SN
Exec Officer, Raymond Nylander, SN
DEO, Richard Woznicki, AP
Admin Officer James W. Ulrich, SN
Secretary, Robert Barkalow, AP
Treasurer, Robert Phillips, SN



Staten Island Sail and Power Squadron toasting its own Florence Smith at their conference cocktail party (and you thought the conference was all work)



D/C Florence Smith with Flag Lieutenant Peggy Paton

D-4 BOAT SHOW ACTIVITIES

(Thanks to the efforts of D/Lt/C Richard Woznicki our district made its presence known in a number of venues. Thanks to Richard, Raritan Bay PS, Grant Hobson and Kim Connel, North River PS, and all volunteers. More help is needed).

Once again Raritan Bay led the field in participation at a Public Relations opportunity. We had the opportunity to bring our message of Boating safe to the (

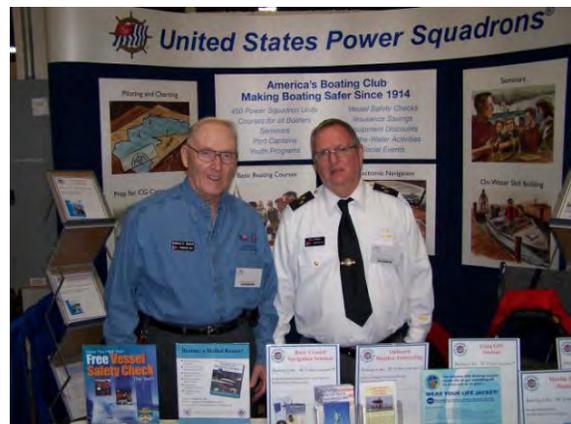
fishing community at the Garden State Exhibit Center in Somerset, New Jersey. The Salt Water Fishing Expo started on Friday 18 March and continued through Sunday 20 March, 2011. A short video clip on the danger of cold water immersion which showed that wearing a life preserver will increase your chance of survival by increasing the time for being rescued. In addition, we had information available on our Boating Safe course, our Seminars and Advance Grade and Elective courses. This event afforded us the opportunity to speak with the public and share our education and let the public know who we are and what we have to offer. USPS literature was made available for the taking and many visitors picked up our brochures and hopefully read and learn from the material.

Interestingly, I was engaged in a conversation with a local commercial boat safe educational company owner, and USPS was paid a huge compliment. This man of 25 years experience in boating education thinks that USPS offers the best educational programs. He passes on our educational brochures to his clients that seek additional boating education. He asked for some more education brochure that he would pass out to his graduating students and let me assure you that he walked away with an ample supply. Folks take pride in the educational programs we offer each other and the boating public, we are truly the **BEST!**

Additionally, there was the opportunity to get to know the members of our squadrons a little better and get to meet members of other squadrons. I was fortunate to be able to spend a substantial amount of time at the Expo and had the pleasure of getting to know several members a whole lot better. I look

forward to our next event and working with a great group of people.

D/Lt/C Richard Woznicki, AP



In addition to the above boat show, D-4 manned boat shows in New York City in January as well as the Liberty Landing Boat Show in April. Our booth looks great but help is needed> Contact P/C Grant Hobson or D/Lt/C Richard Woznicki and give them your support.

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

Our thanks to all the contributors to this issue whose names appear with their article

HOW TO STAY SAFE IN THE WORLD TODAY: (On the Light Side.)

Avoid riding in automobiles because they are responsible for 20 % of all fatal accidents.

Do not stay at home because 17 percent of all accidents occur in the home (that's 37 % already)

Avoid walking on streets or sidewalks because 14 percent of all accidents occur to pedestrians.(now that's 51%)

Avoid traveling by air, train or buses, 16 percent of accidents involve these forms of transportation. (that's 67%)

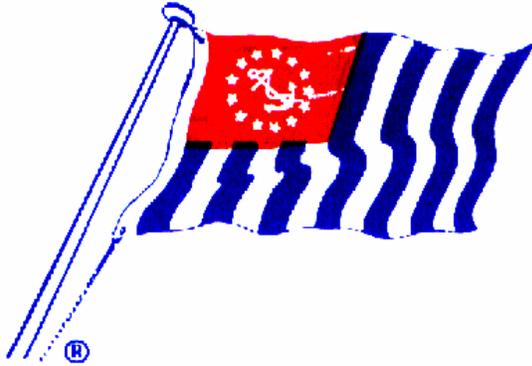
Of the remaining 33 percent, 32 percent of all deaths occur in hospitals. Above all else avoid hospitals.

You will be pleased to learn that only 0.01 % of all deaths occur in a house of worship, and these are usually related to previous physical disorders.

Therefore, logic tells us that the safest place for you to be at any given point in time is in a church, synagogue, or temple.

USPS HAS DECIDED TO RUN A SIGHT THE ENSIGN CONTEST BASED ON OUR OWN CONTEST LAST YEAR. COMMANDER SMITH AND THE D-4 COUNCIL HAVE AUTHORIZED D-4 TO RUN THE CONTEST AND D-2 AND D-3 WILL DO SO ALSO. LETS GET IT TO WORK. SEE PAGE 7 FOR UPDATED CONTEST RULES.

LETS SHOW THE REST OF THE DISTRICTS WE ARE ALIVE AND WELL



FLY THE ENSIGN: A SOURCE OF NATIONAL RECOGNITION

For the Centennial Anniversary in 2014, a special Ensign is being discussed. As we prepare for that event, we want to increase our display of pride and to advertise it to our fellow boaters.

The National Marketing/ Public Relations Committee is challenging all districts to follow the example of District 4. To encourage the display of the ensign its members conducted a "Spot the Ensign" competition and raffle. When spotting a boat flying the Ensign, a member would hail that boat and gathers details concerning the vessel's name, its captain and the sighting location. This data is reported to the District and entered in a raffle. A winner is drawn and a \$100 prize awarded at the annual conference. The reporting boat, if also flying the Ensign, is also entered. An additional \$25 incentive is added if the entrant is actually present at the conference.

This program will be conducted throughout USPS. The USPS Marketing Committee will conduct a national "umbrella" program in which all district winners will be drawn at the national level and

honored at a national conference. The Committee welcomes your comments or questions. Contact P/D/C David J. Meshulam, AP, at djmgem@aol.com. Flying the ensign should be a privilege and thus sought after by new members looking for the recognition of being part of our elite organization.

(We are pleased to advise that Districts 2 and 3 are planning to run the contest along with us in District 4. Any reported sightings of D-2 or D-3 vessels are to be reported to P/D/C David Meshulam and will in turn be forwarded to the appropriate district monitor. Commander Smith has also authorized the award of \$100 to the winner on the district level and an additional \$25 if winner attends the fall conference where the winner will be picked. Multiple entries are admissible provided they are from different locations.)

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Remember, hail the other vessel, get name of captain, squadron and location of sighting for submission. If you are also flying the ensign, make sure the other captain likewise reports the sighting of your vessel . You will then have 2 entries for that day.

The following is a summary of the activities of the marketing committee for 2010.

**Marketing committee members:
P/D/C Richard Zucchi SN
(Chairman)**

The Committee met on at least 3 occasions during 2010 to discuss Budgets, marketing strategies and marketing event schedules for 2010.

The 2010 District budget included \$3,000 for the newly established marketing committee, the money to be used for recommending new program for marketing USPS, improvements and upgrades to D4 marketing equipment, such as the display booth, printing and purchase of marketing materials, costs associated for participating in marketing events and other expenses (ie; setup, transportation).

The Marketing committee recognized the need to make improvements and upgrades to the USPS D4 display booth.

The booth is used to attract interest to USPS. In 2010 the D4 booth was used at several commercial events, such as the New York Boat show, where USPS display is among other professional, commercial marketing displays. We felt it imperative that the USPS display be highly visible, attractive, high tech and exhibiting professionalism to compete with others. Thanks to the efforts of P/C Kim O,Connell, JN and P/C Grant Hobson, N (North River) and I believe we achieved our goal.

Additions to the booth at the NY Boat Show in 2010:

- The booth area was doubled in size to 20 feet.
- 26 " flat screen monitor and DVD player
- Roll up vinyl signs advertising seminars and courses
- Lucite holders for pamphlets and brochures.
- 2, 6 foot folding tables and 1, 4 foot table
- USPS banner with D4 logo
- 24 inch celestial sphere,
- D4 and USPS flags,
- D4 and D3 burgees,
- a table for knot tying,
- Power point presentation at each end of the booth.

D4 conducted 12 min seminars (45 min) GPS, Weather, Rules of the road, Etc The roll up vinyl signs were also use in the seminars to advertise USPS.

There was a daily lottery drawing for a free boating course. There were 214 participants and 4 courses awarded.

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Each participants filled out a card that included name and email address. Each participant was contacted via e- mail. 82% of participants expressed interest in USPS

Three blue blazers were purchased. The blazers were available to volunteers while working in the booth, giving the booth and personnel a uniform appearance assuring all were dressed appropriately. We gave away hundreds of free copies of “Water Smart from the Start” A boating guide for kids.

Other Marketing events in New York where the USPS display Booth was used:

- Liberty Landing marina grand opening April 2010, 1000 attendees
- New York Water sports, and paddle boat day, Governors Island - 3000 approx attendees
- Family Day Governors Island – 3000 approx attendees
- City of Water Day, Governors Island – 10000 approx attendees
- Tug Boat Races , Manhattan – 5000 approx attendees
- Water Front Alliance Conference 800 approx. attendees New York Water sports,
- Captain & Paddlers Day, Pier 25 - 300 approx attendees
- Liberty Harbor Festival – 1200 approx attendees

Other activities:

- Display your USPS Ensign is season long event awarding a prize to

individuals displaying a USPS ensign from their boat.

- D4 distributed Lucite brochure holders to every D4 squadron. The holders, filled with USPS pamphlets and brochures were put in various marine facilities, IE: marinas, boating supplies stores, etc.
- Represented the USPS on the following standing committees, NYNJ Harbor Operations education subcommittee, Port Authority Maritime Committee, Waterfront Alliance, NYC 2020 Waterfront Vision Plan Committee

I extend extreme gratitude to the marketing committee members and volunteers who put time, and energy into making these events successful. Special thanks go to Grant Hobson, Kim O’Connell and Marvin Lipper (North River) for their hard work, setting up/ taking down the booth and displays, and designing, and purchasing, banners, displays and other marketing materials.

Thanks to PDC Dave Meshulam and Gail for ordering, storing and distributing hundreds of books and Lucite brochure displays holders.

The marketing committee was very active throughout 2010. Without doubt these initiatives gave the USPS brand exposure throughout the New York metro area. Although it is difficult to measure the effect of our marketing efforts, we can only assume impact somewhere in the boating community. Long reaching I hope.

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I believe this year D4 marketing has gained momentum in their effort to bring USPS to the foreground. Our goal is to have USPS be the most recognized organization in boating safety and education. I also believe that we must continue and expand our efforts to secure the future of USPS District 4.

**P/D/C Richard D Zucchi, SN
Chairman D4 Marketing Committee.**
