



Miles Lines

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COMMANDER'S VIEW

The Definition Of Insanity

Cdr Richard W. Wright, AP

Last month I wrote to you about the need to attract new members. We simply cannot survive much longer if we continue to lose almost 14% of our members every year. This month I want to discuss the need to change the squadron's overall membership recruiting and retention paradigms.

We have, of course, always attempted to recruit and retain new members. Unfortunately, those efforts no longer seem to be working. Nevertheless, we continue on the same course using the same techniques and then somehow seem surprised when another year passes with another drop in membership.

There's an old adage which is that the definition of insanity is repeating the same behavior and somehow expecting a different outcome. This, I would argue, is exactly the behavior we as a squadron are exhibiting with regard to our membership problems. We keep doing the same thing year after year and our membership just keeps dropping.

Clearly, we need to do something to change our approach to this problem. Let me offer some observations about behaviors we need to recognize and change if we are going to have any chance of rebuilding our membership:

- Trying to attract new members to squadron dinners by endlessly arguing about the appropriate price of those dinners instead of interacting with (for example) local Newcomer groups to find potential new members interested in attending those dinners,
- Continuing our new member recruiting efforts only in the immediate surrounding communities instead of reaching out to adjoining counties which have no squadron of their own,
- Focusing member social activities exclusively on dinner meetings and picnics primarily of interest to our legacy members instead of introducing on-the-water events of interest to younger boaters,
- Spending time trying to attract new students by creating complex cost structures and membership rules for squadron offered courses instead of providing well advertised, desirable courses at convenient locations at the appropriate time of the year,
- Interacting with the public as a part of our existing squadron education, inspection and safety activities without using those same opportunities to attract new members,
- And, most importantly, continuing to rely on word-of-mouth and print media while ignoring the enormous power of social networks (e.g., Facebook and Twitter) to communicate with the next generation of Power Squadron members.

In summary, when it comes to attracting and keeping new members, what we need to be doing now is to stop doing "business as usual" and to start thinking about "business unusual". There are plenty of untapped obvious opportunities to recruit new members that we need to be exploiting. Additionally, instead of continuing programs and activities exclusively targeted to our legacy members, we need to begin to focus on the needs and interests of potential new members to be able to keep them once they are recruited.

Rebuilding our membership base will require both effective recruiting to get new members on board and interesting programs to retain those new members. We need to be pursuing both - - and we need to do it now!

Question: What will you do this month to recruit a member or improve the environment to retain a new member?



EXECUTIVE DEPARTMENT**Lt/C Mike Newnam, AP**

The D-5 Spring Conference was held in Ocean City recently and, for me, a first timer, it was quite interesting. There were numerous sessions on just about everything USPS does and the requirements to do each well. I was particularly interested in the Executive Department Showcase which, in 15 minute overviews, reviewed all of the committee responsibilities in that department. There was also a very interesting session on Vessel Safety Checks. The speaker for the Members Luncheon was Peter Trogdon, President of Weems & Plath, who gave a talk on the History of Navigation. I had always heard about the Hospitality Suites and the reports were right. Although there were not as many of the locations as in previous years, the ones that were there did a great job with the food offered and the educational opportunities presented. Miles River, Kent Island and Cambridge Squadrons did themselves proud with the special crab soup furnished by Kent Island and the subs provided by Miles River to go with the beer from Cambridge. The Annual Banquet was outstanding with awards being given to several members of Miles River including the Jones Award to Pat Smith, 25th Merit Mark and Life membership to Robert L. Hall, SN and Cooperative Charting to PC Thomas J. O'Donnell, AP and Gail M. O'Donnell, AP. Gail also received the C. C. Holmes Award for the top female in District Five in Cooperative Charting.



To change the subject, Vessel Safety Check time is here. According to our roster, we have from 60 to 70 boats among our membership. We want to inspect as many of those as possible and you will be hearing from us to do just that. This year, there is a new inspection form for kayaks, canoes row boats, paddleboards and sculls and we will be pursuing this as soon as the necessary forms and stickers are available. Help us help you by calling me (410-822-3199) to schedule a Safety Check.

Again, to change the subject, I want to talk about the upcoming Auction which you have heard so much about but so few have done anything to support. The funds raised by the auction provide the necessary monies to carry on various activities of the squadron including the Safe Boating for Kids, which is a nationally recognized program, and Vessel Safety Checks as well as other educational programs for the public and our members. As a member of the Bridge, it is disheartening to hear that only seven out of the many families in the squadron have done anything to support this event by securing items for the auction. Surely, it is not too much to ask for each of our members to try to secure an item from a favorite restaurant, retailer, liquor store or art gallery. Please help us with this so we can continue the work of MRSPS.

COMMANDER RICH IS PUBLISHED!

The new D/5 Admin Officer, Marty Lafferty, has advised us that the article Rich Wright wrote for the April Miles Lines entitled "The M Word" was just published in the latest edition of the District publication, Mark 5. Congratulations to Rich—He has graced the Miles Lines with terrific articles for the last two years, and now he's Going Regional!

NEW MEMBER STAN BROWN HAS CO2 CYLINDERS FOR YOU!

A few years ago, maybe in 2004, Stan bought SOSpenders at West Marine. Somehow all our talk about boating safety and MRSPS led him to check out the recharging kits for them. Turns out, they sold him the wrong kits. The pills are outdated, but the CO2 cylinders are still good.

If you, or someone you know, can use 2 Secumar-Sterns, 33gram CO2 cylinders, you can have them. The kit says they are for West Marine 4000 Sailing Model 6830269, 4000 Power model 6830293 or Stearns models 1439 and 1443.

Contact Stan via email at sabrown@atlanticbb.net.

Are You One of the Seven?

As you know by now, the MRSPS Spring Auction is scheduled for Friday, May 20th at the Miles River Yacht Club. It is not possible for the Auction to be a success without everyone's involvement. Every one of you reading this has personal relationships with merchants of all kinds, relationships that can be used to help the Squadron.

Unfortunately, out of the 87 families represented in the Squadron, so far only seven of those families have taken the time to contribute anything to the Auction. That means that 92% of the membership has not yet stepped up to help make the Auction a success.

A dedicated email address has been established to track information related to the products and services that are pledged to the Auction. Once you have succeeded in obtaining a pledge from a merchant, please write the details in an e-mail message and send those details to MRSPSAuction@GMail.com. We will use this to track and organize the contributions in preparation for the Auction.

If you are from one of the seven families who have already made a contribution to the Auction - - you have our sincere thanks. However, if you are from one of the other 80 families please ask yourself this question: If I don't help with the Auction, who will?

MRSPS AUCTION – MAY 20

Donations Needed!

If you have something for the Auction

Email MRSPSAuction@GMail.com

Or Call Pete Gregory 410-745-3321 or Steffens Smith 410-820-8713

Also, help us by soliciting donations from businesses you buy from.

MEMORIES



The Vass' Lady Anne carrying several MRSPS members on the Miles River Daytrip (2006)

ADMINISTRATIVE DEPARTMENT**Lt/C N. Steffens Smith, P**

Wow! What a way to start out the new season. The April Dinner Meeting was quite a success: 41 attendees, good food, great presentation on Cursing the ICW by Captain Jerry Freidman, a visit by P/C Ray Vass, and his wife Ann, and last but not least, swearing in of a new squadron member, Stanley A. Brown. Welcome aboard Stanley. Speaking of membership Isobel Krouse, Membership Committee Chair, now has a potential of two more new members in the pipeline.

I participate in a monthly District 5 Administrative Officer Conference Call. This month's subject was squadron recruitment. One of the main venues for developing a "robust pipeline" or "pool" of prospective members is... *"Idea C – When conducting a VSC, invite the boat owner(s) to attend a squadron activity. At a minimum, capture their contact info to add to the list of prospects to be worked"*. Mike Newnan, Vessel Safety Check Chairman, has set a goal of 150 Vessel Inspections for this year. We should be able to get 15+ new members from this pool!



Please note that in your yearbook, the calendar of events lists a May Squadron Dinner meeting at 1800 on May 20th. In fact, there will be no May Squadron Dinner meeting and instead the Squadron Auction will start at 1700 on May 20th at the MRYC, with wine and a deluxe cheese and fruit tray. The first glass of wine will be paid for by the Squadron; additional wine or drinks will be on a cash bar basis. Since there will not be a squadron sponsored dinner for this event, you will not have to call in a reservation - - just arrive at the Auction ready for some bargains at 1700 (5:00 PM). In the event you wish to be listed as a guest of a MRSPS/MRYC member to have dinner on a cash basis at the Club after the Auction, please contact me.

Looking at the auction list as of April 19, we still need some of the local restaurants to sponsor a dinner for one or two people, or a voucher for a specific amount of money. I know we all eat out and are frequent visitors lot of the local establishments, so ask them to be a sponsor for a very worthy cause plus it will be good advertisement for them.

See you at the Auction!

COME TO THE 2011 MRSPS AUCTION! — 20 MAY, 1700 (5PM) — MILES RIVER YACHT CLUB

Enjoy some wine and cheese while you bid for bargains on merchandise, including:

Honda EU 2000i 2000 watt generator from Talbot Powersports (retail \$1149)

Carhartt Textured Fleece Jacket from Paul Ewing, Inc. (retail \$76)

Stihl Model HT 101 Telescoping Pole Pruner from Rio Del Mar Enterprises, Inc. (retail \$600)

Old Town Model Vaper 10XT Kayak from Easton Cycle and Sport (retail \$489)

Felt Cafe Series one speed Bicycle (either men's or women's) from Easton Cycle & Sport (retail \$350)

Emerson Pro Series ES Ceiling Fan in Bronze finish from E. D. Supply Co., Inc. (retail \$144)

Short Haul from Lippincott Marine (retail \$7.50 per foot)

**One bedroom Apartment at LaCabana Beach & Racquet Club in Aruba (retail \$900 per week);
two September weeks available**

10 yards of mulch from Pardoe's Lawn & Tree Service (retail \$225)

Legend IG Pool Cleaner from Clearwater Pool & Spa Co. (retail \$599)

Granite Pet Grave Marker from Wm. V. Sipple & Son (retail \$185)

10 yards of sifted top soil from Bridges Land Management (retail \$426)

Standard Horizon Floating Marine Transceiver from Mid-Shore Electronics, Inc. (retail \$200)

and many, many more bargains to come!

SAFETY**P/D/C W. Norman Franck, SN**

The week of May 21-27, 2011, is National Safe Boating Week. The theme is: **WEAR IT!** A good thought for all of us. We need to set an example and wear our PFD whenever we are on or operating our boat.

With the start of this boating season make sure you have your boating emergency checklist up to date. Include preparation for all emergencies that could occur on board:

Emergency Checklist:

- *Procedures for: On board fires, taking on water, crew over board, medical emergencies
- *Emergency Radio Communications
- *Location of first aid kit, PFD's, fire extinguishers, flares, switches and controls

If the above sound difficult make sure you come to the "Partner in Command," seminar (replaces the former Skipper Saver course) at MRYC on Saturday, May 14, 0900-1600. Marian Franck, Frank DeBord and Chivy Wieland will be instructors for the seminar which will include classroom and on-the-water practice. See more details elsewhere in this issue and sign up your first mate and/or crew member who would need to take over operating your boat if the skipper becomes incapacitated.

Once again this year, Weems & Plath will give a 25% discount off everything on their website to all USPS members. Go to www.weems-plath.com Use the promo code: **USPS25**.

Be Safe out there.

PARTNER IN COMMAND SEMINAR — 14 MAY

Who is the PARTNER IN COMMAND on your boat? ***You are!***

When the skipper becomes incapacitated who is ready to take over the operation of the boat? Hopefully the first mate will be ready to take charge.

The PARTNER IN COMMAND seminar of the United States Power Squadrons (USPS) will be presented at the MRYC on Saturday, May 14, 2011. This course is open to members of the MRSPPS and MRYC for the purpose of preparing first mates and other crew members to take over command in the event of an emergency that incapacitates the skipper.

This seminar will be important for both sail and power boaters including single and double engines. It will be taught in 2 parts:

Part 1: 0900 to 1200 Noon will include "on land" classroom discussions with some hands on drills using skills needed in emergency situations that might occur while underway. Topics will include:

pre-cruise activities, operation of safety equipment and radio, rules of the road, docking, anchoring, etc.

Part 2: 1300 – approximately 1600 will be an "on the water" demonstration with some practice in actual skills needed to operate a boat, locate and operate safety equipment on the boat, start and stop the engine, leave and return to a dock, anchor, MOB, use a compass, etc.

A minimal cost for the seminar of \$15.00 will provide hand-out materials including a CD of the classroom presentation, a personal check list to be used during "on the water" practice (for both practice during Part 2 of the seminar, and, during practice on your own boat with your skipper), certificate of completion, etc. The instruction is free and provided by Miles River and Sail Power squadron member volunteers.

Registration is required by Monday, May 9. Please contact:

Marian Franck at: 24872 Swan Rd, St Michaels, 410-745-9521, or dmfranck@atlanticbb.net

Join us to get ready for a safe boating season.

APRIL DINNER MEETING PICTURES



Cdr Rich inducted Stan Brown into MRSPS—Welcome Stan!



Capt. Jerry Friedman told us a lot about traveling south on the ICW. When we go, we want him along!

The rest of us had a wonderful time visiting and eating with our friends.



Ray Adams and Ron Sasiela give newcomers Stan and Kathy Broen an MRSPS welcome.



Here's some "Squadron Heavyweights" Cdr Rich Wright, P/C Kevin Digan, P/C Bill Rowan, and Admin Officer Steffens Smith.



Squadron Historian Dorothy Mowry and P/C Bob Frenz smile for the birdie!



Elise Beacham is our new Assistant Treasurer (and tonight's registrar).

APRIL DINNER MEETING PICTURES



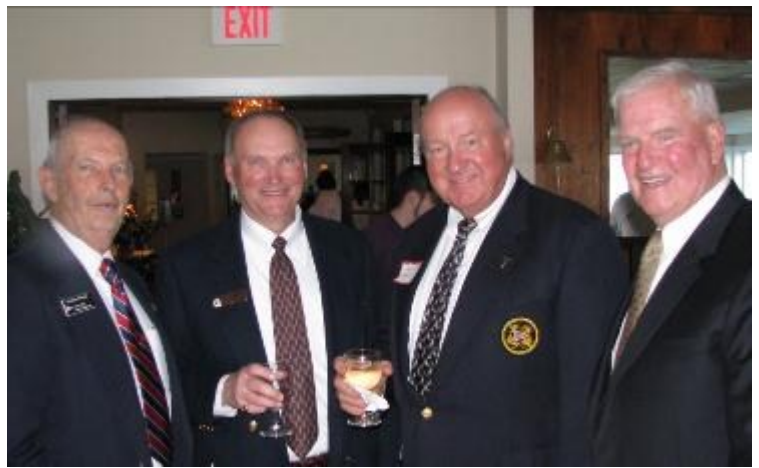
Annie Digan, Anita Rowan, Mary Carol Shannahan, and Suzan Newnam enjoyed the good company and camaraderie we enjoy at our dinner meetings.



Past Commanders Pete Gregory and Tom O'Donnell looked full of fun. Maybe they were thinking of how great it is to finally have some warm weather.



Marian Franck was seen with Treasurer Arnie Peterson, and wife Elinor. Arnie is starting his third term as our money man.



P/D/C Norm Franck was caught shooting the breeze with Chuck Gardner, Ron Sasiela, and Exec Officer Mike Newnam.



P/C Ray Vass is shown with Dot Frenz. Ray (and Ann) were visiting their old stomping grounds. They now live in Colorado, but remain members.



Here's Ann Vass with Isobel and Peter Krouse. Isobel is our Membership Chairman for the 2nd year.

CHANGE OF WATCH PICTURES

I Promised You More COW Pictures — Here they Are!



MRSPS Auction — Friday, May 20

**Miles River Yacht Club
1700-1800 Silent Auction
1800-2000 Live Auction**

**Come Enjoy Wine, Cheese, and Fruit While You Bid
The First Glass of wine is on us, then
Cash Bar**

Reservations Not Needed

See List of Fine Auction Items on Page 4

Some of us plan to dine at the Yacht Club after the Auction.
If you are not a member, Steffens Smith can arrange things for you.

CHANGE OF WATCH PICTURES



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YEARBOOK UPDATE**Marian Franck, SN**

PLEASE MAKE THE FOLLOWING CORRECTIONS TO YOUR 2011 Yearbook:

Email correction: Eleanor Shannahan Eleanor.norris.shannahan@gmail.com

Please contact the Yearbook Editor with any changes in your contact information. Send to:
 Marian Franck, 248972 Swan Rd, St Michaels MD 21663 OR dmfranck@atlanticbb.net

CALENDAR**April**

26 Half Miles Luncheon — Hyatt Hotel Cambridge
 29 Coop Charting Workshop — Norfolk

June

1 Excom—1900—MEBA
 12 Rendezvous

May

2 Safe Boating For Kids St. Michaels 0800-1400
 3-6 Safe Boating For Kids Easton 0800-1200
 11 Excom—1900—MEBA
 16 Safe Boating For Kids St. Michaels Rain Date
 20 MRSPS Auction — MRYC