



# KEEPING UP

UNITED STATES POWER SQUADRONS

| MARKETING/PR

NEWS

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## LINKS

*(Click on selected Link)*

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Boating Safety  
Articles Cabinet

### PROLOG

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

## **Social Media an Important Tool! By Terri Flagg**

Where are those potential younger boaters for whom we are looking? They're on the Internet! Over eight million adults use the web every day. When folks go searching for boating info, we need to be there. At the same time, it's a great way to broaden the message that your squadron is the "Go To" organization for boating expertise. It's cheap. It's easy. It involves the same rewarding problem solving as does our favorite hobby – boating.

A great place to start is by becoming a part of our growing online communities. Go to USPS.org and click on the links for Facebook, Twitter, YouTube and LinkedIn. Create an account, and go for it! Need help setting up your own Social Media pages? Contact Headquarters' Terri Flagg at (757-621-9922) or email [tflagg@live.unc.edu](mailto:tflagg@live.unc.edu).

### **EXTRA! Introduction To Social Media Video**

To discover a taste of the potential of social media, copy this link for an update and turn your speakers on!

<http://www.youtube.com/watch?v=x0EnhXn5boM>

### **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.**

## Remembering Larry Saumur

**15 Sept 1943 – 28 Oct 2011**

**By Stf/C Ken Voight**

D/Lt/C Larry Saumur, P a member of Tres Rios Power Squadron, District 13, passed away on 28 October 2011.

With 39 Merit marks he was active in his squadron and was currently the D13 Treasurer. He was a member of the Marketing/Public Relations Committee and National Meetings.

He served several yacht and boating clubs including a long affiliation with the Seal Beach and the American Legion Yacht Clubs. After years of service on its bridge, the Hollywood Yacht Club awarded Larry the title of “Staff Commodore”.

Larry was a retired LA County Fire Fighter and an Engineer. These professional skills were valuable to his squadron in its outreach programs to the public and area businesses. His dedication to boating was recognized in 2005 when the State Of California, Department of Boating and Waterways presented him with “California Distinguished Service Award”.

Larry will be missed on every level. He was the personification of the true volunteer.





## Bright Ideas

Stf/C Glen Sherman, P

### Would you like to make your own animated graphics or banners?

Animated graphics or banners can be better attention getters than static images. These can seem impossible to create, but there are many web sites and software that can help. Companies like Aleo Software and others offer modest priced products that can help you produce flash animations. Web sites like [MakeAGif.com](http://MakeAGif.com) allow you to load a series of images (you must create them) and turn the series into an animated gif image for free. There are many free and low cost resources that can help make your on line content more interesting and visually exciting.

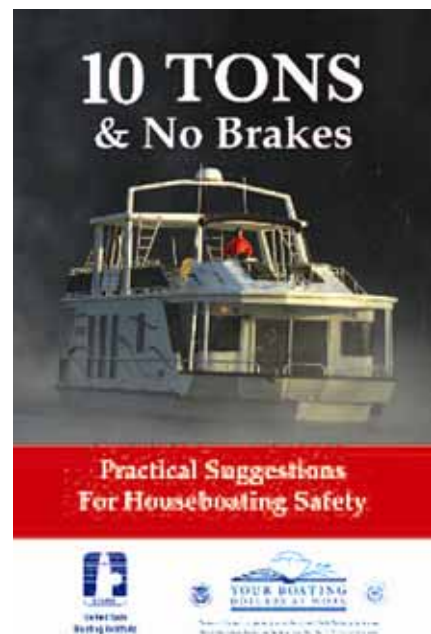


## 10-Tons & No Brakes

By P/R/C Bob Green

“Ten Tons and No Brakes” is the latest publication to be entered into our catalogue. It is a brochure created by the United States Boating Institute (USBI) with exciting graphics encouraging boating education. It is free and measures 5 & 1/2 inches by 8 & 1/2 inches and has 12-pages. **The catalogue number will be 09-26-100.**

USBI is an umbrella organization made up of representatives of The American Red Cross, The American Canoe Association, The United States Coast Guard Auxiliary, The United States Sailing Association, the Canadian Power and Sail Squadrons and the United States Power Squadrons. It was formed back in the mid 80s to eliminate duplication of effort among the leading teachers of safe boating. The organization works closely with the US Coast Guard.



## **Aren't we all The United States Power Squadrons®?**

*Abridged from an article by Stf/C Glen Sherman*

What is our biggest Marketing & Public Relations challenge within USPS? We have no national identity. Most people don't know what a power squadron is, what we do, and how much experience we have as boating educators. Building a respected and easily recognized identity or brand takes many years and a unified effort with a consistent message. When my squadron advertisements say: "Peconic Bay Power Squadron presents America's Boating Course" and a neighboring squadron does the same using their unique squadron name, we appear to be two small local groups in competition and local groups will generally be less noticed and respected than a large national organization with many local chapters.

How do other organizations with local groups maintain national identity? They keep that identity first: "United States Coast Guard Auxiliary Flotilla 18-02", "Knights of Columbus Sacred Heart Council #4402", and "American Legion Post 803 Southold?" National chains like Marriott Hotels, Holiday Inn and 7-11 are good examples where local affiliates not corporately owned, display only the national brand.

What can be done differently to improve OUR identity/brand? My squadron number in Peconic Bay is 4260; we could be known as "The United States Power Squadrons # 4260 Peconic Bay", or "The United States Power Squadrons, Peconic Bay Squadron"

Do we need to rename all the squadrons? Suddenly renaming squadrons would cause quite a stir, so this isn't an option. There are things we can do now while transitioning for the future: new squadrons could be added using a new naming format and squadrons celebrating landmark anniversaries could use a name change combined with the anniversary as part of a marketing campaign.

Immediately, all squadrons could promote classes adapting our national name as their primary identity: "The United States Power Squadrons/ Peconic Bay Power Squadron presents...."

From a local perspective, changing our naming convention may seem radical, but from a national marketing perspective there are good reasons. If we improve the recognition and respect of the USPS brand nationally, ALL squadrons will benefit.

Such a national identity will come by placing ONE name and logo in front of the nationwide public, millions of times. Are we ready to think bigger: to think national when it comes to marketing





## Committee Contacts:

V/C John Alter, SN  
Executive Department, Chair  
[jtausps@connectnc.net](mailto:jtausps@connectnc.net)

R/C Greg Scotten, SN  
MPRCom Chair  
[gscotten@comcast.net](mailto:gscotten@comcast.net)

Stf/C Ken Voight, AP  
MPRCom Technology  
[kvoight@digitalpublishing.com](mailto:kvoight@digitalpublishing.com)

Stf/C Glen Sherman, P  
MPRCom Squadron Support  
[glen@HappyCove.com](mailto:glen@HappyCove.com)

Stf/C Ken Henry, SN  
MPRCom Contests  
[k.henry8@verizon.net](mailto:k.henry8@verizon.net)

P/R/C Bob Green, N  
MPRCom PROLOG  
[rgreen9934@aol.com](mailto:rgreen9934@aol.com)

P/Stf/C Bob Stein, AP  
MPRCom Newsletter Editor  
[rastein@embarqmail.com](mailto:rastein@embarqmail.com)

P/C Terry Green, JN  
MPRCom Asst Editor  
[sailgreen@embarqmail.com](mailto:sailgreen@embarqmail.com)

## Awards Time Approaches

Remember to gather your January to December 2011 squadron scrapbooks, self-made Power Points, and videos, and electronically recorded interviews and radio publicity used to promote your squadron and its programs. They all should be submitted in April to your district.

Nominations for this year's Ship's Bell Award are due by 31 December. This is the Marketing Public Relations Committee's most important award. It recognizes extraordinary regional models and

contributions promoting USPS activities. Past recipients have been: Lt Bill Hempel, Peace River Sail & Power Squadron, D22; the Goodyear Tire and Rubber Company, Air Ship Division; The Sun Newspaper Corporation of Southwestern Florida; Lt Robert Scully of Vero Beach Power Squadron, D8, Lake Charles Sail & Power Squadron, D21; and, Boating Times Long Island (Electronic Magazine). If you have a nominee, please contact Greg Scotten, [gscotten@comcast.net](mailto:gscotten@comcast.net).

## Get on the phone, spread the word! The Jacksonville Annual Meeting is 22-29 January

The Annual Meeting is an extraordinary time to work with squadron and district leaders on the future of your organization. Meet with the Best of the Best in discovering all that is possible for your group.

Register for Jacksonville now to avoid the rush and sell outs!

There are several events that require ticketing and require postmarks by December 22. There are also events which are sold at a lower price if reservations are made early. Hotel room reservations should also be made early to avoid sellouts of the desired bed arrangement. See page 36 of the fall issue of the ENSIGN for hotel reservation information. See page 37 of the same ENSIGN for activities registrations information.

You may also access this information at [USPS.org](http://USPS.org).