

# UNITED STATES POWER SQUADRONS®

*Come for the Boating Education...Stay for the Friends<sup>SM</sup>*

District 20



# TRIDENT

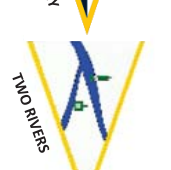


WINTER—SPRING 2017-18 Volume 62 Issue 1 Published Twice Yearly

## Celebrate St. Pat's Day at the D/20 Spring Conference



**March 16—18, 2018**  
**Holiday Inn**  
**Elgin, IL**



Internet Addresses  
USPS: [www.usps.org](http://www.usps.org)  
D/20: [www.uspsd20boating.org](http://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

**DISTRICT COMMANDER**

D/C Michael B. Ludtke, SN-CN  
11419 Zarnstorff Rd  
Richmond, IL 60071-9630  
815-575-0809

**EXECUTIVE OFFICER**

D/Lt/C George F. Prescott, SN  
302 52nd Place  
Western Springs, IL 60558  
708-784-8959

**EDUCATIONAL OFFICER**

D/Lt/C Theresa A. Phillips, P  
4225 W. 11000 N Rd.  
Manteno, IL 60950  
815-468-1778

**ADMINISTRATIVE OFFICER**

D/Lt/C Mary A. Merrell, SN  
12226 White Tail Ln  
Huntley, IL 60142  
847-899-8293

**SECRETARY**

D/Lt/C Kenneth L. Crutcher, AP  
930 S. Lincoln Ave.  
Springfield, IL 62704  
773-575-8177

**TREASURER**

D/Lt/C Louise M. Potter, SN  
1475 Galaxy Way.  
Bourbonnais, IL 60914  
815-933-1470

**ASS'T EDUCATIONAL OFFICER**

D/1st/Lt John F. Chenier, JN  
12206 S. Racine  
Chicago, IL 60643  
773-568-5311

**TRIDENT  
DEADLINE  
15 MAY  
2018**

**MARK YOUR CALENDAR**

- ◆ **Jan. 10–14**, Chicago Boat/RV/Strictly Sail Show.
- ◆ **Feb. 21-25** USPS Annual Meeting, Orlando
- ◆ **March 16-18** Spring Conference, Holiday Inn, Elgin
- ◆ **TBD** Squadron Development Workshop,
- ◆ **May 21-27**, Safe Boating Week., *Ready-Set-Wear It*

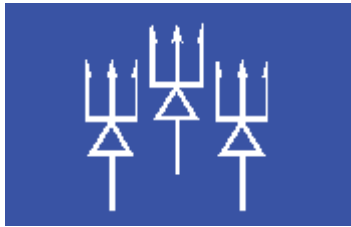
**Governing Board—September 2017**

Attendance at the national Governing Board meeting in Dallas was down considerably this year because of the hurricanes in Texas and Florida. District 20 still had excellent representation and came back with a vast amount of information to share about the changes taking place in the organization with marketing, membership enrollment, dues status and educational course improvements. Much of this was covered at the Fall Conference by the bridge officers and through Chief Commander Ojeda's video presentation.

Final approval of the dissolution of Kankakee Valley Sail and Power Squadron was made at this meeting. It is always sad to see this happen, but most of the members transferred to Mid Illini and are reported to be handling the transition well.

Pictured below are several D/20 attendees having a good time at the D/20 hospitality suite: (L/R) Frank D'Amico, John Hatton, Karen D'Amico, Harvey Young, Mary Young, Ellen Ludtke, Mike Ludtke, Natalie Witty, Bob Canfield and Caren Canfield. Also in attendance, but not in the picture were Dave and Terry Phillips.





## DISTRICT COMMANDER

D/C Michael B. Ludtke, SN-CN

As we look forward to beginning 2018 and a new year, we look forward to some positive changes coming to our organization.

Some of the changes have already taken place. Our national bridge is finally living within it's means and will close out the year with a small surplus in funds. They have also adopted a balanced budget for the coming fiscal year. Unfortunately I still expect to see annual increases in our national dues to keep up with rising costs and implementing new programs.

As C/C Louis Ojeda, SN reported in the video presentation at our Fall Conference, the national membership numbers have turned the corner. While membership growth isn't significant, the membership did grow slightly and we are looking forward to 2018 being even better.

The incorporation of **America's Boating Club**, as a USPS tag line, has been well received. In the year ahead I will be looking for more squadrons to adopt the new marketing scheme. Included in next year's national budget is \$70,000 to start a national marketing effort promoting America's Boating Club. You'll also see the familiar ships wheel logo slowly being replaced with the new America's Boating Club logo.

There is a lot of emphasis within the educational department to do more on-the-water education. The new **Jump Start** program allows squadron members to climb on board other member's and potential member's boats, to give one-on-one training. Check with your local SEO before jumping in, as there are a few things you need to do so you'll be covered by USPS insurance during the activity. There is talk of

possibly setting up permanent boating facilities, in certain parts of the country, where our **Hands-On Training (formerly POTW)** will be conducted by professional instructors.

While there are a lot of exciting changes, some things may be better left to the old ways. One of the interesting things I heard about at the fall Governing Board in Dallas was one of the Membership Involvement and Retention Award finalists simply utilized a phone tree, email list and social media to promote their squadron events. They must have had some good results from this communication, as they were a finalist for this annual award. *Communicating with our members is key to success.*

We can develop all sorts of new programs and marketing efforts, but the real marketing happens at the squadron level with communications with your members and dock mates. So, as the old commercial goes, "Reach Out and Touch Someone" and let them know about the changes coming to the power squadron and see if your membership doesn't get more involved and your squadron starts growing.

Hope to see you at some of the district events planned for 2018. We need your input to help direct the future of District 20.

D/C Michael B. Ludtke,  
SN-CN

815-575-0809





# District 20 Fall Conference

## 20 – 21 October 2017

 **Holiday Inn**  
Elgin Illinois



All those attending Friday night festivities at this year's fall conference had a fun time. Several dressed in their favorite football team jerseys and friendly rivalry ensued.

The speakers on Saturday morning were outstanding. It's always fun hearing about events from the past and about places you know, but are not familiar with its history. The auto races held in the Elgin area had a bunch of daredevils participating. The roads were not paved and the curves were treacherous. All this transpired before the Indianapolis 500 that is held on a closed track. Elgin races were on country roads.

Lunch was delicious and many of the awards were presented at that time...making the conference meeting move along quickly. See page 8 for a list of all award recipients.







Page 4: Top Row: Ellen Ludtke, Al Antoni, Bill Perry, Julie Perry

Bottom Row: Dave Phillips, Caren Canfield, Chuck Burger, Mike Ludtke, Jerry Grofman, Dave Anthony, Bill Witty, Mary Merrell.

Page 5: Top Row: Dave Sallmann, Caren Canfield, Bob Sloat, Bob Canfield, Mike Ludtke

Middle Row: Accepting **Prince Henry awards**: Darrell Moore, DuPage; Cdr Mike Ludtke; Dave Phillips, Mid Illini; DEO Terry Phillips; Nan Weers, Illinois Valley; Dave Sallmann, Waukegan

Bottom Row: Chuck Burger, winner of **D/20 Chapman award** with DEO Terry Phillips. **Membership Growth and Membership Retention** awards presented by DAO Mary Merrell to John Hatton, Rockford with Cdr Mike Ludtke



Racecar from 1910 Elgin Races



1st, 2nd & 3rd place winners of Prince Henry Award



D/20 Chapman Award Nominee



1st place winner of Membership Growth and Membership Retention Awards

DISTRICT  
EXECUTIVE  
OFFICER

D/Lt/C George F. Prescott, SN



An exclusive benefit has been added to the January **Chicago Boat/RV/Strictly Sail Show** to encourage greater District 20 participation.

**Hilton Chicago/Oakbrook Suites**, is offering a preferred rate to District 20 members who wish to relax prior to or after standing watch at the show. Recall I mentioned this at the Fall Conference? Oh and there's plenty of free parking there!

The thought here is to encourage Up-and-Downstate members who normally avoid the show due to the long drive and/or Chicago traffic.

This is a District event. Not one exclusive to Chicagoland squadrons. Attendance at the show is exciting and it's a great source of ideas for squadron events!

*A special rate of \$89.00 per suite night* is being extended to our members 10-14 January 2018. Reservations may be made through Beata Fila, Assistant Director of Sales & Marketing at [BFila@pkhotelsandresorts.com](mailto:BFila@pkhotelsandresorts.com) or by calling her directly at 1-630-516-3825.

Beata, coincidentally a Chain O'Lakes boater, encourages our members to make their reservations as early as possible. Accommodations are in beautiful two-room suites and are on first-come/first-served basis and subject to availability.

Hilton Chicago/Oakbrook Suites is located at 10 Drury Lane, Oakbrook Terrace, IL 60181.

Transportation to McCormick Place is available via

Metra from Elmhurst Metra Station to Ogilvie Station in Downtown Chicago or preferred hotel's vendor FreeTaxiDispatch (minivan for up to 6 passengers at \$44.00 each way) - call 844-894-3733 for arrangements. Uber or Lyft are other options.

A boat show schedule should be available at: [www.uspsd20boating.org](http://www.uspsd20boating.org) or contacting District Boat Show Chairman Michael Omeragic at 312-485-6145.

This is Mike's first tour of duty at the district level. He represents where USPS wishes to go. He's young, creative and enthusiastic! Let's all get behind him by providing a plentiful corps of volunteers.

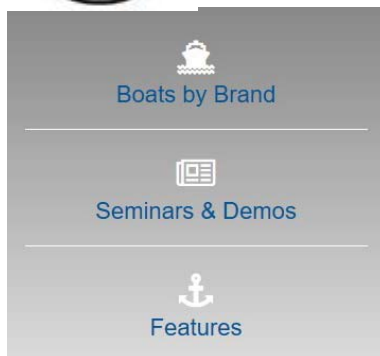
**Squadron commanders and boat show chairs:**

Make the 2018 Chicago Boat/RV/Strictly Sail Show a priority event. Chicago squadron has already volunteered its membership all day Thursday, 11 January. If this is the only time you're free you're welcome to join Chicago members.

The Chicago Boat/RV/Strictly Sail Show is scheduled 10-14 January at McCormick Place. Booth volunteers need show passes for free admittance, which are obtained at the show's office one level above the main entrance to the show. The office approachable by an escalator. Remember to return your pass at the end of your assignment.

See you at the 2018 Chicago Boat/RV and Strictly Sail Show—and perhaps at the Hilton Chicago/Oakbrook Suites!

*D/Lt/C George F. Prescott, SN*  
District 20 Executive Officer



## D/20 Nominating Committee Report

In accordance with the Bylaws of District 20, the following members are hereby nominated for election at the 2018 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 previously.

<u>Office</u>	<u>Name</u>	<u>Squadron</u>
District Commander	D/Lt/C George F. Prescott, SN	Chicago
Executive Officer	D/Lt/C Mary A. Merrell, SN	Fox Valley
Educational Officer	D/Lt/C Theresa A. Phillips, P	Mid Illini
Administrative Officer	D/Lt/C Kenneth L. Crutcher, AP	Land of Lincoln
Secretary	Lt/C Gregory M. Lovekamp, AP	Land of Lincoln
Treasurer	D/Lt/C Louise M. Potter, SN	Mid Illini
Assistant Educational Officer	D/1 <sup>st</sup> /Lt John F. Chenier, JN	Chicago

### Nominating Committee

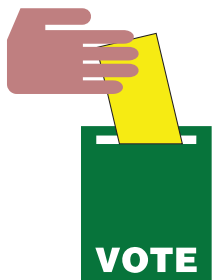
<u>Chair</u>	Stf/C Pat Antoni, SN	Skokie Valley
Vice Chair	I/P/D/C Harvey R. Young, SN-IN	Illinois Valley
2 <sup>nd</sup> Vice Chair	D/C Michael B. Ludtke, SN-CN	Waukegan
Member (1 year)	Lt/C Julie A. Perry, SN-IN	Fox Valley
Member (2 Years)	P/C Duane B. Moore, AP	DuPage

### Rules Committee

Chair	P/C Brent D. Blair, AP	Rockford
Member (2 Years)	P/Lt/C David Phillips, P	Mid Illini
Member (3 Years)	P/Lt/C Donald W. Prettyman, JN	Fox Valley

### Audit Committee

Chair	Cdr David W. Sallmann, JN	Waukegan
Member ( 1 year)	Cdr Leland E. Holm, SN	Racine
Member (2 year)	Floyd Miras, SN	Fox Valley



### BY VOTE OF THE DISTRICT 20 NOMINATING COMMITTEE

Stf/C Pat Antoni, SN  
P/D/C Harvey R. Young, SN-IN  
Lt/C Julie A. Perry, SN-IN  
P/C Duane B. Moore, AP  
P/D/C Bill F. Erdmann, SN—Chair

## District 20

### 2016—2017 Educational Awards and National Rankings

In October at the Fall Conference, the squadrons who have done an outstanding job educating members and the general public were recognized. District 20 is very proud of all our squadrons and members. The following are the results of this past Education year that began July 1, 2016 through June 30, 2017.

#### District 20 Educational Awards

##### **ABC Outstanding Presentation Awards:**

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

##### **Squadron Education Achievement**

Mid Illini	#1
Illinois Valley	#2
DuPage	#3

##### **Chapman Award**

P/D/C Charles M. Burger SN  
Fox Valley

##### **Prince Henry the Navigator**

Mid Illini	#1
(award and trophy)	
DuPage	#2
Illinois Valley	#2
Waukegan	#3



#### USPS Educational Awards

##### DISTRICT 20 SQUADRONS

##### National Rankings vs. other squadrons

###### Advanced Grades:

Seamanship	DuPage	#1
Overall	DuPage	#2

###### Elective Grades:

Sail	Rockford	#3
Elec. Systems	Land of Lincoln	#8
Weather	Waukegan	#7
Overall	Mid Illini	#1
	Rockford	#2

##### DISTRICT 20

##### National Rankings vs. other districts

###### Advanced Grades:

Seamanship	#9
------------	----

###### Elective Grades:

Sail	#1
Weather	#8

*D/Lt/C Terry Phillips, P*

District 20 Educational Officer

#### Membership Growth Award

Rockford	+5.3%	#1
----------	-------	----

#### Membership Retention Awards

Rockford	100%	#1
Decatur	100%	#1
Michigan City	93.8%	#3

#### 50 Year Membership Awards

Tom Dickes, JN—Decatur—3 MM

Donald Munkvold, AP—DuPage—31 MM

Dale Hunter AP—Land of Lincoln—43 MM

Marion Roskowski, JN—Michigan City—37 MM

Richard Elesh, AP—Skokie Valley—29 MM

*Thank you for your dedication and service to USPS*

*D/C Michael B. Ludtke, SN-CN*





DISTRICT  
EDUCATIONAL  
OFFICER

D/Lt/C Theresa A. Phillips, P

The boating season is over, but now is the time to prepare for next year. It is the hope of myself and Cdr Mike that squadrons list the seminars and courses on HQ800. This way if a member is interested in advanced grades it is easily accessible.

There are currently two courses being offered for Advanced Grades. You may register on-line on the HQ800 page.

**Piloting**

Begins: 8 January 2018

Time: 6:00pm

Register by: 8 January 2018

Squadron: Land of Lincoln  
CWLP Training Center  
200 East Lake Shore Drive  
Springfield, IL 62712

**Advanced Piloting**

Begins: 5 March 2018

Time: 6:00pm

Register by: 5 March 2018

Squadron: Land of Lincoln  
CWLP Training Center  
200 East Lake Shore Drive  
Springfield, IL 62712

**Digital Media Library**

I have mentioned the Digital Media Library before, but I think it bears repeating. It is a video resource that enhances classroom experiences, and can be used as a discussion point beginning. The primary website is [uspsdml.org](http://uspsdml.org), but there is a mobile app that works.

In the library are 20 original digital videos, they can be downloaded or streamed. Or visit Youtube.com and subscribe to *USPSDML* and receive notifications on newly developed videos.

The proposed name change is America’s Boating Channel, to link it to America’s Boating Club. There are six videos on PWC, four videos on life jackets, along with videos on accident reporting-including state requirements, navigation rules, and visual distress signals. At present, there are nine new videos in production. This effort is to help make the water safer and to save lives.

I hope you all had a good Thanksgiving and I wish all a Happy Holiday!

*D/Lt/C Terry Phillips, P*  
District 20 Educational Officer

**Wing’s book is being replaced**

Charlie Wing’s “One Minute Guide to the Rules of the Road” is being replaced with the downloaded U.S. Coast Guard Navigation Rules immediately. This change affects the *Seamanship* Course and the *Mastering the Rules of the Road* Seminar. Those who already have Wing’s book may still use it.

**Sight Calc for JN and N**

Good News! For Junior Navigation and Navigation students, Sight Calc is a must have app for solving the law of cosines. Sight Calc version 1.2 works with iOS10 and is available now in the Apple store. Just search for “sight calc”. Zn (azimuth) is now displayed in addition to Z (azimuth angle).

DISTRICT  
ADMINISTRATIVE  
OFFICER

D/Lt/C Mary A. Merrell, SN



March 2018 means many things – warmer temperatures, more daylight each day, boating days getting closer, and of course....

**SPRING CONFERENCE!!**

Now that we know what March means let's look at these few words for a minute.

**Sequel** – something that continues a story or develops a theme of a previous one.

**Repeat** – an action or event that occurs or is done again.

The upcoming Spring Conference will be a little of both of those words.

- **REPEAT** will be that it happens to be on St. Patrick's Day again this year since it's the third weekend of March. The "theme" of the conference is also somewhat a repeat.
- The **SEQUEL** part is we are continuing to hold the conference which brings us together in camaraderie to make some new acquaintances and renew friendships.

Plans are in the works for speakers and break-out sessions. Once things are finalized we will be sending out a special mailing.

The important things are: *what – where – when???*

**What:** Spring Conference 2018

**Where:** Holiday Inn – Elgin IL (I-90 & Route 31)

**When:** Week-end of March 16, 17 & 18  
2018

I am sure you keep in touch with many of your dock mates throughout the cold months, so mention our upcoming conference and invite them to join us; or invite them to one of your regular dinners.

Expanding our membership is something that would benefit **ALL!** Remember the more educated boaters that are out there – the better for all of us.

Don't forget about taking advantage of the many benefits we have with USPS. I've had the pleasure of using the Office Max/Office Depot card many times. There are many more Vacation planners, hotels, rental cars, Marine items and very important is Sea Tow. I really hope none of you has to call for a tow. Check the USPS website for many more details.

Have a wonderful Holiday, stay safe and healthy please.

D/Lt/C Mary A. Merrell, SN  
District 20 Administrative Officer

**Celebrate St. Pat's Day at the  
D/20 Spring Conference  
March 16–18, 2018  
Holiday Inn  
Elgin, IL**







## FIRE EXTINGUISHER RECALL

Did you read or hear about it—the story that broke early in November about defective fire extinguishers?

“More than 40 million fire extinguishers, some on the market more than four decades, are being recalled because they may not work in an emergency.” reported the November 3 edition of the *Chicago Tribune*.

I’m wondering how many of those extinguishers I’ve approved during a VSC check when in reality—and unknowing—they were defective and possibly dangerous? It’s something we VSC examiners need to bone-up on before the next boating season. Maybe sooner?



This recall is for **plastic top Kidde fire extinguishers with button or lever activators** produced between the dates of January 1, 1973 and October 25, 2015. The nozzles can clog and fail to activate and have also detached with enough force to pose an injury hazard.

Kidde is providing free replacements with metal tops. Go to the Kidde website, [www.kidde.com/home-safety/en/us/](http://www.kidde.com/home-safety/en/us/), fill out a simple form and Kidde will ship replacements directly to you. Included with the replacements will be instructions on what to do with

your old fire extinguishers. You will need to have the model number, date code and serial number to complete the form. If you have a problem, call Kidde at 855-271-0773.

Does this imply there may be fewer “passed” VSCs next year? Maybe! The back of the VSC form clearly states: *Fire Extinguishers must be readily accessible and verified as serviceable* (my underline).

I will provide additional information at the 2018 Squadron Development Workshop. It’s critical that VSC examiners clearly identify the recalled

extinguishers and pass recall information to boat owners.

Push-button extinguishers are common to PWCs. I’ve never done a VSC on a PWC but know that one

B-1 extinguisher is required equipment. Push-button extinguishers are included in this recall and there's a separate recall entry for them on the Kidde website.

I intend to write Boat US asking them to provide specific information to identify defective fire extinguishers. I bet Boat US is working on that right now, and will provide a follow-up article in the next *Trident*.

*D/Lt/C George F. Prescott, SN*  
District 20 Executive Officer

## More Governing Board Pictures



Back Row 2nd from right: Terry Phillips; front row right: Dave Philips (picture by Steve Erickson)



Frank and Karen D’Amico (picture by Nina Anastasio)

## 50 YEAR MEMBERSHIP AWARDS

Five members have been a part of district 20 and USPS for 50 years. They were honored at the Fall Conference in October with a plaque and pin that was accepted by a representative from their respective squadrons. Please join me in congratulating the following members who have collectively performed 143 years of service to the organization:

Tom Dickes, JN—Decatur—3 Merit Marks  
Donald Munkvold, AP—DuPage—31 Merit Marks  
Dale Hunter AP—Land of Lincoln—43 Merit Marks  
Marion Roskowski, JN—Michigan City—37 Merit Marks  
Richard Elesh, AP—Skokie Valley—29 Merit Marks

D/Lt/C George Prescott, SN attended a meeting in Michigan City where he presented Marion Roskowski, JN with his plaque and pin. George sent pictures of Marion in his uniform taken when he was squadron commander and with his plaque. Congratulations, . *D/C Michael B. Ludtke, SN-CN*



Photo by compliments of  
William Halliar

## Take Advantage of Online Student New Member Leads

Did you know that your squadron gets a new membership lead every time someone nearby takes an online seminar? After students register for online seminars your squadron's public contact person gets an email with the name and information for online students living within 40 miles of the squadron. Make sure someone contacts the student, thanks them for taking the online seminar and listens to how they boat and what they are interested in. Then you

can encourage the student to take part in your squadron's social, on-the-water and educational activities. Be sure to make it clear that you are contacting them because of the online seminar and that they are close enough to take advantage of other squadron offerings. Take advantage of these leads as they have the potential of growing your squadron.

## AMERICA'S BOATING CLUB

USPS has authorized a new logo to help clarify our identity with the boating public. There have been many questions about this move and how to incorporate it into squadron marketing plans. P/D/C Karen D'Amico, AP—D/20 Marketing and PR Committee Chair— made an excellent report at the fall conference that answers most of your questions. We don't know how many read the report, but it is worth repeating.

### D/20 Fall Conference 2017

#### Marketing & Public Relations Committee Report

USPS is working on building a new brand identity to attract the boating public to membership and education (our 2 revenue streams). In June, the USPS Board of Directors approved the use of the name America's Boating Club™ when marketing to nonmembers. This is a tactic to help the boating public recognize we are a boating organization, and a conscious shift away from defining ourselves as an educational organization. It is the first step to align our organization image with the interests of today's boating public, and communicate our brand promise to promote fun, activity and a sense of belonging.



Along with the name is the new America's Boating Club logo which is modern, conveys action, and forward looking momentum. It incorporates water with all types of boating: paddle, power and sail. Image is everything, but image is more than a logo.

The USPS Marketing Committee is working to incorporate this new image and our brand promise into everything we do. This includes our website, advertising, clothing, publications, and education materials

- Offering a 10% discount on dual-branded apparel through October 2017.
- Created promotional videos in various lengths and content to introduce different types of boaters to America's Boating Club:

- Video #1—targets our historical audience the **Baby Boomers**.
- Video #2 – is for the growth market segment, the **Outdoor Enthusiasts**, who love outdoor activities and are motivated by fun and activity. They are 40-55 years of age, boats less than 26', and disposable income (same as NMMA target market).
  - Video #3 – targets the **Social Adventurers**, who seek adventure and family activities. They are married, above average income, still have kids at home, and are looking to create memories for the whole family.
  - Video #4 – is designed to appeal to **all the markets** above. It is a little more general about who we are and shows how to go to the website to join USPS.
- Launched a new public website **BeyondBoating.org**, which leverages our brand promise, and soon will also incorporate America's Boating Club. This site is for the public only; members can login and be redirected to the member site.
- Starting a national advertising campaign in the Winter/Spring 2018, including online and print advertising. The firm USPS is working with provides metrics to track results and allows us to adjust the advertising spend



- Starting a Social Media campaign to introduce America's Boating Club to the boating public.

The selection of promotional videos in 3 min, 1 min and 30 sec formats are available at this link.:

<https://drive.google.com/drive/folders/0B0Qp5GR7HLOOFhUTUVNbkV0Wnc>

The USPS Marketing Committee is encouraging squadrons to start incorporating the new name and logo into all their activities. This is not mandatory of course, but several squadrons have been testing the America's Boating Club concept and seeing great response from the public in terms of their course attendance and new members. In fact, overall USPS has seen an increase in the number of new members and revenue this year over last year

The Marketing Committee is providing each commander with a Marketing Kit to assist with the brand transition. It includes guidelines on how to incorporate America's Boating Club into your squadron outreach and education activities. They recommend starting with dual-branding by pairing your squadron burgee with the America's Boating Club logo. Still include USPS to build on the current USPS name recognition, but deemphasize the USPS ship wheel logo (e.g., use it at the bottom of the page). Keep your website or social media sites clean, and don't confuse the public with too many logos

This is not an official name change, so you still want to make a connection to the USPS National Organization, for example

1. United States Power Squadrons® is America's Boating Club™
2. Your Squadron Name. We are America's Boating Club™
3. America's Boating Club™, trademark of the United States Power Squadrons®

Remember, USPS also has a partnership with FedEx to allow Squadrons and Districts to purchase banners and other printing at a 40% discount. Through this partnership, the "Welcome to the Neighborhood" campaign collapsible banners are available for just \$84. This artwork can also be reworked to include the America's Boating Club™ name and logo, as well as your squadron name and burgee. The USPS Marketing Committee is happy to help with the artwork if you contact them.

To order banners, you first have to create a Squadron or District account that is linked with our FedEx National account. Detailed instructions on how to create a FedEx Office account can be found here:

<http://theensign.org/tag/may-2017/>

*P/D/C Karen D'Amico, AP*  
District 20 Marketing & PR Committee Chair

## JUMP START—Hands-on-training for new boat owners

Do you know someone with a new boat that needs some help learning how to handle it? The Boat Operator Certification/On Water Training Committee has released ***Jump Start***, a new program that shows you how to conduct a one-on-one training session customized to meet each boater's needs. No certification or license is required. We'll show you how to plan and conduct the training as well as qualify for insurance coverage. The program is free

and can be a great member benefit and membership recruiting tool. You can download the program or informational presentation from the national website. Find out more about this and our other hands-on training and certification programs on the new Educational Department web page.

Talk with your local SEO before starting the program.

*D/C Michael B. Ludtke, SN-CN*

# TRIDENT

District 20, unit of United States Power Squadrons®

**FROM:**

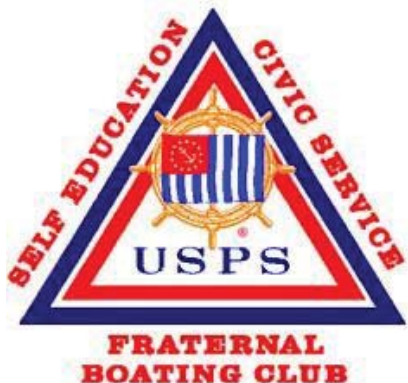
Stf/C Pat Antoni, SN  
1502 N. Applewood Ln.  
Spring Grove, IL 60081

**TO:**

## First Class Mail



**For Boaters,  
By Boaters**



### TRIDENT STAFF

**Editor and Publisher**

Stf/C Pat Antoni, SN  
pantoni@aol.com

**Contributing Editors**

D/20 Bridge Officers

**Photographers**

P/D/C Chuck Burger, SN  
P/D/Lt/C Anita Donkers, AP

**Production Staff**

P/D/Lt/C Anita Donkers, AP