



The Pilot

Monthly Newsletter of

Lake Hartwell Sail and Power Squadron

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



Volume 57 Issue 11

From the Bridge - Cdr. Charles Guderian



My subject matter this month is inspired by some thoughts and topics I bring back from the recent D26 fall conference. First of all you may know by now that your bridge has embarked on a campaign designed to rejuvenate the squadron. This is vitally important for the survival and growth of the squadron. In the last year or so our membership has gone down from roughly 100 to 80 members and of those only a dozen or so are typically involved.

Secondly we are taking a hard look at COMMUNICATION. Not only internal but also external communication. Often our classes and seminars have been poorly attended, and we have deduced that this is primarily because the word is not getting out. We are addressing this issue with a multipronged effort that has proved effective with other squadrons. Lastly we are in the process of increasing the number of America's Boating Courses which we teach, because these courses have been proven to be our best source of new members.

Our squadron needs your help to bring in new members and to reactivate the members we currently have who are not participating. You can help us make a difference.

Calendar of Events

LHS&PS Calendar of Events

November

9 Boat Handling Seminar at Cabela's
14 Executive Committee Meeting
17 Change of Watch - J. Peters, Anderson

December

12 Executive Committee Meeting
14 VHF Seminar at Cabela's
16 Christmas Party at the Lockman's

January

9 Executive Committee Meeting
11 How to Use a GPS Seminar at Cabela's

Our Bridge

Commander: Charles Guderian, S
commander@lake-hartwell.org

Executive Officer: Ted Sauvain, JN
xo@lake-hartwell.org

Administrative Officer: Nioka Rose, S
admin@lake-hartwell.org

Education Officer: Chris Rose, SN/BOC
education@lake-hartwell.org

Secretary: Rosemary Stevenson, AP
secretary@lake-hartwell.org

Treasurer: Pete Stevenson, AP/BOC
treasurer@lake-hartwell.org

Assistant SEO: Vacant

Members At Large:

Lynn Solesbee, AP

Al Engelmann, SN

Russ Dunston

David Cross, SN

Nominating Committee

Pete Stevenson, AP/BOC (1 Yrs)

Al Engelmann, SN (2 Yrs)

Jim Carroll, AP (3Yrs)

Nautical Quiz Locker

1. A low tidal range is called _____. Neap tide; spring tide; fall tide.
2. What is the name given to a current's velocity?
3. A white numerical pennant with a red dot indicates the number _____?
4. A dog watch lasts for _____ hours.
5. When the gravitational pull of the sun and the moon are in the same direction or opposite each other, _____ tides occur.
6. A nun with a red topmost band indicates that the preferred channel is to port or starboard?
7. The curve in the side or the foot of a sail is called a _____.
8. A small enclosed space or cabin in a small boat is a _____.
9. An onshore wind creates much smaller waves than an offshore wind. True or false?
10. Tidal currents may flow as fast as _____.6 knots; 12 knots; 18 knots.

(answers elsewhere in this issue)

Invitation to a Boat Ride

Would you like to learn more about Lake Hartwell? The Upstate Boating Club (also known as the Lake Hartwell Power Squadron) cruises the entire lake three times a year inspecting the navigation aids for the Corps of Engineers.

This work is called coop charting (cooperative charting) and our reports to the Corps itemize issues, like missing or damaged channel markers or shoal markers which the Corps undertakes to repair. We've divided the lake into 8 sections and each section takes about 3 hours to cover.

Our inspectors have room for passengers on their boats and you would be welcome aboard to cruise and learn about the lake.

Please contact Jef Lockman to schedule a trip.
jeflockman@gmail.com



Change of Watch

November 17, 2017

6:00 - 9:00 pm

J. Peters

115 Interstate Blvd

Anderson, SC

*Good food, good friends, good fun
Join us for a casual evening, order off the menu
and*

*Toast our new Bridge
with wishes for a great upcoming year*

RSVP by November 12

To admin@lake-hartwell.org

TRIVIA

Trivia Night at Twin Peaks was such fun it may become an annual event.

After voting on the slate of new officers, teams were created and the fun began



Left to right, Don Woodard, Charles and Pam Guderian,, Libby and David Cross, Janice Woodard and Chris and Nioka Rose

Christmas Party

*Once again, Jef and Angela Lockman have graciously
agreed to host our annual Christmas Party
102 Wood Stream Way Williamson, SC 29697
December 16th from 5 - 9.*

*The Lockmans will provide turkey, ham and beer and everyone
can bring an appetizer or dessert to share plus anything else they
want to drink.*

*As usual please bring a toy for Toys for Tots and a wrapped
gift for the gift exchange.*

*RSVP by December 12th.
To admin@lake-hartwell.org*

A report on the District 26 Fall Conference

I know the title tells you this article is a snoozer. I promise it is not.

One month ago, about Labor Day, the Lake Hartwell squadron was in deep trouble. We did not have a bridge for 2018, and we were floundering. We even researched how to disburse the approximately \$20,000 in our treasury. Fortunately, there were some who did not want to throw in the towel, and in mid September we had a bridge comprised of individuals who wanted to try to save the squadron. The problem was How?

Now the District Conference comes in to play. There were several worthwhile sessions dealing with education and co op charting, but the centerpiece was two sessions concerned with the resurrection of the Long Bay squadron (southern half of Myrtle Beach). We were blessed with a deep representation from Lake Hartwell consisting of the current commander and three former commanders, all of which were in the "save the squadron" group. One of the sessions informed us of Long Bay's peril and how they overcame it by drafting a practical strategic plan and executing it. In the end, that is in 2017, they achieved an 85% member retention and added nearly 20 new members.

One very important member of their team was a professional marketer/ public relations person who had a record of success in achieving recognition. Public recognition is the essential problem we have, and despite great efforts we have had difficulty in making the world aware of us. Mary Gilliam's formula is simple, easy to execute and promises to help.

First, she advises the creation of a media list including everybody from radio, tv, print and whatever you can imagine. Chris and Nioka Rose have already made an impressive start. Send us any contact you can think of. We need the name of the agency/company, the name of a contact person and at least an email address. A phone number and a physical address would be very helpful. Mary says update the list every 6 months because PR people move jobs often.

Next, she says to be relentless in sending out PR releases, and by relentless she

means at least 3 releases per month. Now that is a challenge, but we can do it. We can set up templates with clear and concise messages on each one and fire them out at different times. They can even be repetitive, so we can send a course announcement 3 months in a row (takes care of one of each month). We need to brainstorm some subject matter for announcements that are not directly linked to a specific course. For instance a recent Greenville News headline screamed about a freakish increase in deaths on Hartwell which creates a great opportunity to get some attention through a safety PR release.

So the challenge of 36 PR releases per year is less daunting when you plan 9 ABC announcements, 3 or 6 co op charting announcements, 4 or 5 VSC announcements, several seminar announcements and the odd safety blurb in response to an accident or emergency. Relentless is within our reach.

Mrs. Gilliam's second secret was to stay in touch, intimate touch, with the membership. In fact, she called it Seven Touches, and by that she meant a plan similar to the relentless releases. Start with a Birthday greeting for each member each year. Add a Thank You for membership renewal. Then add invitations, perhaps to meetings, perhaps to join co op charting or VSC, perhaps to volunteer for the new jump start program (of which more later). In other words, start and maintain a frequent personalized friendly communication system that says "How are you? What are you doing? Please join us in doing something. Of course, we will continue to execute our email blast announcements also. One very good idea is to share the work so we don't burn out our dedicated volunteers. If one or more members at large took on the task of organizing the seven touch program their assistance would be very welcome and most effective.

The third idea that Mary Gilliam shared with us was 3-30-3. Three seconds to get attention, thirty seconds to deliver a message and three minutes to engage the person in conversation. My interpretation is 3

seconds to shock a person and gain their attention, then 30 seconds to explain how we can help cure or avoid the problem and then three minutes to tell our big picture story and invite them to join in. Our first opportunity to exploit this idea is the Greenville Boat Show which is scheduled for January 26 to 29, 2018. We are developing the "shocker" and the "message" with the intent that each squadron member can present them to the show attendees. The three minute conversation will not be so tightly scripted but we will try to provide a couple of outlines for our booth personnel to use.

Staying with the D26 meeting for a minute more, the co op charting program has been resurrected. You may know it expired when the website CCWEB was under attack by hackers, and the charting program ground to a halt. USPS has introduced a reporting system wherein the membership can get recognition for charting work. It is interesting that District 26 is leading the nation in recognized reporting. Most interesting is the chance to do coastal survey work without the handcuffs imposed by the old Adopt a Chart program. If you want more detail please contact me, and I can provide a detailed brief on co op charting.

The other interesting session was education. Topics of interest were pricing of courses, improvement of materials, and a new program called "Jump Start". Jump Start creates the opportunity for a USPS member to assist a fellow boater on the person's boat and establish a one on one relationship. Imagine, you teach a novice how to drive his boat earning his friendship along the way. What an opportunity to recruit. We must explode (exploit) this chance.

Just this week on Tuesday, Oct 10, following the district conference, our team had the first of several sessions concerning forming a strategic plan. The main discussion points were: relentless PR releases, Seven Touches, Jump Start and On the Water ABC, a three year plan and its goals, commitment by the team to a three year effort, adding team members to per-

Strategic plan continued

form specific jobs, expanding ABC to more than one venue each session (currently we teach ABC three times a year: February, May and September, at Cabela's in Greenville). The proposal is to add three sessions in Anderson and perhaps three more in Spartanburg. This is a challenge to our instructors, and we need to create a second or even a third team. Under discussion is how many people form a team. Some argue two instructors are plenty, others hold that a team of three is more effective. The issues are teaching the course and selling the squadron. In a two man team they do both. A three man team can focus the third person on sales while the instructors stay focused on the course. Three man teams can rotate tasks among themselves. Another benefit of three is another source for stories. It is known that personal stories greatly enhance various teaching points as well as engage the students on a personal basis.

Another discussion involves the addition of a logo and slogans. USPS is locked into rebranding itself as Americas Boating Club, and that seems to be a good idea as it more accurately says who we are than the "Power Squadron". We have already adopted the concept of "Upstate" in our www.upstateboatingcourse.org which is two plus years old now. It has been proposed we add "Upstate Boating Club" to our literature including a URL such as www.upstateboatingclub.org. Such a web page would redirect the search/inquiry to or main Lake Hartwell site. A future question is the potential to morph over time into the prime web page. Some are concerned that we might step on other squadron toes by casting such a broad net; however it is certainly true that

other squadrons have not hesitated to step on our toes. Finally, claiming anything less than "upstate" is rather weak.

A critique is offered concerning the USPS rebranding program. USPS is inserting established USPS emblems into Americas Boating Club slogans and logos. This would seem to deliver a cluttered and confused message, and we should avoid this error by keeping Lake Hartwell Sail and Power Squadron and Upstate Boating Club separate. This is not to say we would not use both titles/slogans on letterhead and other documents but take means to keep them separate, perhaps as headers and footers. As already mentioned the individual web pages would cross link and always point to our message of friendly assistance and boating adventures, public service and education.

Adopting the upstate concept is more a expansion of our brand than a replacement. For historic recognition as well as legal status we cannot abandon the Lake Hartwell title, so we must retain it. The problem is to develop materials (letterhead, etc.) that retains the Lake Hartwell logo and simultaneously introduces the "boating club" identity.

A Three Year Plan

- Team commitments to the plan and to three years
- Expand our brand (upstate)
- Reactivate our membership (7 touches)
- Relentless pursuit of public awareness via press releases
- Practice the 3 30 3 concept by creating materials and using them at the boat show and other contacts with the public
- Expand the ABC program from 3 per year to 6 per year and perhaps eventually to 9

Pete Stevenson

Education

Cabela's on Woodruff Road in Greenville Schedule of Upcoming Classes and Seminars

Seminar registration is required as class size is limited. Cost \$25.00 for first family member and \$10.00 for each additional family member. Register at www.UpstateBoatingCourse.org or phone us at 864 567-1394 for more information.

Thursday, November 9 Boat Handling

Look like a pro on the water when you learn docking and anchoring techniques, close quarter maneuvering, the use of drive trim, trim tabs and steering in reverse.

Thursday, December 14 Using a VHF Radio

Everything you need to know about using VHF and SSB radio:

- How VHF's work and their controls
- Using the correct channels
- Correct procedures and terminology
- Advanced methods of communications
- How DSC's work and their controls

In less than two hours, you will learn why and how VHF Radio is the mainstay of coastal communications, that it's essential for emergency communications and how DSC (Digital Selective Calling) simplifies and improves rescue.

Thursday, January 11 Using a GPS

Sure, GPS can get you where you need to go, but did you know you can use it to steer your boat accurately? Enhance your boating experience by getting the most out of today's feature-packed GPS devices. Learn how to store and use waypoints, build and execute routes, and monitor steering. You can also get tips on connecting your GPS to your VHF marine radio, which opens up a new world of digital hailing and distress signaling.

ANSWERS TO XO QUIZ

1. Neap tide
2. Drift
3. One
4. Two
5. Spring
6. Port
7. Roach
8. Cuddy
9. False
10. 12 knots



Lake Hartwell Sail & Power Squadron

Executive Committee Meeting Minutes October 10, 2017

MD 360 Powdersville

I. **Call to Order 18:30 by Commander Guderian**

- A. A quorum was established
- B. Invocation – Cdr Guderian
- C. Pledge of Allegiance – Cdr Guderian
- D. Review Minutes of September meeting– Approved as amended. The Executive Committee may be reimbursed for travel expenses up to \$500 (mileage approx. 54¢ mile).

II. **AD-Hoc Committees – P/C Stevenson** For the four members of LHS&PS in attendance, the focus of the D26 fall conference was the resurrection of the Long Bay squadron and the process and techniques used. It was felt that the Long Bay story is a model for Lake Hartwell efforts and our forth coming strategic plan.

III. **Department Reports - Cdr Guderian**

Commander –

- 1. Merit marks have been issued by National. Not all that were submitted were accepted. 6 of 26 submissions were rejected.
- 2. D26 Conference in N. Myrtle Beach was attended by 8 squadron members.
- 3. There will be a further meeting after this Excom meeting to discuss marketing and strategy.

Past Commander – P/C Jim Carroll & P/C Pete Stevenson-

- 1. At the D'26 conference a Marketing & Public Relations report was given by Lt/C Mary Gilliam (Long Bay Squadron). A copy was distributed at the meeting.
- 2. Officer positions for the 2017-18 slate have been filled.
 - P/C Jim Carroll Commander
 - P/C Pete Stevenson Exec
 - Lt/Cdr Nioka Rose Admin
 - Lt/Cdr Chris Rose SEO
 - Lt/Cdr Lynn Solesbee Treasurer
 - Lt/Cdr Billy Owens Secretary
 - P/D/C Al Engelmann Member at Large
 - David Cross Member at Large

- C. Treasurer – P/C Pete Stevenson, AP- There was not much activity. A verbal report was given. A Treasurer's report will be submitted next month.

Executive Committee Meeting Minutes

- D. Administration –Lt/Cdr. Nioka Rose, S
1. The squadron annual meeting will be Oct 13 at Twin Peaks. P/C Stevenson has engaged a Trivia DJ for entertainment at the meeting.
 2. COW is Nov 17 at J Peters in Anderson.
 3. Excom meetings will continue on the 2nd Tues of the month.
 4. Following advice for membership retention gleaned from the District Fall Conference to reach out and touch the membership seven times a year, a list of members birthdays is available. A card will be sent to each member.
 5. Christmas Party – Dec 16 at Lockman's in Williamston.
- E. Education – P/C Chris Rose, SN
1. October 12 - Anchoring Seminar @ Cabela's. Two registrations received.
 2. November 9 - Boat Handling seminar @ Cabela's
 3. December 14 - Using VHF radio seminar @ Cabela's
 4. There was a discussion to run numerous ABC classes in Anderson, Greenville and Spartanburg.
 5. As part of the discussion on improving awareness it was asked; Can we get purchase space for ABC class announcements in the Cabelas (or others) ad papers; possibly the size of a business card.
 6. We have applied to Adwords through Tech Soup for a donation of free internet ad space, awaiting approval.
- F. Executive – Lt/Cdr Ted Sauvain, JN No report
- G. Secretary – Lt/Cdr Rosemary Stevenson, AP
- Sunshine Committee –
Poinsett Pilot article assignments–(Articles are due by Oct. 20)
From the bridge- Cdr Guderian
Education- P/C Rose
D26 Fall Conference - P/C Pete Stevenson
Annual Meeting – Cdr Guderian
COW – Cdr elect Jim Carroll
Christmas Party – Jef & Angela Lockman
- . Members at Large comments and questions - none
- IV. **Old Business**
V. **New Business** -
VI. The next ExCom meeting is at the MD 360 Powdersville Tuesday Nov 14 @ 18:30
VII. Adjourn 19:45

Submitted by Secretary Lt/Cdr Rosemary Stevenson



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Poinsett Pilot

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Lake Hartwell Sail and Power Squadron,

Editor: Nioka Rose

Proofreaders: Pete & Rosemary Stevenson

Distribution: Don Woodard

Items are due on the 20th of the month preceding publication. Articles should be emailed to:

editor@lake-hartwell.org.

The editor reserves the right to edit submissions in a style that best serves the needs of LHS&PS, District 26, and United States Power Squadrons©

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