



2023 Mid-Atlantic Spring Conference
March 31, 2023

CHESAPEAKE BAY MAGAZINE MARKETING CAMPAIGN





AGENDA

- What is it?
- Who is responsible?
- What does it look like?
- How does it work?
- What is my role?
- How do we measure success?



WHAT IS IT?

- A joint venture between the Henry E. Sweet Trust, Chesapeake Bay Media and ABC Mid-Atlantic, using the Learn Engage Connect theme developed by the national organization.
- The Chesapeake Bay Magazine was chosen as it provides the most coverage for our district.
- The goal is to provide information to boaters to encourage both safer boating and interest in America's Boating Club.



Who is Responsible?

EVERYONE!!

While there is a team comprised of past and present Bridge Officers, along with supporting marketing and IT individuals, if all of our squadrons participate the program has a much greater chance to be successful.



WHAT DOES IT LOOK LIKE?

Regularly changing media in both the hard copy magazine and digital releases provide a link to a special website that has links to a variety of resources.





WHAT DOES IT LOOK LIKE?



AMERICA'S BOATING CLUB
UNITED STATES POWER SQUADRONS®



America's Boating Club is a nationwide organization of boating enthusiasts with a strong presence in the Mid-Atlantic region. Our members come together to **LEARN** boating skills, **ENGAGE** with boating friends, and **CONNECT** with the boating community. Find out how easy it is to join.

ABCMidAtlantic.org

© 2023 United States Power Squadrons

AMERICA'S BOATING CLUB
For Boaters, By Boaters®



AMERICA'S BOATING CLUB

Of The Mid-Atlantic

[Home](#) [Our Locations](#) [LEARN Boating Skills](#) [ENGAGE with Boating Friends](#) [CONNECT with the Boating Community](#) [Boating Videos](#)

LEARN BOATING SKILLS

Improve your boating skills and knowledge

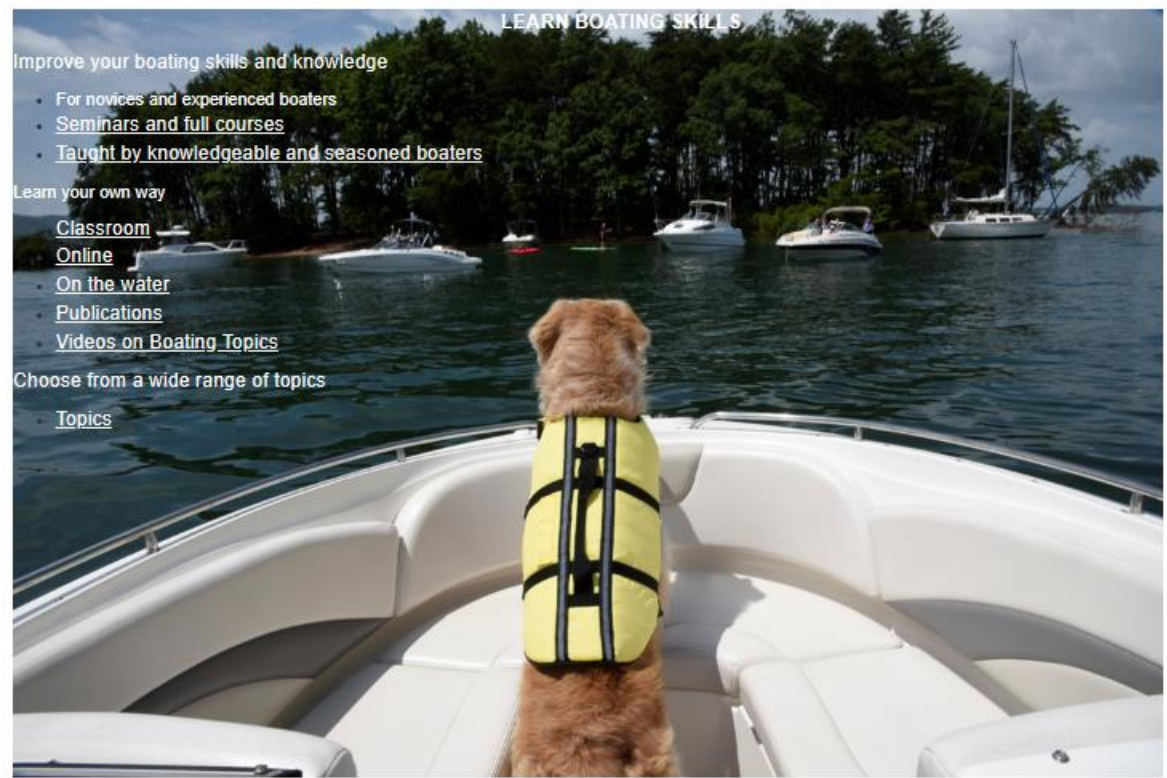
- [For novices and experienced boaters](#)
- [Seminars and full courses](#)
- [Taught by knowledgeable and seasoned boaters](#)

Learn your own way

- [Classroom](#)
- [Online](#)
- [On the water](#)
- [Publications](#)
- [Videos on Boating Topics](#)

Choose from a wide range of topics

- [Topics](#)





WHAT DOES IT LOOK LIKE?

When an interested person clicks on a topic in the top bar it will take them to the specific page. Each page will have a variety of resources connected to that topic.

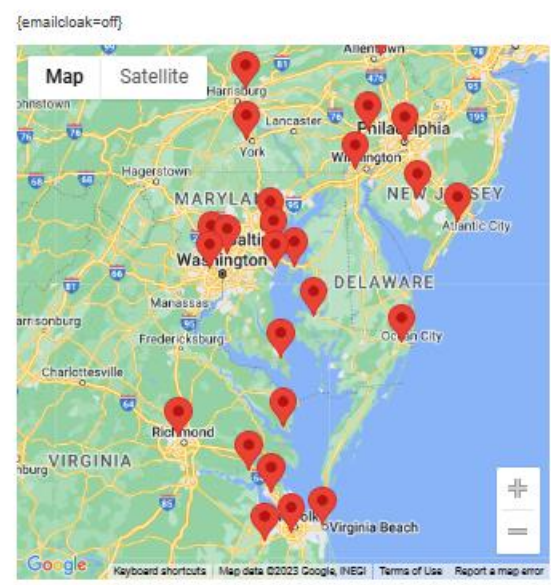


America's Boating Club of the Mid-Atlantic Locations

ABC Mid-Atlantic members are organized into 28 independent organizations (called squadrons) that are located in Delaware, Maryland, New Jersey, Pennsylvania, and Virginia. This page identifies each club listed by the city it serves or by icons on the map. The club list and map are active. We encourage you to place a pointer over a club name or map icon to obtain contacts for that club. Or click on a club name or icon to display a page providing details of that club.

ABC Club List

- Delaware**
 - Seaford (Nanticoke River)
 - Wilmington
- Maryland**
 - Annapolis
 - Cambridge
 - Baltimore (Dundalk)
 - Kent Narrows
 - Ocean City
 - Pasadena (Patapsco River)
 - Solomons Island (Patuxent River)
 - Bethesda (Potomac River)
 - Rockville
- New Jersey**
 - Atlantic City (Absecon Island)
 - Southern NJ (



Our Upcoming Events

- 2023
- JAN 31** 31 Jan - 11 Apr Wilmington Advanced Piloting
 - MAR 23** 23 Mar Rockville S&P Navigation Refresher
 - MAR 25** 25 Mar Northern Neck S&P Partner in Command
 - MAR 28** 28 Mar Ocean City Americas Boating Course III - 8 Hour
 - MAR 28** 28 Mar Dundalk S&P Boat Handling
 - MAR 29** 29 Mar Main Line S&P Marine Electrical Systems
 - MAR 30** 30 Mar - 2 Apr Smith Mountain Lake S&P
- Training Classes Meetings Cruises

AMERICA'S BOATING CLUB

Of The Mid-Atlantic

- Home
- Our Locations
- LEARN Boating Skills
- ENGAGE with Boating Friends
- CONNECT with the Boating Community
- Boating Videos

CONNECT WITH THE BOATING COMMUNITY


- Environmental cleanups
- Vessel safety checks

Environmental cleanups

We have programs to clean up parks, roads and waterways of trash and debris. We also assist in responding to disasters, such as hurricanes.

Our environmental goals:

- Educate ourselves and our membership about preserving the environment
- Support environmental stewardship
- Promote boating best management practices in the environment



STOP AQUATIC HITCHHIKERS!
Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net

AMERICA'S BOATING CLUB

Of The Mid-Atlantic

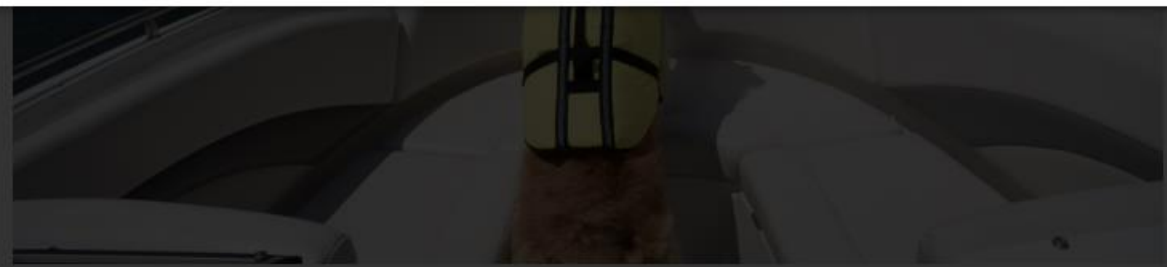
[Home](#) [Our Locations](#) [LEARN Boating Skills](#) [ENGAGE with Boating Friends](#) [CONNECT with the Boating Community](#) [Boating Videos](#)



- [Cruises](#)
- [Raft-ups](#)
- [Parties](#)



Raft-ups, really just a party on the water, provide a great opportunity to have fun, to get to know your fellow boaters and tell sea stories. This type of gathering offers a chance to learn. Much advice is given and boating problems solved by consulting with the experienced boaters in the group. Similarly, lots of recipes, suitable for boats, are shared.



YouTube

HomeShortsSubscriptions

LibraryHistoryWatch laterLiked videos

Subscriptions

America's Boating ...

Browse channels

Explore

TrendingShoppingMusicMovies & TVLiveGamingNewsSportsLearningFashion & BeautyPodcasts

More from YouTube

YouTube PremiumYouTube MusicYouTube KidsYouTube TV

SettingsReport historyHelpSend feedback

About Press CopyrightContact us CreatorsAdvertise DevelopersTerms Privacy Policy & SafetyHow YouTube worksTest new features



America's Boating Channel

@AmericasBoatingChannel 7.77K subscribers 84 videos

America's Boating Channel, sponsored by the U.S. Coast Guard and produc...

Subscribed

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT



SMART TV LAUNCH
America's Boating Channel · 814 views · 2 weeks ago
Breaking News - From the USPS-ABC Annual Meeting in Orlando, FL - Don't miss the red carpet gala media event on Sunday April 16 at the International Boating & Water Safety Summit (IBWSS)...

Popular videos ▶ Play all



STOPPING A BOAT ON PLANE
263K views · 5 years ago
CC



DOCKING
210K views · 5 years ago
CC



NAVIGATION RULES FAQ
157K views · 4 years ago
CC



PWC PERSON OVERBOARD AND ROLL-OVERS
87K views · 4 years ago
CC



LIFE JACKETS FOR CHILDREN
77K views · 5 years ago
CC



ANCHORING A BOAT
71K views · 5 years ago
CC

INLET DRONE VIDEOS ▶ Play all

INLET DRONE VIDEOS show recreational boat operators what to expect and what to watch out for when departing from and returning through specific US Inlets for the first time. View "NAVIGATING INLETS"



NAVIGATING INLETS
America's Boating Channel
3.2K views · 8 months ago
CC



CAPE FEAR
America's Boating Channel
946 views · 3 months ago
CC



COLUMBIA RIVER BAR
America's Boating Channel
10K views · 3 months ago
CC



HAUOVER
America's Boating Channel
2.3K views · 3 months ago
CC



WHAT IS MY ROLE?

- **Promotion!**
- Use the media provided on your Facebook pages, Twitter accounts and any other social media that you use.
- Utilize local newspapers, magazines, radio and TV stations, and online community bulletin boards.
- Add verbiage to explain:
America's Boating Club Kent Narrows members come together to LEARN boating skills, ENGAGE with boating friends, and CONNECT with the boating community...
- **Promote again! And Again! And Again!**



WHAT IS MY ROLE?



AMERICA'S BOATING CLUB

Find Out How Easy It Is To Join
ABCMidAtlantic.org

© 2023 United States Power Squadrons



AMERICA'S BOATING CLUB
UNITED STATES POWER SQUADRONS®

America's Boating Club is a nationwide organization of boating enthusiasts with a strong presence in the Mid-Atlantic region. Our members come together to **LEARN** boating skills, **ENGAGE** with boating friends, and **CONNECT** with the boating community. Find out how easy it is to join.

ABCMidAtlantic.org

© 2023 United States Power Squadrons

AMERICA'S BOATING CLUB
For Boaters, By Boaters®



WHAT IS MY ROLE?

A BEST KEPT SECRET NO MORE

Although not known to many, as a nationwide organization of boating enthusiasts, America's Boating Club has a strong presence in the Mid-Atlantic region with thirty local clubs in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and Washington, DC.

America's Boating Club members come together to learn boating skills, engage with boating friends, and connect with the boating community.

America's Boating Club represents one of the most attractively priced ways to gain valuable boater education with courses, seminars, and training offered online, in classrooms, and on-the-water.

Members engage in boating activities like raft-ups, cruises, parties with expert boating speakers, and going to boat shows.

Whether your idea of boating is yachting, speedboating, fishing, jet-skiing, sailing, paddling, or engaging in water sports like waterskiing, wakeboarding, or tubing, you'll find boaters like you in America's Boating Club.

To learn more about a club near you and how easy it is to join, visit ABCMidAtlantic.org.





WHAT IS MY ROLE?

LEARN – ENGAGE – CONNECT

America's Boating Club is a nationwide organization of boating enthusiasts with a strong presence in the Chesapeake Bay region. America's Boating Club Mid-Atlantic has thirty local clubs in Delaware, Maryland, New Jersey, Pennsylvania, Virginia, and Washington, DC.

America's Boating Club members come together to learn boating skills, engage with boating friends, and connect with the boating community.

America's Boating Club represents one of the most attractively priced ways to gain valuable boater education with courses, seminars, and training offered online, in classrooms, and on-the-water.

Members engage in boating activities like raft-ups, cruises, parties with expert boating speakers, and going to boat shows.

Whether your idea of boating is yachting, speedboating, fishing, jet-skiing, sailing, paddling, or engaging in water sports like waterskiing, wakeboarding, or tubing, you'll find boaters like you in America's Boating Club.

To learn more about a club near you and how easy it is to join, visit ABCMidAtlantic.org.





WHAT IS MY ROLE?

America's Boating Club Mid-Atlantic
Published by Marty Lafferty · 4d ·



AMERICA'S BOATING CLUB

Find Out How Easy It Is To Join
ABCMidAtlantic.org
© 2023 United States Power Squadrons

America's Boating Club of Central Pennsylvania members come together to LEARN boating skills, ENGAGE with boating friends, and CONNECT with the boating community...

America's Boating Club of Central Pennsylvania
4d ·

America's Boating Club Mid-Atlantic
Published by Marty Lafferty · February 7 ·



AMERICA'S BOATING CLUB

Find Out How Easy It Is To Join
ABCMidAtlantic.org
© 2023 United States Power Squadrons

America's Boating Club-Valley Forge
February 7 ·

America's Boating Club Valley Forge members invite you to join us to LEARN boating skills, ENGAGE with boating friends, and CONNECT with the boating community. We have a lot to share!



WHAT IS MY ROLE?

- Outreach is critical!
 - There is a form on the website that people can complete that asks for personal contact.
 - We MUST do timely outreach to capitalize on their interest.



HOW DO WE MEASURE SUCCESS?

- How many “clicks” do we get?
 - As of 3/11 we had 1059 clicks!
- How many people ask to be contacted?
- How many of these can we convert to members?
- How many courses and seminars are requested/conducted as a result of this campaign.
- How is traffic on local media impacted?



REMEMBER!!

- Promote, promote, promote
- Monitor requests that are forwarded to your Squadron/Club
- Quickly respond and follow up with the interested party



THANK YOU FOR YOUR
ATTENTION!

QUESTIONS??

