Hello everyone,

It seems that we have big things happening within our organization. With the new “Strategic Transition Plan”, National seems to be on the verge of making some pretty drastic changes. I have published this plan below and I NEED FEEDBACK from all of you in order to take them with me to the National Meeting in Louisville, KY., 10-15 September, 2019.

As you may or may not know, we have already discussed some of the same issues as the plan pertains to District 28. We have decreased membership, seen a lack of volunteers to assume leadership positions, and most members do not come to district meetings anymore. We have communicated this to the National Planning Committee.

Below is what the National Planning Committee is proposing at the upcoming National Governing Board meeting September 10th thru 15th 2019.

SIMPLIFICATION:
1. Immediately reduce any orientation to OT in 1 ½ focusing on our core mission not protocol.
2. Reduce Squadron burden by dropping formal Governing Board meeting. i.e. Hold only an Annual Meeting.
3. Significantly relax requirements for squadrons to fill so many positions. Completely eliminate many positions (Radio Technical, Chair of local boards etc.).

Continued on Page 3
New Website for District 28
Submitted by Nancy Kangas

The District 28 website has been totally revamped. It is no longer on the USPS national website.

The District Webmaster, Nancy Kangas, has taken it over and transferred all information to the District’s own website which is now on a shared server using GoDaddy.

What is the advantage of moving to GoDaddy?

A: The #1 reason that we decided to move the site is to get it in a WordPress environment.
B: The advantage of WordPress is that it can easily be updated by anyone that has minimal computer skills.
C: When the site was on USPS, a program that uses HTML (I used Adobe Dreamweaver) was needed to update the site.
D: Since I was redesigning the site, I decided to go with a one-page site. The advantage of a one-page site is that people on mobile devices can easily scroll down the site. See screenshot below on left.
E: The other change is the URL, which now incorporates the Americas Boating Club name. Many squadrons/districts have adopted this important link with the National Brand.

The new website address is: http://www.americasboatingclubd28.org/

Stay in the loop—share your squadron photos on the District’s Facebook Page: https://www.facebook.com/USPSD28/
4. Review entire structure and eliminate programs. Validate everything as a cost benefit (true value to membership).

5. Immediately eliminate ranks, grades as descriptors. Create an “almost no-titles allowed” policy. Determine how younger people refer to positions.

6. Immediately eliminate uniforms. Encourage adoption of proper attire and set a proposed standard for casual attire at gatherings.

7. Allow all squadrons and districts to operate in a reduced, simplified, newly defined capacity. Be willing to “look the other way” a bit for a while.

8. Have a National live help line and/or chat line to help members of squadrons who have questions. Have authority to react immediately.

9. Create an easy and intuitive National Information system available on all electronic platforms.

10. Restructure Districts (replaced by three facilitators who mirror National help/chat line) and keep in regular contact with squadrons. No mandatory Council or Conference meetings.

11. Reduce the number of bridge positions to, maybe 4. President, Vice President, Secretary/Treasurer and Education Coordinator. Outline structure for squadrons to have more positions if desired.

12. Squadrons should adopt a softer name - “America’s Boating Club of Skagit Bay” for example.

13. Encourage squadrons to concentrate their manpower on activities that best fit their member’s desires.

14. Encourage “outreach” by thinking “young” even though few members may show interest.

15. Eliminate the monthly GMM business meeting. One annual meeting is sufficient. Make any regular gatherings fun and informative — no drudgery.

16. Explore new approaches to filling positions.

17. Encourage squadrons to adopt mostly electronic means of communication with members.

18. Leaders need to focus on creating fun activity oriented jobs not administrative, reporting jobs. Eliminate most formal reporting.


Mission
Promote watercraft skills on and off the water through member social interaction, education, and civic service.

VISION:
America’s Boating Club is local groups of members who enjoy sharing their passion for boating skills within their membership and with the boating public. They partner with other organizations dedicated to improving the on-water experience, while respecting the environment and laws governing our waterways. America’s Boating Club projects a pleasurable social atmosphere, combined with educational efforts.

STRATEGY ONE: Establish an operational structure that ensures survivability of USPS/ABCClub through the transition period and beyond:

- Initiative One – Initiate squadron, district, and national simplification to ensure success (See Simplification)
  ◊ Create a contemporary organizational structure
  ◊ Operational changes
  ◊ Meeting reductions
  ◊ Attire & Protocol changes

- Initiative Two – Establish organizational structure of USPS
  ◊ Corporate entity for 501c3 status
  ◊ Grant Management
  ◊ USPS Education Dept. (USPS University) & HQ support
    • Provide a highly visible, broad-based on water training initiative that attracts a wide audience;
    • Develop and maintain educational material that is relevant to the recreational; water craft market place;
    • Develop and provide educational offerings in technology that is desired by the market place;
  ◊ HQ positions & Executive Director
    • Succession Plan
  ◊ Marketing & Publications
    • Promote and Market America’s Boating Club opportunities.

Continued on Page 4
**USPS Strategic Plan**  Continued from Page 3

- Develop comprehensive ‘best practice’ civic outreach guidelines that project values of our organization, and encourages member involvement.

◊ **Member Benefits**

- **Initiative Three** – Establish business plan for America’s Boating Club
  ◊ Improve Culture and Products to Attract New Members -
    - Boating—recreation, fun, family and relaxation are of primary importance;
    - Culture—emphasize flexibly with minimal structure and formality;
    - Appearance—look and dress like contemporary boaters;
    - Education—must be highly accessible and emphasize on-water training, seminars, and online course access;
    - Programming—facilitate recreational watercraft community and waterway betterment and advocacy.

◊ **Ultimately America’s Boating Club Business Plan will be** -
  - Focused on recreation and on-water fun;
  - Simple to participate in, flexible and easy to do business with;
  - Highly visible among active watercraft enthusiasts and within the marine community;
  - Delivering valuable, exclusive member benefits;
  - Adding value to the recreational on-the-water experience of all members;
  - Ahead of trends and up to date with developments in recreational on water communities.

**STRATEGY TWO: Assess Fiscal Management**

- **Initiative One** – Review expense reimbursement policy based on the strict needs of the new reduced organizational structure.

- **Initiative Two** – Assessment of assets;
  ◊ Ensure return on investment;
  ◊ Establish support level for less popular offerings.

- **Initiative Three** – Develop operational budget for new organizational structure.

- **Initiative Four** – Assess possible ‘one single dues regime’ throughout the organization.

- **Initiative Five** – Fund new offerings based upon the needs of the current and forecasted recreational watercraft community.

- **Initiative Six** – Evaluate the role of Education and Endowment Funds in any future reorganization.

- **Initiative Seven** – Fund technology improvements to support the growth of the organization.

**STRATEGY THREE: Reflect age, gender, cultural, and demographic changes in the watercraft community while honoring our heritage.**

- **Initiative One** – Develop comprehensive recruitment outreach program;
  - Depict variety of ethnicity in advertisements.

- **Initiative Two** – Relax uniform protocol as desired.

- **Initiative Three** – Improve technology and social media infrastructure.

- **Initiative Four** – Establish partnerships and working relationships with other organizations to reach a larger and diverse audience in the watercraft community.

- **Initiative Five** – Encourage family friendly and youth activities for future market development.

*Submitted by: Planning Committee, February 15, 2019*

HELP PLEASE:

This is what is before us at this upcoming Governing board and I need your input to take to National with me so I can give National the voice of our District.

Send me an email with your comments as soon as possible please!

**D/C Shawn Goit, JN-ON**

**District28USPS@gmail.com**

United States Power Squadrons
Americas Boating Club
http://www.americasboatingclubd28.org/
2019 District 28 Fall Conference

All USPS Members are welcome
Hosted by Phoenix Sail & Power Squadron

04 – 06 October 2019
Location: Phoenix Airport Hilton Hotel
2435 S. 47th Street
Phoenix AZ 85034
Contact Hilton Reservations at:
(480) 804-6080 Re: “Phoenix Sail & Power Squadron” Rate

Executive Suite rates from $159.00 USD/Night
Standard King Bed rates from $119.00 USD/Night

Plus State/Local Tax

Limited Rooms Available,
Rates may be available Before & After event
Must be booked before August 30, 2019

Complementary 24 Hr. Airport Shuttle, Free Self Parking

Conference Contact: Lt/C Bill Johnson SN
Ph: (623) 396-5468 Email: BILLJ6@GMAIL.COM
2019 Fall Conference Activities and Registration Form

04—06 October, 2019

Location: Hilton Phoenix Airport, 2435 S. 47th Street, Phoenix, AZ. 85034

Meetings and Dinners are open to all District & Squadron Members, Families and Guests

Hosted By: Phoenix Sail & Power Squadron

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Squadron       District    Telephone

Friday, October 4  Social/Hospitality  1730 — 1930  Number Attending _____
Saturday, October 5  Spousal Event to be Announced  Number Attending _____
Conference Lunch Buffet  1200 — 1300  Number Attending _____  @ $22 each _____

Sandwiches & Wraps, Slow Roasted Beef, Smoked Breast of Turkey, and Honey Glazed Ham.
Assorted Poore Brothers Chips, Chef’s Choice of Dessert, and Fresh brewed Iced Tea.

Conference Dinner/Meeting Reception 1800 — 1830  Dinner & Meeting 1830 — 2000
Come, visit with your elected officers, old friends, and meet new friends.

OR Grilled Flat Iron Steak, Cheese Enchiladas, Salsa Verde, Spanish Rice and Calabacitas.

Total Dinner Selections  @ $45 each $ _______

Total Amount Enclosed

Activities Registration Deadline: September 27, 2019. Make all checks out to: Phoenix Sail & Power Squadron
Mail to: Lt/C Bill Johnson, 8935 W Villa Chula Street, Peoria, AZ. 85383. Email: Billj6@gmail.com  T: (623) 369-5468
The objective of my article is to explore ways of working together – DEO, ADEO, and SEOs, the District Education team.

But first let me thank SEO Adriaan Veldhuisen, SN-ON, my predecessor, for all his great work, input, patience and perseverance on the USPS District 28 Education Program.

A/DEO Cida Diehl, SN-CN and I, DEO Van Diehl, SN-ON, are, and have been active in San Luis Rey Sail & Power Squadron and District 28 education since 2004 as instructors, and filling various positions on the Bridge. We hope we can put our expertise to help the SEOs with their job, the most important job of every squadron. USPS’s most important product is Education, over 40 courses, seminars and webinars. **Impressive!**

The work is challenging. The learning needs of the boating population are changing, and the USPS curriculum too, adapting to the needs. Rewards are always great, working with the most complete set of boating education products.

**MY DISTRICT GOALS ARE:**

- All squadrons will teach one long ABC class, including all 5 chapters;
- All squadrons will add OTW training to their courses, using USPS on-the-water (OTW) teaching aid guides;
- Schedule Hands-On Training following the ABC class;
- Teach the upgraded Piloting class, including the Weekend Navigator material. (You may use San Luis Rey’s that covers the material of Marine Navigation);
- Add hands-on training whenever possible.

I plan to discuss these goals with all the SEOs at the **Fall District Conference in Phoenix** and online using Free Conference Call system. ALL SEOs—PLEASE ATTEND.

In our squadron, San Luis Rey, we are never limited to using the standard USPS courses if they do not cover the subjects required for the safe operation of a boat. **Thinking outside of the box, we offer to our members courses that are current with the navigation technology.** Whenever applicable, they include OTW training. Instructor presentations are, whenever possible, replaced by hands-on training. An example of that is the upgraded **Piloting** that we have been teaching for several years; it covers all that would be covered with the future Marine Navigation course. In addition we added the OTW training required for the Coastal Navigation Certification.

Again thinking outside the box, we made writing a **Cruise Plan** the main objective of our upgraded course. (Presentations below)

OTW is an essential element of our San Luis Rey training calendar. One of our members has a powerboat dedicated to **Hands-On Training (previously POTW)**. Classes are scheduled regularly. The course is free for members; and is a very good incentive for ABC students to join the squadron.

**Often we hear “Do we need a District?”**

I believe that District Education is needed, providing leadership for the SEO team, helping with the addition of OTW and the hands-on training (learning by doing), and implementing the USPS Education changes.

**Continued on Page 10**
D28 Photo Pages

1. USPS D28 Spring Conference aboard Carnival Inspiration; 2. Panel discussion led by Chris Peavey; 3. SPLRSPS Ex Com members receive their annual roster; 4. Phil Roebuck navigates the sextant in JN Class; 5. USPS D28 Fall Conference Pier 32 National City; 6. Sara & Sandra Lippert; 7. Three Caps of varying USPS designs.

**Newly Weds:** Suzy Cooper & Mike Crumley, (March) and Jennifer Alcantara & Shawn Goit (July).
A. Sunset Market Place Shawn Goit & Jan Follestad; B. ABC Class;
C. Doug Bass & Adriaan Veldhuisen; D. Boat Safety Week; E. Van Diehl carries The Mariner’s Needle to the BVI; F. Richele & Barbara Daciolas-Semon; G. Adam Lippert collected the money for BBQ; H. BVI Crew; I. Daniel Walker at Flag Retirement Ceremony.
USPS EDUCATION CHANGES:

There are very important changes on the USPS/America’s Boating Club Education horizon. Needed changes are due to the membership decrease, lower numbers of members taking courses, and not having the time or interest for attending long courses.

Here are some of the changes, some still in the implementation phase.

◊ ADVANCED GRADES:

The strategy is to divide the Advanced Grade courses in a sequence of seminars, which could be taken independently. The completion of the complete sequence will give one the appropriate grade – Seaman, Navigator, Advance Navigator, and Offshore Navigator.

- **Boat Handling course**: It is composed of 6 seminars. The seminars are in order of the suggested presentation: 1. Rules of the Road – A Practical Approach; 2. Docking and Undocking with Confidence – Slow Speed Maneuvering; 3. Boating at Sea with Confidence; 4. Anchoring with Confidence – Don’t Get Carried Away; 5. Emergencies on Board; 6. Practical Knot Tying and Line Handling - The Knots You Really Need to Know.

- **Marine Navigation course**: It is the initial navigational course in the USPS Advanced Grades Series. The course focuses on techniques for navigating in coastal and inland waters. Marine Navigation emphasizes course planning and safe routes using the GPS. The course introduces digital charting along with traditional dead reckoning skills as a backup for the electronic systems. It is also composed of a collection of seminars.

- **Expanding Our Delivery Models for Courses**

  The National Educational Department is introducing online course delivery by the squadrons.

  **Why online?**

  First: more of our audience is online.

  Second: we expect convenience.

  Third: many squadrons are offering fewer courses and members have time constraints or live too far from where a course is taught. If we are going to maintain a comprehensive educational program, we will need to provide new avenues to access our content.

◊ WEBSNARS

A “webinar” very simply, is a seminar that is conducted online. Four to six webinars are planned each year. The content will be boating related topics that do not compete with existing courses or seminars. A library of all the recorded webinars is being built, where access will be on a pay-per-view basis.

◊ AMERICA’S BOATING CHANNEL

It is releasing a new series of videos to its media library. Topics include cold water survival, boating under the influence (BUI), life jacket wear, Safety Tips for Paddle Sports, Electronic Navigation with GPS, MMSI, and more.

◊ EBOOKS

America’s Boating Club Learning Centers

An America’s Boating Club Learning Center will provide on-the-water training directly to the public. Funded by a grant from the U. S. Coast Guard (USCG), we are building a network of training facilities around the country. Learning Centers will be fully equipped and staffed by paid USCG licensed instructors.

◊ DISTRICT AND SEOS COLLABORATION THROUGH ONLINE MEETINGS.

I have had a lot of fun and enjoyment with my almost 20 years’ teaching, and developing the Advanced Grade curriculum, etc. (SLR has been rewarded with the Prince Henry Award almost all of these years. The trophy is embellishing my Living Room!).

It is my goal that all the District squadrons improve their education delivery.

To get there we need a working team that meets regularly sharing their knowledge, goals, and execution plans; and above all, are enthusiastic about their work.

I am suggesting that we have regular meetings, online, using the Free Conference Call system.

https://www.freeconferencecall.com/online-meetings

FreeConferenceCall.com online meetings with video conferencing and screen sharing are a powerful way to collaborate anywhere you are, from any device.

I will bring my proposal to the Fall District Conference.
UPPER TEXT

SAFETY OFFICER’S REPORT

PLBs for Everyone
Personal locator beacons can help save the lives of your crew.

By D/Lt Jake Alcantara, P

If you regularly boat far from shore, an EPIRB ranks as an essential safety item. A compact, personal EPIRB called a PLB stands for Personal Locator Beacon, and that’s an important distinction. PLBs from companies such as ACR, McMurdo and Ocean Signal are designed to secure onto your life jacket. While they are stronger than Satellite Messengers, they are also free of any subscription fees.

When a PLB is activated, it transmits a powerful distress signal that is received by a global system of satellites. In rough seas, souls can quickly become separated during a catastrophe. So while an EPIRB helps rescuers locate the general vicinity of the emergency, PLBs help them find the crew members. And ultimately, isn’t that what really matters? Selling for as little as $250 each, it’s a good idea to have a PLB for every soul on board.

The U.S. Power Squadrons™ is asking all boat owners and operators to help reduce fatalities, injuries, property damage, and associated healthcare costs related to recreational boating accidents by taking personal responsibility for their own safety and the safety of their passengers.

Essential steps include:

- wearing a life jacket at all times and requiring passengers to do the same;
- never boating under the influence (BUI);
- successfully completing a boating safety course;
- and getting a Vessel Safety Check (VSC) annually from your local United States Power Squadrons™.

It was a beautiful Sunday morning at the D28 Fall Conference at Pier 32 National City. Cheryl & Adriaan Veldhuisen, Cida Diehl and Jill Powell.

MEMBER BENEFITS

Just to name a few:

- BoatU.S.
- Office DEPOT
- Wyndham
- Red Roof Inn
- TRAVELERS
- VPI PET Insurance
- McGraw Hill
- Caskey
- LifeLock
- VSP Vision Care
- Smart Plug
- Sea Tow

Lower Text
Squadron Chartered
Balboa 1940
Phoenix 1960
San Diego 1950
San Luis Rey 1960

USPS D28 BRIDGE:
Commander D/C Shawn Galt, JN-ON
Executive Officer D/Lt C Barry Bean, JN-CN
Education Officer D/Lt C Van Diehl, SN-ON
Administrative Officer D/Lt C Allan Bombard, JN
Secretary D/Lt/C Betty McGovern, P
Treasurer D/Lt C Debra Tucker, S

Come for the Boating Education...Stay for the Friends℠