



AMERICA'S BOATING CLUB MID-ATLANTIC MARK 5

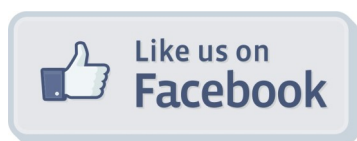


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2021 FALL ELECTRONIC ISSUE

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2021 D/5

2021 District 5 Fall

Conference 11-14 November Doubletree by Hilton,
Lancaster, PA

Get ready for a fun-filled weekend at the Doubletree by Hilton Hotel in Lancaster, PA. The D/5 Meetings & Rendezvous Committee is hard at work preparing for an educational and fun weekend. There are many seminars and meetings to attend. DEO Joe Gibson and Assistant DEO Bob Blevins are preparing a jam-packed agenda for Friday and Saturday along with the conference meeting on Sunday.

As usual we are teaming with the Portuguese Embassy honoring our long-term alliance with them. We look forward to renewing the acquaintance of the ambassador.

Along with the seminars and panel discussions, there are many places to visit and shop in the city of Lancaster. The hotel is fully prepared to implement Covid-19 procedures and mandates.

Check out the registration form on page 4. There is also an online registration. Online registration instructions are on page 12. Keep checking the district webpage, www.uspsd5.org for more information about the schedule, registration (paper and online).

We are in need of raffle prizes. If you wish to donate prizes, please let me know. Anyone interested in helping out with the registration desk or raffles, please contact me via email aprylber@msn.com or phone (609) 432-7449.

Hope to see you there!

D/1st/Lt Apryl Bernard, P
Chairperson M & R Committee

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Commander's Message

D/C Michael Payne, AP

Let me begin this message by saying I've been delighted to see District 5 members and squadrons enjoying a beautiful 2021 summer boating season. D/5 squadrons have been busy hosting a variety of fun summer activities. Many of these have been "on the water" boating activities, something I am always happy to see. As in the past, members willingly provided their advice, encouragement and time to help make these events possible. Please continue to support your squadron by planning to safely participate as the 2021 boating season & these events continue into the fall. My thanks to everyone as you continue to do all that you do to help make District 5 and its many squadrons a success!

Although certainly better than last year, 2021 has continued to present difficulties for America's Boating Club members. We continue to face many challenges due to the ongoing COVID-19 pandemic. However, I remain very proud of how America's Boating Club and District 5 are rising to meet those challenges and how we continue setting ourselves up to succeed. We are reaching a larger portion of boating enthusiasts through our marketing efforts as America's Boating Club. Successful member recruitment and retention efforts are ongoing. Our America's Boating Channel & online training opportunities continue for more people than ever before. I truly believe that District 5 is "On Course for the Future" in 2021!

As our country continues to experience the ebb and flow of COVID-19 and its variants, I'll take just a moment to highlight for everyone some information previously provided by our Chief Commander Mary Paige Abbott:

- The best way for our organization to deal with the ongoing health situation: locally at the squadron and district levels.
- Squadrons and districts should conduct business by the best available means while preserving the safety and security of our members.
- First and foremost is preserving the health and well-being of our members. This includes those in the recreational boating public who seek our educational classes.
- All squadrons and districts are to adhere to the local, state, and national directives concerning social distancing and other protective measures.
- If needed, tools are available and are continuing to be developed to assist with remote learning, virtual meetings, virtual classrooms, and virtual conferences.
- There is no expectation or obligation to the squadrons or districts to host face-to-face (F2F) classes, meetings, or activities. No one should feel an obligation or expectation to attend or conduct same. There is no penalty for erring on the side of caution!
- National is here to support the squadrons and districts as they

(Continued on page 3)



choose how to conduct squadron or district "business" during COVID-19, given the above guidelines and smart hygiene practices.

As I continue "making way" in my year serving as your District Commander, I want to express my continued appreciation and thanks to everyone who has helped me along the way. Let's continue to enjoy what's shaped up to be a great year of fun on the water!

Best Wishes,
D/C Michael Payne, AP

JOIN US FOR AN EDUCATIONAL CRUISE ON THE DELAWARE RIVER



Aboard the Benjamin Franklin Yacht
Enjoy a Narrated Cruise and
Buffet Dinner
Wednesday, October 6, 2021
Boarding: 1800
Departure: 1830
Rain or Shine

Narrators are National Educational Officer, V/C Bill McManimen, SN-ON
and Stf/C Jim Heckman, SN from Americas Boating Club – Valley Forge.
Traditional and electronic methods of navigation will be presented.

During this trip you will enjoy a delightful, full course dinner on the lower dining deck of the Ben Franklin. The informative and exciting narration by Jim and Bill will focus on aids to navigation, piloting, and chart work using a hand-held compass, GPS, and plotting our position on Delaware River Chart 12312. On the return trip you will see lighted aids, ranges and navigation lights on the big ships.

Bring your neighbors and friends

Make reservation by sending a check in the amount of \$35.00 for each adult payable to ABC-DV to Lt/C Robert Tafel, PO Box 585, Hatboro, PA 19040 (215-441-4154).
List the name of each guest and e-mail address. (Sea Scouts & children under 12 at \$15.00)

Directions: The Ben Franklin departs from 101 S. Columbus Blvd. which is just south of the Ben Franklin Bridge. South on I-95: take the right hand lane at exit 22 for Callowhill St. At the bottom of the off ramp, turn left on Callowhill St. and then right on N. Columbus Blvd. Turn left onto Penns Landing and the yacht will be on the left. There is ample parking at the location.

Uniform of the day = ABC Casual

.Sponsored by Americas Boating Club --Delaware Valley



**2021 America's Boating Club Mid-Atlantic
District 5 Fall Conference
11-14-10 November 2021
Doubletree Resort by Hilton Lancaster, Lancaster, PA**

MEMBER

Rank _____ Name _____ Grade _____
Address _____ City _____ State _____ Zip _____
Phone _____ E-mail _____ Squadron _____

OTHER ATTENDEES

Rank _____ Name _____ Grade _____
Rank _____ Name _____ Grade _____
Rank _____ Name _____ Grade _____

SATURDAY LUNCHEON

Roasted Herb Marinated Chicken Breast # _____ @ \$27.00 \$ _____
Spinach & Cheese Ravioli # _____ @ \$27.00 \$ _____
(All meals include: Fresh Field Green Salad; Roasted Garlic
Whipped Potatoes, Fresh Seasonal Vegetables
Vanilla Cheesecake w/Fresh Berries)

SATURDAY NIGHT DINNER

Thyme & Rosemary Chicken Breast # _____ @ \$35.00 \$ _____
Bacon Wrapped Pork Tenderloin # _____ @ \$35.00 \$ _____
Mediterranean Pasta (Spaghetti, Baby Arugula, Goat Cheese,
Heirloom Tomatoes & Roasted Peppers) # _____ @ \$31.00 \$ _____
(All meals include: Caesar Salad, Roasted Yukon Gold Potatoes,
Green Beans Almondine, Apple Pie)

SUNDAY BREAKFAST BUFFET:

House-Baked Carrot Bran & Blueberry Yogurt Muffins, Variety of Individual Yogurts
Fresh-cut Seasonal Fruit, Scrambled Eggs w/Cheese, Breakfast Potatoes,
Bacon or Sausage, Buttermilk Pancakes with warm syrup # _____ @ \$21.00 \$ _____

TOTAL ENCLOSED \$ _____

Meal Reservations must be submitted by 29 October 2021.

Make checks payable to: United States Power Squadron-District 5

PLEASE SEND RESERVATIONS WITH CHECKS TO:

**Apryl Bernard, 1127 Riverside Drive, Mays Landing, NJ 08330
(609) 432-7449 aprylber@msn.com**

Hotel Reservations: By 12 October

Doubletree Resort by Hilton Lancaster, 2400 Willow Street Pike, Lancaster, PA, (717) 464-2711

https://doubletree.hilton.com/en/dt/groups/personalized/L/LNSWVDT-USS-20211111/index.jhtml?WT.mc_id=POG



2021 Summer Council

While a little different from past Summer Councils, the virtual meeting held on July 28th was still a success!

After many months of everything being held online due to Covid 19, Cdr Payne wanted to see everyone's smiling faces, so we organized a Zoom meeting kicking things off with a Happy Hour. While not too many participants shared their beach attire, there was definite sharing of summer cocktails!

We were honored (but definitely jealous) to have V/C Ralph Bernard and his wife Nance join us from the back of their boat in Annapolis. The jealous part came in as we watched them dine on fresh caught crabs! We think they could have shared!

Others told wonderful stories of their summer cruises and adventures. This was a nice way to see everyone until the next time we can get together in person.

The Council meeting started with Cdr Payne recognizing National Officers, Bridge Officers and Past Commanders from ABC-MidAtlantic. All Bridge Officers gave reports and the major business of the Council, passing the annual budget, was accomplished. Cdr Payne also recognized those ABC members who have passed the bar since the last meeting.

I hope you were able to attend the meeting and hope to see everyone in person at Fall Conference.

D/Lt/C Stephanie Ward, AP

2022 District 5 Spring Conference

The 2022 District 5 Spring Conference will be at the Princess Royale in Ocean City, Maryland March 31st to April 3rd. We will be offering all of the usual classes for officers as well as those with other squadron jobs and duties. Also there will be squadron hospitality suites and raffle tables which will contain some great donations. We encourage you to donate an item to raffle off or have your squadron put something together to donate so that you can stop by and see how well your item is doing while bidding on your favorites and maybe joining in on the fun of the 50/50 drawing!

The Spring Council Meeting will be on Saturday so make sure that your squadron is represented and accept any awards that you, your squadron or your squadron members might have earned over the previous year. D/C Michael Payne, AP, will be honored and thanked for his service over the past four years he has served on the District 5 bridge with dinner and closing remarks, not to mention more awards and some P/D/C fun!

Don't forget the Sunday morning reception for the new bridge before everyone heads back home. This event is always a great time to get together with friends that you have made in District 5 and to make some new friends. There are many activities throughout the weekend to enjoy and everyone always seems to have a good time. By the end of December, we will have registration and hospitality suite registration forms up on the website with all of the information you need to join us, so keep an eye out!

As always, if you have any questions or concerns feel free to contact me, Cdr John Locke. SN -ACN, at abckn.cdr@gmail.com. We are looking forward to seeing you in March!

John Locke, SN-ACN, Kent Narrows





AMERICA'S BOATING CHANNEL™
UPDATE

United States Power Squadrons' (USPS) flagship video service has some good news to report.

Our viewership experienced phenomenal growth in the second quarter of 2021 along with favorable shifts in viewing demographics.

America's Boating Channel videos were watched nearly 76,400 times from April 1 through June 30 – up a remarkable 48% over the number of views during the first quarter.

The amount of time boaters invested viewing our videos exceeded 3,300 hours – also up by nearly half.

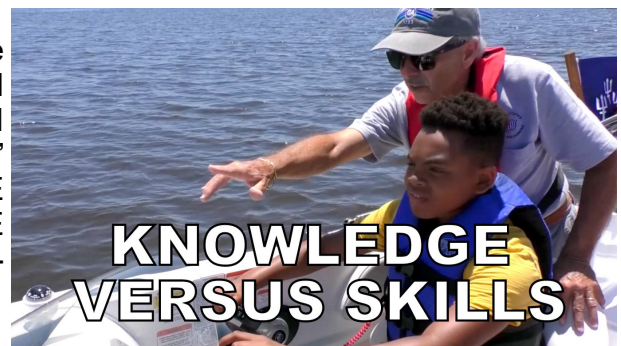
Our viewers are getting younger and more diverse. Ages 18-to-54 represented 83% of our viewing (up more than 5% over the first quarter) with more than half of them in our primary target audience of 35-to-54 year-olds.

Female viewing was up 12% in the second quarter.

And our viewers are now closer to home with 58% coming from U.S. viewing households – which is up seven points from the previous period.

Our primary focus now is on the public launch of Season Five – which started over Labor Day Weekend – and extends for ten weeks throughout the Fall 2021 Boating Season.

Titles – in their launch sequence – include “KNOWLEDGE VERSUS SKILLS,” “WEAR AN ECOS,” “INFLATABLE LIFE JACKETS,” “CARBON MONOXIDE DANGERS,” “COLLISION AVOIDANCE,” “BUI FATALITIES,” “NEW LABEL BENEFITS,” “FIRE EXTINGUISHER STANDARDS,” “BASIC MARINE COMMUNICATIONS,” and COLD WEATHER BOATING.”



For the month of August, we enabled an exclusive pre-view period for USPS educators to screen and share Season Five videos, which are still available to USPS members at bit.ly/USPSABC in the folder entitled “Season Five Videos, Compilations, and Pull-Outs.”

America's Boating Channel offered something different at our session at the USPS National Governing Board this year – a truly special treat.

Field producers personally described their experiences and lessons learned, verbally and visually, in organizing the resources required for capturing all of the video footage for three of our Season

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Five videos followed by premiere screenings of their respective videos.

Andy Anderson covered Tybee Light Squadron's experience making "KNOWLEDGE VERSUS SKILLS." Sue Kuemmel covered the Chattanooga Squadron's experience making "CARBON MONOXIDE DANGERS." Lastly, Rose Stano covered Grosse Pointe, Detroit, and other District 9 squadrons experiences making

"INFLATABLE LIFE JACKETS," this year's largest endeavor.

In June, the U.S. Coast Guard (USCG) notified us that we were awarded a grant for Season Six, and we negotiated the priorities and deliverables to match the amount of provided funding, which is the largest USPS-USCG grant for the period ending September 2022.

Highlights include ten new original videos, with subject matter tentatively to include responsibilities of recreational boat operators towards their passengers; using propane systems on boats; new fire extinguisher regulations; dangers of overloading boats; navigating in channels with commercial traffic; new wireless engine cut-off systems; avoiding slips, trips, and falls; the difficulty of donning life jackets overboard; electronic visual distress signaling devices; and the migration to digital charts and virtual ATONs.



Our promotional campaign will migrate from weekly features of new and different titles to daily – with very short videos in the thirty-second to one-minute range being introduced as part of the effort.

We've had considerable success with pull-outs of longer form videos in the one-to-three-minute range – but now we'll try to reach even more novice boaters and mobile phone viewers by going even shorter and with higher frequency. We'll also be exploring TikTok and some young adult influencers as part of this.

Bill McManimen's idea to develop a series of narrated drone-shot videos; coming into and departing from popular recreational boat waterway entrances and ports will be developed and beta-tested as part of our Season Six slate as well.

This brings us to Part Two of our National Governing Board interactive seminar, which was all about planning Season Six.

We conducted a brainstorming session on ideas for the ten original videos that represent the core deliverable. What to include for sure, what not to bother with at all, plus alternatives to the above proposed topics.

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We received an excellent suggestion from Dave Kowalski on fueling a boat: Turning off power to the boat, tying it up securely, closing all hatches, ports, doors, and windows, getting everyone off-board and having a fire extinguisher ready. Keeping the nozzle in contact with the filler pipe, estimating the amount of fuel needed, and not spilling any. Afterward, cleaning up, re-opening the boat, running the bilge blower four minutes, inspecting for leaks and spills, doing a "sniff" check before starting the engines, and safely leaving the dock. It sounds like a great scenario for a video.

We also took an in-depth look at the techniques our social media marketing team will use to leverage presences across the web and achieve "viral marketing," as we increase our frequency from weekly to daily title promotions. Many of these ideas could be adopted by the District Educational Department or even D/5 Squadrons to arouse interest and drive action.

And finally, we discussed how you can participate in the harbors, bays, and river-entrances drone video project, which should be fascinating and potentially very useful to mariners.

We posted a video recording of the Raleigh session on ShareFile for those who missed it in person and will still welcome your input and suggestions as well as participation in making of our Season Six videos. Email info@americasboatingchannel.com.

P/D/C Marty Lafferty, AP
Grant Project Manager
America's Boating Channel™
Phone 410-725-7820



CELEBRATION OF LIFE FOR GINNY BROWN

A memorial to celebrate the life of P/C Ginny Brown, P is being held at 11:00am Saturday, September 18, 2021 at the First Presbyterian Church in Allentown.

Friends and family who would like to visit afterward are invited to the home of P/C Kathleen Nowroozani, SN at 6951 Sunflower Lane in Macungie.

A few Delhigh members have rooms for anyone that would like to arrive the night before or leave the next day, contact Kathleen at k.now@mac.com or 956-240-5553 for information and with any questions about the event.

<https://www.legacy.com/us/obituaries/mcall/name/virginia-brown-obituary?pid=199746938>



Passing of P/D/C Norma J. Parrish, AP

Norma was the daughter of the late Lawrence and Marie Secrist. She was preceded in death by her husband, Commander Donald Parrish, USN (Ret), whom she married in 1968, son, James Val Gibson, while serving in Vietnam and brother Leon Secrist.

Norma Jean Parrish was a member of Colonial Sail and Power Squadron, a unit of the United States Power Squadrons, the Wythe Woman's Club of Hampton VA, and was a graduate of the Hampton Police Division Citizen Police Academy.

Prior to moving to Hampton Roads in 1999, Mrs. Parrish served as Commander of Prince George's Power Squadron Bowie, Maryland where she achieved the Educational Grade of Advanced Pilot. Commander Parrish was a member of Hampton Roads Power Squadron before transferring to Colonial Sail and Power Squadron as a Charter Member. Locally, Commander Parrish qualified as a Vessel Examiner in 2002 and in 2009 became a Certified Boating Safety Instructor for Virginia.

Commander Parrish served on many committees at the local, District and National levels. In addition to serving as Squadron Commander, a major achievement was her election as the first woman Commander of District 5 (1995-96) United States Power Squadrons. That region included New Jersey, Pennsylvania, Delaware, Maryland, the District of Columbia and Virginia.

Known throughout the US for her work with the United States Power Squadrons in their support of NOAA, she served on District and National Cooperative Charting Committees and in 1997 became the first woman to serve as Staff Commander, and in 1988 advanced to the rank of Rear Commander, Chairing that Committee. She has been on the National Cooperative Charting Honor Roll for over 20 years. Mrs. Parrish continued to serve as liaison between NOAA and USPS. As a member of the Government and Partner Relations Committee, Commander Parrish served as liaison between United States Corp of Engineers, NOAA and USPS. She also served as liaison with the US Coast Guard Auxiliary and Homeland Security after September 2011.

Through her work with Colonial Sail and Power Squadron she has been a strong supporter of their work with Virginia Institute of Marine Science (VIMS) primarily through the Squadron's Poker Run which not only raised funds for VIMS but worked to increase public awareness of saving the Bay and safe boating. Community awareness of Safe Boating was a major focus not just in Hampton Roads but throughout the District and through her efforts District 5 and Colonial Power Squadron have won National USPS awards. Colonial Sail and Power Squadron was awarded the 1st Place Community Service Award at the USPS Annual Meeting in Jacksonville Florida in February 2013. There are over 430 other squadrons throughout the United States. Commander Parrish was often recognized for her outstanding work for the Recreational Boating Community.

2018 Fall Conference



District 5 Fall Conference

Online Registration Instruction

Instructions: Click on Member Registration on the home page of uspsd5.org. You will have to give your membership number and password. This will then take you to the registration page. Follow instructions below.

1. The **Member** section provides data from your membership record. See the Registration Instructions document linked below if there are issues.
2. Use the tools in the **Spouse / Other Attendees** section to add other members or guests.
 - a. Select name of an additional member from your squadron. Use the **Add Additional Member** button to add a select box.
 - b. Use the **Add Guest Fields** to add controls where you can type the names of other people who will attend.
3. Enter the number of entrees of each meal type you wish to purchase. Total cost will be automatically computed.
 - a. Click on the button **Automatically submit form to conference organizers** to save registration to conference database. Changes can be made to your registration as needed, up to the registration deadline of October 29. Of course this may change the amount you owe.
 - b. After submittal, send a check to **Apryl Bernard, 1127 Riverside Drive, Mays Landing, NJ 08330**.

Use the hotel link or phone number listed below to reserve a room. Be sure the USP code is visible in the reservation page Promotional Code field or is used by the hotel's reservation agent.

Doubletree by Hilton - Lancaster

2400 Willow Street Pike

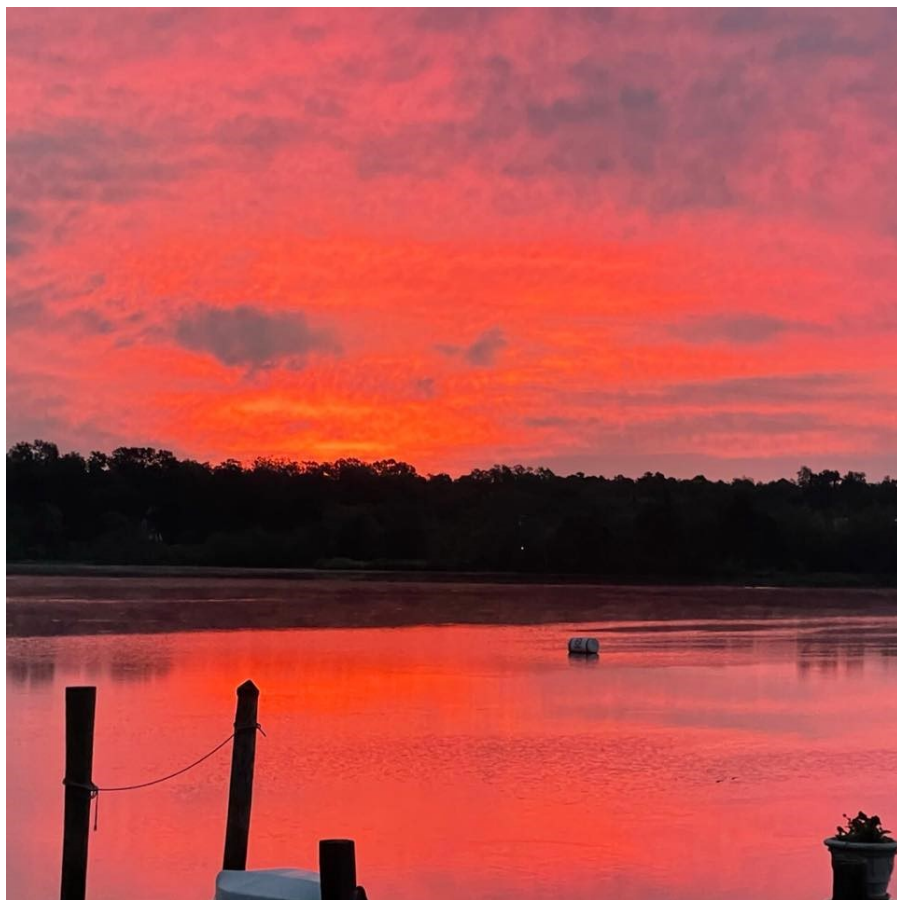
Lancaster, PA 17602 (717) 464-2711

Conference Room Rate: \$145 / night (rate does not include taxes)



UPCOMING EVENTS

6 Oct	Educational Cruise	Philadelphia, PA
11-14 Nov	D/5 Fall Conference	Lancaster, PA
20-26 Feb	USPS® Annual Meeting	Jacksonville, FL
27 Feb-6 Mar	USPS® Cruise	Caribbean
31 Mar-2 Apr	D/5 Spring Conference	Ocean City, MD



Sunrise on the Great Egg Harbor River, Mays Landing, NJ

Mark 5

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or endorsement unless so designated.

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