

UNITED STATES POWER SQUADRONS®

Come for the Boating Education...Stay for the FriendsSM

District 20



TRIDENT



WINTER—SPRING 2016-17 Volume 61 Issue 1 Published Twice Yearly

District 20 Spring Conference
17 - 18 March 2017
Hosted by
Waukegan Sail & Power Squadron



The Westin Chicago Northwest
400 Park Blvd
Itasca, IL 60143

Internet Addresses
USPS: www.usps.org
D/20: www.uspsd20boating.org

**UNITED STATES
POWER SQUADRONS®**

A publication of District 20
published twice yearly
Opinions expressed are those of the writers and
not necessarily those of D/20 and USPS

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**TRIDENT
DEADLINE
15 MAY
2017**

MARK YOUR CALENDAR

- ◆ **Jan. 11–15**, Chicago Boat/RV/Strictly Sail Show.
- ◆ **Feb. 19-26**, USPS Annual Meeting, Orlando
- ◆ **March 17-18**, Spring Conference, Westin Hotel, Itasca.
- ◆ **April 8**, Squadron Development Workshop, Cabela's, Hoffman Estates.
- ◆ **May 20-26**, Safe Boating Week.

Boating Skills Virtual Trainer



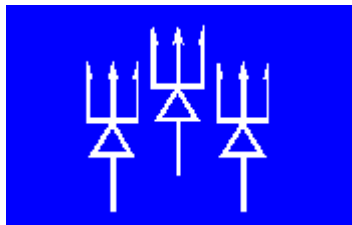
During the Council meeting at the D/20 Cruise & Rendezvous in July, a vote was taken to look into the possibility of purchasing a BSVT for the district. Several squadrons said they would like to use it for boat shows and classes in their area but the shipping cost was prohibitive. Coincidentally national decided the units were not being used as much as they would like and set up a program to move them out of headquarters to make them more accessible.

So, a unit now resides in Stf/C Pat Antoni's home in Spring Grove IL. All it will cost you is gas to drive there to pick it up and bring it back....much less than shipping by UPS from Raleigh N.C.

Here is the procedure:

1. Go to the BSVT webpage on the national site and fill out a form to request the unit
2. You can keep it for up to 2 weeks
3. Arrange for someone to pick it up and bring it back.
4. You will need a SUV or truck. The unit comes in three cases each weighing between 45 and 57 lbs. There is an additional cardboard box with a roll-up sign.

This unit will serve D/10, D/20, D/30 and D/24 so it is important you get your name on the list early.



DISTRICT COMMANDER

D/C Harvey R. Young, SN-IN

Merry Christmas, Happy Hanukah and New Year's greetings, everyone.

Our 2016 Fall Conference and Holiday Party/Council meeting are now in the District archives. We had a very nice facility at The Double Tree by Hilton. Hospitality suites were a bit small, but sufficed. We tried a new approach at this conference by going paperless; saving considerable money in printing expenses for seat pack reports. In my opinion, I think it went well and I did hear from a number of folks that thought it worked well and probably should become the norm.

Many awards were presented at the luncheon and some at the banquet. Too numerous to mention here. See the list on page 8. They will also be reported in the minutes at the Spring conference.

DuPage Sail and Power Squadron has agreed to host the 2017 Cruise and Rendezvous at the IVY Club in Peoria IL. The new zero budget approach yielded some surprises for hosting the C&R. The work detail was reduced by two-thirds or more. Essentially, two people on hand during the C&R handled it well. Most of the work was some of the fun stuff by checking out the activities venues and restaurant sampling. I look forward to working with Cdr Daryl Moore, AP and the DuPage squadron to coach them through the process.

Spring conference has been set for 17 March 2017 at The Westin Chicago Northwest in Itasca IL. The budget, Treasurer and contract have been approved. This is an upscale property and D/Lt/C Oscar Lutz, SN has done a great job negotiating a good benefit for District 20. Room rates for very nice rooms are reasonable

because Oscar developed a small subsidy on meals to get attractive rates to get everyone to the conference. This will be held on St. Patrick's Day and the Party/s will be St. Patty's day themed. See the registration form and information on pages 10 & 11. More information will be forwarded to you as soon as it is available. Mark your calendar and stay tuned.

The Nominating Committee has finished their interviews and compilation of a slate to be elected this conference. The slate is shown on page 7.

The Squadron Development Workshop will not be held in February as it usually was. Instead it will be in April 2017. Intentions are to include the "OT in 3" with SDW. Actually, this may help a bit because it will be after most Squadron CoWs have been conducted and the incoming bridge can take advantage of this seminar.

My intention still is to conduct at least one "OT in 3" downstate, prior to the spring conference to catch downstate people that do not otherwise attend district events. I know, some may feel that this would make an excuse for people to not attend the SDW. I don't think it will when I look at the numbers that rarely attend conferences and this seminar is only a small part of the program we are planning for you.

**Best Wishes for a
Joyous Holiday
Season**



District 20 Fall Conference

21 – 22 October 2016



D/Lt/C Mike Ludtke, SN-CN and P/D/C Bob Van Ewyk, SN along with 4-5 volunteers provided the district with an outstanding Fall Conference at the Doubletree Hotel in Oakbrook IL. Everyone who attended had a good time. Thanks for all the work you put into this event. You did a great job!

Friday night started with P/D/C Dick Spurr, SN-CN presenting the “Emergencies on Board” seminar. In addition to the presentation, he asked members of the audience to relate some of the emergencies they encountered and how they handled them. He received rave reviews. Congratulations Dick.

Five suites were open later in the evening to welcome members for a little camaraderie, nibbles and libations. Thank you Chicago, DuPage, Illinois Valley, Skokie Valley and Waukegan. We had fun.

After meeting in the Friendship Room on Saturday morning, all the SEOs and a few others attended an education department session hosted by Stf/C Bob Canfield, JN. Bob related all the new information he received at the Governing Board convention in Pittsburgh. A lot is happening in the education department and Bob can keep you up-to-date.

In the hall outside the meeting rooms, the Boating Skills Virtual Trainer was on display. Several members spent a little time driving the Boston Whaler around the small lake. Stf/C Pat Antoni, SN was on hand to explain the new procedure for ordering the BSVT for use by your squadron. It will no longer be shipped from headquarters. A unit resides in our district and can be picked up at Stf/C Antoni’s home. (See article about this new development on page 2 in this issue.)

There was also a display covering all the Winter-Spring Trident

Member Benefits that are available to you. New benefits are being added continuously and D/Lt Frank D’Amico, AP was on hand to explain about the program, new brochure and latest additions.

Captain Dave Truitt, president of the Chicago Marine Heritage Society was keynote speaker. His presentation featured a video “Heroes on Deck”. It is a story of a little known chapter of local military history recovered from the bottom of Lake Michigan. Three vintage airplanes were discovered rusting there. And those are just a few of the scores of naval aircraft that sank to the lake bed during the time when the lake was used to train pilots to take off from and land on aircraft carriers.

Following the speaker, a short Council meeting was held and then we broke for a delicious lunch. The conference was reconvened in the afternoon where the education awards were presented. (A list of the awards are covered on page 8).

Our by-laws require the district to hold two conferences each year. A lot of time and effort goes into putting them together. I can assure you that you will be glad you attended— if for no other reason than seeing old friends. Hopefully you will add the next Conference to your calendar today and plan to attend. It will be held over St. Patrick’s Day weekend.

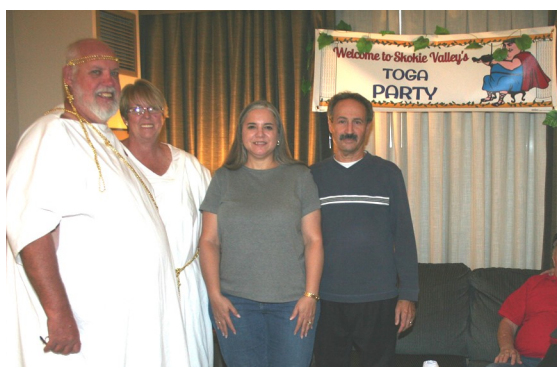


Ronald E. Sieling, N, Skokie Valley; John T. Peake, P, Chicago;
G.Hugh Bartholemees, P, Fox Valley

50
YEAR
MEMBER
AWARDS
Accepted
by
squadron
reps



Illinois Valley Suite



Skokie Valley Suite



Member Benefits



Waukegan Suite



Chicago Suite



Boating Skills Virtual Trainer



DuPage Suite



Captain Dave Truitt, feature speaker



PRINCE HENRY AWARD

1st Place:
Mid Illini

2nd Place:
Rockford

3rd Place:
Fox Valley

Congratulations
on an outstanding
achievement

**DISTRICT
EXECUTIVE
OFFICER**

D/Lt/C Michael Ludtke, SN-CN



Just because it's winter doesn't mean our love of boats must be put on hold. Some of you, I know, go to Florida for the winter. Then there are those of us who will tough it out here in the Midwest. Here's a few ideas to keep the boating spirit until the spring thaw:

- The **Chicago, Boat, RV & Strictly Sail Show** will be at McCormick Place 11-15 January, 2017. We will again have the Boating Skills Virtual Trainer (BSVT), so we'll need volunteers to help the students operate the simulator. Some years, squadrons have made the show a squadron event, so please consider adding the show to your squadron calendar for an outing. Volunteers can take advantage of the free access to the show and your group can meet for lunch or dinner. Keep an eye out for emails from Jim Geske looking for volunteers.
- Yours truly will be at the show to present the **Crew Overboard Seminar**. Thursday's presentation will be at 4:45 pm and Sunday at 3:30 pm. The seminar covers how to recover a crew member or passenger who falls overboard. We'll talk about the variety of equipment to consider, setting up your boat for quick recovery, maneuvering back to the person in the water and the responsibilities of the person in the water. Check the program at the show for room assignments and a list of the other great seminars. All the seminars are listed on the shows web site.
- **Recovering Geodetic Survey marks** can be a fun activity any time of year. Many of these markers can be found in parks and along hiking trails, so they are easy to get to and you'll get out into the fresh winter air. A complete description of the program and how to submit the marks for USPS merit mark

credit can be found online at <http://usps.org/index.php/departments/12000/12200/geodetic-program>.

- **How about taking a class?** Many squadrons are getting ready for their spring classes. Even if you've taken all the classes, you may want to go back and retake some of them to get up to speed on new information & techniques. For instance, P & AP now include some electronic navigation. I myself am taking the Weather class. While the physics of weather are the same as they were in 2003, I'm finding a lot of new information that either wasn't available in 2003 or I just forgot it. Anyway, I'm learning some new stuff and looking forward to our Wednesday night classes.
- Finally, I'd like to discuss **Vessel Safety Checks**. Our district numbers for examiners and exams has been dropping the last few years and we seem to be losing steam with this wonderful program. Getting out and doing Vessel Exams is a great way to meet people in your harbor, promote safe boating and the power squadron all at the same time. If your squadron has people interested in becoming a Vessel Examiner, I'd be happy to come to your area and do a presentation that will give you all the information you need to pass the examiner test and get started doing Vessel Exams. The seminar runs about three hours, so we could easily do it on a Saturday morning. If interested, let me know.

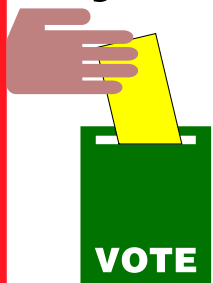
As always, if you have any questions or concerns, please do not hesitate to contact me and enjoy your winter. Spring is just around the corner.

D/20 Nominating Committee Report

In accordance with the Bylaws of District 20, the following members are hereby nominated for election at the 2017 District 20 Spring Conference. All nominees have agreed to serve if elected. The District Educational Officer and Asst. Educational Officer have been approved by National.

Office	Name	Squadron
District Commander	D/Lt/C Michael B. Ludtke, SN-CN	Waukegan
Executive Officer	D/Lt/C George F. Prescott, SN	Chicago
Educational Officer	P/Lt/C Theresa A. Phillips, P	Mid Illini
Administrative Officer	Lt/C Mary A. Merrell, SN	Fox Valley
Secretary	D/Lt/C Ken L. Crutcher, AP	Land of Lincoln
Treasurer	P/C Louise M. Potter, SN	Mid Illini
Asst. Educational Officer	D/1st/Lt John F. Chenier, JN	Chicago
 Nominating Committee		
Chairman	OPEN P/D/C Bill F. Erdmann, SN-IN**	Racine
Vice Chair	Stf/C Pat Antoni, SN	Skokie Valley
2nd Vice Chair	D/C Harvey R. Young, SN-IN	Illinois Valley
Member (1 year)	P/C Julie A. Perry, SN-IN	Fox Valley
Member (2 years)	P/C Duane B. Moore, AP	DuPage
 Rules Committee		
Chairman	D/Lt Larry J. Fleck, AP	Michigan City
Vice Chair (2 years)	D/Lt Robert E. Sloat, N	Waukegan
Member (3 years)	D/Lt Brent D. Blair, AP	Rockford
 Audit Committee		
Chairman	OPEN P/D/Lt/C Oscar J. Lutz, SN**	Waukegan
Member (2 years)	D/Lt Mark R. Villano, AP	Waukegan
Member (3 years)	D/Lt/C David W. Sallmann, JN	Waukegan

By Vote of the District 20 Nominating Committee



P/D/C Caren B. Canfield, JN ***
 Stf/C Pat Antoni, SN
 P/D/Lt/C Oscar J. Lutz, SN
 P/C Julie A. Perry, SN-IN
 P/D/C Bill F. Erdmann, SN-IN—Chairman

** Floor Nomination *** Resigned (11/17/2016)

District 20

2015—2016 Education Awards and National Rankings

The Fall conference is nicknamed the Education conference. At that time, the District Educational Officer announces the names of the squadrons who have done an outstanding job educating our members and the general public. District 20 is very proud of our members and squadrons. We can hold our head up high when discussing our achievements with squadrons and districts throughout USPS. Following are the results of this past Education year that started on July 1, 2015 and ended June 30, 2016

DISTRICT 20 SQUADRONS

National Rankings vs. other squadrons

Advance Grades:

Seamanship	Mid Illini	#1
Piloting	Mid Illini	#1
Advance Piloting	Waukegan	#8
Navigation	Racine	#3
	Fox Valley	#6
Overall	Mid Illini	#1

Elective Grades:

Cruise Planning	Mid Illini	#1
	Rockford	#2
Sail	Rockford	#1
Engine Maint.	Waukegan	#7
Overall	Rockford	#1
	Mid Illini	#2

Educational Proficiency

Rockford	#1
Mid Illini	#2
Waukegan	#3

Educational Achievement

Racine	#3
Fox Valley	#4

DISTRICT 20

National Rankings vs. other districts

Advance Grades:

Seamanship	#4
Piloting	#2
Advance Piloting	#8
Junior Navigation	#5
Navigation	#6
Overall	#3

Elective Grades:

Cruise Planning	#1
Engine Maintenance	#2*
Sail	#2*
Instructor Qualification	#2*
Navigation Systems	#5
Marine Electronics	#6
Electrical Systems	#9
Overall	#2*

Educational Proficiency

#2*

Educational Achievement

#3

* #1 was D/11 with only 159 members vs D/20 with 803 members

2015—2016 Education Awards

ABC Outstanding Presentation Awards:

Rockford	#1
Land of Lincoln	#2
Mid Illini	#3
Michigan City	#3

Squadron Education Achievement

Mid Illini	#1
Rockford	#2
Fox Valley	#3

Prince Henry

Mid Illini	#1
Rockford	#2
Fox Valley	#3

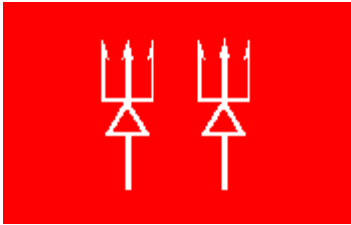
Educational Proficiency Awards

Phillip Christman	Mid Illini
Jim Titlow	Mid Illini
Bryan Hunt	Mid Illini
Arthur Noel	Waukegan

Educational Proficiency is awarded when a member has achieved the Grade of AP and completed 3 electives



DEO: Stf/C Robert E. Canfield, JN



**DISTRICT
ADMINISTRATIVE
OFFICER**

D/Lt/C George F. Prescott, SN

The other day my son the mechanic asked, "What's with the carburetor?" He was referring to the one on the boat.

That same day I had just returned from Michigan where I had been checking the boat's batteries, currently being trickled charged. Thoughts of climbing aboard a shrink-wrapped boat to service a carburetor hadn't entered my thinking.

I was glad – admittedly relieved -- the boat was stored for the winter. My kid was thinking ahead to the next season. Yes, there'll be a "next" boating season, and I'm encouraging squadrons to begin planning for it. Be sure to include District activities in your squadron's plans.

Here's the District's 2017 activity agenda. I've placed a lagniappe (bonus). **Look for it!**

- ◆ **Jan. 11–15**, Chicago Boat/RV/Strictly Sail Show. Time is short. This needs immediate attention.
- ◆ **March 17-18**, Spring Conference, Westin Hotel, Itasca.
- ◆ **April 8**, Squadron Development Workshop, Cabela's, Hoffman Estates.
- ◆ **May 20-26**, Safe Boating Week. Be creative. Do something!
- ◆ **June**, D/20 Gutter Boat Races, Waukegan Harbor.
- ◆ **August**, D/20 Cruise & Rendezvous, IVY Club, Peoria.

Here's the lagniappe: I have a furnished condo a half hour from McCormick Place. Any Downstate squadron willing to take a day's duty at Chicago's Boat Show is welcome to use it overnight. It can comfortably accommodate four

persons easily, and is available on a first call basis at LJNlawoffice@aol.com. Pick a day, Downstate Squadrons!

When your kids worry about the well-being of the boat, there's certainly hope for the future of USPS. I'll get to that carburetor ASAP. Think positively in the New Year!

OPPORTUNITY IS KNOCKING—twice

Last winter D/Lt/C Mike Ludtke, SN-CN asked what your squadron would like to learn at the Squadron Development Workshop. That question is being repeated here today.

SDW is scheduled for April 8.
Cabela's in Hoffman Estates again has graciously extended the use of its facilities.
Save the date.

When deciding a program schedule for a district event, I try to keep in mind the needs of the squadrons. Decision-making is predicated on 25 years of membership. However, times change ...as do squadron needs.

I think what's best is to ask our squadrons what it is that the district can do and/or make available to promote success in your squadron. **Think selfishly!**

Here's a sampling from the 2016 agenda:

- ◆ Introduction to DB2000
- ◆ On-the-water & your classes
- ◆ Instructor Recertification

Is there something here that needs expansion or repeating? Eliminating? Put SWD program development on your squadron's agenda. Kick ideas around. Get back to me at LJNlawoffice@aol.com ASAP.

**You are cordially invited to attend a St. Patrick's Day
"Wearing O' the Green" Party
at**



**The Westin Chicago Northwest
400 Park Blvd
Itasca, IL 60143
Friday, 17 March, 2017
8:00pm-12:00pm**

D/20 Spring Conference 17-19 March, 2017

Friday:

Come early to enjoy this ★★★★★ atrium hotel. Start the weekend with a soak in the hot tub, a swim in the indoor pool, a stroll or jog on the beautiful grounds or maybe warm up your golf game at the driving range. Then plan to attend the "Wearing O' the Green" Masquerade Party. We will be holding it in the spacious 1000 square foot Hospitality Suites. Join us in a fun interactive game of "What Am I". A prize will be awarded to whoever gets the most correct answers.

Saturday:

Start the day with a cup of coffee and continental breakfast in the Waukegan Hospitality Suite Friendship room. At 0915 Bill Strauss from the Waukegan Sail & Power Squadron will narrate the history and importance of the Superior Lake Soo Locks. He is involved with the steel ore freighters and has a special insight. After lunch is the conference and election of 2017 officers. Saturday evening is the cocktail party, dinner and installation of new district officers. Following dinner, the COW and raffle a few of the hospitality suites will be open for a nightcap.

Sunday: Before heading home you might like to check out the local area. The Lynfred Winery is nearby and offers tours and wine tasting. Woodfield Mall and many other shopping areas and restaurants are nearby. The hotel offers free shuttle service within a 5 mile radius.

We have a great weekend planned for all. Please come and enjoy the fun with us.

Mark Your Calendar and Sign Up Today!



District 20 Spring Conference
17th-18th March 2017
Hosted by Waukegan Sail & Power Squadron
The Westin Chicago Northwest
400 Park Blvd
Itasca, IL 60143

Room Rate: \$109.00 per night plus tax. Room block is limited.

Make reservations by 12 February at 630-773-4000. Be sure to mention United States Power Squadrons Spring Conference. Please do not reserve by Internet. We have the best rate and need the room credit for our contract.

Suites: \$189.00 per night plus tax for 1000 sq. ft. room. Perfect for a hospitality suite

Rank	Name	Grade	Squadron	Email	Telephone
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Lunch:

Herb Roasted Chicken Breast

w/Roasted Yukon Potatoes, Green Beans & Carrots

Herbed Swai Fish Roulade

w/ Grilled Vegetable Pearl Couscous

Pan Jus Grilled Sirloin Filet

w/Roasted Yukon Potatoes, Green Beans & Carrots

Lunch includes: Dessert, Coffee and Tea

Dinner:

Chicken Piccata w/Lemon Caper Cream Sauce

Wood Grilled Beef Filet w/Wild Mushroom Demi

Cracker Crusted White Fish

w/Smoked Yellow Tomato Sauce

Dinner includes: Caesar Salad, Vegetable Risotto

Dessert, Coffee and Tea

Price	No.	Total
\$34	___	\$ _____
\$34	___	\$ _____
\$34	___	\$ _____
\$48	___	\$ _____
\$48	___	\$ _____
\$48	___	\$ _____
Total		\$ _____

Schedule of Events

Friday 17 March

1500-1900	Registration
1900-2000	Pending – T.B.D.
2000-2400	Hospitality Suites

Saturday 18 March

0730-1100	Friendship Room
0800-9000	Education Meeting
0900-1100	Registration
0915-1015	Soo Locks Presentation
1030-1130	Council Meeting
1200-1315	Luncheon
1315-1330	Verification of Delegates
1330-1600	Spring Conference
1800-1900	Cocktail Reception
1900-2100	Banquet/COW/Raffle
2100-2300	Hospitality Suites

Check if First Time Attending a District Conference

Make Checks Payable to D/20 Spring Conference
 Registration and check should be **sent by 15 February** to:
 Lt/C Ellen Ludtke
 11419 Zarnstorff Rd
 Richmond, IL 60071 emludtke@gmail.com / 815 245 0888

Dress Code:

Friday: "Wearing O the Green"
 Saturday (day): Uniform F - White long sleeve, black pants and tie
 Saturday (night): Uniform A or appropriate attire.

Flare Shoot—North Point Marina 10 September 2016

In September, members of Skokie Valley, Waukegan and Chain O'Lakes squadrons participated in a Flare Shoot. F/Lt Stuart Zwang, SN from Skokie Valley coordinated this event. He received approval from the Coast Guard, North Point Marina Administration and Winthrop Harbor Fire Department. Three important objectives were accomplished:

1. Many members had outdated pyrotechnics and no way to dispose of them. They were able to use them up and discard the spent cartridges in the garbage.
2. Many of them have never used a flare of any kind. They received instruction and tried their hand at shooting them off.
3. Several members were working on their Coastal Navigation certification in the BOC program and had to demonstrate they knew how to properly use a flare.

This is a fun and educational activity that all squadrons should consider for next year. Get together with neighboring squadrons and dockmates to make a day of it. They will thank you for your efforts.





DISTRICT TREASURER

D/Lt/C David W. Sallmann, JN

As I reported to you earlier this year, District 20 is continuing to operate well within budget for the current fiscal year. Therefore, the district portion of our member's annual dues will remain the same for another year.

I believe it is extremely important that all Squadrons, as well as, the District and National organizations work diligently to increase the value of USPS membership. To do so we must keep operating costs down...especially during periods of declining membership. In fact, operating our Squadrons efficiently to increase benefits to our members, while not increasing dues, will help attract new members and retain current ones.

Operating efficiently also involves effective use of volunteer time. Our members are busy and have many activities competing for their time. We don't want to burden them with unnecessary tasks and too many meetings. Members donating their time to USPS need to feel that their efforts are beneficial to the organization and its members.

USPS ANNUAL MEETING—19-26 February 2017

National invites you to "Come to Orlando—a warm welcome awaits you". The meeting is at the Rosen Centre Hotel again this year. Being on International Drive, there is easy access to food, fun and shopping for all ages. Bring the family and make it a vacation.



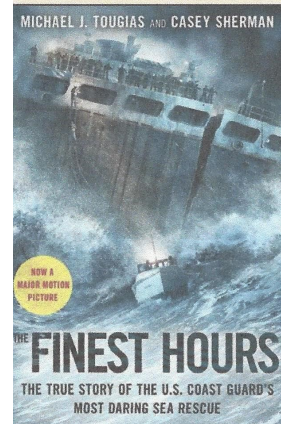
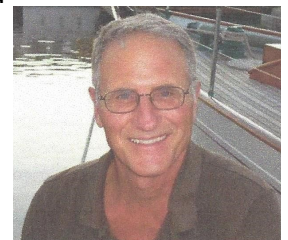
To take advantage of early bird discounts, make your meeting reservations by 9 January 2017. The special room rate of \$149 per night plus taxes will be honored as long as there are rooms available in the USPS block.

Even though the annual meeting runs between the 19th and 26th, you will probably want to get there on Tuesday afternoon, the 21st, to attend the Blue Man Group show at Universal Studios. Other activities include: Winter Park Boat Tour and Morse Museum Tour on Wednesday; and Boggy Creek Airboat ride or Chocolate Factory Tour on Thursday; Expo and Business meetings start on Thursday morning.

The Friday morning breakfast will feature keynote speaker/author Michael Tougias. He will provide a presentation on his book "The Finest Hours: The True Story of the U.S. Coast Guard's Most Daring Sea Rescue". A Disney movie, "The Finest

Hours" has been made based on the book. The story focuses on four young Coast Guardsmen who overcame great odds to save the lives of 32 crewmen stranded aboard the stern of the Pendleton—a 500 foot long oil tanker, split in half by a ferocious nor'easter in February 1952.

To get more information and/or register, go to the USPS website and click on national meetings.



News from National

Call for Volunteers! Several USPS national committees are looking for volunteers with these technical skills: graphic design, desk-top publishing, technical editing, proofreading, marketing and social media. We need volunteers who have expertise in Adobe Creative Suite (InDesign, Illustrator, PhotoShop), Microsoft Office (Word, PowerPoint, Excel, Publisher) and CorelDRAW. Boating expertise is not required: This is a great opportunity to learn while sharing your technical skills to help USPS develop products and services that benefit squadrons and the boating public. Committee chairs will work with you to ensure assignments are clear and respect your time availability. Contact: Nominating Committee chairman, R/C Bill Selden V, AP, bill@cpdean.com, 804-240-1401.

PUBLIC RELATIONS TIPS

1.. *The Change of Watch*

The first event of every watch year is the Change of Watch. First of all, the new commander very well may be active in fraternal, ethnic or business affairs that will immediately guarantee a certain amount of coverage in the specialized newspapers, magazines or broadcast devoted to these interests. A picture of the incoming commander, in a squadron blazer or uniform, should be placed easily in the press. Weekly newspapers especially are eager for such local news and the press release and photo should be sent to the weekly in its hometown with the title "Local Resident Elected Commander." Always consider the paper's readership and tailor each article appropriately.

2. *The Seven Faces of a Squadron*

- Promote America's Boating Course and other squadron classes that are offered to the public.
- Present the squadron and its mission to the community through a speakers bureau.
- Meet regularly with other committee chairs engaged in or dependent upon promotional activities.
- Work jointly with the Boat Show Committee to promote the community events.
- Promote squadron participation in street and boat parades.
- Prepare and submit the PRO forms used by the district and national committees.
- Participate in the public relations competitions sponsored by the United States Power Squadrons.

3. *Promote or They Will Not Attend*

No matter how good your squadron's educational program is, there will be no students unless the word gets out. Publicizing squadron public boating courses and seminars begins with good communications between the PRO and the PR committee. To be truly successful, this committee needs to work closely with the squadron's educational officer (SEO), the executive officer (XO), and the Basic Public Education Committee (BPECom) along with the chairmen of the Safety, Boat Show, and Publications Committees. You, as the PRO, will want to include the squadron's liaison officer and the members managing the squadron's Facebook and website. You also may want to stay in contact with the Membership Committee who work with the Boating Course Chair, instructors and table proctors, in offering the best ways to provide students with the benefits of membership.



Note:
PRO is short for
Public Relations
Officer

WHO IS USPS?

By: P/D/C Karen D'Amico, AP Marketing & Public Relations Chair

How many times have we heard that question. We have all said the power squadron is the best kept secret in the country. Finally, national is going to do something about it. They hired a consulting company R+M agency to work on brand development. One result of their efforts includes the national "Welcome to the Neighborhood" concept. This has been approved by the USPS Board of Directors. Part of this concept is the creation of advertisements for print publications, like you see below.



The ads are designed to convey that USPS:

- Welcomes members, guests and families
- Encourages people of all ages and backgrounds to become members, including sailors, power boaters and paddlers
- Welcomes people with or without boats who want to belong to an organization that provides a fun learning environment
- Wants people with diverse backgrounds to be excited and anticipate a great experience every time they participate in a class, complete a course, attend a raft-up and go to a monthly meeting or special event
- Wants the general public to know that making the water a better place is a critical focus for us
- Is committed to the environment
- Provides membership opportunities the entire family can enjoy.

This is a well thought out campaign that should help tell the world who we are. We will keep you posted on the progress of this project.

TRIDENT

District 20, unit of United States Power Squadrons®

FROM:

P/D/C Pat Antoni, SN
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TO:

First Class Mail



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