

Volume 46 #2

47th year "America's Boating Club"©

November 2009

## UPCOMING EVENTS

**January 16, 2010**

Winter training  
Raleigh

**February 2-7 2010**

USPS

Orlando, FLA

**March 19-20 2010**

Annual meeting COW  
Wrightsville Beach

**April 9-10 2010**

D/27 Bridge planning  
Sunset Beach

**June 11-13 2010**

D/27 Rendezvous  
Oriental, NC

**September 1-5 2010**

USPS Fall GB  
Bellevue, WA

**September 24-25 2010**

D/27 Fall C/C  
New Bern, NC

**January 15, 2011**

Squadron Training  
University Club  
Raleigh, NC

**March 25-27 2011**

D/27 Annual Meeting

## D/C Message Jerry Hall, SN

It is hard to believe that the holiday season is nearly here. Where has the summer gone? Hope all of you enjoyed this boating season and are looking ahead to the spring.

For those of you who missed the District Fall Council/Conference meeting in New Bern, you missed a fun time. The Cape Lookout Squadron hosted the meeting and did an excellent job. And, New Bern continues to be one of our favorite meeting locations. Among those recognized at the meeting were two members who have served 50 years in USPS, a pretty remarkable achievement. They are PC Tommy Whiteside, AP from Lake Norman and Hubert Boss, SN from Cape Lookout. We also recognized two of our squadrons that celebrated their 50<sup>th</sup> anniversary this year. They are the New River and Winston Salem Squadrons. Congratulations to both.

There will be a significant change in the Cooperative Advertising program for next year. It becomes effective 1 December 2009 for the USPS fiscal year that runs from 1 December 2009 through 30 November 2010. Each squadron's Cooperative Advertising dollars available will be based on total net purchases of educational materials, including all courses, seminars and guides for the previous fiscal year. The National budget for this program will be 10 percent of all educational material sales; therefore, there will be much more money available. The details of this plan and a calendar of events (squadrons will need to send a projection of their educational plan to headquarters soon) are shown elsewhere in this issue of the Bitts.

Our next meeting is a special training session for Squadron Bridge members. It will be a one-day session held in Raleigh. (See the agenda and registration form elsewhere in the Bitts for detailed information) The meeting is open to anyone who would like to attend, but it is important that existing bridge members moving to a new position and new bridge members attend and take advantage of this opportunity to be much better prepared to take on your new duties.

Francine and I wish all of you the very best and a safe holiday season. I look forward to seeing some of you in January at the Training Meeting and at your Changes of Watch.





### Special N Club Program at D/27 COW

The District 27 N Club will host a special program at the D/27 Change of Watch open to all who wish to attend. Check the schedule for the time and room location.

At the Fall Council/Conference meeting there was a presentation of the Tiki Navigation software that runs on a laptop computer. N Club members were very interested and suggested a special break-out session at the district COW. At least four members will bring their computers with different navigation software packages available for comparison. Dueling navigation software packages will be the result. Of course, software packages vary by cost and features.

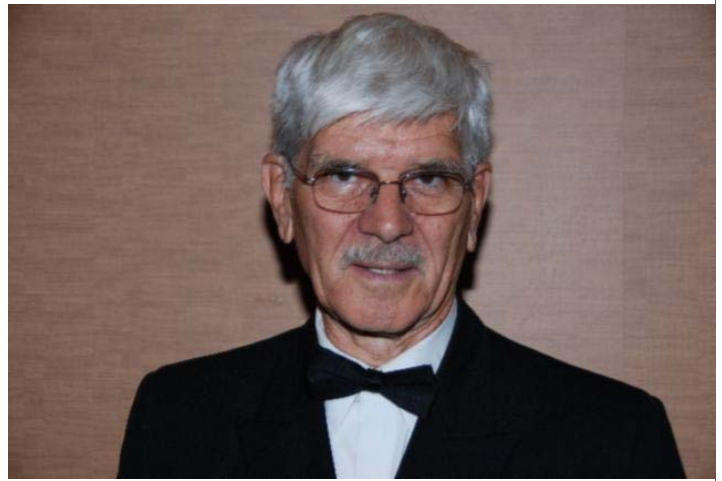
This will be a great educational program for those who don't know the difference between raster and vector charts. It will also be an opportunity to see what is available from USPS as advance course materials.

The N Club members who will do the demonstration are: P/C/C Ernie Marshburn, D/Lt/C George Malindzak, D/1stLt Tom Penders, and P/D/C Don Dunlap.

## District Educational Officer D/Lt/C George Malindzak, SN

I can't believe that three months have passed since the last report, but according to my Almanac, it has; so has our family trip to Nova Scotia, my annual golf outing to Myrtle Beach, and our 50<sup>th</sup> Wedding Anniversary.

A number of interesting and important events have occurred in connection with the Education Department. First of all, the Boat Operators Certification Program is moving along; since the Combined D5/D27 Rendezvous this past summer, representatives from two D27 Squadrons (Fort Macon and Cape Fear) have made arrangements for On the Water (OTW) Skills Demonstration testing in connection with the Inland Navigator and Advanced Certifier Certification. Thanks to Hurricane Ida, Fort Macon had their appointment coincident with the onset of the rain and associated weather; subsequently, they have rescheduled for sometime in the early Spring. Cape Fear is scheduled for their demonstration exercises on December 9. Please be reminded that any squadron may arrange for the OTW Skills Demonstration testing by contacting me (the D27 DEO). I will be happy to provide all the details and schedule a session convenient to your members. As a further reminder, OTW Skills demonstration testing will be part of the D27 Rendezvous program planned for Oriental, NC in July 2010.



Other events to note:

1. The SOF (Standard Order Form ED-33) for ordering education materials from headquarters has been discontinued in favor of the new online shopping cart. This new facility is slick and easy to use. Should you have any questions about using it, please contact me.
2. Two new seminars are now available for members, 'Partners in Command', and 'Mastering the Rules of the Road'. 'Partners in Command' is the new version of the former seminar, entitled 'Skipper Saver'.
3. Weems and Plath has offered USPS members a 25% discount on any item ordered online from their website.
4. US Coast Guard and US Coast Guard Auxiliary members may be entitled to USPS course credits. See the following link for the equivalencies and me for the process of how this may be done ([EDN89](#)).

**Happy Thanksgiving to you all**





## District Executive Officer      D/Lt/C Jamie McCurry, AP

This was a safe and fun boating season to remember! Were you the one that made our waters safer by participating in the Co-Op Charting Cruise, VSE, or safety program? Were you the one that taught a course or seminar? Were you the one that assisted other squadron members with the public boating class? Were you the one who worked on the meetings committee providing food and fellowship for your squadron members? Or were you the one that worked on your newsletter, phone committee, web page or other activities that made your squadron the best? I



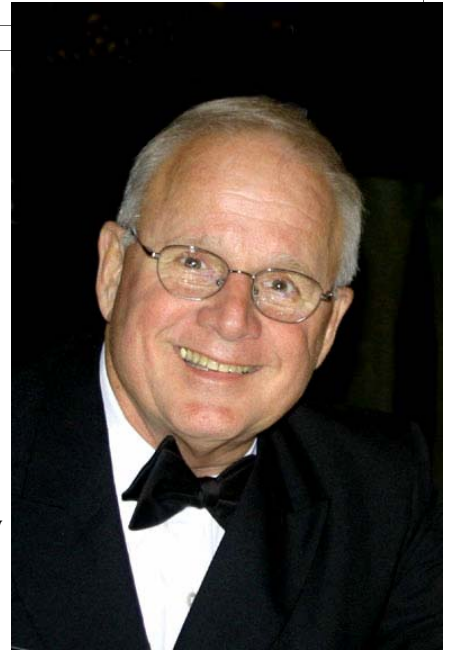
I know that if you have your name is one of many that earned a merit mark in District 27 this year. CONGRATULATIONS. For those members that did not enjoy the many areas of squadron activity why not start now! Sign up and take a winter course or seminar that is being offer by your squadron. Why not join with your fellow members at your squadron's change of watch to send off the bridge that has served you well and help the new bridge get a good start on the new squadron year. Plan on helping with the boat show or the Co-Op Charting cruise or the other activities that your squadron has planned for the upcoming year. Take a course and teach a course. Then you will be on that merit mark list next year but most of all you will have met new friends, renewed old friendships, and will have had fun.

This is the time of year for harvest, fairs, family gatherings and reflections on the year that is fast coming to an end. It is a time to reflect on a job well done. The Power Squadron Family will meet and celebrate a good year. They will meet and bring a renewed excitement for the beginning of the new squadron year. Become an active member. Get back to basics. Boating is fun.

For new and current bridge members the 16 January training session at the N C State University Club in Raleigh is a great way to start your squadron year. It is open to all members and will help make your squadron job a lot easier with the knowledge that you will pick up at this session. The training session information and registration form is in this Bitts. Please sign up; we will see you in Raleigh. In addition the National Annual Meeting will be held at Disney Coronado Springs, Lake Buena Vista, Florida 1 February through 7 February. A special leadership-training seminar will be on Wednesday 3 February starting at 0900 and ending at 1700. This seminar is free for District Administrative Officers and Squadron Administrative Officers with a fee for materials being charged to others who attend. Please make plans to attend this informative and valuable seminar. I hope to see you in Florida.

Sarah and I would like to take this opportunity to wish you a Happy, Holy Holiday and a safe and prosperous New Year.

## **District Administrative Officer D/Lt/C Mike McCulley, JN**



This article is primarily intended for those members in District 27 squadrons who will be serving as leaders next year.

Preparedness.

What does this mean? Sure, it's the process of making one's self ready to do something. Animals prepare themselves in order to survive the many challenges of living in a specific environment, and humans do too, of course. One of the obvious differences between us and animals is that animals rely almost totally on instinct. While we humans exhibit some instinctive behavior, we are also blessed with the capacity to learn and reason. We all know that how well we prepare ourselves for what we do in life is directly proportional to how successful we will be. This leads me to share my thoughts about a specific form of preparedness – formal training. Can you think of any activity during your life that you weren't trained for? I remember several instances when I thought I was prepared to do something and even attempted it. But, I either quickly realized that I was not ready or someone told me so.

How prepared are you to assume a leadership role in your squadron? My wife and I joined USPS for the first time in October 2005. Not long after being sworn in, I asked the current commander if he needed help on the Bridge. He told me that he needed a Treasurer and I volunteered, although I was very concerned about my inexperience in USPS. Having been a banker for 9 years after retiring from the US Marine Corps, I was confident about my ability to handle a checking account. But, I knew nothing about the Power Squadron and was concerned about being able to handle the job, even with a thorough turnover debriefing from the current Treasurer. After an excellent one-day Operations Training session in the squadron, I was feeling better about my ability. But, what really made a difference was attending the D-27 Winter Council & Training Conference held in Greenville in 2006 and participating in the Treasurer's breakout training conducted by our current District Commander, Jerry Hall, who was at that time the incoming D-27 Treasurer. After that session, I felt very prepared to do the job. Jerry did some instruction. But, the main benefit from the training sessions conducted at the District level is the interaction with other new or returning officers. We shared common problems and different approaches to solving them. This is the time of year when squadrons will be electing new officers. Consequently, it is also the time when plans should be made to attend training available at the District and National levels.

On Saturday, January 16, 2010, District 27 will be conducting officer training at the University Club in Raleigh beginning at 10:00 a.m. Lunch will be provided for a nominal fee and the afternoon session will end no later than 2:00 p.m. Contrary to how winter training has been done in the past, there will be no Council meeting, no banquet and no need for overnight accommodations. So, attendees will be able to drive to Raleigh in the morning and return home in the afternoon. All incoming and current officers are strongly encouraged to attend this training and to car pool, if possible.

An opportunity for more in-depth training will occur at the USPS Annual Meeting in early February, 2010. On Wednesday, February 3, there will be an all day seminar for current and incoming District and Squadron Administrative Officers. Now that the Annual Meetings are scheduled in Florida for the next several years, it will be easier for D-27 squadron members to attend. Carolyn and I will be attending this one at Disney Coronado Springs Resort in the Orlando, Florida area. We hope to see you there.

## District Secretary

## D/Lt/C David Osmolski, AP

Here we are in the middle of the busiest time of the year! There is shopping to do, parties to attend and, of course, the reason for the holidays... church services to attend. Everyone says that after 1 January, folks tend to experience a letdown from all the activity. That is where USPS comes in! With the exception of six Squadrons and the District, the majority of the Changes of Watch are held in January. Your Squadron's Change of Watch will help transition you from the hustle and bustle of the holidays to the less frenetic winter routine.

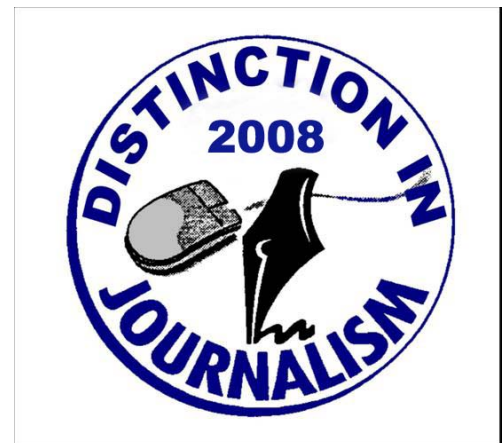
For those of you shouldering the jobs of Squadron Bridge Officers, there is one more activity in January we encourage you to join. It is the winter training session. You will find this year it is much more streamlined, and less expensive than in the past. It will be a one-day event at the University Club at NC State University in Raleigh. The meetings will be scheduled so that even us folk out here in the outback of Charlotte and vicinity have enough time to arrive without a police escort!

The purpose of the Winter Training Session is to help prepare the incoming Squadron Bridge Officers to do their jobs in the coming year. In addition to those jobs within the Squadron, there are responsibilities to District and National that each Bridge officer must be aware of and prepared to execute. You will learn these things in these sessions. Each D/27 Bridge Officer will conduct a session explaining the responsibilities of your office on the Squadron Bridge.

You say you're recycled? You say you've served in this position before? I still believe you could pick up some pointers. I also believe you could contribute to the sessions. Please plan to attend, even if you're recycled.

A thought too, is try to carpool! This should be a job undertaken by the incoming Commander. You are the one needing the best support possible from your Bridge. Find someone with a vehicle large enough, and have them transport the group to Raleigh. I am doing this for the Charlotte group. Think about chipping in for fuel too. Overall it will be less expensive, and the trip will be more lively and fun.

See you on 16 January 2010!



## District Treasurer

**D/Lt/C Lloyd Moore, JN**

### Winter Training session:

As noted in the Commander's article, the winter training sessions for incoming squadron officers will be a one day event, held on 16 January at the NC State University Club. I encourage all squadron treasurers, especially those who will be starting their term next year, to attend the Treasurers' breakout session. We'll cover your responsibilities, deadlines you should be aware of, and forms that will help with your job.



### e-Postcards reminder:

I hope each squadron treasurer has filed the new IRS e-postcard. The deadline for filing is the 15<sup>th</sup> day of the 5<sup>th</sup> month after the close of your tax year. This means that if your squadron's fiscal year ends on 31 March, then you must file by 15 August.

The process is fairly simple, but you can only file on-line from the IRS web site. Go to IRS' web site, [www.irs.gov/eo](http://www.irs.gov/eo) for a description of your requirements, and a link to the e-postcard.

Failure to file could mean loss of not-for-profit status, so please make sure you file.

### NC Sales Tax Refunds:

Non-profit organizations, like USPS squadrons and districts, are eligible to receive a refund for state sales tax paid each year. D/27 Squadrons can either submit the forms themselves or send the information to the District Treasurer to be included on a group submission.

For the first half of 2009, nine squadrons submitted their North Carolina sales tax refund information to the District Treasurer, and we received a total of \$2,350.08, which was distributed to the squadrons.

If your squadron isn't applying for the refund, you should be, because you're losing money you are entitled to. The Treasurer's page on the District 27 web site has a downloadable spreadsheet or printable form for your use in compiling the information needed. Contact me if you'd like to know more about this.

### Co-Op Advertising Rebate:

During 2008, I distributed \$1,588.04 to three squadrons whose requests for Cooperative Advertising rebates were approved. The USPS Co-Op advertising rebate program provides squadrons with a rebate of up to 50% of advertising expenses – newspaper ads, safe boating brochures, etc. District 27's allotment this year was \$1,700.00.

Guidelines for the Co-Op Advertising program can be found on the USPS web site at <http://usps.org/national/pr/ideas3.html>.

Forms must be submitted to the District PRO, D/Lt/C JB Bagby, AP, [jbagby@embarqmail.com](mailto:jbagby@embarqmail.com).

I hope you all have a safe and enjoyable holiday season, and I'll see you on January 16<sup>th</sup>.



16 January 2010  
 D/27 Winter Training Meeting  
 NC State University Club  
 4200 Hillsborough Street  
 Raleigh, NC 27606

This is a one day training session that is for present Squadron Bridge and upcoming Bridge Members.

Check-In from 0930-1000 with morning sessions starting at 1000. Lunch will be at the University Club from 1130-1245. The afternoon sessions start at 1300 and all sessions should be over by approximately 1430.

---

Rank	First	Last	Grade	Cert. No.
------	-------	------	-------	-----------

Address	City	State	ZIP	Squadron
---------	------	-------	-----	----------

\_\_\_\_\_  
 Home phone

**Lunch Choices**

Club House Sandwich – Served with potato salad - \$20.00 \_\_\_\_\_

Chef Salad – Served w/ dressing on side and crackers - \$20.00 \_\_\_\_\_

Desert of cookies, coffee, tea, and water included

Send form and check made payable to District 27 by 9 January 2010 to: D/Lt Sarah McCurry S, 915 Shoreline Drive W, Unit 152, Sunset Beach, NC 28468. Questions – [smccurry@atmc.net](mailto:smccurry@atmc.net) or 910-579-9927.



**Report of District 27 Nominating Committee  
P/D/C Ann T. Bailey, AP, Chairman  
September 19, 2009**

**Nominations of 2010-2011 D/27 Officers**

District Commander:	James R. McCurry, AP	Shalotte River
Executive Officer:	Michael D. McCulley, JN	Cape Lookout
Educational Officer:	George S. Malindzak, Jr., SN	Raleigh
Administrative Officer:	Harold W. O'Briant, AP	Fort Macon
Treasurer:	David E. Parsons, AP	Goldsboro
Secretary:	David H. Osmolski, AP	Charlotte
ADEO :	Thomas M. Penders, JN	Pamlico
Assist Administrative Officer:	Robert F. Howd, JN	Fort Macon
Assist Treasurer:	Burt H. Pearson III	Raleigh
Assist Secretary:	Mary Jo Worcester, S	Cape Fear
Nominating Committee Chair:	Jerry H. Hall, JN	Cape Fear
Audit Committee 3 years	Francine Hall, AP	Cape Fear
Rules Committee 3 years	Melvin L. Roberts, SN	Catawba

Continuing Committee Members (do not need re-nomination)

**Rules Committee:**

1 year remaining	Benjamin F. Reed, JN	Tar River
2 years remaining	Kenneth D. Link, JN	Fort Macon

**Audit Committee:**

1 year remaining	Joseph L. Murphy, AP	Fort Macon
2 years remaining	C. Tom Helms, SN	Lake Norman

**Article 6 of the District Bylaws: Nominations and elections.**

Section 6.1 Candidates for elective offices to be voted on at the Spring Conference shall be nominated by the Nominating Committee or by written petition signed by at least 10 active members in good standing from each of at least three squadrons. Such petition shall be sent by first class mail or delivered to the Secretary at least 15 days before the date of the election. At least 10 days before the date of the election, the secretary shall forward the names of those nominated by petition to each member of the Council and to each of the Past District Commanders of the district. Squadron Commanders shall notify the delegates representing their squadrons.

**2010-2011 Squadron Nominees for the District 27 Nominating Committee**

<b>Albemarle</b>	Primary:	P/C John J. Powers, AP
	Alternate:	Lt/C Allen B. Miles, JN
<b>Cape Fear</b>	Primary:	P/C Alan Smith, AP
	Alternate:	P/C Mary Jo Worcester, S
<b>Cape Lookout</b>	Primary:	P/C Donald D. Taylor, AP
	Alternate:	P/R/C Bill Reasons, SN
<b>Catawba</b>	Primary:	P/D/C Melvin L. Roberts, SN
	Alternate:	P/C Eugene Stutz, SN
<b>Charlotte</b>	Primary:	P/C C. Douglas C. Drum, Sr., P
	Alternate:	P/C David M. Stewart, AP
<b>Durham</b>	Primary:	P/C Sandra D. Williams, AP
	Alternate:	P/C Beverly Hudgins, JN
<b>Fayetteville</b>	Primary:	P/C Joanne Seymour, P
	Alternate:	P/C Williams Seymour, P
<b>Fort Macon</b>	Primary:	R/C Kenneth D. Link, JN
	Alternate:	P/C Thomas D. Myers, AP
<b>Goldsboro</b>	Primary:	P/C Wilson Mewborn, JN
	Alternate:	P/C Roger P. Casey, Jr., AP
<b>Greensboro</b>	Primary:	P/D/C Mack L. Gordy, Jr., AP
	Alternate:	P/C Bob Armfield, AP
<b>Kinston</b>	Primary:	P/C David L. Miller, AP
	Alternate:	P/C Charles N. (Chip) Athey, Jr., AP
<b>Lake Norman</b>	Primary:	P/R/C Carolyn W. Parker, SN
	Alternate:	P/D/C C. Tom Helms, SN
<b>New River</b>	Primary:	P/C Carl Gable, N
	Alternate:	P/C Dale Harper, S
<b>Pamlico</b>	Primary:	Lt/C James Cope, S
	Alternate:	P/C William J. Waite, S
<b>Raleigh</b>	Primary:	P/D/C Ann T. Bailey, AP
	Alternate:	P/D/C Lawrence E. Stockett, JN
<b>Rocky Mount</b>	Primary:	P/C Christopher E. Payne, AP
	Alternate:	P/C Alvin E. Paetzell, AP
<b>Shalotte River</b>	Primary:	P/C William N. Cox, AP
	Alternate:	P/C Joseph Huber, P
<b>Southport</b>	Primary:	P/D/C Douglas L. Jones, JN
	Alternate:	PLt/C Larry Welch, AP
<b>Tar River</b>	Primary:	P/D/C Benjamin F. Reed, JN
	Alternate:	P/C/C Ernie G. Marshburn, SN
<b>Winston Salem</b>	Primary:	P/D/C George J. Ellis, Jr., SN
	Alternate:	P/C Dawn Gaskill, AP

## 2010 D27 Rendezvous Oriental

The 2010 D27 Rendezvous is set for June 11-13, with activities centered at Pecan Grove Marina in Oriental. The rendezvous encourages us to do what we are all about, boating!

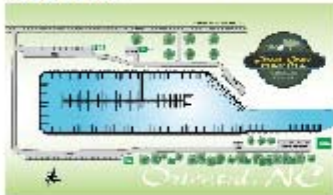
We will have activities on site, and the quaint village of [Oriental](#) is a nice walk across the bridge. There are 5 creeks that will provide excellent canoeing or kayaking excursions,



and the Neuse river for fishing and sailing and completing your on the water requirements for Inland BOC.

### On the water housing:

We will have 44 brand new slips at [Pecan Grove Marina](#) available at a low rate of \$1.00 per foot per night including electricity and water. The restroom and shower facilities are first class and should permit use with little to no waiting. The rendezvous will make a good cruise for your squadron and sharing extra sleeping quarters with members without boats adds to the fun of cruising and the rendezvous.



### Off the water housing:

Non-boat housing is available but limited. Listed below is some information for lodging. If you are not arriving by boat, it will pay to *plan ahead* and make your reservation while rooms are available. Please mention D27 USPS when reserving a room or suite.



## Cooperative Advertising Guidelines and More!

**The Cooperative Advertising Program** is established to help support the advertising and public relations activities of squadrons as they advertising and promote the Educational Department's courses, seminars and guides and the image of local squadrons and USPS.

While PRO's should continue efforts to obtain public service advertising and low-cost promotional material, this program provides partial reimbursement of expenses incurred for squadron advertising and promotion projects.

The program offers financial support for squadron activities to promote USPS and to reach potential students and new members. Funds may be used for individual squadron projects or for joint projects between cooperating squadrons and/or districts.

### HOW DOES THE PROGRAM WORK?

It is coordinated by HQ Marketing and works through the individual squadrons.

1. Squadrons will receive from the Executive Officer in November the estimated Cooperative Advertising Dollar pool amount that will be available for planning purposes.
2. Squadrons will receive from the Executive Officer on December 15<sup>th</sup> the actual Cooperative Advertising Dollar pool amount available for use in their cooperative advertising plan.
3. Squadrons will submit Form NPR 102S to HQ Marketing via the Cooperative Advertising Staff Commander no later than January 15<sup>th</sup> for the current year.
4. Squadrons will be eligible to receive up to 10% of their actual net educational course purchases in the previous year.
5. Squadrons will receive 50% reimbursement for their actual advertising and promotion dollars.
6. Squadrons will receive reimbursement for their cooperative advertising four times per year. Reimbursement will be made by electronic fund transfer from HQ to squadron accounts.

### SQUADRON AND DISTRICT GUIDANCE AND HELP

The Marketing/PR Committee has samples of newspaper advertising, press releases, window posters, and flyers available for squadrons to use in advertising their events. Everything is listed on the Marketing/PR site at [www.usps.org/national/pr/](http://www.usps.org/national/pr/).

In addition, the Marketing/PR Department exists to aid squadrons in their advertising and public relations campaigns and its members are always ready to help. Squadrons can find and request help at [www.usps.org/national/pr/committeepage.html](http://www.usps.org/national/pr/committeepage.html). Headquarters Marketing Department will also help with any and all requests. Squadrons may contact them at [kempt@hq.us.org](mailto:kempt@hq.us.org).

### SQUADRON CRITICAL DATES

1. January 15<sup>th</sup>—NPR102S Cooperative Advertising Squadron Planner due to HQ Marketing via the Staff Commander for Cooperative Advertising
  2. April 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ Marketing via the Staff Commander for Cooperative Advertising for the quarter December 1—February 28
  3. April 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter December 1—February 28
  4. July 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter March 1—May 31
  5. July 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter March 1—May 31
- continued on page 13*

6. October 1<sup>st</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter June 1—August 31
7. October 15<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter June 1—August 31
8. December 15<sup>th</sup>—Squadrons receive letter from Executive Officer by direction from the Chief Commander establishing the next year Cooperative Advertising dollar amount with details
9. January 15<sup>th</sup>—NPR102 Cooperative Advertising Request for Reimbursement due to HQ via the Staff Commander for Cooperative Advertising for the quarter September 1—through November 30
10. January 30<sup>th</sup>—HQ issues Electronic Reimbursement to Squadrons for the quarter September 1—through November 30

### **HOW TO USE CO-OP AD FUNDS**

Squadrons may use allocated funds to support

1. Promotional projects that benefit squadrons
2. Promotional activities conducted by individual squadrons
3. Cooperative activities such as multi-squadron advertising and promotions

### **TIME FRAME FOR ACTIVITIES**

Qualified activities must take place between **1 December and 30 November**. Squadrons should follow the Squadron Critical Dates outlined above. Failure to submit documents in a timely manner may delay reimbursements. The calendar of events allows squadrons time (up to 45 days) to receive invoices and proof of advertising from advertising vendors

and submit to HQ Marketing via the Staff Commander for reimbursement.

### **GUIDELINES FOR ACTIVITIES**

The advertising/promotional program can take many forms. However the main focus of squadron advertising/promotion should be the Educational Department courses and recruiting new members by promoting the squadron and USPS image.

Examples of reimbursable expenditures include:

**Radio/TV, Cable TV advertising or print advertising** in newspapers, magazines, tabloids, penny shoppers or other publications that have local or regional circulation.

**Printed material** such as flyers, letters, posters printed place mats and cards that are posted in community locations, circulated by direct mail or made available for distribution

**Direct mailings, telephone information lines** yellow page listings, and other mass media advertising.

**Billboards, banners,** signs that promote the Boating courses, your squadron's and USPS's image at gas docks or launch ramps and other materials displayed in the outdoor areas of communities

**Fabricated displays** that promote the Boating courses, your squadron or USPS used for boating classes, boat shows, parades, shopping mall displays, local festivals and other activities

**Materials used to produce** advertising to promote the Boating courses or the image of USPS on a district or regional basis. Several squadrons may work together on projects with reimbursement of funds shared by squadrons involved. *Continued on page 14*

*Continued from page 13*

**Other expenses** such as labor for billboard installation or expense associated with installing signs, building floats, decorating boats for parades etc.

### **NPR 102S SQUADRON PLANNING SHEET**

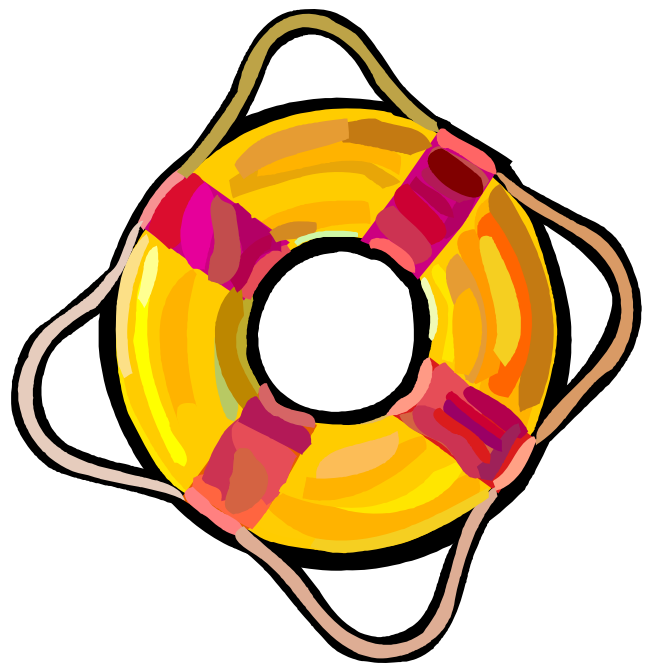
Use this form to develop local advertising and public relations programs and to identify projects that are reimbursable under the Cooperative Advertising Program. This form is sent to HQ Marketing at 1504 Blue Ridge Road, Raleigh, NC 27607 via the Staff Commander for Cooperative Advertising.

### **HOW TO REQUEST REIMBURSEMENT**

Reimbursement will be made at 50% of the amount spent for eligible projects up to the allocated amount. Squadrons must apply for reimbursement on the NPR 102 form. Squadrons should maintain copies for their records. Squadrons should make sure to include the following required documentation to receive timely reimbursement. Each activity requires an NPR 102 form with documentation:

1. Description of activity
2. Documentation such as tear sheets of advertising, samples of materials and/or photos of activities such as boat show booths, billboards or banners. Documentation of the activity must be provided
3. Proof of payment such as receipts or paid invoices

**Claims Lacking Requested Documentation May Be Denied. Each Squadron Should Ensure They Follow The Published Guidelines.**





## DISTRICT 27 BITTS

**Editor: P/D/C GEORGE ELLIS, AP**

**381 Hollybrook Drive**

**Advance, NC 27006-8405**

(cell) 336.970.0288 (H)336.998.4561

E-mail: gelnps@aol.com

The Bitts is published several times a year by district 27, a unit of The United States Power Squadrons®. Articles in the Bitts reflect the opinion of the author. The USPS® and district 27 are not responsible for editorial comment.

# FIRST CLASS



[WWW.USPS.ORG/LOCALUSPS/D27](http://WWW.USPS.ORG/LOCALUSPS/D27)

### D/27 ANNUAL MEETING & COW

**Wilmington, NC March 19-20 2010**

#### DISTRICT BRIDGE 2007-2008

Commander: Jerry H. Hall, AP  
(H) 910.458.4641 (Cell) 910.538.9398  
HALLJER@aol.com

DEO: George Malindzak, SN  
(H) 919.870.1834 (W)919.818.2511  
Polaris6@nc.rr.com

Executive Officer: Jamie McCurry, AP  
(H) 910.579.9927  
JMccurry@atmc.net

Administrative: Mike McCulley, JN  
(H) 252.444.2349  
Dalliance4me@ec.rr.com

Treasurer: Lloyd Moore, JN  
(H) 252.637.5547 (Cell) 919.210.6846  
Lloyd.moore@suddenlink.net

Secretary: David Osmolski, AP  
(H) 704.321.3441 (B) 704.552.2100  
DOSMOLSKI@carolina.rr.com

ADEO: Tom Penders, JN  
(H)252.946.2100 (W)252.945.8745  
Nittanymt@aol.com

Asst. Treasurer: Tom Taylor, AP  
(H) 919.266.1820 (W) 919.733.6834  
tomt@ncleg.net

Asst. Secretary:  
Harold W. O'Briant, AP  
(H) 919.819.6344  
Hobriant@juno.com