

United States Power Squadrons®

Sail and Power Boating
Mid-Atlantic District



29 March 2009

Subject: DEO Report to Spring Conf 2009

To: D/C Becker, CC Creighton, PDCs, Fellow Bridge Officers and Members

Since our Fall Conference report, the District Educational Team has again been extremely active planning and growing the opportunities brought about by implementation of the new USPS University programs and general renewed interest in our public and member courses. When coupled with advanced creative promotional approaches, many Squadrons are finding many more students in their public offerings and even more members in their internal course options. Membership still is the number one challenge facing the educational team. I believe we can overcome that challenge using the distinctive opportunities USPS has made available that truly makes the "us" part of USPS better than any of our competition. The tag line of "Boating is Fun - We'll show you how" will also be a key element in our view of ourselves and how we show our offerings to the world. Every one here must feel they are part of the Membership Team - for your own Squadron, for your sister Squadrons in D5 and for the general benefit of all of USPS. Our offering of "On-The-Water" (OTW) events will also make our educational offerings distinctive in a complex marketplace. We will have to market what makes us exceptional versus the average of state and local providers of basic and advanced skills.

America's Boating Course - 3rd Edition ... our new public educational course also creates a very unique opportunity to set us above the average when we promote the digital navigation and charting which is not offered anywhere else, and with OTW should attract just the kind of boater we need to teach and ask to join. Value is perceived versus the cost, and we may just find that an increased cost may get us even more serious recreational boaters than the lower or minimum prices we often strive to advertise.

USPS University Seminars -short 2-hr courses providing specific hot-topic instruction to members and the public - are proving to be a major success. This is a major recruiting opportunity - having them in the classroom enables us to impart important information and recruit new members. And it can provide additional revenue for Squadrons and all of USPS.

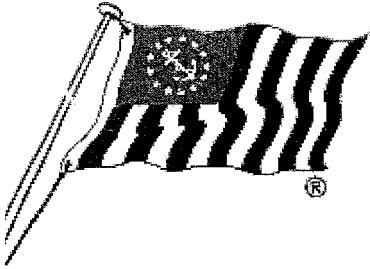
Another part of the USPS University is the Boat Operator Certification (BOC). Larry Graham of Susquehannock is taking on leadership for this program within D5. He has been approved as the Assistant Regional Certifier for D5 as well as Squadron Certifier for his Squadron. More will be happening within this program framework as 2009 unfolds.

A major spring emphasis of our public boating world comes via the National plan for National Safe Boating Week. This year the joint PR, VSC, and Educational efforts during May 17-24 begins with kick-off of VSC examinations, Seminars and sign-up for June public Boating Courses.

As a reminder, our courses are best when we use effective teaching aids. Please, we do want to share what we have that works - especially with each other at the Fall Conference displays.

THE POWER SQUADRONS OF DISTRICT 5

ABSECON ISLAND - ANNAPOLIS - BLUE HEN - BUSH RNER - CAMBRIDGE - COLONIAL - DELAWARE RIVER - DELHIGH - DELSEA DUNDALK - ELIZABETH RNER
- HAMPTON ROADS - KENT NARROWS - KINGSWAY - MAIN LINE - MID-POTOMAC - MILES RIVER/ANSEMOMOND RIVER - NORTHEAST RIVER - NORTHERN
NECK - NORTHERN VIRGINIA - OCEAN CITY - PATAPSCO RNER - PATUXENT RIVER - PENNSWAY - POTOMAC RNER - RAPPAHANNOCK - RICHMOND -
ROCKVILLE - SALISBURY - SMITH MOUNTAIN LAKE - SUE ISLAND - SUSQUEHANNOCK - TRENTON FALLS - VIRGINIA BEACH - WILMINGTON- YORK



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For many years, Joe McGuire has faithfully and mostly quietly served D5 as ABC Coordinator, but has now decided to retire from that role. I wanted to be you knew about the change and how much he will be missed in that role - especially as we transition to the new ABC3 version of course and internet interaction.

This is my final report as your DEO. I want to thank each of you for the support and encouragement I have received during these years of vital changes in the USPS Educational Department. I know you will show this same enthusiastic support to Walter Neese and Bill McManimen as they continue to make D5 Educational programs the best in all of USPS.

I look forward to working with the new Bridge Officers in my role as Planning Committee Chair and the newly formed Marketing Team. We still have much to accomplish

Mary and I are appreciative of the opportunities represent the District Commander at Founder's Day celebrations at Annapolis and Delsea and during Change of Watch events for Northeast River, Sue Island and Rappahannock. The friendships we made are what is important to success in our work among the Squadrons.

Respectfully submitted,

Staff C Robert R. Palmer, SN District Educational
Officer, D5

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