



## ABC- Just One More! "2007 Instructor Workshop"

**Question:** Our flotilla is busy getting ready for the spring boating season – we have boat shows to support, and we're in the middle of planning our Public Education program for the year. With so much going on, why should we spend our time on an instructor workshop?

**Answer:** The 2007 Instructor Workshop is a modest investment in time that will pay big dividends to you, your flotilla, the auxiliary, and the public you have pledged to serve. After all, Public Education is one of the auxiliary's main missions, and it's our primary interface to the boating public. We want you to have the tools you'll need to fill seats in classrooms, recruit new members, and ensure that the PE experience is satisfying for both you and your students.

Do you know the ten best ways to promote Public Education in your area? Today's boaters, like most of us, must contend daily with myriad demands for their time and attention. How do you reach these potential students? The auxiliary offers great courses, but ultimately our effectiveness depends on getting programs like America's Boating Course in front of as many people as possible. Here's a tip from the workshop: *establish a liaison with local insurance agents, and request that they mail your PE schedule to clients.* But that's just one great idea. Check out the workshop to learn another nine proven techniques for attracting more students to your program.

Do you know the ten best ways to recruit new members through your PE program? You should, as auxiliary PE courses are our richest source of new recruits. In each course, you have a self-selected group of boating enthusiasts eager to learn more about marine safety. Many of your students are outstanding candidates for auxiliary membership, but it's up to you to stimulate and nurture their interest. Here's another tip from the workshop: *extend invitations to flotilla meetings at every class.*

Are you as prepared as you can be? Do you know when to use hands-on exercises, and how to lead open class-room discussions? Can you leverage all the support resources at your disposal, including your VE and RBSPV partners? Do you know about new courses that are on the way, or changes to existing courses? This is going to be an exciting, dynamic year in PE, but we all need to ensure that we stay up-to-date on new developments. The more you know, the more effective you will be.

The auxiliary has an outstanding reputation for providing high-quality boater education. Professional, quality instructors are critical to sustaining and enhancing that reputation. This year's instructor workshop provides an excellent opportunity for you to hone your craft.