

The Proclamation of the Governors

In celebration of our 90th Anniversary, and to commemorate our significant contributions to the boating public and our nation, USPS has launched *The Proclamation of the Governors project*. A reduced copy is shown below. The proclamation will bare the signa-

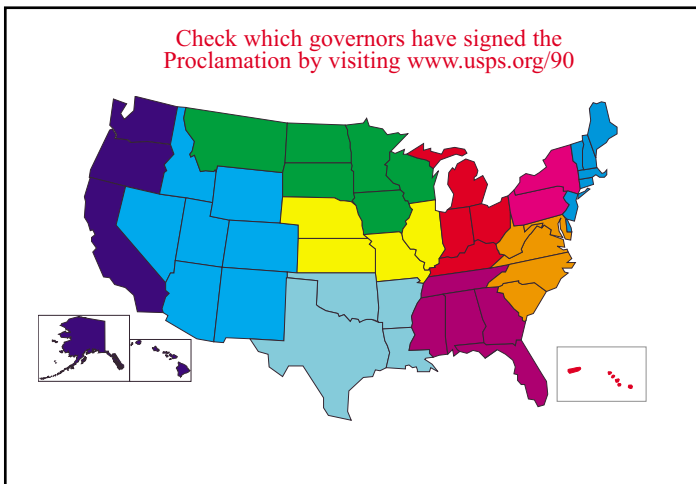
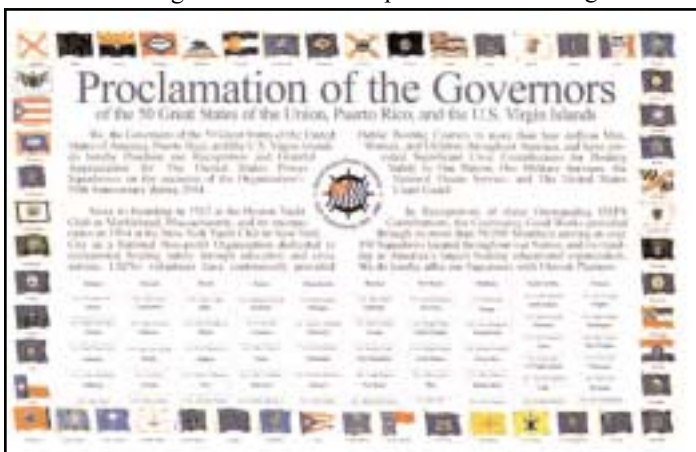
tures of the 50 state governors plus those of the governors of Puerto Rico and the U.S. Virgin Islands. To assist us in obtaining these signatures Admiral Thomas H. Collins, Commandant of the U.S. Coast Guard, wrote to each of the governors asking their assistance in partici-

pating in a signing ceremony with his state boating law administrator and our local USPS district representative. The opportunity to take a photograph of the ceremony was also requested. A 9 x 15 facsimile of the proclamation will be presented to each governor. The governors'

signatures will be affixed to master 24 x 36 proclamations that will (hopefully) be presented at our January Annual meeting, and used during the year to promote our anniversary. One completed proclamation will be passed among our 33 districts for all member to see.

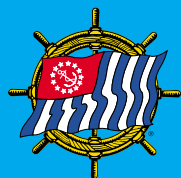
The project was kicked off on 19 June with a goal of receiving all 52 governors' signatures and pictures of the signing ceremonies by 1 October 2003.

Check the progress of this campaign on our 90th Anniversary Web site www.usps.org/90 as we count down the receipt of the signatures and pictures of the signing ceremonies. P/C Dan Bartell, SN, our web master, will keep the site continuously updated. P/R/C Hayden Loveland, SN, of the USPS Mar/PR Com. heads the endeavor which is being coordinated through the district commanders.



Check which governors have signed the Proclamation by visiting www.usps.org/90

The United States Power Squadrons



2004

is our 90th Anniversary



Guidelines For Your Squadron & District

Make Plans Now For our Biggest Celebration Ever

dedicated to making boating safer and more fun



A message from
V/C G. Leslie Johnson, SN

Dear friends and fellow members,

In 2004, a very short time from now, our beloved organization will be celebrating its 90th Anniversary, a milestone in a long and illustrious journey which began in 1912 as a club within a club at the Boston Yacht Club in Marblehead, MA and was founded in 1914 as a national organization at the New York Yacht Club, in New York City, NY.

To commemorate our formation as a national organization in 1914 and our accomplishments during the past 90 years, your bridge has made plans for the biggest anniversary celebration ever: We've designed commemorative 90th Anniversary logos, available on 3.5" computer discs from USPS Headquarters. We've announced the kickoff of *The Proclamation Of the Governors*, which will be signed by the governors of all 50 states plus Puerto Rico and the U.S. Virgin Islands. Details are on page 8 of this Guidelines Booklet. We've commissioned another historic USPS painting by marine artist Don Demers with a limited edition of 750 signed and numbered prints, depicting a 1912 scene in which power boats under the command of USPS founder Roger Upton, rescued 40 windjammers when a great storm occurred during a Boston Yacht Club annual cruise. We've arranged for an Anniversary Party on 3 April 2004, at the New York Yacht Club in New York City, where the historic painting will be officially presented to USPS by renowned marine artist Don Demers, details on page 6.

Every USPS member is a part of our Marketing/Public Relations' Team and we ask all of you to help publicize our anniversary in 2004. Begin to plan now for the celebration of our 90th Anniversary on the District and Squadron levels. This Guidelines booklet should help. We'll be working on national PR. If you have any additional ideas to help publicize USPS we ask you to call 1-888-SOS-USPS. The line will be answered by Stf/C Robert Green, N, Chair of our 90th Anniversary Committee.

Cordially,

Make arrangements now for your Squadron and District 90h Anniversary Party.

As the year 2004 approaches, USPS is encouraging all of our squadrons and districts to make arrangements now for your own 90th Anniversary party. If your district or squadron is celebrating a significant anniversary year, incorporate that as well.

Anniversaries are a time to celebrate and what better time than our USPS 90th Anniversary in 2004.

Marketing & Public Relations are very important for USPS and a 90th Anniversary Party provides excellent opportunities for publicity in both the print and electronic media.

Prepare a press release for your local newspapers and television stations and ask them to send a reporter and photographer/videographer to cover your anniversary event. Send the release to the sports and outdoor editors, the society editor, and the photo editor. You never know who might be interested. Be sure to personalize the invitations by using their correct names and titles.

As a part of your celebration we suggest that you consider inviting your state's Boating Law Administrator and spouse, the chief of your marine police force and spouse, and a few

others in the world of boating education or enforcement such as the commandant and spouse of a local Coast Guard Base. Will it cost your squadron or district money to invite these guests? Of course, but think of the dividends it can produce for our great organization.



We have provided a sample press release on page 4 of this booklet and you should use this as a guide for our own press release which should be given to your local editor six weeks before your event. You might also consider inviting the

newspaper editor and his/her spouse.

The 90th Anniversary logo shown above, should also be used on your stationery and in your squadron publication and USPS has a supply of discs in headquarters. Details on these discs for both PC and Mac are on page 3 of this booklet.

Entertainment

Stf/C Robert A. Green, N and P/C Chub Varga, AP, both of the USPS Mar/PR Committee, are preparing an entertaining powerpoint presentation on the formation of USPS (complete with Barbershop quartet singers) and this will be made available, at cost, later this year.

USPS has commissioned marine artist Don Demers once again for a historic painting in Commemoration of our 90th Anniversary.

Orders for one of our 750 limited edition prints—signed and numbered by the artist—can be made at our Governing Board Meetings or by sending your order to P/C Charles Schuler, SN, at the address below.



Don Demers

Renowned marine artist Don Demers has been commissioned once again by USPS to paint a historic scene from USPS history. Entitled, "The Great Rescue", it depicts a 1912 scene in which power boats under the command of USPS founder Roger Upton, are shown rescuing 40 windjammers during a great storm which occurred during a Boston Yacht Club cruise. A large number of historic photographs (taken by Nathaniel L. Stebbins, a noted marine photographer of the day and the first secretary of the Power Squadron of the BYC) and 1912 magazine articles provided by the New York Yacht Club library, served as a basis for the painting.

Mr. Demers, who will also oversee the prints, is very enthusiastic about the painting and expects to have it finished in 2003.. In order to do justice to the scene, we have been told that the final work will be close to two feet by three feet in size

Seven hundred and fifty prints will be offered for sale at \$200 each plus shipping. Fifty Limited Edition Prints, with remarking (an additional sketch on the mat board by the artist) have already been sold for \$300 each plus shipping. It should be added that these limited edition prints, signed and numbered by the artist, are expected to increase in value.

The original painting will be officially presented to USPS at the 90th Anniversary party which then Chief Commander G. Leslie Johnson, SN, has set for Saturday, 3 April 2004 at the New York Yacht Club in New York City. The event will be reported in **The ENSIGN**.

The prints of the painting entitled, **The Great Rescue, 1912** are expected to be ready for shipment in March 2004 Mail orders are being accepted now.

To: Charlie and Marianne Schuler
PO Box 245, Little River, SC 29566

**The Great Rescue of 1912
by Don Demers**

Please reserve _____ 90th Anniversary fine art print(s), which have been signed and numbered. The cost is \$200 plus \$10 for handling and shipping. Make check payable to USPS. Card No. _____
Expiration date: _____

Name, Address, phone, E-mail.

Get your 90th Anniversary Logos



USPS has created a new 90th Anniversary Logo and these are on 3&1/2-inch floppy discs for both PC and Mac users.

In celebration of our organization's 90th Anniversary USPS has created the logos shown above—in both color and black and white. These are now available on 3&1/2-inch floppy discs in both the PC and Mac formats. USPS headquarters has 500 discs (450 PC and 50 Mac), enough to provide one to every squadron and district and these can be ordered from USPS headquarters at a cost of four dollar each, which includes handling and postage. Be sure to indicate which format you want for the disc--PC or Mac.

The squadron commanders are asked to order one for their squadron editor for use in the Squadron publications and to consider incorporating the logo on the squadron stationery. In addition to the Anniversary logo discs, USPS has also placed the new logos on our World Wide Web Page (www.usps.org/90) in both low and high resolution and these can be downloaded by any member who is on line.



Celebrate our 90th Anniversary by using our anniversary logos. Use them before January 2004. It's a great way to publicize the United States Power Squadrons' 90th year of providing benefits to the boating public as well as our nation.

If you have any suggestions for additional anniversary programs contact Stf/C Bob Green at 1-888-SOS-USPS (1-888-767-8777).

A sample News Release which you should rewrite for your own squadron or district and send to your local print and electronic media.

The United States Power Squadrons® Celebrates 90 Years of Service to the Boating Public.



Best known for the hundreds of public boating courses which local squadrons offer several times each year to approximately 40,000 men, women, and youngsters, USPS, American's largest and oldest non-profit recreational boating organization, will celebrate its 90th Anniversary in 2004. Since it was founded at the Boston Yacht Club in 1912 and chartered as a national organization at the New York Yacht Club in 1914, USPS has grown to include more than 60,000 members in some 450 squadrons in the United States, Puerto Rico, the US Virgin Islands and Japan. USPS also assisted in the formation of the Canadian Sail & Power Squadrons which has 35,000 members. Boat ownership is not a requirement of membership and USPS member vessels include sail, power, Personal Watercraft, kayaks, canoes, and inflatables.

Organizational Longevity--Why We Succeed

The key to the organization's longevity goes beyond the accolades it has garnered from four U.S. Presidents and the tens of thousands of boating safety courses squadron members have taught during its 90-year history. It stems from the sincere belief that boating is a great way to spend quality time with fam-

ily and friends. Boating benefits the desire of consumers to seek recreation that keeps them close to their families while providing an escape from everyday stress and hectic life-styles. Similarly, local squadrons also provide opportunities for more serious and adventuresome members to enjoy group cruises, rendezvous, sailing races, navigation contests and a large number of advanced courses such as Piloting, Navigation, Sail, Weather, Cruise Planning, Engine Maintenance, Marine Electronics and much more.

Civic Service

Because boat owners are responsible for the safety of their own vessel as well as the safety of their passengers, USPS began a joint effort three years ago with the Coast Guard Auxiliary to conduct courtesy boat examinations at public piers and marinas to verify the presence and operable condition of certain safety equipment required by state and federal regulations. Many trailerable boats can be inspected in ten minutes and all boaters receive a copy of the evaluation form at the end of the inspection. Boats that meet safety requirements receive a Vessel Safety Check decal to be displayed onboard. Of the more than 55,000 boats that were inspected since the joint

program began, 21% did not meet the requirements to be classified as a safe boat. While there are no penalties for not successfully competing a Vessel Safety Check, the program may prevent many boating accidents by making the boat owner aware of potential safety hazards.

There are benefits of being a USPS member that go beyond boating education, camaraderie and civic service opportunities. Members enjoy a variety of member-only benefits such as special towing and marine store discounts, branded-credit card and discounted travel opportunities. Not only is the organization's member-only boat insurance program competitively priced, its premium rate structure reflects the organization's history of being safe boaters. Members who have shopped around say they've found that the USPS Boat Insurance program is less expensive than other insurance programs.

Navigating the Waters Ahead

While the goal of USPS has always been to promote public boating safety, produce exceptional member courses, and provide opportunities for camaraderie among its members, USPS is poised for growth in the coming years by keeping its pulse on the ever changing wants and needs of the boating public.



The first USPS logo, created in 1914, after founding

Here's a sample proclamation which you can rewrite and present to your mayor to commemorate our 90th Anniversary

Proclamation

Whereas, The United States Power Squadrons®, now celebrating its 90th anniversary, has earned the respect of boating men and women throughout the nation, for their many civic service contributions to boating safety, and

Whereas, the voluntary members have taught their USPS public boating courses to more than four million people to date, and are presently teaching in excess of 40,000 men, women and youngsters a year, and

Whereas, the successful completion of the USPS Boating Course meets the educational requirements for boat operation in all states, and

Whereas, the members of USPS, co-produced *The USPS Boating Course* on Video with the Hearst Book Group, a video course which has been purchased by more than 500,000 people, and

Whereas, the USPS has created more than 30 classroom and self-study courses for members in marine subjects from Seamanship and Piloting to GPS and Celestial Navigation, and

Whereas, the members of USPS, working in concert with the National Ocean Service, have provided, and are continuing to provide, tens of thousands of chart corrections yearly, more than any other organization, in order to keep our nation's 1000 nautical charts up to date, and

Whereas, the United States Power Squadrons has been honored by four U.S. Presidents for the many contributions they have made to boating safety,

NOW, THEREFORE, I, _____, Mayor of the City of _____, do hereby declare, Saturday, _____ 2004 as United States Power Squadron Day and urge all people to join in this observance.

Mayor John Boatman

