

THE PORT HOLE



April 2021

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wind
Shifts



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

While it remains my hope that each edition of The Port Hole is well read, and you find the information featured equal parts informative and entertaining, I do want to draw your attention to one particular piece in this edition.

When I received word that Past Chief Commander Doreen Hinksman's dear friend Pauline Wettlaufer had passed away early in January, I reached out to Doreen, respectfully asking if she would be willing to share her reflections of her longtime relationship with the Port Credit Squadron member. Doreen gracefully agreed to do so, the result of which can be found in this edition. My appreciation for her doing so can't be overstated.

You'll also find much in this edition about the benefits of CPS-ECP membership. That's by design, not accident. As our organization looks to the future while in the midst of a still challenging time, a healthy and engaged membership will drive any success met. Accordingly, we share here the benefits of membership as experienced by a few longtime members, the goal being twofold – to reinforce those benefits for returning members, and to remind those sitting on the fence that their affiliation with CPS-ECP has held value for them and that hasn't changed in the least.

That said, as I read Doreen's piece, a light came on for me; a light that became increasingly brighter with each paragraph. Simply put, in detailing her memories of her very special friendship with Pauline, Doreen has spoken to the crux of the principle benefit of CPS-ECP membership, that being the forging of new relationships and the nurturing of existing ones.

As humans, we are social beings. If we didn't know that already, the pandemic and its inherent restrictions reminded us of what's really important in our collective lives. We need that interaction; we crave it and sorely miss it when it's absent.

In Doreen's world, CPS-ECP membership has brought her, and honed, many skills and talents but clearly the true value for her lies in the fact that it also brought her and Pauline many special moments they shared for more than 40 years.

When I asked Doreen to submit her reminiscences of her friendship with Pauline, it didn't dawn on me that in doing so she would speak more to the benefits of CPS-ECP membership than anything I've read or heard. Through her experience, we're reminded of the many CPS-ECP prompted friendships that have been made across Canada.

Yes, the unique and vital access to boating safety information and training, and the discounts available on products and services, are all well and good and reason on their own to be a member. But at the end of the day, what you will remember most as a smile slowly crosses your face are those you befriended as a direct result of your CPS-ECP membership and how each enriched your life in some way.

As always, your contributions to The Port Hole are sought. Email your articles and photos to me directly at:

**communication-chair@cps-ecp.org
and/or to theporthole@cps-ecp.ca**

TEACHING LANDSCAPE HAS CHANGED BUT THE END GOAL REMAINS THE SAME

- BY LISE BLAIS, NATIONAL EDUCATION OFFICER, CPS-ECP

Let me begin with some historical background.

In 1938, realizing the risks faced by boaters unaware of the dangers associated with their activity, mariners in Windsor decided to share the knowledge they had acquired in various ways, some of them as professional mariners.

These first instructors were entrusted with a mission. There were no obstacles to stop them. Their enthusiasm was contagious. The boaters they trained continued to train others. This enthusiasm, this faith in a mission, this sacred fire, still burns in many of us.

Circumstances have changed since 1938. It is no longer a matter of a few of us gathering in a basement to display charts and share what we know.

Circumstances have also changed since 1979 when I took the boating course. We no longer gather some 50 to 60 people in a huge room to listen to a speaker guide us through a course

using an overhead projector. We have put in the hands of our instructors tools that did not exist at one time - multimedia projectors, Power Point presentations and so on.

But our mission remains the same: to share our knowledge so that everyone on the water can have fun and be safe.

If the sacred fire smoulders in the form of embers, we must rekindle it within us and set all members ablaze.

We all hope to return to the classroom very, very soon. But in the meantime, we have other tools, such as online training, to reach boaters and share with them. Let's learn how these tools work and let's use them enthusiastically.

When we go back to the classroom after the pandemic is over, who knows? We might be able to integrate these new ways to our classroom teaching with our creative touch. ■





MEMBERSHIP AND THE NEW CPS-ECP SYSTEM: WHAT YOU NEED TO KNOW

- BY BOB PARKE, AP, CHAIR, NATIONAL MEMBERSHIP COMMITTEE

The past year saw many challenges and learning curves for CPS-ECP volunteers and staff.

CPS-ECP accepted the challenge and went live with the software for our new website and database system that manages the many aspects of our organization - education, finances, marketing, administration and membership. And on top of all that, a pandemic! Little did everyone realize the challenges that lay ahead.

The best analogy would be “We are familiar and comfortable with our 1950s wood boat with the electronics of that era, that we have operated since new. Then, in order continue our time on the water, we purchased a modern vessel with all the latest technology, electronics and operating systems.” Well, you can easily imagine the learning curve to operate this modern vessel compared to the comfortable operation of the original vessel. This was the situation CPS-ECP found itself in. We had to modernize or be left behind with a sinking vessel. I have been involved in the start-up of new software systems. The challenges and unknowns of this start-up were no different.

There is a dedicated team of volunteers, software developers and national office staff who are tackling the challenges of fine-tuning the new software systems while at the same time

managing the daily operations and the membership requests that come to membership@cps-ecp.ca

Membership presented its own set of challenges. First, there was the challenge to migrate all the members’ data from the old system into the new database system. But the two systems were not compatible. Not all the data was accurate, up to date or user friendly. Rob Anderson did an amazing task of completing the migration and then fine-tuning the data and correcting all the expiry dates which are required to trigger the membership renewal process.

These migrations into the new software required all the members to register in the new system and reclaim their online profile status if they wanted to access CPS-ECP using the modern electronic ways. Those who have not will be contacted. But they will need to renew their membership in the new system so they continue to receive their hardcopy mailings. The national membership committee developed a Ticket System for submitting any corrections or logging any issues a member might be having. This where your squadron and district membership officers helped. Many of them helped to identify a member problem, recorded it in a ticket and then submitted it for action on the corrections needed.

So how does the new membership system work? The new system has a different methodology of managing the membership data. It is the Family Membership Group. First, all members are organized in family groups. The family head is the administrator of the group and administers the membership in the group. He or she can add or delete family members as life moves on. The family head receives a notice for renewing the membership of all members of the group, based on the family head's expiry date for membership renewal. The family head receives all hardcopy mailings while the other members of the group receive all electronic mailings and, if over 19 years of age, have full CPS-ECP membership rights and privileges. If you are a single member, you are the family head, the primary member, and there is just one member in your group.

The family head pays the full membership dues, currently \$52. The family members pay reduced membership dues of \$26. Life members, lady associates and associates don't pay dues. But here is where there is change and a major improvement in the new system. There will be one renewal invoice sent to every family group - everyone, including life members. Why is this required? This will enable us to maintain a more accurate and up-to-date database of information for our members. The national membership committee has an ongoing program in place to identify those who do not complete the renewal process and then a follow-up to assist the member to renew. We want to make sure everyone receives their CPS-ECP information. The national membership committee, with major financial help from the CPS Foundation, has launched a Membership Recovery Project. This program is reaching out to all those who were not

able to reclaim their profiles in the new system for whatever reason. A dedicated national office staff member is reaching out and directly contacting each one of these members. The national office staff member will be offering personal assistance to help the member reclaim and update their profile information in the new system.

We are moving into the main membership renewal period for most CPS-ECP members. If you have already reclaimed your profile in the new system and you are the Family Head, you will be receiving the membership renewal notice for yourself and the other members of your family group. Those who do not have an online profile will receive their membership renewal by mail. Please be sure when completing your membership renewal to check that the contact information for all the members of your family group is current. Your membership dues can be paid by credit card, by e-transfer at payments-paiements@cps-ecp.ca or call the national office and pay directly.

Once you have renewed your membership, you will have access to member benefits ranging from electronics, lifesaving equipment, insurance, navigational software, chartering and special member pricing for additional CPS-ECP courses. We are adding more benefits.

Your national membership committee consists of eleven members, each with a specific task to help manage CPS-ECP membership. We are here to help when asked. Membership will enable you to enjoy the benefits and rewards of belonging to the CPS-ECP fraternity of boaters. ■





'WHAT'S IN THIS FOR ME?': MEMBERSHIP'S HEALTH DEMANDS WE ANSWER THIS QUESTION

- BY DONALD MACINTOSH, NATIONAL ADMINISTRATIVE OFFICER, CPS-ECP



In December I had a serious discussion about the importance of change.

It was explained to me there are two groups: 'Us' who are older than fifty and 'them' who are younger than forty. It was also explained to me that the disparity between 'us' and 'them' is significant. That gap represented the difference between 'us' who didn't understand and

'them' who knew. At the time, I smiled. Not wanting to be patronizing or worse, I conceded.

Later when alone I recalled the discussion. From a global perspective, and in light of all that is happening, the rationale for change has become a prevalent thought. Specifically I thought about how change relates to the membership organizations I support. I support these organizations because I believe in their missions.

Years ago with respect to CPS-ECP, a Past Chief Commander introduced me to Sarah Sladek. A much-published author, Ms. Sladek is a leading generational expert with expertise in working with membership organizations to help them retain their relevancy. She recognizes the rate of change is continuing to accelerate, making it increasingly difficult for membership organizations to build on past performances while at the same time remain progressive and relevant.

In a previous Vantage Point article, another Past Chief Commander of CPS-ECP recalled Bob Dylan's defining lyric *'...the times they are changing.'* That lyric was written almost 60 years ago – amazingly prescient. Considering the average

age of CPS-ECP members, it is likely many owned a 45 RPM of Dylan's iconic song.

I combined Sarah's and Bob's perspectives. That combination became the basis for considering the importance of membership today. They were also the basis for considering how to better increase membership engagement. I believe both are important considerations and worthy of much discussion.

However, I am reminded of our current Chief Commander who frequently asks *"There's too much talk but not enough action, don't you think?"* It's hard not to agree with him.

For decades, CPS-ECP has provided boating safety information through its courses as well as being Canada's single source of commonality focused on a shared interest in boats and boating. Further, CPS-ECP has been a unifying organization with many local squadrons in every province. Yes, CPS-ECP has flourished. However, just as Dylan predicted, the times did change and are continuing to change very dramatically. Simply stated, much of what used to work no longer does.

Ten years ago, Linton Weeks, a former managing editor of The Washington Post, wrote – and I paraphrase – *"...in this age of teleconferencing and social networking, the game has changed. Through Facebook, Twitter, LinkedIn and other websites, people now stay in touch with each other 24/7. If they have a particular concern, they no longer wait – they go to the Internet for a solution and a video or two."*

My Ms. Sladek-inspired abridgement of Mr. Weeks' thought is when organizations don't evolve or fail to have a clear

purpose by not defining their future, they will likely suffer declining membership, or worse, be at risk of becoming obsolete. A dire warning to be sure.

Despite the implications of my last thought, there is good news for CPS-ECP.

Given its current circumstances, the CPS-ECP business model – its core strategies for sustaining relevance and growth – is under serious review, as it should be. After all, the relevancy (read effectiveness) of CPS-ECP's business model is defined by its membership.

CPS-ECP's 2021 New Management Plan addresses an increased, but not necessarily exclusive, use of technology for membership communication and interaction, particularly in terms of continuing to provide boating education. Technology will also help facilitate regional variances particularly with respect to squadrons and districts and, perhaps most importantly, the implications of changing demographics where convenience and accessibility have become critically necessary. While that might imply the demise of personal membership interaction within CPS-ECP, it must be remembered that despite advancing technologies, CPS-ECP requires members to maintain its relevancy.

I attended a webinar, the premise being the primary reason people collaborate or join because they believe, and know, they are a part of something important. By promoting the building of personal networks, both within and outside CPS-ECP, our organization can remain relevant and be sustained by increased membership growth. This is why the subtle distinction between the current attitudinal shift from *"I pay membership dues because it's the right thing to do"* to *"What's in this for me?"* is so important.

It is critical for CPS-ECP to understand this attitudinal shift. Younger members want to be associated with organizations that are relevant because they have defined social values. Also they allow them to participate and be valued for their contributions. Younger members want to be inspired and be recognized for how their efforts make a difference. For CPS-ECP, this may indeed be our greatest challenge.

Creating a valuable and rewarding member experience must be at the center of CPS-ECP efforts from enrollment to renewal. For CPS-ECP to adopt such a definitive goal will require having ever-evolving strategies for increased communication to meet the ever-changing expectations of its members. This in turn will help increase CPS-ECP's value proposition which is at the heart of its relevancy.

A robust and engaged membership is critically important for CPS-ECP. It is our membership that helps fulfill our organization's mission. This the reason I advocate that all Canadian boaters - power or sail, large or small, as well as canoeists, kayakers and paddle boarders - become CPS-ECP members. ■



OCEAN CRUISING CLUB HONOURS BERT terHART WITH ITS PREMIER AWARD

The Ocean Cruising Club's premier award, The OCC Barton Cup, which salutes an exceptional or challenging voyage or series of voyages, has been awarded to Bert terHart.

Bert's non-stop, unsponsored, solo circumnavigation via the five capes aboard Seaburban was conducted entirely without the use of GPS or other electronic aids to navigation. The seven-month voyage is believed to be a world record for the longest duration in quarantine during the COVID-19 pandemic. Bert's navigational skill and seamanship set a magnificent example to all distance sailors.

Bert was the earlier recipient of an OCC Challenge Grant created to help support particularly adventurous or environmentally conscious endeavours.

The Ocean Cruising Club exists to encourage long-distance sailing in small boats and is the true 'home port' for the ocean-going sailor. Members understand what it means to be at sea, to be completely reliant on our own skills, to be subject to the whims of Mother Nature, and to be humbled and empowered at one and the same time.

Despite a pandemic raging throughout the year, the OCC Awards Subcommittee has found numerous achievements to recognize in the cruising world. Nominations are made by full members of the OCC, winners are selected by a highly experienced team of blue water cruisers, and selections are approved by the OCC General Committee. ■



WORDS FROM OUR MEMBERS

FRIENDSHIPS HAVE ANCHORED MY CPS-ECP EXPERIENCE

- BY R. JOHN GARSIDE, AP, PRINCE EDWARD SQUADRON

CPS-ECP membership has been, and remains, a very rewarding experience for me.

I have had the opportunity to make scores of meaningful friendships in the boating world across Canada and the United States. In addition, membership has opened interesting opportunities for me that could have only been accessed by my affiliation with CPS-ECP.

With each opportunity that has come my way, I not only learned new skills but also made some very interesting contacts; contacts that became friends and friends that became soul mates.

Membership has opened up my boating world, from stinkpots to tall ships and everything in between. It has, and continues to be, a wonderful experience.

EAST COAST MEMBER “PROUD TO FLY” THE CPS-ECP FLAG

- SARAH-JANE RAINE, HALIFAX POWER AND SAIL SQUADRON

I'm a CPS-ECP member as I feel it provides necessary classroom education to the general public as well as its members for the safe operation of a vessel, on the ocean off both coasts as well as on inland waterways and lakes.

CPS-ECP also provides the license to operate a radio while on your boat as well as the Pleasure Craft Operators Card required by the government.

While attending CPS-ECP courses you meet fellow boaters and, in many cases, make lifelong friends.

I maintain my membership to financially assist CPS-ECP to continue to provide these services and, as such, I am proud to fly its flag.

CPS-ECP MEMBERSHIP BENEFITS: LET ME COUNT THE WAYS

- BY ROBERT DANDURAND, SECRETARY/INSTRUCTOR, OTTAWA POWER AND SAIL SQUADRON

There are a number of reasons that I maintain my CPS-ECP membership, notwithstanding my interest in boating and sailing.

I have taken 11 courses, and have attended many seminars and travelogues where I have learned about others' fantastic adventures.

I teach and enjoy the interaction with students and the resulting friendships that have developed. In fact, I met two of my most frequent sailing buddies during a boating course more than 20 years ago.

Then there are the economic benefits to belonging via savings and discounts.

And of course, there is the satisfaction of volunteering for a good cause: safer boating.

As a Life Member, I look forward to continuous learning, fellowship and the sense of community engendered by this organization. ■



MEMBER BENEFITS MORE THAN PAY FOR THE COST OF CPS-ECP MEMBERSHIP

- BY ELAINE MUNDLE AND ANDY MYERS, CPS-ECP MEMBER BENEFITS SPECIALISTS

Membership continues to offer a comprehensive package of excellent benefits for members of Canadian Power and Sail Squadrons/escadrilles canadiennes de plaisance, both nationally and locally.

There are 17 sponsors and suppliers whose products are available to members across Canada at discounted prices, and 10 regional suppliers who offer discounts to any member in their region.

Savings range from 10 to 50 percent on CPS-ECP courses, insurance, equipment, accessories, hotels, navigational apps, marine publications and more.

We all are familiar with Cowan Insurance Group, which offers savings of up to 25 percent on home, auto and boat insurance.

Your membership includes a subscription to Canadian Yachting, Pacific Yachting or L'Escale Nautique, depending on which region you live in, each of which includes *The Port Hole/ Le Hublot* insert. All members with a current email address also receive the twice-monthly CPS-ECP electronic newsletter, *On Board*, produced by Canadian Yachting.

Sunsail offers a 15 percent discount for sailing vacations to 20 worldwide destinations, and is the proud sponsor of the Membership Renewal Contest with a value up to \$7,500 US towards a Sunsail vacation when you renew your membership for two consecutive years.

Other national member benefit suppliers include C-Tow, Weems & Plath, ICOM Canada, Salus Marine Wear, Inland

Safety Supply, Natural Marine Products, Fortress Anchors, Dock Links, Choice Hotels, Great Lakes Cruising Club, Coleman Canada, Aqua Map navigational app, and Ports Cruising Guides.

Here's what a couple of CPS-ECP members – Michael and Fred – say about taking advantage of a couple of our Member Benefit suppliers' discounts, starting with Michael.

"My engine had quit and I hadn't anchored the boat. You're kind of panicking when things go wrong," says Michael.

C-Tow walked Michael through safely anchoring and changing his fuel filter, staying on the line with him through the ordeal. Just as he was bleeding the air out of the fuel lines, C-Tow arrived on scene and stayed with him for half an hour to make sure he was sailing easy again.

"I would encourage anyone with a boat to join CPS," adds Fred.

"Between the savings on the courses, boat insurance, C-Tow and discount from suppliers, my savings were more than \$325 in 2020, making the annual CPS membership cost the best bargain around."

In order to take advantage of all discounts and rebates provided by our benefit suppliers, CPS-ECP members should log into www.cps-ecp.ca and, on the landing page under your name, click on My Members Area and then click on number 03 'Member Benefits'.



REMEMBERING MY FRIEND PAULINE WETTLAUFER - BY DOREEN HINKSMAN, AP, PAST CHIEF COMMANDER

My long time friend and colleague, Pauline Wettlaufer, passed away peacefully on January 8th.

Due to ongoing COVID-19 restrictions, we will not be able to gather together and hold the Celebration of Life that she so much deserves but hopefully will be able to do that at some future date.

For those of you who knew Pauline, you will be aware of her complete dedication to CPS-ECP and, most particularly, to teaching. That was her passion from when she first joined our organization, right up until the last months prior to her death.

It was back in 1978 that Pauline took her first course and became a member of the Port Credit Squadron. At that time, I was a member of the Brampton Squadron that shared many events with Port Credit, which is where my husband John and I first met Pauline.

We were sitting at a table at one of the wine and cheese parties that were a regular part of squadron life in those days and the conversation turned to where we came from in England. To their surprise, Pauline and John came from the same town, Birmingham, and more surprisingly from the same neighbourhood. In no time, their 'Brummie' accents began to creep into the conversation. As a Londoner, I just sat back and enjoyed the reminiscences. From that small beginning we became fast friends.

Over the following years, Pauline and I became very involved in squadron activities and she took a similar path up through the organization as I had done.

The social side of CPS-ECP was very strong then and our York West District made a point of encouraging the squadrons to attend each

others' functions, each year culminating with our weekend long AGM starting off with a Friday Fun Night. A theme was chosen for this event and all squadrons decorated their room, and dressed themselves in accordance with the theme.

One memorable theme was Great Musicals. Port Credit chose HMS Pinafore. Pauline could have been mistaken for Queen Victoria, dressing and acting the part fantastically. She never missed an AGM. In later years there were few National AGM and Conferences that she missed.

Many of us recall Pauline's 'fireside chats.' She greatly believed that much of the volunteer work discussed was cemented by getting together in the lobby of the hotel; sitting in the lounge, preferably one with a fireplace, and sharing ideas.

Pauline assumed various positions on the Port Credit Bridge, eventually becoming Commander, and then moved on to the District Bridge, becoming District Commander. She became chair of the Operations Training Program by which we continued to work together for several years. However, Pauline never gave up teaching and taught hundreds of students over the years. Very often when I was in her company, someone would come up and talk to her, and thank her for their great experience.

I was very touched in 2018 when I received my 50th Merit Mark. Pauline, together with another friend, Nancee Adams, arranged a fun celebration for me complete with champagne and cake, and invited many of our women CPS-ECP friends (and a few men) to share that moment in time with me. It was certainly a highlight of the weekend and one that I will always cherish. ■

Photo: left: Pauline Wettlaufer; right: Dorreen Hinkman.



DAVE BIEMAN'S SKILLS, PASSION LEFT AN INDELIBLE MARK ON CPS-ECP - BY KEITH ROBERTS



Dave Bieman, a highly valued CPS-ECP member, passed away at his home on Sunday, January 24th.

Dave enjoyed many interests but his passion centred around his love for God and family, being on the water, ongoing learning and sharing his knowledge through teaching.

A teacher and media coordinator with the Avon-Maitland District School Board in Seaforth, Ontario before retiring, Dave loved being on the water, whether paddling, sailing or power boating.

His motto – ‘Retired but not too tired’ – proved to be a very true statement. Once retired, he merged his skills and passion, becoming very active teaching with the Goderich Power and Sail Squadron as well as with the national educational department.

He was an Assistant Educational Officer in charge of course development and a member of the Maritime Radio and Boating Basics committees, and was instrumental in developing our online PCOC course.

Dave will be sadly missed by his many CPS-ECP friends and for his many contributions to our organization.

Notable Awards – Dave Bieman

- 2020 C/C Citation
- 2019 C/C Citation
- 2018 Canadian Safe Boating Council Volunteer of the Year
- 2011 CPS-ECP Volunteer of the Year. ■

Thank You Volunteers of Canadian Power and Sail Squadrons!

Nationwide there are 12.7 million volunteers. Did you know 2,000 CPS-ECP volunteers are part of this elite group contributing approximately 150,000 hours of service annually?

Most years, upwards of 15,000 students benefit directly from this volunteer service in your CPS-ECP courses across Canada. CPS-ECP volunteers are passionate when it comes to sharing the love of being on the water in a safe manner.

As a Canadian Power and Sail Squadrons volunteer you are important to our boating family especially during these challenging times.

We celebrate you during **National Volunteer Week – April 18-24**



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OCTOBER 19 – OCTOBER 24, 2021**

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