



United States Power Squadrons®

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

DISTRICT 23 GALAXY NEWSLETTER



Gerard Meunier, SN-CN D23 Administrative Officer

As most of you probably know, your District Admin Officer is **“Out There, Doing It”**. This is written from the Erie Canal where we will spend June, and then it'll be the Rideau Canal in July. Those interested in the details of this voyage can look at www.cathousetrip.blogspot.com which is updated as Wi-Fi connections permit.

There is quite nothing like such trips to highlight the great need for the USPS mission to “promote recreational boating safety through education and civic activities while providing fellowship to our members”.

For the next decade or so, many people will retire and finally get that boat they could not afford because of the kids tuitions. So, our emphasis should be on **Recruiting** new members into our ranks. Some might say “it's the Membership Committee's job” or “it's every member's job”. I like to suggest a different multidepartment “Task Force”.

First, we need **“Tools”** such as brochures explaining who we are, what we do and why people should join; an updated and informative website; business cards; calendar of events; flyers; etc. Let me know if you need samples; there is no need to reinvent the wheel. We are here to help you.

Second, we need **“Venues”** such as ABC3 or other classes or seminars, boat shows, safety shows, high schools, employers, etc. I hope you open your classes to non-members (a 50% premium over member cost is a nice incentive to become a member).

Third, we need **“Participants”**, namely all of our members to get involved in one or more of this grand scheme; not just the usual dozen or so who do most of the work. Many hands make light work!!!

Then, let's make sure that all Participants carry the Tools to the Venues and at all times. I always carry brochures and business cards; you will need them in the most unanticipated places. The vessel examiners, the instructors, the boat show attendants, the officers, the committee chairs, all need them.

This is a long term program but you may already have many of the pieces in place. Two of our 8 squadrons have done it successfully and the District Officers stand ready to help in any way possible.

Let's do this!!!

Gerard Meunier, SN-CN