



# United States Power Squadrons Seminars

## Marketing America's Boating Club®

Where: Virtual Free Conference Call

When: District 5 Fall Conference  
1530 - 1630,  
November 5, 2020

The transition to deploy the National organization to "America's Boating Club®" is now in Phase II.

This session will update ABC Mid-Atlantic membership on the latest Marketing "how-to" information from National.

We will:

- Explain the Phase II of the National Marketing Strategy
- Review the Logos and other branding information that the National Marketing Committee has developed.

This seminar will help Officers to understand the advantages of the move from "USPS D5" to "ABC Mid-Atlantic" and discuss the strategies that will benefit the Squadrons.

**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 the DEO or ADEO. Your Educational Department team welcomes the opportunity to be of service.