

Appendix A

How to Prepare a Squadron Page

Work with your squadron Historian to write a brief history. Don't include items that will become stale-dated. For example, if you list the name of your current Squadron Commander, you'll have to reprint your manual every time the watch changes. Consider the following items of your squadron history and traditions:

- The date your squadron was chartered
- How many members were in the squadron when it was chartered
- The name of your first Squadron Commander
- Tell about your squadron's first meeting
- Interesting traditions and activities of your squadron
- Describe the various awards in your squadron and how they are earned
- Tell when and where membership meetings are held, encouraging your reader to attend
- Show a depiction of your squadron burgee; if that is not possible, describe it.
- Describe your squadron meetings, cruises, and parties
- Uniforms, Insignias, Auxiliary, etc.

Do not include this page in your published orientation manual. This page is included here only to provide information and samples to use when preparing a new member orientation manual for your squadron.

If you want to make your squadron page look like the other pages of this manual, the page specifications are as follows:

The margins are all one inch, so almost any printer can be used. The text columns are four inches wide, using 11 point Times New Roman (Times will work as well if you don't have Times New Roman on your computer). If you can control the leading, we have used 15 points to make it just a bit easier to read—if you use a word processing program that allows you to control your line height but not your leading, set line height to 0.208 inch, or 1.1.

For boldfacing something like the page name or subheads within the page, we used a sans-serif font; Arial or Helvetica work well. As shown on the sample squadron page on page 29, the page title is 24 points and is positioned so that it is sitting on an imaginary line (called a baseline) located 1.9 inches below the top edge of the paper, i.e., 0.9 inch below the upper margin.

The text begins about 2.5 inches below the top of the page. The page number and the footer (*Squadron Orientation Manual*) are both 10 points, boldfaced sans-serif font (Arial or Helvetica).

We've given you these specifications so you can see what we've done here. Don't worry if you can't be exact in size and placement—coming as close as you can, using your favorite program, will do the trick.

Make your words friendly and fairly casual. Your goal is to get each busy new member to read and understand your manual, not be bored by it. It's got to be interesting and punchy—write using the same words you would use if you were speaking directly to a friend who's become a new member in *your* squadron.

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Write everything you and your historian can think of and get it all down on paper. The real trick in preparing your squadron page will be that, once the writing begins, you may have too much material, rather than not enough. If you do have too much for two sides of a single sheet of paper, your first step will be to eliminate unnecessary words, that is, try to say the same thing in fewer words—that will also make your text more punchy. If you've still got too much material for the available space, you'll have to prioritize your information and eliminate one or more lower-priority items.

In rare instances—particularly for newer squadrons—you may not have enough material to make the pages look as you'd like. In those cases, consider adding some group-shots of your members having fun at parties, cruises, or the like. Don't use captions, though. The point is to show the activities, not the individuals.

We've left space for only two sides of a page. Why? Good question. We're trying to minimize your work and your squadron's cost to print and distribute these manuals. Just as important, though, we want to minimize the reading new members have to do to become reasonably familiar with your squadron. If this booklet becomes too large, or too difficult to read, your new members won't bother with it, wasting your time and your squadron's money.

If you need to tell them more than your manual says—and you should—in these few pages invite them to a new members' dinner or similar event and tell them the rest there. And, encourage them to take Operations Training.

A Short History of Point Barrow Power Squadron

Our squadron was incorporated in Alaska in 1965, and our first commander was Robert W. Service, JN, grandson of the famous English poet who wrote many poems about the 1898 gold rush (See page **XXX** to learn what “JN” means.) There were only 15 members in 1965, but we grew to 150 within two years.

We held our first meeting in Anchorage, but we moved to Barrow in 1966—most of our members lived there, as they do now.

We’re so proud of our squadron that we’ve made up a special burgee that shows an old sailing ship that brought the sourdoughs to Alaska over 100 years ago. A burgee, like that shown here, is available to a member who wants to fly it on a boat or mount it on a wall.



We are unique in so many ways it’s difficult to know where to begin. Examples?

- Our weather is so different from that in the geographic areas of other squadrons that most of our boating is on ice boats.
- Our annual dog-sled race starts at Fairbanks and ends at Prudhoe. The end of the race is celebrated with a huge fund raiser, to which the public is invited and served the largest Alaska King Crab legs you’ve ever seen—as big as your arm!
- The winner of our annual snowman-building contest gets a giant red ribbon tied around his or her cabin chimney for Christmas.
- Every year on the summer solstice, we have an all-night softball game against the local Sea Scout organization (we’ve even won that game once or twice). The big deal here, of course, is that the entire game is played without lights! (Try *that* in the Lower 48!)
- *The Burnt Log* award goes to the member who completes the most courses in 12 months. (See the Educational Department pages for course information.)
- The member earning the most points in our annual cooperative charting program wins a special, wind-proof pipe. (Co-op charting is like a grown-up scavenger hunt—see

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the Executive Department pages for information about what Co-op charting is and how it's done.)

And, these are just the beginning! You'll get lots more information and notice about events like these in our monthly newsletter, *The Snowshoe*. But, to get early warning of these fun activities, you'll want to be a member of one of the committees that gets these events going. In our roster, you'll find the name of our Member Involvement Chairman, who will be delighted to help you find things you'd like to do.

Whatever you do, though, don't miss our bi-monthly members' meetings. We hold them at 1800 on the second Monday of every even-numbered month at the Tundra Sweathouse, where we all have dinner and a rollicking good time once the business is done.

Roster

Our roster is published yearly after membership dues have been paid and is generally ready for distribution by end July, to mid August. The roster contains the name, address, phone number, boat information and e-mail address for each member. It also contains contact information for Bridge and Executive Committee members as well as squadron committee chairmen.

We all prize our privacy, and request that you don't publish or give away the information our roster contains.

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Appendix B

How to Prepare a District Page

Preparing this page will be easier than preparing your squadron's page for this manual. You will need to work with your District Historian to prepare a brief history of your district and its traditions. Again, try not to include anything that will become stale-dated. A single district page can be prepared and used by every squadron in your district. We recommend that the following information be included:

- The date your district was chartered
- How many squadrons were in the district when it was chartered
- List the squadrons now in your district, and briefly describe the geographic area each covers
- The name of your first District Commander
- Tell about your district's first meeting
- Interesting traditions and activities of your district
- Describe the various awards in your district and how they are earned
- Tell when and where (if applicable) Conferences and Council Meetings are held, encourage attendance
- Show a depiction of your district burgee if one has been adopted; if that is not possible, describe it
- Describe your district meetings, cruises, and parties

Ask your district Historian to read through Appendix A of this manual to see what we are trying to achieve. If you or the Historian need further help or suggestions, contact anyone you need to talk to, including members of the National Member Involvement Committee.

The specifications for positioning your text on the district page are identical to those for your squadron page. Do the best you can to make your pages look as much like these as you can so that they look like they belong in the booklet, not just thrown in. But, don't lose any sleep over it. Your goal is to publish your information in the simplest, easiest-to-read form possible, not to produce a professional page layout. Unless the differences between your pages and the rest of this booklet are radical, the majority of your readers won't notice them and will learn a lot of useful information.

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