

## **Gabriola Island Power Squadron**

### **Commander's Report**

**Oct. 29, 2012**

Preparations for our Oct. 13 Member's Night continued as the date got closer. Tanya, from the Silva Bay Pub was a great help in providing us with a projector and screen (a back up projector was eventually required). More members and SBYC guests continued to sign on. On the 13<sup>th</sup> we had an estimated 55 member/guests take part in dinner and/or the Dreamspeaker's presentation. I received numerous positive comments on the meal and on the presentation. Due to inclement weather Laurence & Anne were unable to sail from Vancouver so Paddy and I had them as guests in our home. We were a bit late getting to bed, had a bit too much wine but did enjoy stories of Anne & Laurence's sailing adventures all the way from the river Thames in England to Canada and up and down our coast.

The next day saw me up early as I headed for the 8:55 ferry to attend the VIND Council meeting, with PC Cec Ashley in Nanaimo. It was a long day but a productive day. My VIND report is included as a separate attachment.

I was home for two days before heading to Cassidy Airport for a flight to the Annual CPS-ECP AGM in Edmonton. I had a midnight arrival at the Marriot Hotel but got off to a good start on Thursday morning. I met with D/C Clifford Miller, our own Don Butt as he seemed to be everywhere at once taking photographs. It was my first AGM and I was pleased to feel a lot of positive vibes from most of the delegates attending. I was very happy to bring home two awards for our Squadron. Thanks to the combined work, over two years, of Mike Richard's and our Environmental Officer Madeleine Ani, we were awarded the CSPS/NATURAL MARINE ENVIRONMENT AWARD. We were also awarded the CPS-ECP 2012 Best of the Web award for the best squadron website in Canada. My hat is off to Bob Derksen for all of the work and expertise he has put into our Squadron website. I invite each of you to peruse our site and see the wealth of information Bob has included with very easy to use drop down menus and links.

Our next event is the coming Bridge Meeting on Oct. 29, followed by the Student Cruise on Nov. 3

Respectively submitted

Ian Waymark

Commander

Gabriola Island Power & Sail Squadron

Gabriola Island CPS Membership Report - October 29, 2012

As of this date there are 119 Members

Details of Membership Roster:

Regular:	76 Members
Family:	23 Members
Junior Regular:	1 Member
Regular Lifetime:	2 Members
Associate:	8 Members
Junior Associate:	9 Members

Elaine Pearce

Membership Officer

Treasurer's Report

Bridge Meeting, October 29<sup>th</sup>, 2012

Balance September 30, 2012 \$ 4142.87

Income \$ 1112.00

Expenses \$ 1838.60

- \$ 726.60

Balance October 29<sup>th</sup>, 2012 \$ 3416.27

## TRAINING

To borrow from somewhere, it is half way to Christmas! We have done BOATING BASICS, are well into BOATING ESSENTIALS and have done two RADIO courses.

BOATING BASICS – we had eight students, all of whom passed, with a class average of 83.5%. Results likely would have been better had the students been able to attend all classes. This was a first time for the new courses instead of them being a part of the old BOATING course. We allocated four nights for the instruction of BASICS and although we might have been able to get through it in three I think it best to stay with four.

BOATING ESSENTIALS – we have seven students enrolled and they appear to be doing well. They are now embarking on the three cruises and based upon this week's chartwork exercise they seem to have a grasp of the basics for that. The Bridge resolved to lower the minimum registration for this class to eight as it appeared that we would be getting two more after the registration deadline to get us to the original target of ten. In the end we have eight registered and paid of which seven are participating. My previous report was in error in that the exam for this course will be December 8 not 5. We have moved the review night to Thursday November 29 so that Betty Pearson will not have to contend with the Wednesday refueling schedule and be able to get home to Ladysmith before midnight. Again this is first time for the new course. We have allocated eight nights for instruction plus one for review and then the exam on the Saturday morning and this schedule seems to be working out well. If some of the students have difficulty with the cruises we intend to have a Saturday morning tutorial to help them along.

## RADIO

We have finished our contract with Coast Emergency Communications for instruction of the Maritime Radio course. This was done in Nanaimo with twelve of their members enrolled. It was in some ways like preaching to the converted as they are all amateur radio operators. Their objective was to attain the Restricted Operator's Certificate – Maritime to allow them to work on the maritime radio frequencies. The class of twelve all passed with a class average of 90.17%. During this endeavour I became somewhat acquainted with their activities and was quite impressed with what they have in place and what they are capable of doing for our community were there total communication failure in the event of a major disaster. Accordingly I have put forth a motion that we make a donation of \$120 to their association as their funds are mostly self generated. The amount of \$120 is our fee for presenting the course as the contract was for our direct cost + \$10 per student.

We have also finished our Gabriola course with six students enrolled and all passing the exam with a class average of 85%.

## SEAMANSHIP

The Bridge had resolved that we present this course should we have an enrollment of six students by registration deadline of 20 October. We had a registration at the GabRec room on that day and four people registered. Accordingly I have returned the fees paid and notified GabRec that we do not need the classroom for the dates scheduled.

## WEATHER

The WEATHER seminar is now in forward motion to start on Tuesday 6 November. This presentation is a hybrid between a workshop and the CPS weather course. Bert Terhart is developing and presenting it and although we have scheduled four evenings for it we really don't know how far he is going to take it. It is not going to be the CPS course although we are providing slightly outdated course books as reference material and those who are keen can soak up the course book and challenge the CPS exam. Anyone who got Bert's weather session with the SBYC will have an appreciation of how good this is going to be. Because we are providing the course book 2000rev/02 rather than 2000rev/09 we can bring the fee down to \$65.

## WORKSHOPS

So far in this operational year we have had Rope Splicing, Radio Review and 12 Volt Electricity. These one evening workshops are scheduled for the first Monday of each month. Ahead of us we have Radio Review on 5 November, Medical Emergencies on 3 December and in the new year we are having Emergencies at Sea on 10 January (the second Monday), Navigational Aids on 4 February and Rope Splicing on 4 March.

Medical Emergencies in December is looking to be a very interesting presentation and should be of interest to all boaters. I recommend that this be promoted well and a special invitation made to the SBYC members. We can seat 30+ at the GabRec room.

Ralph Hagen STO

## **Safety Officer Report:**

**The official count of "Boat Safety Checks" is 32. One possibly two may not have made it in time to be presented at the VIND meeting in Nanaimo or later at the AGM in Edmonton.**

**Our boat checkers did a great job!**

**The Safety Day did not turn out as planned as a lot of people were preoccupied with the Sylva Bay marine swap and the SBYC sail past. However the flare and fire extinguisher demo was a great success.**

**Bob Wood**

## **Social Officer Report**

I will be in Victoria taking a class.. I need to know a date for the Nov. Fall talk in order to make a reservation with the Haven. Christmas social planning will start soon as well. Cheers, W

## **VIND Council Meeting Report**

**Oct. 15, 2012**

This report will highlight points I felt were relevant to the Squadron. I invite you to scan the report and raise any interesting points to me via e-mail and I will place relevant questions on the agenda. Some points of interest may best be discussed in committee and brought back to the Bridge.

1. CPS has set 2015 as an objective for proving many CPS courses online.
2. The new two-part Weather course is having a much higher success rate than the earlier one part format.
3. CPS is close to offering the Marine Radio Course online.
4. It was suggested Squadron Training Committees assign a complete course to an ATO and make the ATO responsible to the STO for all parts of the assigned course. The rational for assigning a course to an ATO is to allow one member to have a complete understanding of the assigned course rather than the STO having responsibility and knowledge of all courses.
5. CPS National has cancelled the annual training meeting due to a shortfall of funding. Squadrons and Districts question the cancellation of the training meeting for the following reasons:



-Training is our revenue generator.

-Funding must go to training rather than to the salaries of the Governing Board.

-Many Governing Board meetings are simply housekeeping. Spend money on Training meetings rather than Governing Board Meeting.

-Reduce AGM expenses by reducing number of attending Governing Board Members.

-Administrative structure has no function if we do not have good training.

#### 6. Student evaluation and instructor evaluation:

-ATO of each course should have access to WBAS Forum in their area of training.

#### 7. Squadron developed workshops accepted by VIND Council as sound policy at the Squadron level.

-We might consider partnering some workshops with local business:

-All tech Diesel

-Ocean Pacific Electronics

#### 8. It was suggested Squadrons access posters from head office to help advertise our courses.

#### 9. The VIND mission statement is as follows:

The Mission of VIND is to support its squadrons in increasing awareness and knowledge of safe and responsible boating. Educating and training members and the general public will do this, by fostering fellowship among members and by establishing partnerships and alliances with other organizations and agencies interested in boating.

10. Important for all VIND Squadrons to promote the Youth Program.

11. Nanaimo Squadron has successful Ladies Nights that allow the ladies to feel they are benefiting from being a squadron member.

12. Each Squadron was questioned on their respective donation to the Foundation Honour Roll. What Does Gabriola donate? A Foundation Power Point Presentation is available on line.

13. Our official name is “Gabriola Island Power and Sail Squadron”.

14. Recruit & retain members:

- Make a PP presentation on the value and benefit of being a CPS member. Present the PP presentation at the last night of Boating Basics and Boating Essentials.

- Introduce entire Bridge to all students.

- Invite successful students to become proctors.

- E-mail is good; phone contact is better and personal contact best.

- One Squadron uses Tooney Tuesday for guest speakers on any boating related topic.

-Commander sends a snail mail letter to welcome all new members and include all benefit information in letter.

-Plan on the water safety activities.

-Celebrate Squadron anniversaries. Our Squadron was formed in 1996. This year is our 16<sup>th</sup> anniversary.

-Give one free workshop to every new and returning member.

-Give a discount on all courses to Squadron members.

-Have the Safety Officer obtain statistics on boating accidents: how many, where, why, severity. Use stats in classes.

-Inquire about “ready, set, inflate” from Mustang.

-Have a “your boat and the law” seminar.

-Would a “Quinsam” skipper or Officer make a good guest speaker?

- -Humorous incidences, drama on the water from the perspective of B.C. Ferries.

-Should we advertise our courses/workshop on Kijijii, Craig’s List or Gabriola Bargains?

Respectively submitted

Ian Waymark

Commander

Gabriola Island Power & Sail Squadron

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## **Communications Ctte, Report to Bridge**

**Meeting Oct 10, 2012. 1300-1430, Don Butt's home**

Present – Cdr Ian Waymark, Bob Derksen, Ralph Hagen, Bill Kalbfleisch, Rufus Churcher, Douglass Legg, Don Butt

Following a general review of our efforts to market, the following is a brief summary of the items discussed:

1. Ads in the local papers are generally non-productive and costly. No intent to advertise our courses in the papers. The papers do not accept timely articles about safe boating as in the past.
2. Ken Capons email list can be used – it is free, and may reach an interested person or two. It will be in the form of attractive posters.
3. Posters at mailboxes are not deemed effective, rather posters at selected locations, such as the Village, on the ferry, and at the marinas.
4. Work of mouth – the most effective method.

Exhibiting trophies

1. Ian will speak to the library about our flyers. (They have agreed to accept them subsequently)
2. Decision not to exhibit our trophies publicly

Sandwich Boards

1. All agreed they are effective
2. There is not a concern about being “illegal” unless a complaint is specifically registered, and the process is tedious.
3. Agreement they should be simplified, stripped to the bare essentials, with the CPS brand flag prominently displayed and one contact number, and the web for details

Promotion locations

1. Craft shows – agreed that at least one craft show organizers should be approached for permission to exhibit Lil' Gabe
2. Agreed the most effective location is the Village

## Sponsorship resources

Ian had approached a few potential sponsors to donate reduced product (eg \$5.00 credit on a meal at Robert's Place), and such vouchers in booklet form presented to all those renewing membership. A personal letter from the Commander welcoming new members and also renewals, with an enclosed booklet of vouchers, and highlighting the benefits of membership. (discounts at Lordco and other retail stores and services)

Respectfully submitted

Don Butt

## **Gabriola Island Power & Sail Squadron**

### **Commander's Report**

#### **Oct. 14 VIND Council Meeting**

**Our Squadron year started with the business of getting ourselves ready for the annual VIND Rendezvous. A committee was formed, tasks were undertaken and the work began, culminating in a lot of fun for a lot of VIND Squadron members who made their way to Pages Marina on Gabriola. The food was great, the games were fun and the finale of the Sail Past, with D/C Clifford Miller taking the salute tied it all together.**

**Our first August event was a successful cruise to Vancouver to take in the Celebration of Light fireworks. Six boats took part in the cruise and we all enjoyed fair winds and kind seas.**

**The next August event saw Li'l Gabe at the Annual Ocean's Day event, brochures were given out, kids enjoyed "piloting" Li'l Gabe and PC Cec Ashley, in good spirit, as always, had his face painted.**

**August also saw us getting down to the serious business of recruiting our fall students. At this time we have completed Basic Boating with 7 students and are now running Boating Essentials with 9 students. Our Maritime Radio Course is underway with 5 students and we are currently teaching the Maritime Radio Course to 12 members of The Coast Emergency Communications Association.**

**We will be offering a 4-week CPS Weather course commencing on Nov. 6. At present 6 students have indicated interest in taking the course.**

**Our final course for 2012 will be Seamanship commencing on Nov. 1 and running through to the exam in Feb. 2013.**

**We have also set aside the first Monday evening of each month for our squadron developed practical workshops. The first workshop was on splicing 3-stranded line and woven line. The last workshop was on “Your 12 volt Marine system”.**

**Sept. 15 saw many of our members in gumboots and gloves as we tromped the Degnen Bay shoreline, doing our part for the Great Canadian Shoreline Cleanup. We bagged and tagged close to 1500 lbs of marine garbage. The cleanup terminated at the Commander’s house for a well-earned BBQ.**

**Through the summer, under the eye of Safety Officer Bob Wood we took part in 32 Courtesy Boat Checks. The courtesy boat checks resulted in 3 new Squadron members and a number of potential students for our various courses.**

**At this time, I can say we have 111 Squadron members, up from 103 for this time last year.**

**Respectfully submitted,**

**Ian Waymark**

**Commander**

**Gabriola Island Power & Sail Squadron**



## **2012 CPS-ECP AGM Report**

I arrived in Edmonton late Wednesday night and started into the various meetings on Thursday morning. D/C Clifford Miller's report is quite complete and does not require being repeated by me. I will try to report on the highlights that I felt will benefit the Squadron.

### **1. Membership Meeting**

Membership Chair David Peebles discussed the demographic changes from the 50's to the present day.

-The 50's produced the Boomers. Stats show 61% of Boomers are joiners and are loyal to groups they belong to. Boomers make up a large percentage of our present membership. Boomers are willing to contribute to groups they belong to.

-From the 60's to the 80's, only 51% are joiners, and only if there is something in it for them. Little interest in tradition, they are classed as drive thru, they come and go.

-After the 80's, 42% are joiners; they are supporters only if satisfied with product. They are concerned with environmental issues and are impatient.

To attract members we must:

**-Increase value of membership**

-Give tangible value.

-Use local business to support us, as we are part of the community.

**-We must make members aware of benefits.**

-Gabriola Squadron suggests coupon books to new and renewing members.

-Commander writes snail mail letter to all new and renewing members and include list of benefits in the letter.

**-Many new members come with new skills and new ideas. We must make use of our new member's skills and ideas so they feel useful, feel rewarded and want to be part of a team.**

-We must promote participation in social events and cruises.

**-We must communicate with our members at all levels.**

-Effective communication allows opportunities to share ideas.

-Provides for teamwork.

-Gives us an opportunity to give and receive feedback.

-Ensures people feel well informed.

-Ensures people feel acknowledged and appreciated.

-Ensures expectations are clear and goals are reached

**-The website is critical**

-The website must impress potential members.

-Consider youtube testimonials.

-Be up to date technologically.

-Use social media to attract younger members.

-Link local website benefits to National benefits.

-Use QR code on web site, on all snail mail correspondence and on all brochures.

**-Discount off courses and workshops**

-Consider giving discount off courses to each member.

-Consider a free workshop to each member.

**-Ask the membership chair/committee how we can help promote membership.**

**2. Marketing**

-3.2 million boaters do not have PCOC card.

-Have marketing committee check on availability of all posters and brochures from CPS.

-Market our products to “lifestyles” rather than to a person or a boat.

-I.e.: fisherman, weekend boaters, younger boaters, kayakers and cruisers.

-In a sample of 1500 boaters, coast to coast, 36% were not aware of the need for a PCOC. This means there is a big untapped market for us to focus on.

**-What does CPS mean to potential members? CPS is not easily found on the web if you do not use the term CPS.**

**What can we do about making a computer search direct potential members to our local or National site?**

### **3. Other notes**

-2013 is 75<sup>th</sup> Anniversary of CPS-ECP.

-2013 will see a common Safe Boating Week.

-Gabriola Squadron should become involved in Foundation.

-MAREP chair Shirley Shea will be redefining the position of MAREP Officer.

-Gabriola Squadron missed recognition of a Courtesy Boat Check award by 8 boat checks. The third place Squadron had 40 boat checks.

This is a summation of my attendance at 4 workshops. I can say I left the AGM, tired but up beat. CPS-ECP is a long way from foundering but is fully aware a course change must take place and that course change is already underway. As one speaker stated, we must continue to evolve or we will not continue.

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Ian Waymark

Commander



# Gabriola Island Power & Sail Squadron



## **Gabriola Island Power and Sail Squadron Supply Officer's Report, October 14, 2012**

### 1. Current supplies on hand consist of:

3 only Canadian Power and Sail Squadrons Pennants	Cost: \$36
3 only CPS Presentation Plaques	Cost: \$90
3 only blank Name Tags	Cost: \$30

Total Value of Squadron Stores: \$156

Respectfully submitted,

Douglass Legg, Supply Officer

