

Central Division,

Thank you so much for inviting me to attend your division meeting, it was wonderful meeting so many fellow patrollers and each of you were so welcoming to me. I was asked by many of you to send a follow up on my presentation. So here are some important highlights.

### **1) National Office Information**

- **Buy from the NSP Catalog and the Pro Deals Page** (available to ALL Patrollers)
  - ◆ Best prices on this year's merchandise
  - ◆ Partner companies help keep dues down by paying a sponsorship fee
  - ◆ One of a kind merchandise with NSP Logos and "patrol"
  - ◆ Over 60 companies/thousands of items on the NSP Pro Deals Page
    - \* New Companies up last couple months: Marker, Volkl, Apex Boots, Therapearl, Pakems, Nautic Adventures,
- **Over 28,000 patroller information is updated by hand by staff**
  - ◆ OEC refreshers
  - ◆ Status changes, updates and renewal information
- **New Communications**
  - ◆ Look for important information in the updated NSP Magazine
  - ◆ Sweep (education & updates)
  - ◆ Sweep Deals (partner updates, sponsor product info and catalog updates)
  - ◆ Direct Line (Patrol Director/Rep, Division/Region Director specific email)
- **Patroller must have CORRECT EMAIL in the system**
  - ◆ Without an email patrollers cannot vote, receive Sweep, Sweep Deals, Direct Line and can't gain access to many of the NSP Pro Deals.
  - ◆ Update your email on the nsp.org on member profile or call the national office

### **2) New Initiatives**

- **Text NSP to 50555** (NSP Members) get weekly partner/sponsor updates, safety information, give-a-ways and promotional codes for the catalog
- **Text SAFETY to 50555** (PUBLIC & NSP Members) a great way to get your guests and individuals you connect with info on safety and patrol messages, including recruitment information
- **Text PATROL to 50555** (PUBLIC & NSP Members) to donate \$10
  - ◆ We are looking for 10-15 areas across the country to send promotional items (including lip balm and ice packs) to give to their area guests.
    - \* Patrol/Areas in the test will get a portion of all donations from their area
    - \* NSP will collect \$4500 nationally to pay for the promotional items then all proceeds will be split 40% to the patrol, 20% to the division and 40% to national
    - \* If you are interested please contact [mhood@nsp.org](mailto:mhood@nsp.org) or call 303-988-1111
- **New Store** (October)
  - ◆ Searchable store (by item category or vendor), new "cart", over 600 products, suggested items scroll at the bottom of page

- **New Website** (winter)
  - ◆ Updated website that is easier to navigate and find items
  - ◆ New reports
  - ◆ New password set and reset options

### 3) **Summer Initiative**

- **8 page SUMMER CATALOG with the January Magazine**
  - ◆ Camping, hiking, golfing, summer sport items
- **Summer Merchandise on the NSP Pro Deals Page**
  - ◆ New Partners-Lendal (paddles), Slingshot (Wake, Kite and Paddle Boards)
  - ◆ New products from Current Partners-Bushnell products under Bolle, Patagonia clothing, footwear & fly fishing items, GoPro bike and surf accessories, Sunglasses by Smith
  - ◆ New Partners added this winter-like bike, hike, fish and water sports