



The 45th Parallel



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Sail and Power Boating

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*Articles for publication must be received by **the 20th** of the month. Articles may be submitted by e-mail, or hard copy to:*

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General Membership meetings are held the first Thursday of the month at Sleders. Executive meetings are held the third Thursday of the month at Traverse City. Anyone interested may attend via Zoom

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Grand Traverse Bay Sail and Power Squadron 2023-2024 Activities Calendar

February 1	General Meeting-1800	Sleders
Feb 6-11	National Meeting	Orlando
February 8	Lunch with the Commander-1200	Cottage Café
February 15	Executive Meeting-1600	Zoom
March 7	General Meeting-1800	Sleders
March 11	AP Class starts	NMC
March 14	Lunch with the Commander-1200	Cottage Café
March 21	Executive Meeting-1600	Zoom
April 4	General Meeting-1800	Sleders
April 11	Lunch with the Commander-1200	Cottage Café
April 18	Executive Meeting-1600	Zoom

1 FEBRUARY 2024

HEATHER SMITH

Grand Traverse Baykeeper Microplastics in the Great Lakes

1800 Social Hour

1830 Dinner

Sausage, sauerkraut and potatoes

Fried Perch

Please let your caller know your preference

\$25 Per person

If your telephone caller does not reach you by Sunday, Jan 28 please call Janet Ward at 231-492-3038 or email Janet Ward at janet.ward49@yahoo.com by Jan 29.

(Please let your caller know if you will need a ride to the meeting)



COMMANDER'S REPORT

Cdr John Krieger, P

At our general meeting I spoke specifically of actions and plans the Executive Committee would get in place to help guide us through 2024. In response, the Bridge, Members at Large and various others met at the downtown library and developed a working document that will guide us through this year and beyond. The most important areas of the plan and action items are listed below.

Clearly our critical gap exists in the Membership Committee where we have no chair or members. We need people to both lead and participate on that committee. If you are interested in helping execute any of the plans by leading committees, activities or organizing events, please let any of your Bridge officers or me know.

I look forward to seeing you at the General Meeting in February.

John

Community involvement Forging relationships with other clubs/marinas/

auxiliaries/Newcomers – Dan Cline lead by discussing other organizations and asked the poignant questions of What do we offer to potential partners? What do we want from them? Do they reach our target market? What outreach actions should we take?

Action Items - After almost an hour of discussion, the group decided the actions would include contacting the following organizations and specifically who would spearhead the contact of each:

TCAS – Dan Cline

Great Lakes Cruising Club – Dan Cline

Coast Guard Auxiliary – John Krieger utilizing warm contacts

The group also spoke about contacting marinas in our area, and the group decided doing VSCs were the best contact and introduction method. (See section on VSCs)

Finally, the group also discussed relationships with GTYC, Elk Rapids Yacht Club, Newcomers Club, MHA, and ISEA. After some discussion, it was decided that our interests do not align as well with these other organizations.

Further review of member survey responses – Bill Bailey and Tom Snow led the group in reviewing the member survey responses and reported the overwhelming response was for more on-the-water activities. Bill put together a list of proposed activities with dates. The list includes both on-the-water and boat shows by month. After some discussion, it became clear that to be successful, these activities must have people that want to participate and leaders to make them happen.

The boat shows include Chicago, Cleveland, Toronto, Miami, Yachtapalooza Chicago and both power and sailboat shows in Annapolis.

The proposed activities include Spring Equinox Hard Water Rendezvous (need to find a place to host and perhaps include skiing), Shakedown Cruise, Power Island Picnic, Local Park Picnic, Lobster Bake and Cruise of the Bay.

Action Items – **Virtual Sign-Up, Physical Sign-Up, Finding Leaders** - Bill and Tom will put together an email which provides the details for each of the event, as well as the sign-up process via an email to the membership. In addition, they will have sign-up sheets at the general meetings and the Commander will announce sign-ups at the monthly meetings.

Consultant's and Committee's Report on Membership and Findings – John

Krieger led the group in reviewing the key recommendations which included creating and cultivating partnerships which was previously discussed and actions agreed to (see above), conducting a new member drive, offer seminars and/or courses for other vessel types and communicating through paper instead of email, redesigning the website and building a social media presence. After some discussion, it was decided that Krieger would identify three action items and communicate them to the group for consensus.

Action Items – The action item categories include membership, awareness and community involvement.

Membership

Reconstitute and resurrect the membership committee – Currently, there are no membership committee members. We need at least three with a strong leader and an established new member goal. Other short term membership committee goals are to resurrect the new member orientation manual, mentor program and develop a welcome packet (burgee, etc.) Fully utilize the data gathered during a VSC to target new members.

Three in Twelve with a \$500 cash prize – Each existing member does a face to face ask of three of their friends/acquaintances to become members in the next twelve months. Tell them why you joined and what benefits you get from being a member. The member who brings in the most new members wins.

Commander's Call – The squadron is most vulnerable to members dropping out in the first three years of membership. The Commander will personally call new and newer members (first three years) annually to thank them for being members and to solicit the members for feedback and potential membership or leadership positions.

Awareness

Develop and place an add in the Ticker monthly (\$25 per occurrence). Include upcoming class information and social activities

Pay a professional Social Media manager to develop and manage our presence in social media.

New marketing banners and materials for VSCs awareness

Community Involvement

New SWAG for give aways at community events (boats on the boardwalk, water safety day, etc.)

Broaden community involvement beyond Boats on the Boardwalk and Water Safety Day

Direct marketing to youth groups and organizations like Boy and Girl Scouts and invite them to Water Safety Day as well as Boats on the Boardwalk

VSC Data and Its Use in Recruiting – Dee McClure and Craig Shantz led a discussion on VSCs and the data they captured doing their 80 VSC's this past year. There is clearly valuable data that will be used for recruiting new members. Additionally, Craig discussed the need to have an organized, strong physical presence at marinas which would include a tent, banner, information hot dogs, hamburgers, pop, beer etc. It will help with membership and awareness. Also, we can coordinate with the CG Auxiliary.

Action Items – **Bring two additional** VSC inspectors on board this year. Capture the data (i.e mailing address, email, phone, etc.). The VSC inspector will **personally ask the individuals** who underwent a safety check (via email, phone, etc.) to become members. Data captured will be routed to membership committee. **New banners and marketing materials** needed for marina presence as well as a budget for dogs, burgers, etc. Use members who slip boats at that particular marina to staff tent.

Course offerings and pricings – Local Market Competition – Bill Smethells and Craig Shantz led the discussion and reviewed our existing course catalogs and course schedules. The group also spent time discussing pricing and how our products seemed to be underpriced in the marketplace. The pricing structure for classes at NMC was also discussed as was its desire to raise our costs. There was also some discussion around the ABC course and certification of instructors.

Action Items – **Come up with new pricing** for our courses. Compare current net income from education to what it could be under a new pricing scenario. **Offer instructor certification** course and get additional certified instructors in the squadron. **Charge non-members** for seminars and use additionally generated revenue to increase awareness and strengthen the squadron.

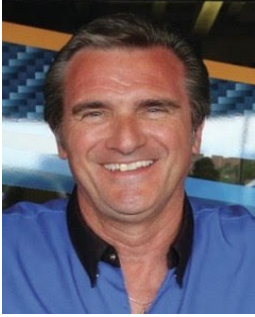
Instructors – Tom Stone and Mary Petterson and Craig Shantz led the discussion on the need for additional instructors. The group agreed that the only certification required was for ABC. Additionally, Engine Maintenance was recognized as being highly popular and most likely to need an instructor soon.

Action Items – **Introduce people to teaching** by giving them the opportunity to teach at ABC. **Identify subject matter experts** in the membership and ask if they would be willing to teach in those areas. **Get additional people** certified for ABC per the above.

New Leaders and Officers – Mary, Tom and Bill Smethells led the conversation on the need for new leaders and representation on the nominating committee. There was a scenario where we would not have three members (all past commanders) of the nominating committee. Additionally, Eric Currin pointed out that generally people were slotted into a position with the understanding they would be moving up in the organization.

Action Items – **Actively** encourage new members to get involved at the committee level. **Approach people** that are participating and encourage them to join the Bridge. **Fully utilize** the structure Members at Large to Bridge, from XO to Commander, etc. **Appoint a new representative** to the nominating committee this year.

Happy
Valentine's
Day



EDUCATION OFFICER

Lt/C Craig Shantz

Over the years, the past and present instructors of our squadron, have done an absolutely outstanding job conducting the many courses and seminars leading to more knowledgeable, and safer boaters. I would like to personally thank each of our instructors for their individual and team contributions that have led to the stellar performance of America's Boating Club - Grand Traverse Bay!

Now it's time to add additional members to our instructor pool, in order to keep up the quality of training that has already been established as the ABC Grand Traverse Bay standard. We have many members within our squadron who have the knowledge and experience to become instructors, so please let me know if your interested in sharing your skills with fellow boaters. Your participation is very much needed and most appreciated!

Enrollments continue to populate our current courses offered through Northwestern Michigan College (NMC) as follows:

ADVANCED MARINE NAVIGATION - currently has 3 enrollments

CRUISING AND CRUISE PLANNING - currently has 1 enrollment

SAILING - currently has 9 enrollments

These course enrollments will continue to grow over the next few months, as we draw closer to the start dates.

I'm probably like a lot of you, as I am already putting together my "Boat To Do List" and reserving slips, even though it's only 29 degrees outside and we still have ice around the edges of the bay. Anyway, the days are getting longer, so Think Spring, Stay Warm and Stay Healthy!





ADMINISTRATIVE OFFICER

Lt/C Janet Ward, AP

The days are getting longer and we are getting closer to being on the water again! Our next dinner meeting is February 1, 6pm at Sleders. The meal price is \$25 and the menu choices are:

Sausage, Sauerkraut and Potatoes

Fried Perch

The program will be a presentation by Heather Williams, Grand Traverse Bay Waterkeeper, who will speak on Microplastics in the Great Lakes.

John Snow has resigned as Executive Officer and Chair of the Calling Committee. The names on his calling list will be redistributed by Jerry Williams to the rest of the Calling Committee members. If you are a Calling Committee member, please make the necessary revisions to your contact distribution list once Jerry sends you the new lists.

If you have responded that you will be attending the dinner meeting but are not able to make it, please let your Calling Committee member know so that I can contact Sleders management that our numbers have changed. We are charged for every meal that we report and have paid for meals when members don't attend.

FEVRUARY BIRTHDAYS—

Merri Lee Day
Patrick Kernaghan, S
Dixie Lee Lockwood, S
Barb Lyon, AP
Nancy Rea
Bill Rottman, AP
Dennis Stockemer, P
John Weih, P





SAFETY OFFICERS REPORT

Lt Brian Nelson, AP

Armchair Boating

Digital electronics technology has had a huge impact on boating ever since the implementation of GPS-based navigation. Emergency as well as routine communications are now possible on a global scale at affordable costs. AIS now enables vessel identification, position and heading information for enhanced collision avoidance. 5G cellular service allows for live streaming and remote control of almost anything located inland or near-shore. These are just a couple examples of technology advancements that have changed the way we approach and enjoy boating on our waterways. Keeping up with these changes is a challenge, especially for us “more experienced” individuals.

Satellite radio, streaming services and smart televisions have affected our leisure time entertainment as well. Combining technologies has opened the door to remote learning and meetings, and to the conduct of our jobs. The time has come for us to embrace these changes, whether we like them or not, or risk our own obsolescence. The United States Power Squadrons/America’s Boating Club and the U.S. Coast Guard have met this challenge with the introduction of America’s Boating Channel in 2016, sponsored by the U.S. Coast Guard and produced by United States Power Squadrons. It is the official showcase and repository for digital videos focused on boating safety and boater education. To check it out, go to: www.youtube.com/@AmericasBoatingChannel and explore the tabbed sections. You will find dozens of short, 3 to 6-minute videos demonstrating individual topics on seamanship, navigation, boat handling, safety, inspections, regulations and planning. There are also entertainment/informative videos on racing, boat shows, news and movies. The Channel’s content is especially well suited for family viewing, including featuring young boaters in videos. Sharing this resource is a great way to introduce people to our club and get them started on their safe boating education. It is also a great way for us to grab a few minutes of screen time to keep our boating interest refreshed during the middle of winter. Think spring!

<https://americasboatingchannel.uscreen.io/catalog>





SAVE THE DATE
2024 DISTRICT NINE SPRING CONFERENCE
AND CHANGE OF WATCH
Hosted by America's Boating Club Grosse Pointe
12-14 April 2024
Sheraton Detroit Novi Hotel



21111 Haggerty Road Novi, Michigan 48375

Seminars, Spring Conference Meeting, Change of Watch and more...
Additional Information about the Spring Conference to Follow.

JANUARY MEETING—



P/C Bill Smethells, N
Lt/C Craig Shantz
John Holcombe, AP



Mary Adkins
P/C Dave Terrell, AP



Bill Rzyzi
Mike Adkins
Lt/C Janet Ward, AP
Pat Kernaghan, S



Jim Schultz
John Davies, SN
Mary Norris



Lt Sue Brown, P
P/C Mary Petterson, N
Janet Stone, JN



P/C Bill Smethells, N
Lt/C Craig Shantz
P/C Bill Bailey, JN



Cdr John Krieger, P
swearing in Craig
Shantz
as new SEO

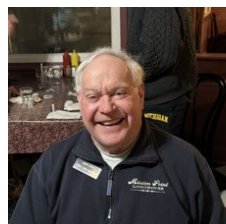


Lt/C Cathy Holcombe, P
explaining the financial picture
of the squadron

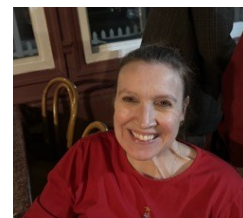
WINNERS



Arnie Taddia



Lt/C John Snow



Alisa Crawford