



United States Power Squadrons Seminars

Branding – How will D5 Proceed

Or Will We?

Where: Coastal Ballroom - Main
Doubletree by Hilton
Annapolis, Maryland

When: District 5 Fall Conference
1500 – 1700,
October, 27 2018

The ongoing transition to deploy organization names that include the phrase “America’s Boating Club®” has begun! The Rockville squadron is now advertised as “America’s Boating Club® Rockville” and a Chesapeake Bay Magazine advertising program has referred to our district as America’s Boating Club® Mid-Atlantic.

This seminar intends to foster debate and discussion to help officers plan for the future. It intends to help answer:

- How will a new name for an organization be chosen?

- Are bylaws changes needed?
- Should the unique squadron name be continued or a more generic location name be chosen?
- How should publications treat the full America’s Boating Club® phrase vs. the need to sometimes abbreviate with “ABC”?

Seminar will consist of short presentations and a panel of members to lead debate and discussions among attendees.

Conversations could lead D5 officers to a future district initiative.

Attendees should have attended the “Branding - America’s Boating Club®” seminar immediately preceding this time period.

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 a D5 Bridge member on these initiatives. Your district’s team welcomes the opportunity to be of service.