

THE PORTHOLE



February 2021

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The pages of Canadian Power and Sail Squadrons | Escadrilles canadiennes de plaisance
Send your photos to: theporthole@cps-ecp.ca
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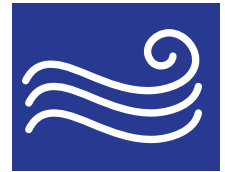
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wind
Shifts



Paul M. Rellinger, Editor-in-chief, The Port Hole

As a relative newcomer to the CPS-ECP seascape, I was immediately struck by the passion and commitment of all to whom I was introduced.

The subsequent numerous virtual meetings held to organize and co-ordinate Vision 2020 reinforced that impression, allowing me a behind-the-scenes glimpse of something I suspected but is refreshing just the same – at the end of the day, people are the beating heart of any organization, be it national in scope or much smaller.

Without people of the roll-up-your-sleeves variety dedicated to a common cause, an organization is destined to crumble upon itself. I've seen that up close, in both the working world and in volunteer pursuits. It's not pretty.

I've been fortunate to serve on a number of boards for a variety of organizations. In a few cases I was approached to do so but most times I expressed an interest in getting involved because I thought I could make a difference; that I could help advance the cause or effort represented. Whether I did is neither here nor there. What's important is I was motivated, for whatever reason, to give it my best shot.

In this edition of The Port Hole is a call for applications for membership to the CPS-ECP Board of Directors. Officially, the role of a director is defined as "to help manage or supervise the management of the activities and affairs of the Corporation (CPS-ECP) while assisting and determining the direction and operation of CPS-ECP."

Whew...that's a mouthful. More than that, it's a tad intimidating. Don't get me wrong. I get that the director role has to be de-

fined from the get-go – it's prudent that applicants know what's expected of them – but such 'legalese' can scare away potential board members who have much to offer our organization.

There are, however, a few key words in that notice that speak specifically to what being a productive member of the CPS-ECP board – any board for that matter – is all about: collaboration, commitment, passion and enthusiasm deserve to be circled in red. Without any one of these attributes, serving on the board guiding our organization relegates one to being nothing more than a seat warmer.

I know, as do you, that there are as many views and concerns over the present and future course of CPS-ECP as there are members. That's a good thing. Opinions are the fuel for change; for adapting and moving forward.

If you're considering applying for a CPS-ECP board seat, you've taken the first step toward putting your money where your mouth is and, for what it's worth, you have my complete admiration. You clearly have views and opinions on how CPS-ECP can be more relevant in an ever-changing world while continuing to benefit members in a way that is wholly collaborative.

To those who applied, thank you. To those considering doing so, the clock is ticking with the deadline set at March 1, 1700 EST.

I do hope you enjoy this initial 2021 edition of The Port Hole. Your contributions remain encouraged, and are always most welcome and appreciated. Email your articles and photos to me directly at communication-chair@cps-ecp.org and/or to theporthole@cps-ecp.ca ■

POST VISION 2020: WE ALL HAVE A STAKE IN ENSURING CPS-ECP'S FUTURE

- by Peter Bolton, Chief Commander, CPS-ECP

This year marked the first time since CPS-ECP's beginnings in 1938 that we held our national conference and AGM virtually with members participating from the comfort and safety of their homes. We all would have liked to have visited Windsor but it was not to be.

Highlights

- Friday Fun Night and Awards hosted by the Western Ontario District/Windsor 2020 Team
- Gabriola Island Squadron member Bert terHart's "Around Alone" presentation
- Education, Environment and Marketing/Communications presentations

Who To Thank

NXO Yves Dauphinais who was in charge of things; Valentin Bacalu in the national office whose skill and knowledge of video production made it work; Bert terHart, our "Around Alone" sailor, who gave us such a superb presentation; and NED Mimma Spagnolo, Vanessa Schmidt and the entire team of national office staff, and the many volunteers who prepared and rehearsed (and rehearsed again) their presentations and reports. Special thanks to the Windsor 2020 Conference Team who adjusted to the changes and came up with creative ideas for Friday night fun. There were a few minor hiccups but we learned a lot. I count this as an outstanding success. CPS-ECP had a challenge and we adapted and made it work.

Financial News

CPS-ECP is at a crossroads. We are a volunteer, membership-run organization that is supported by two pillars - membership dues and course sales. Obviously our membership dues revenue depends on the number of members and those have nearly halved since the last increase in 2012. Course sales, which had been going down before COVID-19, have now fallen off a cliff. Our 2020 audited financial statements show a deficit of just under \$500,000. We are not going out of business but we cannot afford to continue like this.

Special Resolution 1 - the motion to approve an increase in national dues from \$37 to \$55 after eight years holding steady - was driven by the state of our finances. The proposed increase was agreed to by your board of directors on September 30, 2020 but was not communicated well enough to our members. I take full responsibility for that.

Explaining the reasons for the increase during the AGM was of little use when, as we found out afterwards, most members had already voted and made up their minds previously. The resolution did not pass as we are required to achieve a two-thirds to one-third majority vote. We achieved a 60.5 percent 'yes' vote compared to a 39.5 percent 'no' vote, so we were short by 6 percent. Members have said to me that I must be disappointed. Yes, I am. Regardless, it is behind us. We will keep calm and carry on.

The board of directors met October 25, 2020 and discussed the future of CPS-ECP. We still have the deficit to deal with. It hasn't gone away. We have been discussing options. The board will be deciding on a new business model. Although we are primarily a membership-based organization, we have to operate as a business and we will do that.

CPS-ECP is not a two-tier system where national drains the squadron's hard-earned cash. There are national-level activities, such as our educational programs and marketing/advertising, that must continue as we run the national organization and they do not run cost free.

These programs, although they are run by volunteers, are essential to keeping our materials and media image up to date. This costs money and volunteer time. Volunteers are regular squadron members who volunteer at national as well as at the local squadron level.

In addition, the national office provides services to members and squadrons. That too costs money. Our staff have families to support and they have to be paid, pandemic or no pandemic. The office space requires heating, lighting, telephone service, and internet connection, and municipal taxes must be paid, pandemic or no pandemic. We asked some of the squadrons earlier this year if they would be willing to contribute towards the operation of this organization but nearly all declined. The few that were willing wanted a detailed list of what the cash would be used for. Operating expenses are not good enough.

As members, we all belong to our national organization. If we are interested and committed to the core mission and mandate of CPS-ECP as boaters teaching other boaters about safe boating, we all have a stake in ensuring it has a future. I will communicate to you further as plans are developed and decisions have been made. ■



CPS-ECP Chief Commander Peter Bolton



ABOARD HMCS CALGARY: A UNIQUE OPPORTUNITY TO SEE CANADIAN NAVY PERSONNEL IN ACTION

- by Nick Cliteur, Commander, Peterborough Power and Sail Squadron



In mid December 2019, I was gifted the unique opportunity to sail aboard HMCS Calgary from San Diego, California to its home base of CFB Esquimalt, BC.

Lt(N) Barber, my future son-in-law, contacted me about this unique adventure and I didn't hesitate

to travel down. I arrived on a Sunday afternoon and after some sightseeing in San Diego, we arrived at the U.S. naval base. As the base was under a high security level, we waited for our escort to arrive and take us to the ship.

HMCS Calgary is a Halifax class frigate – 440 feet long (134 meters), 54 feet (16.5 meters) wide and, with three engines, has a top speed of 30 knots. There are more than 225 members of the Canadian Navy aboard.

After signing in, I was taken to my quarters. The beds are single bunk beds, stacked three high. I was given the lowest bunk. Lt(N) Barber then gave me a quick tour of the ship including where the mess hall is. That evening, I met four other family members that were along for the ride. We were told from that point on we would be referred to as “Tigers” – a long standing practice the navy has used to designate cruises that allow family members to see what the navy does while at sea.

I was also told the reason they were in San Diego is that they just completed two weeks of training with ships from all over the world. They simulated a variety of exercises that tested the capabilities of the various ships, particularly their ability to communicate.

On Monday morning at 0600, everyone was up and headed to the mess hall. Once everything was stored away, all Tigers joined in on the first of many briefings. All senior officers, including the captain and executive officer, attend each briefing. We were welcomed aboard and the captain made it very clear that we were welcome to explore the entire ship except one room, which was clearly marked to not enter. Photos taken of navy personnel in action were encouraged. The captain expected to be at CFB Esquimalt by 0900 on Friday morning. Our arrival would mark the start of Christmas leave and he did not want to be late.



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We departed San Diego and headed out to sea. We met U.S. Navy ships coming into harbour and the entire ship's company participated in the traditional salute from ship to ship. Lt(N) Barber then showed me around his ship. He is the second-in-command for the ship's Marine Systems Engineering Department. He showed me the main room he works out of where they monitor everything working on the ship. If something goes wrong, he hears about it.

We went up the bridge and he explained how it is set up for communications, maneuvering, ship-to-air armament and below sea level monitoring. The captain is on the bridge during critical times. Otherwise he visits various areas of the ship depending on what is going on. There is also a second bridge below deck in case the ship comes under attack.

Once I had an idea of the ship's layout, Lt(N) Barber went back to work. They were preparing to meet up with a U.S. supply vessel and would be refueling at sea. This is considered one of the most dangerous maneuvers while underway. They want the fuel safely transferred from the supply ship directly into their holding tanks. When we met up with this huge supply ship, everything went like clock work. Once completed and everything was secured, the ship sped away, headed for home.

Over the next three days, I was shown all areas of the ship. Different personnel showed me their areas of expertise. I was also fortunate to meet two Tigers who are retired navy naptains, enjoying the opportunity to see their sons in action. They knew the ship inside and out. They took me around and explained how things had changed over the last five years since they retired. They were impressed with the updates. Everywhere we went, personnel were practicing. From 0800 hours until their job was done, the computers were constantly in training mode, testing everyone for all kinds of different situations.

The weather was cold on the open seas. I am glad that I had my winter parka. We had two days of normal seas and two days of 12 to 15 foot (3.7 to 4.8 meters) waves. But the ship did not slow down. We got bounced around at times. Any time something came loose or went flying across the floor thanks to a wave hitting the side of the ship, whoever was nearby got up and secured the problem.

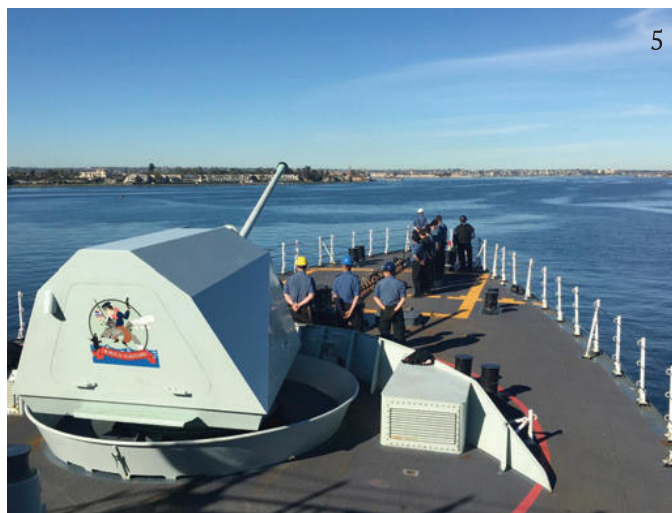


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One of the most impressive sights was being on the bridge after sunset. There are just two red lights strategically placed to help the duty watch safely go to their required stations. I was also allowed to step out onto the port side outside wing. The ship was traveling at 18 knots in complete darkness, so there was no light to interfere with the night skies. This particular night, the skies were clear and the stars were spectacular.

On our last night out, the captain held the annual ship's Christmas dinner. In traditional manner, the youngest member of the ship became captain for the night. The member chosen was 18 years old and had been on the ship for only three months. Now he was in charge. The captain exchanged rank insignias with him and then served the new captain his dinner of turkey and all the fixings. The rest of the officers followed suit by serving all of the enlisted personnel their dinner and then did all the clean up afterwards.

As per orders, we arrived at CFB Esquimalt around 08:30 and prepared to tie up alongside HMCS Winnipeg. Normally each ship would have its own berth but the base was under major renovations. Once secured, the captain gave the order for all authorized personnel to go ashore. Unfortunately, a select few had to stay behind to monitor the ship just in case. I left the ship with Lt(N) Barber as he started his Christmas leave.



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I was impressed with everything that goes on while members of our Canadian navy are out on the open seas protecting our country. If they practice this hard during peacetime, I know they will live up to their motto of “Ready! Aye! Ready!” when the chips are down. ■

1. HMCS Clagary by Tony Hisgett (Creative Commons Licence)
2. Nick Cliteur, Commander of the Peterborough Power and Sail Squadron, stands on HMCS Calgary’s quarterdeck next to the ship’s crest and bell. He was granted the opportunity to sail aboard the Canadian Navy frigate in December 2019
3. HMCS Calgary comes alongside U.S. supply vessel Yukon for refueling while at sea.
4. High seas greeted the HMCS Calgary on her trip from San Diego to CFB Esquimalt in British Columbia.
5. The bow of HMCS Calgary points to open seas as it departs San Diego on its voyage home to CFB Esquimalt in British Columbia.
6. HMCS Calgary by Tony Hisgett (Creative Commons Licence)



**just ask
John**

Photo by Don Butt

WINDS OF CHANGE ARE BLOWING FOR PLEASURE CRAFT LICENSING

- by John Gullick, AP, Manager of Government and Special Programs

I am often asked questions about Pleasure Craft Licensing and how to go about the process which, at present, is free. I have subsequently remarked that, in the near future, the 10-year renewal period will probably be reduced to 5 years, and that there will be a cost associated with licensing a vessel, changing information and renewing. Well, "in the near future" has come.

In a bid to increase safety and environmental protection, and to improve service delivery, Transport Canada has sought stakeholder input and comments submitted through its Lets Talk Transportation website. Comments that have been received will be considered during the development of the regulatory amendments.

For review, here are the changes being considered by Transport Canada's Office of Boating Safety:

- Bringing grandfathered Pleasure Craft Licenses (with no expiry date) into a 5-year validity time frame.
- Reducing the 10-year validity period for PCLs to five years to ensure that ownership information is updated more often.

- Expanding Small Vessel Regulations to include all pleasure craft with motors of 10 horsepower (7.5 kilowatts) or more, including personal watercraft, which are principally maintained or operated in Canada and, all pleasure craft, including all power-driven and sail-alone vessels more than 6 metres in length, with the exception of human-powered vessels (e.g. kayak, canoe).

- Reducing the time frame for vessel owners to report a name or address change from 90 days to 30 days, and specifying 30 days for the buyer to notify a sale or transfer of a vessel ensuring that updated information is available in the same boating season.

- Providing Transport Canada the authority to cancel a PCL if the license holder does not comply with the regulatory requirements.

- Introducing a service fee of \$15 for PCLs thereby reducing the cost borne by taxpayers for providing this service.

For more information, visit:
<https://letstalktransportation.ca/pcl>



SOCIAL MEDIA PRESENCE: WE CAN'T BE HEARD IF NO ONE IS 'LISTENING'

– by Donald Macintosh, NAO, CPS-ECP

The Vision 2020 conference and AGM is over. Taking the annual CPS-ECP conference online was indeed a challenge but, in terms of its organizational operation, we successfully took a major step forward. So what heading should the good ship CPS-ECP take now?

As a membership driven organization, CPS-ECP needs to recognize its current members, many of whom are Life Members. At the same time, it also needs to become aware of millennials.

Millennials were born between 1980 and 2000, which means they are between 20 and 40 years old. Collectively millennials represent approximately a third of today's workforce with the likelihood of being more than half the workforce within the next five years. These statistics underscore their importance to CPS-ECP.

Millennials have almost always known and relied on technology. Cell phones, apps and increasingly innovative platforms are very familiar necessities for millennials. This means

millennials excel at social networks and using collaborative online tools. The consequence? Organizational structures will need to become more fluid with in-person meetings less of a focus as online discussions become regular occurrences.

What does this mean for CPS-ECP?

BoatUS reports "...millennials participate in recreational boating in similar rates to their parents but they are far less likely to actually own a boat." However, in addition, "...young people are not giving up on boating, just going about it in a different way: chartering, borrowing and riding along." Given the BoatUS report, a simple explanation of the future of recreational boating would be boat ownership is out but boat sharing is in.

So how should CPS-ECP, an 80-plus years old membership organization, best position itself to be of interest to millennials? Fortunately for CPS-ECP, the Grant Thornton (GT) report provides a three-phase next generation brand strategic guide to help answer the question.

The first step for CPS-ECP should be to rethink how it engages with its existing members and then how best to engage with millennials as potential new members. If CPS-ECP is not focused on millennials soon, it will be at a distinct competitive disadvantage. Put another way, when CPS-ECP effectively engages with millennials, it will have a future.

What does CPS-ECP need to do?

CPS-ECP, at each of its three levels, needs to fully embrace social media. It needs to engage with millennials. Millennials spend large amounts of time online reviewing a great deal of information. This is particularly true of social media which dominates their online experience. In this regard, the effective use of social media is a business essential.

Why should CPS-ECP focus on using social media?

For CPS-ECP, the use of social media will increase its brand awareness. That is critically important in terms of increasing squadron membership. As the GT report outlines, by using social media, CPS-ECP can reach a wider range of boating enthusiasts. The GT report's recommendations address ways to increase CPS-ECP's brand awareness.

The GT report has several key take-aways. CPS-ECP needs to have a clearly defined purpose. That defined purpose must be supported by a social media marketing strategy that's actively endorsed by the squadrons to engage locally with a wider number of boating communities.

What should CPS-ECP do?

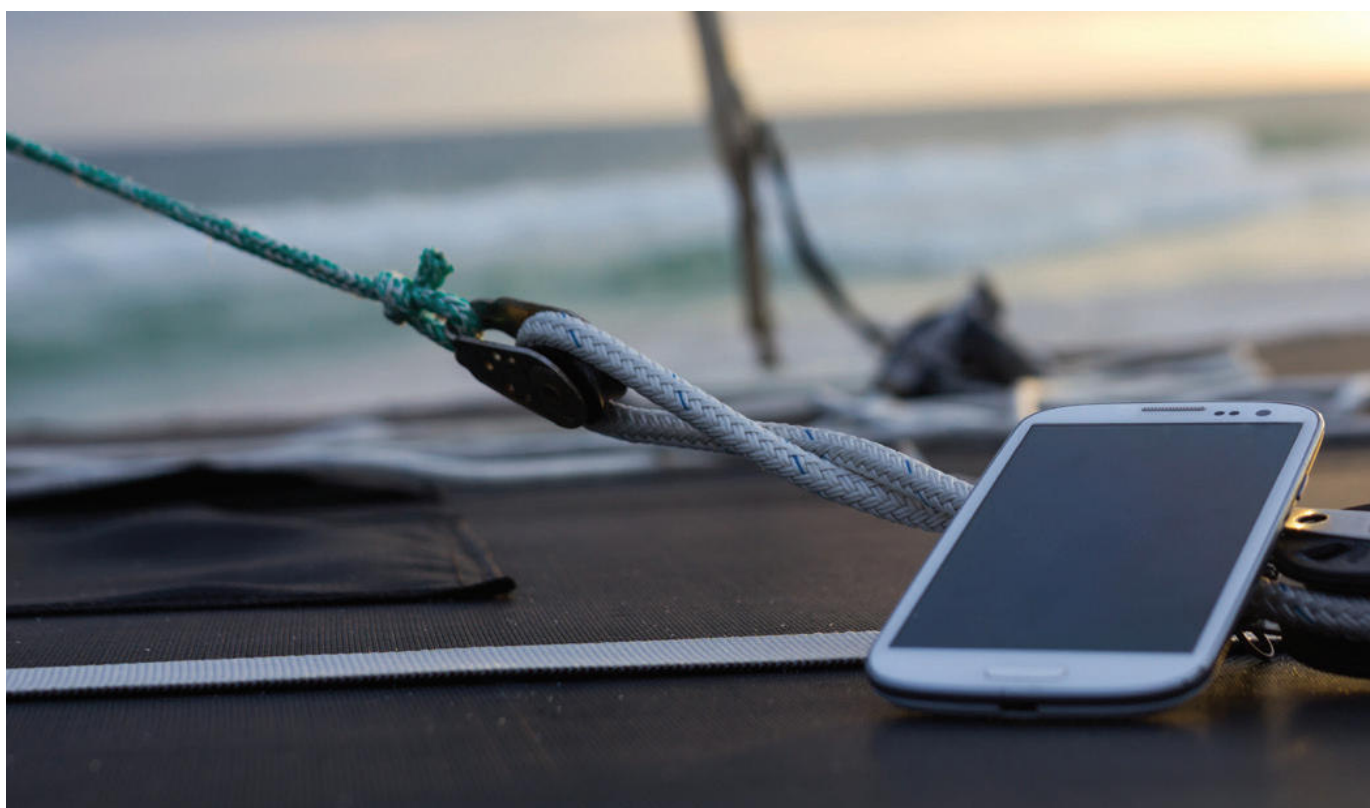
CPS-ECP needs to promote the authenticity of its boating brand. This means replying quickly to all comments received via CPS-ECP's online channels. For engaging directly with

millennials, social authenticity can be a powerful tool. Millennials want to know the course purchase or membership they're considering is a high quality product.

Millennials engage with brands through their content. This means that in lieu of sales ads, CPS-ECP should explore word-of-mouth tactics and social media channels to amplify its messaging. One caveat, millennials demand personalization. Don't send generic emails on topics that don't matter to them. Engagement is a high priority - it's not enough just to gain a millennial's attention. CPS-ECP needs to continue working at keeping their attention.

CPS-ECP's brand cannot afford to be seen as boring or stodgy or old school. Millennials put their trust in word-of-mouth recommendations. To help do that, CPS-ECP needs to leverage its marketplace influencers. These influencers could be well-known personalities from the national office, or members with a specific focus on environmental issues or who are working more closely with CPS-ECP's strategic partners. The idea is to build CPS-ECP's brand awareness through trust.

For CPS-ECP, social media is the most effective method for promoting its products, services and membership. Social media is based on two-way communication with existing members as well as new customers who could become new members. CPS-ECP's effective use of two-way communication will help increase brand awareness and trust which, in turn, helps squadrons build their local boating communities. It is vital to recognize trust creates engaged relationships with existing members as well encouraging others to become new members through referrals. ■





IT WAS A SUMMER LIKE NONE OTHER

– by Bradley Schmidt

One upside to the global pandemic has been increased interest in our hobby.

As Canadians, we are lucky to have an abundance of lakes and waterways to explore, many right in our backyard. With the directive from our government to not travel and to stay socially distanced, boat sales this past summer hit an all-time high.

As we all adjusted to the new normal, we had the privilege of participating in two awesome events on our (usually) quiet cottage lake located about halfway between Toronto and Ottawa. Both experiences lent themselves to being together while being apart, each of us staying in our own social bubbles in our boats. One event has been an annual tradition as long as I can remember; the other was brand new, leaving many of us hoping for a repeat.

The Canada Day boat parade is a perennial favourite on Lake Kashwakamak. Every July 1, cottagers from every end of the lake decorate their docks and boats with flags and banners, wear patriotic colours, and gather at the deadhead in Whitefish Bay (incidentally right in front of our dock).

A boat parade follows at slow speed, navigating around the bays and eventually out into the main lake. From the shore onlookers are treated to quite a sight – the parade of red and white looks like a snake nearly a kilometre long! From the water, the excitement is palpable with horns honking and scores of cottagers gathered at their docks waving. It's the official kick-off to summer after all! You can read all about our lake and see more pictures at www.kashwakamak.ca.

Towards the end of the summer, thanks to social media, we learned that a band called Mountain Head would be playing

a show live from a boathouse in our bay. Everyone was invited to drop anchor and watch from the water. They positioned a paddleboat just off the shore and visitors were asked to make a non-perishable food donation for the local food bank.

It was heartwarming to watch the otherwise tranquil bay fill up with boats. Canoes, kayaks, pontoon boats, runabouts, fishing boats and wake boats alike just kept coming, each making a stop at the paddle boat to drop off their food donations. There were throngs of boats there – by some estimates nearly 100. The weather was fantastic and the spirit wonderful. So many of us had been craving a get-together. Thanks to Mountain Head, we were able to safely visit with old friends and meet new ones, all while keeping our distance. The band had a full professional sound system and their music entertained all of us, young and old. It was a euphoric moment – a couple hours of pure joy in an otherwise utterly strange summer. What an incredible idea and event to help uplift our spirits all while supporting a good cause.

Rumour is this will become an annual event. In the moment, we barely noticed the drones overhead but thankfully they filmed the event. You can watch for yourself at <https://youtu.be/dsvZO0fnqql> or search Mountain Head Live From The Boathouse on YouTube. ■





Help determine the direction of CPS-ECP: Join the CPS-ECP Board of Directors



Canadian Power and Sail Squadrons (CPS-ECP) is accepting applications for director positions from you the members of CPS-ECP.

Successful candidates will be nominated to the Board of Directors at the 2021 Annual General Meeting.

The role of a director is to help manage or supervise the management of the activities and affairs of the Corporation (CPS-ECP) while assisting and determining the direction and operation of CPS-ECP.

While many items must remain confidential, the directors are expected to act in the 'best interests' of CPS-ECP and may find conflicts between these 'best interests' and the interests of their own Squadron or District.

The following is a list of experiences, skills and attributes that contribute to being a successful CPS-ECP director candidate. This is not an all-inclusive list but you should consider these before submitting an application for a director's position.

- Ability to get along and collaborate with others
- Ability to think independently, and not "follow the crowd"
- Evidence of administrative ability (within CPS-ECP or outside)
- Commitment to CPS-ECP, and passion for the CPS-ECP Vision, Mission and Values,
- Interest in avenues of education, membership, marketing and communication,

- Enthusiasm and time available,
- Leadership and participation at the Squadron and District levels
- A thorough understanding of Squadron and District operations

Candidates applying for nomination as a director of CPS-ECP are requested to carefully read, complete and submit the following documentation:

- Director's Application Form
- A current resumé or Curriculum Vitae (C.V.)
- Skills Self-Assessment questionnaire
- A 'Statement of Vision' outlining your views of the short- and long-term future of CPS-ECP

The above documents can be found on the **CPS-ECP website** and are available in hard copy from our national office.

Applications must be submitted to the Chair of the Nominating Committee by

March 1st, 2021 at 1700 EST

by email to

nomcom@cps-ecp.org

or in hard copy marked Confidential to:

**Chair of the Nominating Committee
Canadian Power and Sail Squadrons
26 Golden Gate Court
Toronto, Ontario
M1P 3A5**



"Toronto at sunset" by Valentin Baclu

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