

QUICK UPDATES FOR APBA MEMBERS • VOL. 3 NO. 1 • APRIL 2018



FROM HERE TO THERE

Don't Make These Five Common Marketing Mistakes

APBA PROMOTIONAL AND MARKETING COMMITTEE

Jean Mackay-Schwartz and Sherron Winer, co-chairs

► NOT DEVELOPING A WRITTEN MARKETING PLAN

According to most marketing specialists, the most common mistake is not creating a plan. Know your target—a successful event—and match that with your potential audience—fans on the shore. Now, check your available media, timeline, and budget. Your plan should be short and directed to deliver the best return on your invested marketing dollars. Developing a basic marketing plan requires an understanding of your event, and the audience you hope to attract. Your approach must be the best and most direct route to potential spectators based on their lifestyles and habits.

► NOT UNDERSTANDING MARKETING STRATEGY

Strategy is the rule book governing budget decisions and media placement, partnered with your goal: a successful event with satisfied sponsors and excited spectators. Plan and strategy work in tandem by combining your promotional goals into one comprehensive plan. A marketing strategy is the process that allows you to focus your available (and often limited) resources on the best opportunities to maintain your marketing plan. Think of strategy as gaining a competitive advantage.

► NOT MAKING EFFECTIVE USE OF THE INTERNET

You cannot afford to ignore the power of the Internet. Internet marketing offers an opportunity for smaller companies to reduce advertising and publicity costs. The most important advantage of Internet marketing is that you can often reach more consumers via online marketing strategies than through traditional advertising. Websites and social media tools give you the ability to create specific content designed to reach various groups of consumers. Easy access at low-to-no-cost means that marketing is available to organizations with tight budgets, while making information available around the clock.

► FOCUSING ON THE IMPOSSIBLE

Are you spending time thinking about "What if" or "Maybe?" Are you focused on producing a glossy event brochure, even though it will gobble up precious marketing dollars? Before you make a costly mistake, analyze your plan and strategy. Make use of multiple market and publicity outlets; don't rely on a single source of exposure. A plan based on your available dollars is key to reaching the largest audience with the best return on your investment. Making smart choices on effective media places you in front of the competition.

► NOT TRACKING YOUR MARKETING RESULTS

Planning a marketing and publicity campaign is a process: set a plan, develop a budget, execute. It is critical to check your progress on a regular basis. See what is working and what isn't, and then make adjustments.

Still confused? Do you need help to create a marketing plan? We are an email away. This is part of our effort, through APBA's Promotional and Marketing Committee, to get you from **HERE** (an idea) to **THERE** (a successful race).

Jean Mackay-Schwartz – <u>jean84c@earthlink.net</u> Sherron Winer – <u>winer.sherron@gmail.com</u>



CHARLIE STRANG

Charles D. Strang, Jr., tireless champion of APBA racing, passed away Sunday, March 11th, 2018. Every racer owes Charlie a huge debt of gratitude. He served most recently as APBA's National Commissioner, but has done so much for all of us. We will miss his smile and wisdom. Our hearts go out to his wife Barbara and all his friends. Look for a tribute in your May/June Propeller magazine.

Please consider a memorial donation to Honor Flight, which flies U.S. military veterans to Washington D.C. to tour national monuments. The Lake County branch is at www.lakecountyhonorflight.org. The national organization is at www.honorflight.org/donate-now/

Please sign the online guestbook for Charlie at www.strangfh.com.

Thank you, Charlie. Race in peace.

Christine Brewster photo

RACE CALENDAR 2018 WWW.APBA.ORG

05

05

05

05

6/2

6/16

5/24-28 Grants Pass, OR

6/8-10 Kennewick, WA

6/16-17 Soap Lake, WA

6/29-7/1 Rogue River, OR

7/15-22 Moses Lake, WA

Everett, WA

St John WA

5/26-27 Newberg OR

6/2

11/17

Jacksonville, FL

Englewood FL

6/15-17 St. Pete Beach, FL

6/29-7/1 Sarasota, FL

	HAUL GALLINDAH 2010 WWW.AI DA.OHO										
	REGION	1		REGION	16		7/27-29	Kennewick, WA	V	INTAGE-INB-UNL	
	5/18-20	Standish, ME	MOD-SO-J CLSES	4/28-29	Waynesville OH	VINTAGE-INB-PRO-MOD-SO-OPC-J CLSES	8/24-26	Lewiston ID		SE-JRR	
		Milton, NH	PRO-SO-J CLSES	6/5-9	Springfield, OH	SE-SOLAR SPLASH	9/2-3	Grants Pass, OR		SE-OBRR	
	7/13-15	Thompson, CT	PRO-MOD-SO-J CLSES	7/7-8	Marietta OH	OPC	9/8-9	Spanaway WA		INB-IE-OPC	
	8/26	Fall River, MA	OS		Trenton MI	OPC	9/22-23	Lincoln City OR	SE-INB-IE-PRO-MOD	-SO-OPC-JCLSES	
	9/7-9	Standish, ME	PRO-SO-J CLSES	7/29	St Clair, MI	05	DECION	111			
	9/22-23	Kingston, NH	PRO-SO-J CLSES		Springfield, OH	VINTAGE-OPC	REGION		CE IND IE OC DDO 1400		
	DECION				Indian River , MI	SO-TC-J CLSES		Oroville, CA	SE-INB-IE-OS-PRO-MOD		
	REGION				Dayton, OH	INB-MOD-SO-J CLSES		Hoopa , CA	WHITE CE IND DOO MOD	SE-OBRR	
	6/2-3	Whitney Point NY	MOD-SO-J CLSES	9/8-9	Hillsdale, MI	PRO-MOD-TC-J CLSES		Oroville, CA	VINTAGE-INB-PRO-MOD		
	REGION	3					6/9-10	Willow Creek CA		SE-OBRR	
		Millville, NJ	MOD-SO-J CLSES	REGION			6/16-17	Hoopa, CA	IND DDG 1400	SE-OBRR	
	5/20	Point Pleasant Beach, NJ	0\$			PRO-MOD-SO-TC		Lathrop CA		-SO-OPC-J CLSES	
	6/16-17	West Milford, NJ	INB	6/2-3	Huntington IN	PRO-MOD-SO-TC-J CLSES	7/28-29	Nicolaus, CA	VINTAGE-INB-PRO-MOD		
		Berwick, PA	MOD-SO-J CLSES	6/22-24	Rock Falls, IL	PRO-MOD-SO-J CLSES		Nicolaus, CA	VINTAGE-INB-PRO-MOD		
	9/1-3	Lock Haven, PA	PRO-MOD-SO-J CLSES	7/7-8	Madison, IN	INB-UNL	10/2/-28	Lathrop CA	INB-PRO-MOD	-SO-OPC-J CLSES	
	9/8-9	Mays Landing NJ	INB	9/1-9/2	Evansville, IN	INB	REGION	112			
		Landing, NJ	INB		Beloit, WI	PRO-MOD-SO-J CLSES	4/14-15	Bakersfield CA	INB-IF	E-SO-OPC-JCLSES	
	9/23	Lake Hopatcong, NJ	0\$	9/22-23	Madison, IN	Vintage					
		Millville, NJ	MOD-SO-J CLSES	9/22-23	Wausu WI	OPC	REGION				
•		REGION 8		6/2	Knoxville TN		OPC				
	REGION	4		6/2	Lake Ozark, MO	05		Nashville, TN		OPC	
	5/5-6	Edgewood MD	MOD-SO-J CLSES		Forest Lake, MN	OPC	6/22-24	Guntersville, AL		INB-UNL	
	6/1-3	Ridge, MD	VINTAGE		·	or c	REGION	115			
	6/24	Ocean City MD	OS	REGION	19		5/4-6	Port Neches TX		OPC-J CLSES	
		Cambridge MD	INB	9/1-2	Shreveport, LA	OPC				OI C J CLJLJ	
		Leonardtown, MD	VINTAGE	REGION	110		WESTER	RN CANADA			
	8/4-5	Ravenswood WV	OPC			CE VINTACE DDO MOD CO LCICEC	7/28-29	Saskatoon Saskatchewan		OPC	
		Parkersburg WV	OPC	4/7	Kenmore, WA	SE-VINTAGE-PRO-MOD-SO-J CLSES					
		Wheeling WV	VINTAGE		Moses Lake, WA	PRO-MOD-SO-J CLSES					
	10/5-7	Leonardtown, MD	VINTAGE		Riggins, ID	SE-JRR					
	REGION	5		4/28	St John WA Yelm, WA	SE-JET SPRINT ~ Testing Only VINTAGE-INB-MOD-SO-OPC					
		Jesup, GA	PRO-MOD-SO-J CLSES	4/28-29 5/5-6	Castle Rock, WA	PRO-MOD-SO-UPC		<u></u>			
			0\$	5/5-6	Chelan WA	VINTAGE-INB-OPC		0114			
		St. Cloud, FL	05		St Maries, ID	VINTAGE-IND-OPC SE-JRR		CMP/KE	eller _o		
		St Petersburg FL	OPC		· · · · · · · · · · · · · · · · · · ·	PRO-MOD-SO-J CLSES		Outboard Racing	<i>Hardware</i>		
	0/13	Ser etersburg i L	OI C	3/13-20	Bremerton, WA	LUO-IAION-20-1 CF2E2		2.1			



SE-JET SPRINT

PRO-MOD-SO-OPC-J CLSES

VINTAGE-INB-IE-PRO-MOD-SO-OPC-JCLSES

PRO-MOD-SO-J CLSES

VINTAGE-INB-OPC

SE-JET SPRINT

MOD-SO-J CLSES

SE-OBRR

NOTICE OF ELECTIONS

This year, APBA members elect four members to the Board of Directors for a two-year term. The Board makes decisions that affect all categories and regions. If you have energy and ideas that can help APBA, please consider running. If you know someone who is well qualified to serve on the Board, urge them to run. APBA is a membership association. You make it work.

APBA BOARD OF DIRECTORS NOMINATIONS

- **1. By July 1:** Nominations are received at APBA Headquarters. You may nominate yourself or any other APBA member in good standing.
- 2. By July 15th: APBA Headquarters notifies the nominees.
- **3. By August 1st:** Any nominee wishing to be put on the ballot should send a letter of intent and a brief personal profile to apbahq@apba.org or APBA Headquarters, 17640 E. Nine Mile Road, Eastpointe MI 48021-2563. All nominees that agree shall be placed on the ballot.
- **4. By August 20th:** Proxy ballots are mailed to each APBA voting member. The ballots list all nominees, with bios, and space for write-in votes as well.
- **5. By September 14th:** Each member's completed, signed ballot in its designated return envelope is postmarked. Note: The ballots do not go to APBA; they are mailed to a special post office box office, to be counted by an independent public accounting firm. Ballots must arrive by **September 19th**. If you send your ballot to APBA, or mail it late, it will not be counted.
- **6.** By the 1st business day following September 19th: The independent auditor has counted the ballots, certified the ballot count, and communicated the results to APBA Headquarters.
- **7. On the second business day after September 19th**: An Annual Meeting of the Members is held at Headquarters to verify the results. (All APBA members are welcome to attend this meeting. However, because it is held during a weekday, typically only APBA staff and the President attend.) The meeting is basically to certify election results, not to change them.
- **8.** The Secretary shall notify the members of the results. Election results are posted online as soon as possible, and the new Board takes over Nov. 1 (the start of the new racing season).

AWARD NOMINATIONS

Think about people who have led the way in APBA. Who has made a difference, worked hard on behalf of the sport, and perhaps has not been recognized? Write a nomination letter describing the person and his/her service to APBA. Send to APBA by October 1st.

These are APBA's highest non-racing awards.

Honor Squadron

Don Allen Sr. Memorial Leadership Award

Look for more information in the next Propeller.





APBA INBOARD RACING OFFICIALS SHIRT SALE

Inboard Racing is proud of the professional image that our race officials present to our racers, crews and fans. In an effort to continue this positive image in the upcoming season, Inboard Racing is offering a \$20 discount on APBA Inboard official shirts. You can order ladies' or men's button-down or polo shirts; jackets are also available.

Orders placed between April 1st and May 15th will qualify for the \$20 discount. This offer is good for a maximum of two shirts per person.

To order, contact Ann Fitzgerald at Images Unlimited: 609-889-9181 or salesinfo@racingimages.com OR, download the form available on www.racing-images.com. Referees, Scorers, Inspectors, Race Directors, Pit Managers and others working in an official capacity are welcome to participate.

It's always important to look sharp, and having the race officials in uniform helps participants and fans identify who is in charge and where help can be found.

I hope you will participate in this opportunity and help APBA Inboard Racing project a professional image. Order now—offer expires May 15th, 2018.

Have a great season!

-Dutch Squires, Inboard Chairman

TEST TIME FOR REFEREES **AND RISK MANAGERS**

I want to thank everyone who has already taken their Referee and Risk Manager test.

Really BIG THANKS go out to all of the Category Chief Referees who supplied the questions for the test. I believe that by asking each category, the questions are more relevant to your individual issues. If anyone has any suggestions for next year, let me know now!

Speaking of NOW...so far I have received only about 25% of the tests from individuals, based on last year's numbers! That means there are still about 75% of you who still need to complete your test. By sending in your tests now, you won't be holding up sanctions for our races.

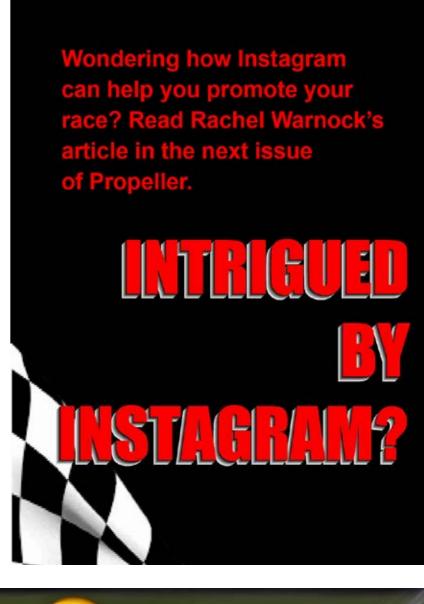
My last request is this: if you encounter issues or situations that you want me to be involved with, please feel free to contact me. I may not be able to correct every issue or solve every problem, but I will dig in and try and find a solution. As I said at the meeting in Chicago, I believe my role is more than just to administer a test. I am there to help our officials in every way that I am able to do so.

Get Those Tests In!

Gleason Racing Photography

-Don Melillo, Chief Referee





IMPORTANT LIABILITY ISSUES

Capsule Training, Driving Schools and Testing

People join APBA to race boats, or to support someone who races boats. Along with this wonderful sport comes liability.

In order to keep yourselves and APBA covered, we need to address liability issues.

At APBA events, the person competing needs to be a member of APBA to be covered by our insurance. Anyone can become a member by joining APBA as a full member, or with a Single Event Membership. Single Event forms already have a place to check for Driving School participants at a cost of \$35.

Testing and Capsule Training are for APBA members only. This means if a non-member comes to either testing or capsule training, he/she must become a member before getting in the water. There is NO "I'd like to try that and see how I do," without some type of membership.

For Driving School participants, if you don't want to have them pay for a single event outright, it must be included in the fee you charge them for the school.

If you use the Single Event form it needs to be completely filled out, and the Agreement of Release on the back signed. If your Driving School is in conjunction with a race weekend, the Single Event membership will allow the Driving School participant to also race at your event with no extra fees.

Single Event memberships are mailed out by request. If you need some, contact Sabrina at APBA HQ at 586-773-9700 or shaudek@apba.org

Every participant needs to sign the Adult Waiver or Minor Release, the same as if they were racing. There are three ways to get a supply of waivers. Rick Felsen includes waivers with your Certificate of Insurance (COI); you can request them from the office (586-773-9700 or shaudek@apba.org); or you may download from the APBA website. On www.apba.org, click on **RESOURCES**. On the dropdown menu, click on **RESOURCE DIRECTORY**. In the Title Search box type **Waiver** and click on **Apply**. All waivers will come up.

After your event, these and all forms MUST be returned to APBA HQ with the appropriate fees, where they are kept on file for seven years.

CATEGORY RULES ARE EVOLVING...

Please make sure to check the most recent version of your category rules at http://www.apba.org/rules. Several categories are still revising their 2018 rules, and some revisions are substantial.

Per APBA Bylaws, the categories have until May 1st to finalize their 2018 rules.

F1, F2 AND F4 DRIVERS SUPERLICENSE

F1, F2 and F4 drivers, please read the following from the UIM-

1. 2018 UIM F1 Superlicence:

The 2018 UIM F1 Superlicence procedure has been posted on the UIM website and is available in English here.

Please note that the 4 weeks' F1 SL application deadline for the opening round of the F1 World Championship race to be held in Portimao/Portugal – 19th May / 20th May has been fixed to **Friday**, **20th April 2018**.

2. 2018 UIM F2 Superlicence:

The 2018 UIM F2 Superlicence procedure has been posted on the UIM website and **the English version is available here**.

Please note that the 4 weeks' F2 SL application deadline for the opening round of the F2 World Championship race to be held in Kaunas/Lithuania – 26th May / 27th May has been fixed to **Friday, 27th April 2018.**

If you have any questions or wish to receive additional information, please contact Chantal Mercadier at c.mercadier@uimpowerboating.com.

3. 2018 UIM F4 Series Licence:

The 2018 UIM F4 Series licence procedure has been posted in English on the UIM website here.

Please note that the 4 weeks' F4 Serieslicence application deadline for the opening round of the F4 World Championship race to be held in Barcis/Italy – 16th / 17th June has been fixed to **Friday, 18th May 2018**.

please contact Maxime Lagarde at m.lagarde@uimpowerboating.com if you need to receive more information.

Please submit your application via the UIM website by accessing <u>your section</u> within the private area.

We also wish to remind you that no Superlicence application will be taken into account if not entered via the new UIM online procedure.

Best wishes,

Thomas Kurth

Secretary General Union Internationale Motonautique

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<u>uim@uimpowerboating.com</u> - <u>www.uimpowerboating.com</u>



WELCOME, REGION 11 RACERS AND FANS

Article and photos by Nancee Gillis, Publicity Chairperson

We had a great Region 11 spring meeting and annual banquet on February 17th in Rio Vista at The Pointe restaurant. Several items were discussed at the meeting from general racing rule changes, publicity banners, time trials, rescue divers and advertising.

The annual meeting had a great turnout from all classes. The evening social hour and appetizers segued into a wonderful dinner. Afterward, members received raffle prizes, high point awards, sportsmanship awards and bonehead moves of the year lol.

A BIG thank you to The Pointe restaurant for their wonderful hospitality.

Region 11 time trials are set for April 21st - 22nd. Follow the links below for more information on upcoming races and events. Looking forward to seeing all the classes out there qualify for National recognition. It is going to be a great year of racing and fun.

Look us up: Region 11 website East Bay Boat Club Sport C racing
California Speed Boat Association
Northern California Outboard Association

See you all at the races!



EAST BAY BOAT CLUB AWARDS

Story and photos by Jean MacKay-Schwartz

East Bay Boat Club (EBBC) acknowledged Race Officials: Referees Heidi Vincent, Julian Rucki, Jean Mackay-Schwartz; Scorers Kay Boyes, Daniel Wilde, Sue Walde, Cathi Biagi, Judy Williams; Inspectors Steve Wilde, Allan Rouse, Joe Johnson; Risk Managers Karl Bishop and Pamela Wilde; Race Directors Teri Ziemer and Stuart Ford.

Thank you for making 2017 a successful year for Region 11 racing and countless volunteer hours dedicated to all clubs in the region. Without these folks, the job wouldn't get done.



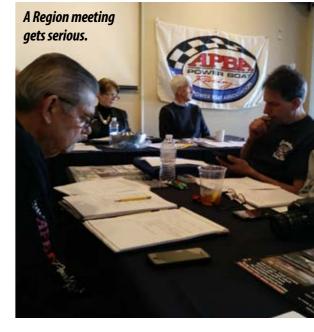
EBBC recognized and presented
Outstanding Achievement Awards
to: CANFIELD RACING - John and
Courtney Canfield, P-5 PANDORA'S
BOX, Driver/Tony Lombardo, Rider/
Kyle Bahl - 2017 CRACKERBOX
NATIONAL CHAMPION; "LIL FOX"
RACING - Richard Fuchslin, 226-C
"FOR ALL THE MARBLES", Driver/
John Peeters - Kilometer Record,
500ccMH - 89.981 mph; MACKAYSCHWARTZ RACING - Jean MackaySchwartz, Driver/Ryan Gowin, 1/4
Mile Record, 250ccH - 55.572 mph.

SKELTON RACING - SST45 RACING - Chuck Skelton, Driver /R.J. WEST

- 2017 OPC HALL of CHAMPIONS,

HIGH POINT CHAMPION and NORTH AMERICAN CHAMPION.

WALDE RACING - Owner/Driver Steve Walde - 2017 SPORT C HIGH POINT CHAMPION.



DDD DUDE- GET OFF THE BEACH!

RICHMOND AERO MARINE PRODUCES THE RAM50 FOR COMPETITION ONLY

A Brand New Tohatsu M50D2 Powerhead & Drive System by Bass Machines

Join the premier class of Stock Outboard Racing with a RAM50 by Richmond Aero Marine: 42.5 ci of pure muscle. Built specifically for the D Class. Runs on standard 89 octane pump gas with two-stroke oil. Solid state, easy-to-adjust magneto ignition.

TOHATSL

Factory stock Tohatsu M50D2 powerhead, mated to the Bass Machines Drive System. Integral waterpump, Tuner capable tower, Bolt-on or Clamp-on bracket, rugged gearfoot.

Coming soon: Hatchet style gearfoot, exhaust tuner pipe, redesigned tower that will accom-

modate the Merc 44 powerhead with internal or open exhaust.

Extensive stock of M50 parts, TLDI tuner pipes, Reed Blocks, Boyesen Reeds, gaskets

Parts shipped Direct from Tohatsu to your door, next day. 25% off orders over \$300

Access to parts for all Tohatsu and Nissan outboards via TAC Direct.

Complete RAM50 replacement shortblocks and complete powerheads available

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Paypal, credit cards, cash gladly accepted. You must be a curren

Paypal, credit cards, cash gladly accepted. You must be a current racing member of AOF, NBRA, or APBA to purchase this engine.







AUGUST 11TH & 12TH INDIAN RIVER, MICHIGAN

Stock and J Classes
JR•AXR•ASR•15SSR•BSR•CSR•25SSR•DSR
All Thundercat Classes

Top O' Michigan Outboard Racing Club www.tomorc.org

BOAT BUILDERS AND SUPPLIERS LIST

We asked for updates to the <u>APBA Boat Builders List</u> (which actually covers everything from hulls and hardware to safety gear). Many of you responded; thank you. As a result, we were able to include some suppliers who should have been listed long ago, update information on others, and remove names of some who have moved on.

However, change is constant. If you know of new suppliers, or changes to current listings, please email editor@apba.org. We hope to make it as easy as possible for newcomers to enter the sport and find the boats, engines and equipment they need.

And, if you have used equipment to sell, or are looking, check these:

USED EQUIPMENT • BUY & SELL

APBA CLASSIFIEDS

http://www.apba.org/classifieds

FACEBOOK

https://www.facebook.com/groups/boatracinggaragesales/

HYDRORACER

http://hydroracer.net/forums/forum/buy-and-sell

SCREAM AND FLY

https://www.screamandfly.com/forumdisplay.php?25-Buy-and-Sell-Marketplace

PRO CATEGORY RULE CHANGE

The PRO Category have changed PRO Safety Rule 6 to read: "K PRO may test with the AXR and AXH."

The rationale is that there was a conflict between the second sentence of PRO Safety Rule 6, which stated, "K PRO Hydro may test with J Classes" and the Junior Classes rule that states, "JH and JR must be given separate test time, aside from all other classes."

The Junior Classes rule applies to JR and JH only, not the AX classes.

The speed difference of over 15 mph between JH/JR and KPH may create a hazard.

MIAMI MARINE STADIUM COMEBACK

The Miami Marine Stadium, which hosted spectacular boat racing events back in the day, is being brought back to life. There may even be powerboat racing there as soon as April 21st.

The famous waterfront stadium was closed in 1992 due to damage from Hurricane Andrew. Private groups, the City of Miami, and the Virginia Key Advisory Board have been working out a restoration plan.

It includes a \$2.5 million boat launch and trailer parking area project. The City is pursuing grants and loans to help fund restoration.

Powerboat P1 USA LLC is not waiting. The series plans for the Miami P1 Grand Prix of the Sea to open its 2018 P1 USA Championship racing season.

So far, plans are for setup Friday, April 20, and racing Saturday and Sunday, April 21 and 22. Powerboats and personal watercraft (jetskis) will compete.

Powerboat P1 features 24- to 28-foot raceboats with stock Mercury outboard motors. Close parity makes for exciting competition.

The organization said the Miami event will be televised and open to the public free, while VIP seating is being sold.

Details: plaquax.com and plsuperstock.com





