



United States Power Squadrons Seminars

Marketing

America's Boating Club®

Where: Jefferson Ballroom
Fredericksburg Hospitality
Fredericksburg, VA 22401

When: District 5 Fall Conference
1330 - 1430,
November 9, 2019

The transition to deploy organization names that include the phrase "America's Boating Club®" has begun!

This session will update ABC Mid-Atlantic membership on the latest Marketing "how-to" information from National.

We will:

- Review the Logos and other branding information that the National Marketing Committee has developed.
- Explore the process of getting a "DBA" or "Trade Name" (the Squadrons' DBA status will be reviewed).

This seminar will prepare Officers to move "USPS D5" more completely to "ABC Mid-Atlantic."

We encourage attendees to offer comments on how their squadron's members view the America's Boating Club® initiative.

We look forward to seeing you in this Seminar. If you have any questions, Please do not hesitate to contact the DEO or ADEO. Your Educational Department team welcomes the opportunity to be of service.