



# BEACHCOMBER



**DAYTONA BEACH SAIL & POWER SQUADRON**  
A Unit of United States Power Squadrons Sail & Power Boating

*July 2017*

<b>JULY</b>	<p>3 “Lunch Bunch” - Aunt Catfish’s-Port Orange</p> <p>13 Executive Committee Meeting - HR Yacht Club Activity Center</p> <p>20 Squadron Dinner – DJ’S (under bridge) - Port Orange</p> <p>22 Pancake breakfast– Ponce DeLeon Springs</p>
<b>AUG</b>	<p>1 “Lunch Bunch” -TBD-Daytona Beach</p> <p>10 Executive Committee Meeting - HR Yacht Club Activity Center</p> <p><b>17 Informal Squadron Dinner–<u>Dine and Cruise</u></b> 125 Basin St Halifax Harbor Marina, Daytona Beach · (386) 402-1353</p> <p>19 Disappearing Island– and lunch at Down the Hatch</p>

THE BRIDGE

Commander:	Cdr Don A. Roman, AP	386-453-6456	andanteroman@mac.com
Executive Officer:	P/C Brian H. Crusan, P	386-451-8691	brian.crusan@outlook.com
Education Officer:	P/C William C. Benny, SN	386-426-8426	aikido09@hotmail.com
Administrative Officer:	P/C Cheryl Martines, AP	386-405-0407	sherrymartines@aol.com
Secretary :	P/C Alfred J. Fabbrini, SN	386-446-5529	fabbrini2@bellsouth.net
Treasurer:	Lt/C Nicholas Cessario	817-454-9488	npcessario@aol.com
Assistant Treasurer:	1/Lt Jeanette Bray, S	386-253-2620	bobbyjmb@cfl.rr.com

**General Committees**

**Auditing Committee**

P/C Linda Allen, SN

P/C Jeffrey T. Wise, JN

**Finance Committee**

P/C Jeffrey T. Wise, JN

P/C Cheryl W. Martines, AP

**Nominating Committee**

P/C Bobby J. Bray, AP

P/C Don R. Woods, AP

P/C Robert D. Johnson, AP

**Rules Committee**

P/C Paul S. Martines, JN

P/C Brian H. Crusan, P

**Commander's Department**

**Chaplain**

P/C William Meyers, SN

**Flag Lieutenant**

TBD

**Merit Mark Committee**

P/C Paul S. Martines, JN

**Public Relations Committee**

TBD

**Vessel Safety Check Committee**

P/C William R. Myers, SN

**Secretary's Department**

**Information Technology Committee**

Lt Ronald L. Coleman, JN

**Public Contact**

P/C Don R. Woods, AP

**Ship's Store Committee**

P/C Paul S. Martines, JN

**Telephone Committee**

Lt Rita H. Wise, P

**Website Committee**

Lt Ronald L. Coleman, JN

**Publication Committee**

P/C Jeffrey T. Wise, JN

**Educational Department**

**Assistant Educational Officer**

TBA

**Advanced Grades**

**Piloting**

P/C Bobby J. Bray, AP

**Seamanship**

TBD

**Navigation**

TBD

**Elective Courses**

TBD

**Administrative Department**

**Membership Committee**

P/C Paul S. Martines, JN

Lt/C Robert J. Spence, S

**Port Captain**

Lt Thomas E. Bush, JN

**Treasurer's Department**

**Assistant Treasurer**

1/Lt Jeanette Bray, S

**Executive Committee**

P/C Jeffrey T. Wise, JN

P/C Paul S. Martines, JN

P/C Robert D. Johnson, AP

P/Lt/C Joan Burroughs, P

Calvin Gordon, AP

Ruby Gordon



### Commanders Report July 2017

The Commander hopes everyone is enjoying their summer vacations, as he is up north taking care of personal business. He will be returning soon and back at the helm. XO P/C Brian H. Crusan is leading the bridge at the present time. Help plan a squadron activity.

“Catch the Wave!”

#### **Membership and Public Relations**

**How can we grow as a Squadron where others have failed? A few observations and here is how we can begin.**

**The voices we heard loud and clear at the Boat Show and the Poker Run were;**

**A) I never heard of you and B) what can you tell us about your education classes and when are they?**

As most of you know, not for profit groups (NFPs) nationwide have lost a substantial number of their members over the last 15 to even 30 years ago! How and why did this happen? And what is so different now?

In their height, the family unit prospered! Today, because of a lot of differences in the economy and generational shifts, things have changed!

**Let's think about it for a moment.**

\* **In the old days**, Dad normally was the sole provider and that was all most families needed.

\* There were more jobs which did not require a college education. Manufacturing was plentiful.

\* The children did not necessarily need college. That means a lot less expense for the family and students!

\* Most of the families had just one car, not two.

\* Houses were affordable for a large number of families. Credit was available.

\* Mom stayed home, for the most part, and took care of the kids, all the household chores, meals, shopping and the kids with the schoolwork and social activities.

\* Somehow most families went on a modest vacation together every year.

\* The result: a more closed knit unit with time for the kids and family time together.

\* **Now**, most of the families have 2 people working, raising kids, and giving them what they want. Parents are not around as much and they are busy with running the children around town to sports, hobbies, etc and are tired!

They are too busy to volunteer for anything! That includes NFPs, church groups, or even the school PTAs.

\* Their mindset is completely different now! Many parents have lost sight of their upbringing and family values like the "old days". The following generations, to some extent, even more so. Sometimes, it was no fault of their own.

- Education has changed, teaching to pass tests and not so much on the 3 Rs, reading, writing and arithmetic. Many have not even learned how to write or sign their name. Certainly not many math skills without a calculator or their cell phone. Many house hold basics or goals like saving for the future enter the picture. Everything is now computers and electronics. The focus has changed dramatically and so has younger peoples' goals and attitudes.

•  
**So what can we today to increase our membership today? How can we bring in new members? What can be done to attract younger members into the organization? The National Marketing Department has spent many hours working and has had consulting firms tell us that the "target member" today is 50 years old.**

**The answer...several things!** If you would like to share yours, send me an email if you identify more!

**It will take a couple of issues of this publication. I have 5 Tools to roll out for you.**

### **Let's start!**

#### **Tool #1**

\* We have been very successful at boat shows, grand openings, the Poker Run and other public events, we need to do more.

\* Public Relations- Our newspaper articles have finally gotten more attention from local publications. We need to continue to release public activities and meetings. We also need to identify alternative publications for events.

\* We have had great improvement in this area due to the Commander. We need a PR Chairman to devote more time in this regard!

- **We need your help to begin by being an advocate for Membership!**

#### **Tool #2**

When you speak to someone, tell them what we do, and who we are! Point out Public Education, Advanced Classes, Elective Classes and Seminars we offer as well as free Vessel Safety Checks! Let them know we are nationwide with 35,000 members in 350 Squadrons nationwide!

Wear your Squadron shirt around town. You will be amazed by people asking, what do you do, who are you?

In the next newsletter we will send you a detailed list of all of our class descriptions and benefits, which you might not even realize!

**\* I challenge you all to help with one goal in mind. Bring us one member each! Friends, your children, grandchildren. and neighbors. Look in your cell phone and invite a contact or two to join you to a meeting or function.**

This does not require standing up all day at a function handing out literature or on a dock examining boats! Many of us would be happy to invite you and friends to cruise with us for a function!

**If we can turn out 25-30% of the membership for a meeting, which is our average and OUTSTANDING, AND you can attract one member each,**

**AND with outside marketing like Boat Show reaching the public,  
The future can be as bright as the**

stars,

We can grow by

a huge amount of new members each year!!!!!!

Membership is the life blood of any organization to sustain itself for the future. We need YOU!

**Brian Crusan, Executive Officer**

**"CATCH the WAVE"**

## **Lucky Star**

*The drawing at the April Meeting with \$275 up for grabs, went to **Mary Crusan** who was present and won! **Congrats Mary!** The next drawing will be at the Sept Meeting at **River Grille on the Tomoka** with **\$50** in the pot for a lucky attendee. **Do not forget that you must be present to win. See you there.***



## Secretary's Report - May 2017

. The Executive Committee meeting was held at the Halifax River Yacht Club Training Facility on June 08, 2017 at 1901 hours. The following bridge officers and members of the Executive Committee were in attendance: Lt/C Bryan Crusan, P., Lt/C William Benny, SN, Lt/C Alfred J. Fabbrini, SN, P/C Cheryl Martines, AP, P/C Paul Martines, AP, P/C Jeffrey Wise, JN, and Rubye Gordon.

### Secretary report (Lt/C Alfred J. Fabbrini, SN):

Any printed material filed by the secretary such as financial records, publications, and other documents will be made available to the membership within a reasonable amount of time upon request.

### Executive Officer report (Lt/C Bryan Crusan, P.):

- Efforts should be made to increase the squadron's membership
- Need to recruit a public relations officer
- Boat show activities
- Shipping of material to a business address is less expensive than to ship it to a private address
- Bookings for-D-23 Fall Conference cruise was announced
- Relations with other boating/fishing organizations for recruiting purposes was discussed
- The success of the Poker Run event was discussed and plans to improve the festivity will soon be in the making

### Squadron Education Officer (Lt/C William Benny, SN):

- Procedure to correct name of ASEO's name erroneously listed on the national roster was discussed
- An ABC course to be tentatively scheduled for the month of September was announced

### Administrative Officer (reported by Lt/C Crusan):

- The cost, gratuities, ambiance, quality of food, and methods of individual payments by members was discussed

### Treasurer (Lt/C Nick Cessario):

- No report was submitted to the secretary by the squadron treasurer in absentia

### Commander's report (reported by Lt/C Crusan):

- Recommendations for review of squadron expenses and budget items along with advanced plans focusing on possible financial loss was discussed
- Scheduling of boating activities
- Hiring a DJ for July and August dinners
- Coordinating our orders from National in order to minimize costs
- Financial strategies to cover expenses at dinner meetings was discussed

### Unfinished business:

- No reports were submitted to the secretary

### New business:

No reports were submitted to the secretary

The meeting was adjourned at 2014 hours

Respectfully submitted  
Lt/C Alfred J. Fabbrini, SN  
Squadron Secretary

# Dinner Meeting

July 17 2017 **DJ'S Deck**  
(under the Port Orange Bridge)

This is the second of three casual summer meetings. We will be ordering off of the menu. Get together for drinks 6-7 pm and dinner at 7pm. Enjoy fellowship and fun with no official business meeting. Also no Lucky Star drawing until regular meeting resume in September.

Next month will be at the Dine and Cruise Boat out of Halifax Harbor.

***HAPPY BIRTHDAY*** July

*Charlene Evans-Spence*  
*Tim Henke*

*Ron Gagen Sr.*  
*Valerie Mulet*

***VISIT OUR WEBSITES***

***DBS&PS WEBSITE: <http://www.DBSPS.org>***  
***DISTRICT WEBSITE: [www.uspsd23.org](http://www.uspsd23.org)***

***Please submit any materials for the Aug. publication  
to Jeff Wise at [jeffwise63@gmail.com](mailto:jeffwise63@gmail.com) by July 20th.***



**DAYTONA BEACH SAIL & POWER SQUADRON**  
 A Unit of United States Power Squadrons Sail & Power Boating  
 June 2017 **THE BEACHCOMBER**



<i>SUNDAY</i>	<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>
2	3 <b>Lunch Bunch</b>	4	5	6	7	8
9	10	11	12	13 <b>Executive Committee Meeting</b>  <b>HRYC Activity Center</b>	14	15
16	17	18	19	20 <b>Dinner meeting Little Tomoka Yacht Club</b>	21	22 <b>Pancake breakfast at Ponce DeLeon</b>
23	24	25	26	27	28	29
30	31					

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