



Welcome to America's Boating Club
By Cdr Scott McDonald, SN-CAN

Poop Sheet Jan/Feb 2018

Last summer, the United States Power Squadrons adopted a new trademark- America's Boating Club™. The new trademark is accompanied by a new logo, and the tagline "For Boaters, By Boaters." This is not a formal name change for the organization. However, the new trademark and logo will begin to replace the familiar ship's wheel logo in our public advertising and print material. The reason for the change is simple. It will make it easier for us to engage with the public and let them know who we really are. This means more students and more new members. The older Power Squadron name no longer registers with our audience. The typical elevator speech on USPS usually included lots of explaining about what the name really meant. Apologizing for your name is not really the best way to begin a new relationship.

National has asked that Squadrons incorporate the new trademark and logo in our websites and publications. In December, the National Marketing Committee published guidelines for Squadrons that provided some recommendations on incorporating the new branding at the Squadron level. It's possible to use an older Sail and Power Squadron name with the America's Boating Club name, but that can be confusing. A more direct approach is to combine the America's Boating Club with the Squadron location name. The local Squadron burgee would still be prominent.

After reviewing the options with the E-Board, there was a preference for using "America's Boating Club Houston" to represent our organization. We assembled some examples to show what this might look like on a website or Squadron document. We brought these before the membership at the Election Meeting in January. After a brief discussion, we asked for approval to move forward with adopting the new branding. The vote was unanimous.

This change in branding will not affect our legal name. We are still Houston Sail and Power Squadron, but we have filed with the state and county to use "America's Boating Club Houston" as an assumed name. This allows us to work with the public and conduct business under the new name.

The artwork for America's Boating Club is already available from National. We need to incorporate this in all of our publications. This includes our website, emails, roster, and our newsletter. It will take us a couple of weeks to complete this, but we should be able to make the changes in February. The next time you see the *Bay Neigh*, the masthead will be different.

This change may be unsettling for some, particularly those that have been around the Squadron for a while. Keep in mind that this is just a name. It doesn't change who we are or what we do. What we hope it will do is help people to recognize us for what we are. And that will help us serve our mission. Keep in mind that corporations change their names all the time. If you're in things for the long haul, you need to invest in your relationship with your audience. USPS has survived for over a century because it has been willing to make significant changes to stay relevant. This is just one more step in our evolution.

- January 1
Happy New Year, HSPS!
- January 3
Board of Directors Meeting – Home Port
- January 10
HSPS General Meeting – Elections at TBD
- January 20
ABC3 – Home Port
- January 28
Incoming Officers Meeting – Fort Worth
- February 4
HSPS Change of Watch – Café Adobe
(I-10 and Silber)
- February 7
Board of Directors Meeting – Home Port
- February 17
ABC3 – Home Port
- February 18-25
USPS Annual Meeting – Orlando, FL
- March 3
ABC3 – Texas Marine Conroe
- March 7
Board of Directors Meeting – Home Port
- March 10
HSPS General Meeting – M/V *Sam Houston*
- March 17
ABC3 – Ron Hoover Katy
- March 24
Practical On-the-Water Training – Lakewood
Yacht Club

Bay Neigh

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Houston Sail and Power Squadron
District 21



Editor
Lt Jana Wesson, AP

Assistant Editor

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Bridge

Commander.....Cdr Scott. McDonald, SN-ACN
Executive Officer Lt/C R. Luanne Novak, P
Educational Officer Lt/C Robert W. Stevenson, JN
Administrative Officer Lt/C George H. Crowl, Jr., AP
Secretary Lt/C Kyli Doucette, S
Treasurer..... Lt/C Phyllis Stendebach, P
Immediate Past Cdr..... P/C Chris Leavitt, JN

Squadron's 1st Lieutenants

Asst. Educational Officer..... TBD
Asst. Secretary TBD
Asst. Treasurer..... 1st/Lt Deborah Collings

Executive Committee

All Bridge Officers...	Cathy Leavitt, P
Kathy Benkenstein	Claire McDonald, SN
William E. Blan, S	Stephanie Shipp
John L. Glaeser, SN	Carl Stendebach, JN
Daniel C. Huston, AP	Jana Wesson, AP

Opinions expressed in this newsletter are those of the writers and publication herein does not imply endorsement by USPS or HSPS.

PRAYER

O God Almighty, who by the Incarnation of Thy only-begotten Son, Our Lord, has banished the fog and darkness of this world, and who by the leading of a star didst manifest him to the wise men of old: Grant that we may all fix our sights upon the day-spring from on high, rejoice in the light of the sun of righteousness and ever set our course in the Sea of Terrestrial life that we may, in the end, attain to the celestial haven where Thou wouldst have us all anchor forever.

Amen

COMMANDER'S CORNER



January/February 2018 Bay Neigh
Cdr Scott McDonald, SN-ACN



This will be my final Commander's Column for this watch year. It has been my incredible pleasure to serve this organization as Commander for this past watch year. This was my third time as Commander, and it didn't disappoint. I love this job, but the time has come to hand the reins over to someone else. It's part of what we do as an organization to make sure the leadership serves the membership.

As little as a month ago, the future of my position was not so certain. The Nominating Committee was not able to secure a volunteer for Commander by the time the slate needed to be published. The obvious choice would have been **Lt/C Luanne Novak, P**, who began the year as Executive Officer. Unfortunately, she had to step down for personal reasons and would not be available to serve. There are a lot of other people in the Squadron with both the experience and the ability to fill this position, but they had found other roles more suitable or could not otherwise make the commitment. I think everyone would benefit from holding this job at some point, but I know it's not everybody's cup of tea.

We went into the election without a candidate for Commander. We still had the option of nominating someone from the floor. In situations like this, there's usually a smoke-filled room in the back where promises are made and deals are struck at the last minute. Unfortunately, the close-quarters of the restaurant did not allow for that. I cast my eyes around the room to scan the familiar faces, but no one budged. **P/R/C Tom Derden, SN** was conducting the election, and he didn't let the issue hang in the air for too long. There was some rumor that if we didn't elect a new commander, the District Commander wouldn't relieve me of my post at the upcoming change of watch. This might leave me stuck in the job. Fortunately, the bylaws do not allow this. I was going to get a replacement by hook or by crook.

In the end, it wasn't that difficult. Cathy Leavitt, P called me a couple of days later to volunteer for the job. And I'm glad she did. She was one of the faces I had looked at during the election. She has the qualifications, the countenance, and the temperament. She also has great support in her husband **Chris**, who was commander for two watch years before this one. The next step was to make things official. As a Squadron, we only hold elections once a year. Between elections, our bylaws allow for the Executive Committee to fill any open positions, including Commander. We asked the committee for approval, and it was granted unanimously.

And so my watch year comes to a somewhat dramatic close. I do wish to thank all that served the organization this past year. It was their effort and commitment that gave me inspiration to keep pushing forward. The names and accomplishments are too numerous to list here, but I will be addressing them at the upcoming Change of Watch. I ask that you come and join us in recognizing their contributions.

We have so much to look forward to in the upcoming year. We have several new bridge officers that will bring new energy and a new perspective on the job. We'll be continuing to reach a broader public audience with our courses. And we're working on a grant proposal for the Texas Parks and Wildlife that will bring an exciting new program to the Squadron. For my part, I've got several squadron-related projects to keep me busy. I'll also be there to support Cathy and the rest of the Squadron leadership. I hope you will be too.



Focus on Boating Education
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Welcome to 2018! This is the dawn of a new era in HSPS Educational Department activities, since by the time you read this I will no longer be the Squadron Educational Officer (SEO). You will probably soon be contacted by one or more of the new department leaders if you haven't already been contacted. The leadership of the department for the 2018-19 watch year includes **Lt/C Alan Cross, AP**, SEO; **1st/Lt Monica Cross, P**, Assistant SEO; **Lt Edwin Roland, SN**, Chair, Local Board Courses; and **P/C Chris Leavitt, JN**, Chair, Local Board Boating.

Time is short to get into a course being offered for the spring semester. Ed Roland is organizing those courses. If you are interested in furthering your boating education, contact Ed. You will need to purchase both tuition and materials for the course, and you do so on the Squadron's website. The page to go to is the Educational Store, and there is a link to that on every page.

You may also be contacted by Alan Cross about helping out the Educational Department or even another Department in a specific role.

Now, to catch you up, the week after Christmas was the culmination of a team effort that began in late September 2017. The "Winter Camp at Sailor University" ran from check-in on Tuesday morning December 26th until check-out on Sunday morning December 31st. We conducted an experimental Piloting course at Sea Star Base Galveston for nine people. Seven were Sea Scouts, one was a youth considering joining Sea Scouts, and one was an adult. The adult, **Tony Scharp**, is a HSPS member, the father of one of the students, a Cub Scout leader, and Deputy at the Base. Tony conceived of the event then got agreement from us to provide volunteers to instruct and boats to take the students out on the water. Tony planned and organized the week's activities including berthing, food and fun for the students. He took the Piloting course as a regular student. He also did his Base facilities management job in his spare time, which included planning for a different group of Sea Scouts who held an event there shortly after our group departed on Sunday morning.

HSPS members who volunteered their time and expertise for the entire week included:

- **Lt/C Bob Stevenson, JN** – Lead instructor.
- **Lt/C George Crowl, AP** – Mentor for students practicing the classroom material, organizer of on-the-water activities, and on-the-water instructor.
- **P/Lt/C Robert Campbell, SN** – Mentor for students practicing the classroom material, re-planner of practical lessons when weather forced changes to the original plan, Captain of his own boat, and on-the-water instructor.
- **P/C Denny Fegan, AP** – Mentor for students practicing the classroom material, on-the-water instructor, and Captain of the boat owned by **Cdr Scott McDonald, SN-ACN** and wife **Stf/C Claire McDonald, SN**.
- **P/C Chris Leavitt, JN** – Chef.
- **Cathy Leavitt, P** – assistant to the Chef.

As mentioned above, this was an experiment. We are unaware of the Piloting course ever having been presented in one week previously. In addition, we provided instruction in some Sea Scout requirements that are not part of the Piloting course, and had an opportunity for the Sea Scouts to demonstrate understanding of those techniques as well as Piloting course techniques on-the-water. We were able to sign-off on many Sea Scout advancement requirements for those attending as a result of the hard work and dedication of our volunteer instructors. The instruction load was shared among all of the instructors as a team effort. Whether or not we were completely successful depends on student performance on their final exams, but reports from volunteers and students indicate that at least a great deal of success was achieved.

As I was preparing material for turning-over the SEO job to Alan, I was struck by how few women we have participating in our educational activities. Recently, we added a few more women as potential instructors. Those of you out there who are instructors should contact Monica Cross, **Lt/C Susie Becvar, P** and (incoming) **Cdr Cathy Leavitt, P**, about possibly assisting you in teaching a course. Those assistants would become logical teammates for sharing the workload as lead instructor of that course going forward or replacements if you have your sights set on doing something different.

It has been a privilege serving as your SEO these past four years, as it was a privilege to have served as Secretary for 8 years. I will still be around teaching ABC3, Advanced Piloting, and Instructor Development (until a professional in the academic environment volunteers to Chair that course).

Contact Alan Cross to join the fun!

Bay Neigh Articles

If you have a story or experience that would be of interest to our members, please E-Mail pictures and stories to Jana Wesson at beakboatgirl@me.com

Houston Sail and Power Squadron
6910 Bellaire Blvd #15
Houston, Texas 77074

January/February Birthdays

Kenneth M. Burgin	1/1
Raymond L. Brisson	1/11
Alan W. Cross	1/18
Andrew P. Shatilo	1/18
T. David Johnson	1/19
William E. Blan	1/21
Steven A. Behrmann	1/31
Kathy J. Fussell	2/8
Peter H. Hames	2/9
Monica K. Cross	2/14
Merrilee Gordon	2/15
Dalton W. Becvar	2/16
William S. Haddock Jr.	2/16
James Scharp	2/19
Robert R. Leandre	2/24
Regina Luanne Novak	2/26



Amazon Smile Gives Back to HSPS

Are you going to buy something from Amazon? Don't go to amazon.com. Go to <https://smile.amazon.com> so that a percentage of your purchase will be donated to the Houston Sail and Power Squadron.

You are cordially invited to the:

Houston Sail and Power Squadron Change of Watch

Sunday, February 4, 2018

at

**Café Adobe
Marq*E Center
I-10 and Silber**

Featuring Enchiladas, Tacos Al Carbon, Beans, Rice, Queso, Guacamole, Chips, and for dessert, Tres Leches and Sopapillas

\$35 per person

RSVP by Friday, Feb. 2, 2017

Phone: 713-303-8049

E-mail: ScottDMcDonald@comcast.net

Social Time 12:00 pm

Dinner and Ceremony 1:00 pm

Boating Casual (or weather appropriate)

