We are well into the new year and our busy spring boating courses are underway with our Squadron Training Officer Peter Girling keeping a trained, watchful eye over all proceedings. He is assisted by Cruisemaster Lois MacDonald and our Webmaster Peter Bennett, plus several instructors and experienced proctors, helping wherever required. The Training Report will provide a breakdown, but I would say that all courses are well organized and there is a lot of enthusiasm.

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### Upcoming Events

**Monday, February 17 - To be announced**

Members will be notified by an e-blast as to the identity of our February speaker. Watch your inbox for information, and we hope to see you at False Creek Yacht Club for another enjoyable Squadron Night!

**Saturday, April 5 - Bilgewater Bash!** - The VPSS Commander’s Bilgewater Bash Dinner Dance will be held at the Royal Vancouver Yacht Club, 3811 Point Grey Road, Vancouver.

**Tickets:** $75.00 per person (Ticket price includes the ‘famous’ Bilgewater punch). Door prize draws and dancing to the DJ will follow the delicious RVYC buffet dinner.

To reserve your tickets please call Ruth Cuddeford at 604-294-5310 (Monday to Friday 08:30hrs to 17:00hrs) Only 120 tickets are available, so call Ruth ASAP so as not to be disappointed!

Past, current and incoming Power Squadron members are all welcome at Squadron Nights, held on the third Monday of each month. We meet at the False Creek Yacht Club on the north shore of False Creek under the Granville Street Bridge. The doors open at 7:00 pm, the event begins at 7:30 pm, and the cost is $5.00 per person. We look forward to seeing you there!
The Nominations Committee, consisting of Bill Stewart, Don Mercer and myself, realize that all terms of the Bridge are up at our May AGM and we must have a Bridge to keep the show on the road. We’re also considering reducing the size of the Bridge, where some ten or twelve officers are elected and have monthly meetings, while appointed officers wouldn’t be required to meet monthly. Some long serving members may wish to take a break such as I will be, after serving two terms.

Planning is underway for our April 5 Bilgewater Bash, which is very well organized by P/C Dave Atchison. Look for the details later in this issue.

Thanks go out to our members who answered our PMD’s call for volunteers to serve in the booth at the big Boat Show. Thank you to Marilyn Sanford, Twyla Graeme, Albert and Stella Van Tongeron, Eardley Beaton, John Cartmel, Bryon Hodges, Neil Gammie, Eddy Wong and Isabella Booth. It was a busy show, both at B.C. Place and Granville Island.

Finally, I would ask you all to BE VISIBLE. Make sure you are flying the CPS Flag and our VPSS Burgee and make sure your boat name is listed with your membership so that it gets in the Roster. That way we can be proud to communicate with other members and Squadrons, and spread the word about our great courses. We have the best courses available, but there is competition lurking.

Eardley Beaton
Commander, VPSS

JOIN US FOR
Squadron Nights!

Squadron Nights provide a great opportunity to socialize with fellow boaters, find out what’s happening in the squadron, and experience fun and fascinating guest speakers. If you haven’t attended before, we meet in the False Creek Yacht Club pub. Guests are welcome!

Be sure to mark your calendar for the third Monday evening of each month. We look forward to seeing you!
January’s Meeting: European Canal Cruising with Michael Walsh
Training News

**Boating Essentials** is in progress with 26 students, a significant improvement over the 18 from last fall.

It will be followed by **Boating Basics**, starting on April 8, perhaps the last opportunity to get a PCOC before the summer.

**Fundamentals of Weather** has an all-time high of 19 students this term after failing to interest more than two people last fall.

**The Maritime Radio (VHF)** course starts on February 13 and there is still space available for anyone needing an ROC-M (Radio Operator Certificate).

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Electronic Navigation is a new CPS course. It combines the previous two courses, **Navigating with GPS** and **Electronic Charting**, into one more succinct manual. The course begins with an overview of the basic GPS system and moves on to a discussion of chartplotters and touches on the use of laptop computers for navigation. The two CD’s that come with the course include a Chartplotter Simulator and the somewhat dated Chart Navigator by Maptech. The appendices include some worthwhile references and a list of features to consider when purchasing a GPS or chartplotter.

Are you interested? The course is about six weeks long and could start on April 1 or 8. Send Peter Girling an email at **prg@telus.net**
VPS in the Media - Update!

**Print**
We redesigned the lawn signs to match the new National marketing campaign directing attention to BoatingCourses.ca. We changed the format slightly and created 24" x 18" election-style signs, with the call to action being "Don't Wait - Register a Today!" We also created 8.5" x 11" laminated versions for community bulletin boards, marinas and schools. Our squadron should be proud of this initiative, as it is now the national standard for sign advertising, and the template is available to every squadron in Canada. Also, D/C Shirley Shea is very excited by the signs and displayed them in the CPS Booth at the Vancouver Boat Show.

We doubled the number of signs placed last year to almost 50 locations, with the incredible work of Public Relations Officer John Cartmel.

**Radio**
Through PMD, we ran a week long series of two radio spots, updated to draw attention to BoatingCourses.ca. Brian Pritchard's efforts and radio expertise deserve a great thanks!

**FaceBook**
We created a FaceBook page (VPSBoat) for the squadron and added all of the courses and upcoming events. We created an ad campaign to run for 30 days from December 20 to January 20, illustrating 6 different boating lifestyle images, which went directly to Boatingcourses.ca/cities/Vancouver. The message of the advertising was that courses are starting soon, with the statement: "75 Years of being the premier national boating education and safety organization."

We focused the ad campaign to target only those who live in Vancouver and have an interest in boating, which makes the potential market approximately 11,800 people.

These results were right in line with mass marketing expectation. We reached over 16,000 unique people and had 371 clicks through to the Boatingcourses.ca/cities/Vancouver web site, which is in the 1% to 3% range. 67% of the people reached were 18 to 44 years old.

We have 86 likes on our page, in one month!

**Kijiji**
We ran a boating course ad through the online classifieds as a way of getting in front of people thinking of purchasing a vessel. We used both the Homepage Gallery and Urgent features. No detailed reporting is available through this "non-traditional" marketing avenue.

**Twitter**
We opened a Twitter account (@VPSBoat) and began posting links to our courses and reaching out to other squadrons and local businesses. Regular updates and activity are required for this method of outreach.
A magician was working on a cruise ship in the Caribbean. The audience would be different each week, so the magician allowed himself to do the same tricks over and over again. There was only one problem: The captain's parrot saw the shows each week and began to understand how the magician did every trick. Once he understood he started shouting in the middle of the show:
"Look, it's not the same hat."
"Look, he is hiding the flowers under the table."
"Hey, why are all the cards the Ace of Spades?"
The magician was furious but couldn't do anything; it was, after all, the captain's parrot.
One day the ship had an accident and sank. The magician found himself adrift on a piece of wood in the middle of the ocean with the parrot, of course.
They stared at each other with hate, but did not utter a word. This went on for a day, then another, and another.
After a week the parrot said: "OK, I give up. What'd you do with the ship?"

Survey Says!

We created a survey to be filled out by students at the start of each course asking them to tell us how they heard of the course. So far, over 90% of students indicated that word of mouth and online were the way they heard about the course!
2014 COMMANDER’S BILGEGWATER BASH
DINNER DANCE

Royal Vancouver Yacht Club
6pm - 12am

All Squadrons welcome! The Vancouver Power and Sail Squadron’s 2014 Commander’s Bilgewater Bash Dinner Dance will be held on Saturday, April 5th at the Royal Vancouver Yacht Club, 3811 Point Grey Road, Vancouver, BC.

Doors open: 17:45, Bilgewater at: 18:00, Dinner at: 19:00, Doors close at: 12:00

Tickets: $75.00 per person (including the ‘famous’ Bilgewater punch). Door prize draws and dancing to the DJ will follow the delicious RVYC buffet dinner. To reserve your tickets please call Ruth Cuddeford at 604-294-5310 (Mon-Fri 08:30hrs to 17:00hrs). Only 120 tickets are available, so call Ruth ASAP so as not to be disappointed!
NOMINATIONS ARE OPEN

Our VPSS Committee members Bill Stewart, Don Mercer and Eardley Beaton will be examining the Bridge structure to determine what positions will be needed to run our Squadron for the 2014/2015 term. Some Officers may wish to have a break so we will be open to any enquiries from members, new and old.

Please e-mail to: beatonsbeat@shaw.ca or telephone 604-734-4900