



# KEEPING UP

UNITED STATES POWER SQUADRONS

| MARKETING/PR

NEWS

Volume 1, Issue 4

Summer 2011

## [LINKS](#)

*(Click on selected Link)*

### [PR Contest Forms](#)

[Boating Safety  
Articles Cabinet](#)

## [PROLOG](#)

### Inside this issue:

This Month In  
Marketing/PR 1

Greensboro: A  
Squadron  
development  
Venue 1

Bright Ideas 2

Mission Statement 2

Events Offering PR 3  
Opportunities

Fly The Ensign: A 4  
Source of National  
Recognition

Free Marketing  
and Public Relation 4  
Materials

Greensboro GB 5-7  
News Exerpt

*Marketing and Public Relations, The Art and Science of Creating  
a Call to Action and Causing a Change.*

## THIS MONTH IN MARKETING/PR

Planning never stops in your national Marketing and Public Relations Committee. We seek to broaden help to squadrons in getting out the word. Five more boating safety articles have been added to our large archive of articles for squadron publicity use. A new program is being developed for squadrons to use with yacht and

boating clubs, designed to educate vessel captain partners regarding how to respond when illnesses or incidents disable the captain.

Shortly we will be seeking your help in contacting legislators to support our two year campaign for the issuance of a 2014 USPS commemorative stamp which is now stalled in that agency.

## Greensboro: A Squadron Development Venue

We hope that many will join us at the Greensboro Governing Board. There are great opportunities for building squadron cohesiveness and to gain great ideas. The Friday morning Marketing/PR Workshop will include developing PR programs and sharing new

approaches. There will be a significant presentation on squadron use of "social media" in getting out the word.

*See the attached letter from the National Meetings Committee.*

## IN MEMORIUM

**We all share the sadness of the recent loss of Tammy Voight, the loving wife of our committee assistant, Ken Voight. She waged a heroic battle against cancer until the end. Our prayers are with the family.**



## Bright Ideas

D/Lt Glen Sherman, AP

### Is your squadron on Facebook?

Social networks have become very popular in recent years and although there are many others, Facebook has become the most popular. Originally designed for personal or individual use, acceptance of Facebook has become so widespread that most businesses and organizations also have Facebook accounts. Visit us on Facebook has become a standard advertising tag line for everything from charitable organizations to auto makers. Some Facebook users don't even use search engines like Google or Bing to find product information, but instead search within Facebook where they are more comfortable. Facebook is the perfect place to post newsletter content and event photos that make your squadron attractive to perspective members.

### Is your squadron using Twitter?

There have been many jokes about people who narrate their lives on Twitter, but Twitter's easy interface with mobile devices can make it very useful for squadrons. Some squadrons successfully use Twitter to send messages to their members. Imagine, you post a reminder like "Don't forget the ABC class starts at 1900 tonight at the community center", and it pops up on everyone's cell phone. Sometimes people don't get to check their email or listen to home phone messages, but most are attached to their cell phones and are comfortable receiving text messages. Although new technologies and services can often be misused, they also can very useful to those who learn how to properly take advantage of their capabilities.

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### The MPR Committee Mission:

- 1) to assist squadrons
- 2) to promote the programs of the National Education Department; and,
- 3) to present the name of the United States Power Squadrons as THE national authority on boating education.



## Events Offering PR Opportunities

The following events, offer public relations activities both as necessities and opportunities to enhance the squadron. Each requires advanced planning for schedules and/or materials.

- Boating classes and seminars
- Speakers and programs at squadron meetings
- Accomplishments of the squadron or members
- Course graduations
- Boat Shows
- May Safe Boating Week activities.
- Cooperative Charting Program
- Vessel Safety Check Program.
- VSC examinations
- Radio or TV talk show interviews for the SEO or other dynamic speakers
- District Cruise and Rendezvous
- Change Of Watch
- Parades

Work with others squadron members who have responsibilities or just interest in these programs. See the online guidebook, PROLOG for tips on how to organize. Log in at [www.USPS.org](http://www.USPS.org) and click on the PROLOG name.



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## FLY THE ENSIGN: A SOURCE OF NATIONAL RECOGNITION

As was reported in earlier editions, a special Ensign is being discussed for the Centennial Anniversary in 2014. 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. It has encourage the display of the Ensign by its members and has conducted a "Spot the Ensign" competition and raffle. When spotting a boat flying the Ensign, another member would hail that boat and gather 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. The reporting boat, if flying also flying the Ensign, is also entered.

This program will be conducted throughout the organization. The USPS Marketing Committee will conduct a national "umbrella" program in which all district winners will be judged at the national level and the top participants recognized 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](mailto:djmgem@aol.com).

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### Free Marketing and Public Relations Materials

With our shift to more on-line downloaded materials, the Marketing/PR Committee is offering the following items for only the cost of shipping. They will no longer be available after the Fall Governing Board. Use the HQ materials request forms.

0130108 How To Run A PR Campaign  
0726100 Popeye Poster 8.5" x 11"  
0726101 Popeye Poster 11" x 17"  
0730102 PSA Script  
0830116 Media Release Stationary  
0830130 Who We Are and What We Do

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NATIONAL MEETINGS COMMITTEE

# Greensboro G.B. News

## Welcome Aboard!!

Come to Greensboro and participate!

Did you know that policies and procedures are largely established at our Governing Board Meetings. All of the committee people are also squadron members.

You can't influence what happens in USPS by staying home. You can make new ideas happen by being part of the process.

Everyone has the opportunity to contribute! Governing Board Meetings are not just for the bridge officers.

Open meetings provide an opportunity to input discussion of new ideas and

meaningful suggestions. They also offer an opportunity to join the committees.

Ideas like providing six month memberships to graduates of the ABC 3 and their families are bottom up ideas that reached the decision level.

On-the-water-training and Boat Operator Certification are programs that really got their start in squadrons and the ideas moved up the chain and were discussed and developed in meetings at our GB.

These programs still have room for input from you! Point is, you have to be here to help make it hap-

pen. I might suggest a positive approach. Talking to the various committee chiefs, R/C, Stf/c, and HQ Staffers in a social environment also go a long way.

There are several social events that happen at the meeting that offer a great opportunity to talk with the National Bridge. All are open to good ideas.

How could the new Master Insurance Policy offering hull coverage and liability have happened without a bottom up suggestion that there was a need.

Come to the GB and be a part of what's new.

### Bring the Whole Crew To Visit HQ



#### Inside this issue:

First Aid and CPR Certification	2
Tour Information	2
Headquarters Staff	3
Restaurant Guide	3
Leadership Training	4
General Information	5
Thursday Entertainment	6

#### Special points of interest:

- *USPS Golf Tournament*
- *Tours of Greensboro*
- *Visit USPS HQ and Library*
- *Great Guest Speakers*
- *Social Occasions of all kinds*
- *Solve District and Squadron issues*

## CPR/FA COURSE AT GREENSBORO GB

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Several USPS courses recommend and BOC Certifiers are required to complete CPR and First Aid Training. In cooperation with Safety Institute of Maryland (SIMD), we will be offering these in a one-day class on Wednesday, 14 September in the Tidewater Room during the Greensboro Governing Board. The "Heartsaver" program is based on the American Heart Association curriculum and will be presented by their Certified Instructors who are all members of the USPS.

Pre-registration is required as class size might be limited.

Flyers and registration form are shown on page 6 and 7 of this newsletter. Additional questions should be directed to Alan Karpas of Rockville Squadron at

(301) 767 5905 or [SIMD@verizon.net](mailto:SIMD@verizon.net)

### **Heart Saver First Aid W/CPR & AED**

#### **WHAT WOULD YOU DO?**

When medical emergencies occur aboard

a vessel at sea,? Quick and appropriate action becomes a life-saving event. Falling overboard into cold water, suffering a compound fracture from a fall, or having an allergic reaction to a bee sting can become a major trauma unless there is someone aboard who knows exactly what to do.

The chance of shock, permanent injury or death is not just possible, but likely. The way to insure the best possible outcome is through first aid training.

The Coast Guard requires everyone holding a Basic Coast Guard License (OUPV-"Six-pack") to complete CPR and First Aid training and hold a current certification. USPS requires any member desiring to become a BOC Certifier to be trained in CPR and First Aid.

## Projector Information

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Logistics is a huge part of planning for the National meetings. "Little" things like not having a projector 10 minutes before start time can be a "panic" situation for the presenter.

Projectors are expensive to rent. You can buy one for the "one-day" fee that the AV Companies charge. That being said, it is wise to insure that you have covered your arrangements for your projector.

Many of our members have their own projectors and we encourage their use. I have owned one for over three years.

USPS owns 6 projectors. One 6000 lumen that is used for the Saturday GB Meeting. One antique that used to be used for the Saturday meetings, and four for general use. Pro-

jectors are scheduled early when the meetings are scheduled. They are picked up at the USPS registration desk. They

must be returned immediately after use to the registration desk for use by others. Repack the cords and insure that they are returned properly. There is no "leprechaun" to make this happen for you.

*"There is no leprechaun to return your projector, you must do it yourself and promptly"*

## Tours

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Sarah McCurry of Shallotte River Sail and Power Squadron, D 27 is doing a yeoman's job of setting up the tours in Greensboro.

She also is arranging the entertainment for the Social Luncheon for Saturday, September 17.

She also is setting up the entertainment for the Saturday night dinner.

Sarah is great to work with and we are

proud to have her as part of the team.

Come early and do the Golf outing on Wednesday, at the Grandover Resort and meet the local USPS country club set who boat and golf.

Or, you can Tour the Greensboro Historical Museum & Blandwood Mansion. Visit Replacements Limited in the afternoon on Wednesday and replace that broken piece of your best china.

On Wednesday, there will be two tours to USPS HQ. Highlight is the USPS Memorial Library.

Thursday Do the Old Salem Tour or the HQ.

Go to your history books if you don't know what some of these places are. I will highlight them for you next time in my August newsletter.

All are inexpensive!

# Go Greensboro



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## Dress code

### Sun.-Tues., 11-13 Sept.

USPS casual or other appropriate attire.

### Wed.-Thurs., 14-15 Sept.

USPS polo or other appropriate attire.

### Fri., 16 Sept.

USPS polo or dress shirt and tie with blazer or other appropriate attire.

### Sat., 17 Sept.

#### Daytime Uniform F. Merc

Regulation long-sleeve white shirt with black four-in-hand tie, black uniform trousers, black belt (if worn), black socks, black shoes, or other appropriate attire. Ladies: Regulation long-sleeve white shirt, black skirt or slacks, black crossover tie, black shoes, black purse (if carried) or other appropriate attire.

**Evening** USPS blazer, gray slacks, white shirt, and tie or other appropriate attire.

## Get there

If you're traveling by air, book your flight into Piedmont Triad International Airport (airport code GSO). By car, Greensboro is easily accessible from I-95, I-85 or I-40. Or if you're not in a hurry, you might enjoy a trip along North Carolina's state roads. If you're planning to extend your stay, consider a retreat in the nearby Blue Ridge Mountains to admire the beautiful fall foliage. You may also enjoy a visit to Cape Hatteras on the Outer Banks, Virginia Beach, or even Charleston, S.C.

## Plan your stay

The Sheraton Greensboro Hotel at Four Seasons provides free shuttle service from the airport to the hotel at 1121 High Point Road, Greensboro, NC 27407. Featuring southern hospitality at its best, the hotel has 1,000 elegant guest rooms, including 70 suite combinations and new club-level smart rooms.

## Explore the area

While you're here, you'll find plenty to do in Winston-Salem, High Point and Greensboro. We have also planned tours to USPS headquarters in Raleigh as well as area museums. Don't miss our tour of Replacements Ltd., which has the world's largest inventory of old and new china, crystal, silver and collectibles. If you have missing or broken pieces, you can identify the maker and style and order them while you're here.

## Things to do

Golfers, bring your clubs. Owned by the hotel, the Grandover Resort East Course measures up to the highest standards of championship golf, so you'll want to sign up for the golf outing we have planned.

Shoppers, bring your energy. Start the day with a hearty breakfast at one of Greensboro's spin-echo houses before enjoying some of the Southeast's best shopping in the newly remodeled Four Seasons Town Centre. With three floors and more than 200 shops and restaurants, Four Seasons offers something for even the most discriminating shopper.

You really don't have to leave the hotel to have a good time. In addition to USPS planned activities, our hotel has five restaurants and a sushi bar, three conversation lounges, plus Club Fifth Season, a high-energy nightclub with entertainment nightly.

For your convenience, every room is equipped with complimentary high-speed Internet; wireless is available in the lobby and meeting spaces. Parking is complimentary.

## Enjoy the show

Thursday, 15 Sept., Join your USPS friends at Club Fifth Season for a light dinner, live music and an after-dinner comedy show.

On Saturday night, don't miss the USPS reception and banquet featuring live entertainment by comedian Tommy Blaze.

## Reserve your room

Reserve your room at the Sheraton Greensboro Hotel at Four Seasons by calling 336-292-9141 or by visiting [sheratongreensboro.com](http://sheratongreensboro.com). The room rate is \$125.