



Monthly
Meeting



May Luncheon

May 1st, 2014
11:30 Registration

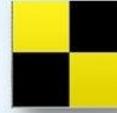
Location:
TIMPANO ITALIAN
CHOPHOUSE

450 Las Olas Blvd.
Fort Lauderdale, FL 33301
(954) 462-9119

Speaker:
TED DAVIS
South Broward High School on
New Classes in South Broward's
Marine Magnet Program

Cost for Members & Guests \$25
RSVP for the luncheon via the website

www.ftlmc.org
on the Event Calendar or by email: Arlene
Weicher at
arlene.weicher@crystalco.com
561-273-2343 (work)



TO GET THE NEWS WHILE IT'S STILL NEW...

You no longer need to wait for the next newsletter to get information on upcoming events and items of interest to FLMC members. Visit the Club's website at www.ftlmc.org to see more pictures than what we can post in the newsletter in the Club Photo section of the site and other information of interest.

SEND THE NEWS WHILE IT'S STILL NEW!

If you have information on an upcoming event or item of interest to the FLMC members, please send the details to your Yeoman, Michelle Otero Valdés, at mov@chaloslaw.com, or any other club officer. They are listed in this newsletter. We'll do our best to get the information posted on the club website as quickly as possible. The information will also be published in the monthly newsletter, if appropriate. Just let us know by the 20th of each month, so it can be included in the newsletter.

Industry Corners

Calling all aspiring writers for our Industry Corner! This section of the newsletter highlights a different aspect of our industry each month. This month, we hear from one of our new members, Brett Jones of Springboard Advertising/Design. If you are interested in educating the membership in what you do, please provide your own submission, such as:

- Legal Corner
- Repair/Refit Corner
- Insurance Corner
- Surveyor's Corner
- Sailor's Corner

There may be other areas out there the membership would be interested in—just submit your article! Please submit your article for consideration by the 20th of each month of 500 words or less to Michelle Otero Valdes at mov@chaloslaw.com.



Fort Lauderdale
Mariners Club

Fort Lauderdale Mariners Club
PO Box 21750
Fort Lauderdale, FL 33335-1750
www.ftlmc.org



Fort Lauderdale Mariners Club

About Us

The Fort Lauderdale Mariners Club is dedicated to the promotion of ethical business practices among the sea-going community as well as the circulation of accurate and useful information to the boating community.

Our membership includes professional and leisure boating enthusiasts, as well as industry experts and professionals in many disciplines from around the world.

Join Us

We welcome your interest in the Mariners Club and invite you to become an active member to the benefit of each of us individually and all of us as a community.

The easiest way to join is to attend a monthly meeting as a guest of a current member.

Request an application form from an officer, complete it and mail it with your check for \$50.00 to the Mariners Club for consideration by the membership committee. Two sponsors are required.

If you want to join and do not know an active member, contact Kristene Lundblad at klundblad@lankoil.com.

Please visit our website at
www.ftlmc.org
to find out more about us!

HIGHLIGHTS FROM THE FORT LAUDERDALE MARINERS CLUB APRIL 2014 LUNCHEON

On April 3, 2014, FLMC Members and guests gathered at the Lauderdale Yacht Club to hear from our speaker, Capt Michael Schueler of the Yacht Captain's Association, a start-up organization eager to hear industry ideas about how to make YCA a leader in advancing sound and common sense yachting and broader maritime policies and processes, drive positive change in the industry, advance the professionalism of Captains through career development and educational opportunities and, above all, ensure that owners, builders, brokers, insurance providers and regulatory agencies all know and understand that a YCA Captain meets the highest standards of competency and professionalism. We hope you will join us for our next luncheon, details on the first page of this Newsletter.



Photos Courtesy of the Yacht Captain's Association



Marketing Corner: 5 LOCAL INTERNET MARKETING MISTAKES AND HOW TO AVOID THEM

By: Brett Jones of Springboard Advertising/Design

Springboard Ad/Design is lead by Creative Director Brett Jones. He's a graduate of the University of South Carolina and big-time Gamecock supporter. In his 20+ years in advertising, Brett has worked on major accounts including Lennar, Fox Sports, Belk, McAlister's Deli and Myrtle Beach Golf Holiday. Brett is a new member of the Club, so make sure you get to know him.

Long gone are the days of mass mailing cheesy, generic postcards—or so we hope. The smart marketer uses local internet marketing as an enticement to spark interest and get a response. It's definitely an effective tool, but starting a campaign with bland, outdated methods can be costly and annoying to customers.

Here are five internet marketing mistakes and how to avoid them.

1) Going too broad

Not properly segmenting your audience is like throwing darts while wearing a blindfold. It hurts your brand when customers receive irrelevant promotional materials.

INSTEAD: Identify and target your ideal customers by delivering your internet marketing message using the right channels at the right time. For example, if you want to capture the Gen Y market, find them on Facebook, but if you're after the older, more tech-savvy male audience then go to Google+. If you're doing email marketing, make sure your list is clean with updated information and stay away from mass mailing. Rely on your in-house list as those are the people who opted-in and have already shown an interest in your company. Better yet, allow customers to pick their preferred method of correspondence whether it's by phone, email, postal mail, or social media.

2) Including content or creative of poor quality

Attention spans are dwindling and, as advertisers, we only really have a few seconds to make a lasting impression. So when you have a design or copy that is confusing, isn't engaging, or doesn't solve a problem, consumers are likely to turn away even before they get to your offer.

INSTEAD: When developing your copy, consider highlighting benefits over features, use trending words, and ask relevant questions. Grab attention by eliciting an emotional response such as fear, greed, and love. Note: People like immediate gratification. Take special care when writing subject lines and headlines; approximately 80% of people will read a headline, but only 20% will read the rest.

3) Using a weak call to action

If you try to be all things to all people, you only end up being nothing to everybody. Every customer needs a nudge once in a while to remind them exactly what you want them to do next.

INSTEAD: Invest in split-testing to see what works. A good call to action (CTA) stands out and is designed to convince visitors to take immediate action. The difference between one small

word can make a big difference. Vague CTAs like “Buy Now” and “Click Here” are not as effective as citing the details of what a customer can expect like “Buy This eBook Now” or “Click Here For My Free Trial.”

4) Not streamlining email and social media into one integrated campaign

Connectivity matters more than ever today in this multi-device world and delivering an inconsistent brand experience is a major turnoff to consumers.

INSTEAD: Increase customer engagement and expand your reach by being in all the places your consumers are. If you send an email, enable social media sharing. Incorporate testimonials that you receive from followers or put teasers in your status updates and expand on the details in your emails. Use Facebook not necessarily to acquire new customers but to keep your brand top-of-mind with your existing ones and enable repeat business. The person who sends out your emails should be the same person that manages your social media.

5) Forgetting to follow up

This should be a no-brainer, but it’s astonishing how many salespeople forget to follow up with a prospect or even check in with someone who has recently purchased a product/service of theirs. Don’t sit there waiting and expect that they will call.

INSTEAD: When you make a sale it shouldn’t be the end of your marketing effort. A follow-up allows you to show appreciation. If you didn’t get the sale, it’ll help you understand what went wrong. Make following up part of your business. Miss this opportunity and you could miss out on a lifetime of recurring income and referrals.

Keep in mind that direct marketing doesn’t always guarantee a sale, so treat it more like a stepping stone. If done strategically, you’ll have intrigued customers enough so they will take the next step in the buying cycle or open a new channel of communication with you.

Nautical Dates in May

May 5, 1775

HMS FALCON captured, the American Revolution’s first sea action

May 17, 1849

Fire burns WHITE CLOUD, 214 other steamers and much of St. Louis

May 27, 1941

German battleship BISMARCK Sunk by British, neutral U.S. aided search

May 7, 1915

LUSITANIA torpedoed off Kinsale, Ireland

May 22, 1819

S.S. SAVANNAH makes first Atlantic Crossing assisted by steam

May 29, 1914

British liner EMPRESS OF IRELAND collides with Norwegian freighter STORSTAD in St. Lawrence River

May 12, 1975

American ship MAYAGUEZ seized by Cambodian navy

May 23, 1701

Captain William Kidd hanged by British for piracy and murder



Fort Lauderdale
Mariners Club

The Ft. Lauderdale Mariners Club Proudly Supports:

Boys & Girls Club of Broward
County
Marine Industries Association of
South Florida
MIASF Waterway Cleanup
MIASF Plywood Regatta
South Broward High School Skills
USA Program
Seafarers House Fort Lauderdale
Shake-A Leg Miami
Women's International Shipping &
Trading Association
Fort Lauderdale Sea Cadets,
Spruance Division

2014 Officers & Chairs

Skipper: Charlie Davant
First Mate: Kristene Lundblad
Purser: Bryan Emond
Yeoman: Michelle Otero Valdés
Bosun: Arlene Weicher
Program Chair: Terry Jones
Activities Chair: Elaine Frawley
Historian: Jonathan Dunleavy
Seminar Chair: Hector Ramirez

Historical Derivation of Maritime Words and Phases

'Aback' means in a backward direction - toward the rear. It is a word that has fallen almost into disuse, apart from the phrase 'taken aback'. Originally 'aback' was two words: 'a' and 'back', but these became merged into a single word in the 15th century. The word 'around' and the now archaic 'adown' were formed in the same way.

'Taken aback' is an allusion to something that is startling enough to make us jump back in surprise. The first to be 'taken aback' were not people, but rather ships. The sails of a ship are said to be 'aback' when the wind blows them flat against the masts and spars that support them. A use of this was recorded in the London Gazette in 1697: "I braced my main topsails aback."



If the wind were to turn suddenly so that a sailing ship was facing unexpectedly into the wind, the ship was said to be 'taken aback'. An early example of that in print comes from an author called Eeles in the Philosophical Transactions of the Royal Society, 1754: "If they luff up, they will be taken aback, and run the hazard of being dismasted."

Note: 'to luff' is to bring the head of a ship nearer to the wind.

The figurative use of the phrase, meaning surprised rather than physically pushed back, came in the 19th century. It appeared in The Times in March 1831: "Whigs, Tories, and Radicals, were all taken aback with astonishment that the Ministers had not come forward with some moderate plan of reform."

Charles Dickens also used it in his American Notes in 1842: "I don't think I was ever so taken aback in all my life."



Fort Lauderdale
Mariners Club

101-Year-Old Message In A Bottle Found in 2014

Researchers have identified what they believe could be the oldest message in a bottle ever recovered, a German museum announced on April 7, 2014. Those who analyzed the bottle even tracked down the granddaughter of the note's author, Richard Platz, the son of a baker who died in 1946 at the age of 54.

The bottle contained a postcard dated May 17, 1913, and was signed by 20-year-old Platz. According to [LiveScience](#), Platz was hiking along Germany's Baltic Coast more than 100 years ago when he stuffed the postcard into a brown beer bottle, corked it and chucked it into the water.

The Danish postcard inside included two German stamps on it and politely requested that whoever found the bottle should return it to the Berlin address provided. Based on the address, researchers were able to determine who penned the letter.

The 101-year-old message in a bottle was discovered last month. A German fisherman was trolling the waters of the Baltic Sea when he snagged the century-old relic. Where the bottle had traveled and where it came from were not clear, but it was recovered from an area not too far from where Platz deposited it into the sea.

The boater who discovered the bottle has loaned it to the International Maritimes Museum in Hamburg for an exhibit. Much of the letter was illegible, having suffered water damage. Still, investigators were able to locate the granddaughter of Platz, 62-year-old Angela Erdmann. She became emotional when researchers presented her with the bottle.

Prior to the discovery of Platz's postcard, the Guinness World Record holder for oldest message in a bottle dated back to 1914. It was cast into the ocean by a scientist at the Glasgow School of Navigation and traveled the sea for nearly 98 years before it was fished from the water in 2012. According to [The Atlantic](#), the bottle from 1914 was one of 1,890 bottles released on June 10, 1914, as part of a data-gathering experiment.

The discovery of the 101-year-old message in a bottle is similar to that of a bottle recently recovered from the Canadian Arctic. In December of last year, researchers in a remote area of Ward Hunt Island found a bottle with a note inside tucked between some rocks nearly 500 miles from the nearest human settlement.

The note, dated July 10, 1959, was written by Paul Walker and Albert Crary, both of whom were well-known polar geological researchers at the time the message was written. The message asked whoever found the bottle to measure the distance between a nearby rock formation and the edge of a nearby ice shelf.



Fort Lauderdale
Mariners Club

ON THE HORIZON
FOR THE REMAINDER OF 2014

May 2014

1 – Luncheon
10 - Mother's Day
14/15 - Tampa Bay Mariners Seminar- St Pete Yacht Club
26 - Memorial Day

June 2014

7- Dinner Cruise
15 - Father's Day

July 2014

4 - Fourth of July
18-20 - Getaway weekend—Cheeca Lodge

August 2014

7 – Luncheon

September 2014

1 - Labor Day
4 – Luncheon
20 - Comedy Night (Tentative)

October 2014

2 - Luncheon
13 - Columbus Day
28 - FLMC Seminar Golf Tournament and Meet the Speakers Reception
29/30 - FLMC Seminar
30 to Nov 3 - Fort Lauderdale Boat Show
31 - Halloween

November 2014

2 - Daylight Savings ends
11 - Veteran's Day
13 – Luncheon
27 – Thanksgiving

December 2014

6 - Holiday Party—Top of Pier 66
13 - Winterfest Boat Parade
16 - Hanukkah Begins
25 - Christmas



ATTENTION MARINERS

*Announcing the 2014 Fort Lauderdale Mariners Club Getaway Weekend
July 18-20th*



MILE MARKER 82 HERE WE COME!!!

It is going to be a well deserved, relaxing, fun filled getaway

Call to make your reservations now at 1-800-327-2888 and mention the FLMC

\$239 per night (Resort fee inclusive) rate.

Check out the website <http://www.cheeca.com>

Resort fees include:

Valet Parking or Self-Parking; Tennis Court Times – Racquets & Balls; Golf Green Fees – Clubs & Balls – tournament info to follow; Fishing Rods -First Come, First Serve; Bicycles -First Come, First Serve; Shade Cabanas for Beach Chairs -First Come, First Serve; Sea Kayaks -First Come, First Serve; Access to Spa Fitness Studio -6:30 am to 12 am, 18 years of age and older; Guest Internet Station with DSL; Wireless Internet Access -In Guest Rooms, Beach, Courtyard, Lobby and Pools; DVD Movies for In-Room Viewing; In-Room Starbucks Coffee® -Coffee services also available in Lobby from 6:30 am to 9 a.m. daily; In-Room Bottle Water -Two Bottles of Spring Water Daily; Guest Fax Service; Daily Newspaper Delivery; Local and 800 Phone Calls; Local Transportation

Elaine Fitzgerald 954-655-5084 or efitzgerald@celedinas.com