



United States Power Squadrons Seminars

Branding - America's Boating Club®

The on-going transition to a recognizable unique name for our organization!!

Where: Coastal Ballroom - Main
Doubletree by Hilton
Annapolis, Maryland

When: District 5 Fall Conference
1330 – 1445,
October, 27 2018

We are America's Boating Club®!

This seminar presents the current status of the nationwide program to re-brand our organization's names to the public. It will present:

- Background on why this transition to utilize the America's Boating Club® name was initiated.
- Details of the USPS National marketing (re-branding) initiative
- Recommendations on how the re-brand can occur.
- How a squadron can incorporate "America's Boating Club®" in their organization's naming conventions.

- An overview of the changes USPS has already taken for web sites and national publications.
- Information on the legalities of this initiative and the steps an organization should take to adopt a new name.
- Information on on-going changes to other publications or web sites.
- How a squadron can use tag lines and logos on their publications (newsletters, web sites or stationary).

Seminar content is essential background for squadron officers facing decisions on how to approach this ongoing branding initiative.

Seminar will include Information on several existing USPS publications or sites that have adopted the America's Boating Club® name.

We look forward to seeing you in this Seminar. If you have any questions, Please do not hesitate to contact a D5 Bridge member on these initiatives. Your district's team welcomes the opportunity to be of service.