

District 28 Written Reports

2009 Fall Conference

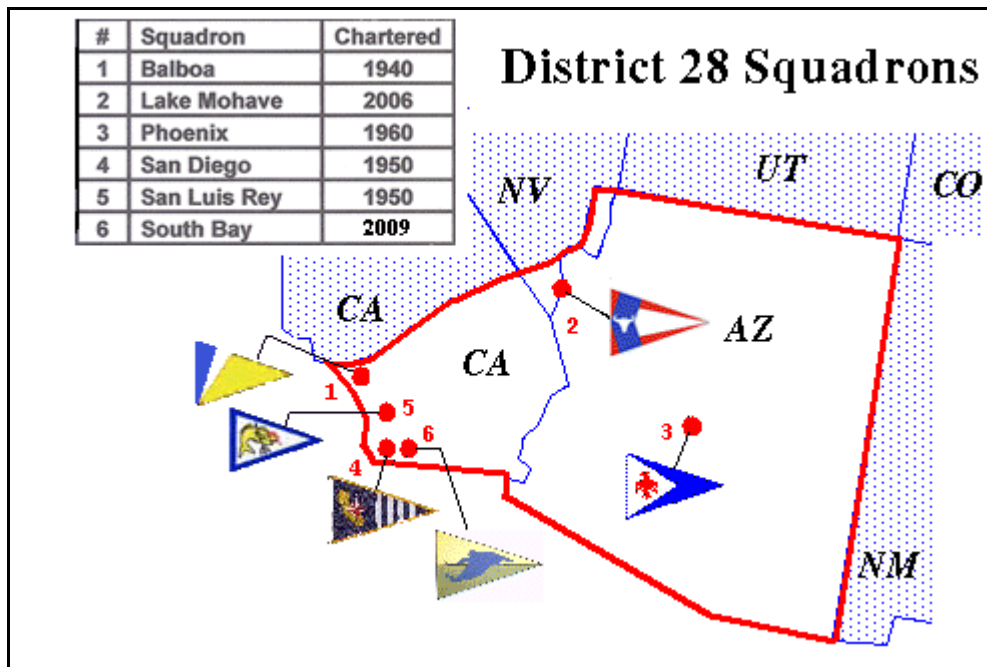


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Note: Refer to the Meeting Minutes for all other reports. The minutes can be found at:

<http://www.usps.org/localusps/d28/member/d28minutes.html>

or SailAngle.com D/28 File Cabinet.

DISTRICT 28 FALL CONFERENCE
CHIEF COMMANDER'S MESSAGE
26 September 2009

D/C Diehl, members of D/28 , Bridge, fellow members, & guests:

I bring you greetings from your many friends in the United States Power Squadrons. I am most pleased to be with you today.

As always, we encourage you to take advantage of any type of forum to ask questions you feel are important. For questions I cannot respond to, I will follow-up with answers to your D/C.

Most of our Chief's Representatives are from your local area this fall. This was purely an economic determination by the Chief. Everyone was hit by the temporary economic downturn and these current assignments were made with that in mind. The Chief's Reps are here with you by choice.

As mentioned in the Chief's Christmas email message last year, we are attempting to move from a dues dependent organization to a combination of market and dues revenue.

The Chief, with the assistance of the National Educational Officer, V/C Bob Sweet, SN, and the ANEO, R/C Herman Green, SN, would like to take a few moments to explain where and how your Board of Directors would envision our future and that of the greatest boating organization in these United States.

Boater education has long been our core contribution to boating, and the primary means by which we have recruited and retained members.

Obviously, the future of our boating organization is closely tied to the success of our educational program.

We have totally revamped our courses adding new subjects, added 18 seminars, and developed Boat Operator Certification under our new umbrella, USPS University.

However, with fewer members and fewer instructors, it is difficult to deliver all of these programs as consistently as boaters would like to receive them. Fewer members, especially fewer new members, means less demand for our member courses.

While we might be holding our own, that is not enough to rebuild our base. Here's how we feel that may be done.

We need to consider that boaters today want to learn in different ways.

First, they want more hands-on training. How do we accomplish that need?

- 1.) We are doing that as part of our Boater Certification Program and by our latest Seminars such as "Advanced Powerboat Handling".
- 2.) We are aggressively adding on-the-water training, aided in part by a grant from the Coast Guard.
 - a. The Coast Guard and National Boating Safety Advisory Council (NSBC) see on-the-water training as a critical need.

- 3.) Why now ?
 - a. First time boaters are likely to be in their forties or older lacking the years of experience working their way up from smaller boats. Younger boaters also need to learn properly from the outset rather than experiencing trial and error training with all the attendant risks.
- 4.) We have taken the proper steps and are working our way around the districts training on-the-water trainers. USPS is well positioned with a base of squadrons located wherever people boat. On-the-water training is necessarily inefficient since an instructor can handle only a few students at a time.
- 5.) USPS is taking a unique approach. That is, we spend considerable time in the classroom helping boaters understand why their boats do what they do and how to control them. This helps them visualize what will happen on the water and speeds their training when they do get to the helm. This classroom time also allows us to move from a larger class to small groups on the water.
- 6.) Now that we have proper insurance, we are positioned to take the lead in on-the-water and hands-on training. That's where our squadrons need to be.

Second, today's boaters want to learn by new methods. The old-fashioned manual, overheads, and chalkboard approach doesn't meet their needs. We've progressed to professional quality books and manuals, PowerPoint and animations.

- 1.) That is necessary, but not sufficient, since many boaters want to:
 - a. learn online,
 - b. on their computers,
 - c. at home,
 - d. on the road, or
 - e. at their own pace.
- 2.) So, our traditional courses must expand to utilize these new methods. While we will never abandon the classroom, that classroom may become more of an extension of the online, home-study experience.
- 3.) Recreational boating is one of the areas that interest many potential students.

Third, where we teach is changing somewhat as well.

- 1.) Local colleges and universities see the value to continuing education as a means to utilize their facilities. As a result, they are looking for new materials and methods.
- 2.) Recreational boating is one of the areas that interest many of them.
- 3.) USPS has the opportunity to reach out and teach using their facilities and taking advantage of their ability to promote and attract students. For their classroom courses, they need content (us) and in most cases instructors (our squadrons). However, we must be able to commit to be there.
- 4.) These colleges and universities, and internet sites are looking for online content to service the distance learning customers.

As a result, we are reaching out to those organizations that have invested heavily in the technology to deliver these programs to provide an outlet for our educational products.

For example, we have our **Seamanship** Course and a number of seminars available online at the University of West Florida. Members and the public who might not have access to one of our classes can take our programs, get our materials, and gain credit. We will be reaching out to more organizations and approaches

Fourth, what does all of this mean to our squadrons?

- 1.) First, we need to acknowledge that change is difficult but essential.
 - a. Our squadrons are the foundation of USPS. They need members to function.
- 2.) Historically, new members came from the public boating courses.
 - a. No more. Today, millions take the boating course online, mostly state-sponsored. Over hundred thousand or so take it in a classroom, many just wanting to get their ticket punched.
 - b. It's time for us to deliver what we can do best – local training for what boaters cannot get from an online course.

Fifth, we must find ways to increase the direct connection between boaters and our squadrons.

- 1.) For example, we require those taking our online or home-study America's Boating Course to come to a squadron for state-specific information and the examination.
- 2.) The question then becomes has the time come for USPS to allow squadrons to instruct our courses to the public.
- 3.) Teaching to the public will increase the flow of students to the squadrons. Anecdotal data indicates the non-members taking our courses lead to a high probability of them becoming members.
- 4.) The seminars were developed as a vehicle of attracting boaters (and members) into a wide range of venues that can support a single 2-hour session.
 - a. USPS, that is our Squadron and its members, needs to reach out to the boating public and use methods that attract them to us.
- 5.) Our educational program is our "ace in the hole". It's the best available and one of our principal tools to attract boaters to get to know us.

Sixth, during these soft times, while fewer new boaters are entering the market, it is imperative that we attract **experienced** boaters to USPS [**read my lips, experienced Boaters**]

- 1.) Over 70% of those have not taken a public boating course – **that's over 40 million boaters—that is our market.**
 - a. Let's teach them what they need to know and
 - b. The way they want to learn, and
 - c. While bringing only quality boaters into organization.

- 2.) We have positioned ***America's Boating Course*** as the premier public program which can be taken however the boater wants:
 - a. the classroom,
 - b. the Internet,
 - c. at home, or
 - d. a combination.

Conclusion:

In his Spring Message, the Chief suggested that:

- 1.) Our educational sales would increase;
- 2.) Our investment income would return,
- 3.) Our economy and employment would improve, perhaps not to the level of 4-5 years ago but better than yesterday or last week.

Each has occurred.

Our people handled this economic downturn in style and we still exist, as strong as or stronger than ever and, as dedicated as ever, simply because of who you are and what we are.

Our fraternal functions are as important if not so as ever before. Why would anyone join any organization where the people do not enjoy themselves and have fun. Make sure every person attending your Squadron activities enjoy themselves. If they do, you will also. Fun and enjoyment are contagious.

On a personal note, this will be my last message as Chief before the February 2010 Change of Watch. What an opportunity you gave to Glenda and me to represent you and our Organization. Thank you so very much.

God Bless you, our organization and these United States of America.

Regards,
Creighton Maynard

“Boating is fun...we'll show you how®”

**DISTRICT 28 FALL CONFERENCE
DISTRICT COMMANDER'S REPORT**

D/C Van Diehl, SN
(from the 2009 Fall Lead Line)

The number of activities that the D28 squadrons put together since last Spring have been awesome – Courses, Seminars, Cruises and Rendezvous, National Safe Boating Week, Vessel Safety Checks, Cooperative Charting work, On-the-Water training in Piloting and Advance Piloting classes, and Boat Operator Certification. From 1 September '08 to 31st August '09, forty-two members completed Advance Grades and eighty members' Elective courses. And not to forget the fun and fellowship at BBQs, Potlucks, etc. The district and squadron newsletter editors are doing an excellent communication job, through a distinguished set of award-winning newsletters: D28's Lead Line (Lee Whitehead, SN), Balboa's Trident (Peter Redwood, SN), Lake Mohave's No-Wake Zone (Andy Pensavalle), Phoenix's Bos'n's Pipe (Lee Whitehead, SN), San Diego's Ship's Mail (Daniel Nephew), and San Luis Rey's Mariner's Needle (Jill Powell, P). The same can be said of the outstanding job the webmasters are performing. At D28, Bob Schloeman, JN), Balboa (Peter Redwood, SN), Lake Mohave (Bob Schloeman, JN), Phoenix (Bill Johnson, JN), San Diego (Diann Nephew), San Luis Rey (Al Donlevy, AP). All of these activities could not happen without the participation of a large number of volunteers of the D28 squadrons, demonstrating the vitality of our organization. Thank you for all that made all these wonderful fun and learning opportunities possible.

In the words of the NEO Bob Sweet, in response to my Open Letter to National: "district structure is more important than ever. We need regional presence to relieve burden and overlap facing squadrons. Promoting USPS should be more regional and coordinated. So should offering courses. We have found that a "slate" of program offerings gains far more attention and attendance than singular, ad hoc offerings from individual squadrons." To learn more about D28 squadrons and their people, and to foster the ideas of a more regional district organization I made visits to some of our squadrons. I made a point, at the meetings I attended, to talk about the USPS University programs, and the importance of its implementation across all squadrons of the District 28. My goal is to have all squadrons being the Campus of the USPS University.

I participated in squadron meetings of Balboa, San Diego, and of my own squadron – San Luis Rey. It was a great fun to attend the Katherine Landing Inland Rendezvous at Lake Mohave.. There was a good D28 representation at the Rendezvous, including members from San Diego, San Luis Rey, Balboa, Phoenix, and Lake Mohave squadrons. Thank you to Cdr Andy Pensavalle, of Lake Mohave, Cdr Allan Bombard, of San Diego, Cdr Miguel Ramirez, of South Bay, Cdr Mark Thompson, Balboa, and Cdr Loie Powell, San Luis Rey, and their teams for their warm welcome at their meetings. I also attended the yearly July San Luis Rey Barbecue, at Buddy Todd Park. The San Luis Rey barbecue is a well-attended yearly event that congregates a large number of San Luis Rey and D28 members and family. I was joined there by P/D/C Katie Law and P/D/C Bill Bridge, from San Diego, P/D/C Lou Loth and D/Lt/C Mark Keltner and wife Lynne, from Balboa. Thanks to Cdr Loie Powell and the SLRSPS team.

The first District meeting, the District Summer Council, was held at South Bay Squadron. It was very well attended. Its rich agenda included an abbreviated presentation of the new "Anchoring" seminar, presented by DEO Bill Bridge, SN and a very informative seminar about Coop Charting, by P/C Steven Bakalis, SN. To include training on the new USPS Seminars in all District meetings was one of the requests made by the squadron commanders at the first D28 Bridge meeting last March. South Bay members were hosts to the July Summer Council meeting at Chula Vista YC, which Lt/C Susan Johnson, their Administrative Officer, and her team organized with great success. District members attending this event were unanimous in their praise for South Bay work.

My District vision - the implementation of the USPS University (Courses, Seminars, Boat Operator Certification, On-the-Water training) is underway in all squadrons. The Seminar series is a refreshing addition to the regular USPS courses. It contains an amazing array of topics that are taught mostly in two hours. This provides an opportunity for members and public alike to brush up their knowledge, with topics like Using Charts and GPS, Radar, Anchoring, Trailing, and many others, without having to seat in, for many weeks, in a regular course. The Seminars series should attract experienced boaters to update their boating knowledge. It might help to attract to membership experienced boaters that might not be interested to the Public Boating course and might help in the retention of squadron members.

Another important item of the USPS University is the Boat Operator Certification (BOC) program. One of my goals is to have the BOC program in all squadrons in operation by the Spring Conference.. There are several certification levels: Inland Navigator, Coastal and Advance Coastal, and Offshore. The Inland Navigator Certificate includes an On-the-Water skill test that is to be administered by Advance Certifiers. Advance Certifiers (AC) are responsible to train and test the Boat handling skill requirement of the Inland Navigator Certification and be BOC champions. We need to have AC in all squadrons. For that purpose I organized AC training in July and early August.. Trainers were the BOC National Committee Chair, R/C Jack Fletcher and Regional Certifier, Darrel Sausser. San Luis Rey is pioneering the Boat Operator Certification program in D28 with eight of their members signed up to get the Inland Navigator Certificate.

On-the-Water (OTW) training in the regular training courses, an important new addition to the well-being of the USPS organization, has been included in some squadron courses. The Ensign published recently an article I submitted about the inclusion of on-the-water training in the Piloting course. Cruises are, perhaps, one of the most important safe boating learning tools. In July, I organized San Luis Rey cruise to Coastal harbors and Catalina. We sailed most of the day and motor-sailed during the night, arriving at the entrance of the San Diego ship channel a bit before sunrise. The night sail was wonderful, with clear sky, illuminated by the new moon, millions of stars, even the Milky Way was visible, a sight you never see the urban land. As I reminisce about the cruise, the thought comes to mind that Squadron cruises offer our members an excellent opportunity to put into practice what was learned in the classroom, in Cruise Planning, P and AP, GPS, etc. In addition, there is the sharing the experiences of more seasoned cruise members. San Luis Rey is planning to include a short cruise, OTW, as part of the Cruise Planning course.

These are times of big changes in USPS. We need these changes otherwise USPS may not survive. In a recent letter, P/C Wes Heuser, Balboa SEO and the D28 VSC champion, sent me results of a poll he did among one hundred (100) trailer boaters. The poll was related to name recognition of the following boating organizations: USCG, USCGAux, Sea Scouts, Orange Coast College of Sailing and Seamanship, and USPS. Results: USCG 100%, USCGAux 95%, Sea Scouts 60%, Orange County College 62%, and our own USPS 10%!!! I hope that the new directions described below, will include a comprehensive marketing and PRO program, and a name change to better reflect what we do. The new directions that are being discussed are changes from a dues based organization to a more market focused one. That means, USPS needs to adapt to what current and future members want and ways to attract more of the boating public to USPS programs. Less and less inexperienced boaters are coming to our public Boating classes. Now there are a number of web places where you can take the basic Boating course online, Boat US is one of them where you can even print your certificate. The new Seminar series, as previously mentioned, has the purpose to attract the experienced boaters and retain our own members. USPS wants to sell their education programs to a wider audience than its own members, since that is what helps fund what the organization does. The more that USPS can get in educational sales, the less stress there will be on member dues. I gave my inputs and comments to the proposed new directions in an Open Letter to that National Bridge and shared it with all District Commanders. I will be going to the Governing Board meeting in Kansas City to represent D28 in these important changes. I will be reporting them to you at the Fall Conference.

My special thanks for all of you that contribute to the success of D/28 and make it the best non-profit seamanship and navigation learning organization of the country, with a boating club atmosphere. My thanks also to my Bridge, that helped make my job so much easier.

**DISTRICT 28 FALL CONFERENCE
EXECUTIVE OFFICER'S REPORT**

D/Lt/C Connie Johnson, N
(from the 2009 Fall Lead Line)

Summer has officially hit in Phoenix with heat advisories nearly every day. They say average temps for July were the hottest on record here. I know Lake Mohave squadron can relate to this. The California boaters just don't feel the boating burn like we do here. (burn your hands on the boat steering wheel and ache to get IN the water not just on the water) You are missing all the fun over there. We do envy you getting to wear jackets in the evening though! We have not had a night under 90 degrees in a few weeks now. Enough of that - it is perfect boating anytime you can be on the water.

We were all taught to share when we were babies. The Power Squadron needs to share who we are and what we do with others. We shouldn't keep all the fun to ourselves!

Let's start with WHO WE ARE! We are the greatest boating club ever! How do we get that out to others who have never heard of us? By putting our name in their faces everywhere they go! Put it on billboards, in newspapers, magazines, on a sign at the docks, on gas pumps at the local marinas, in libraries, in your doctors office waiting rooms. Make up those trifold brochures and spread them anywhere you go. Have them in your car at all times. Never go anywhere without handing at least one brochure out or asking a store to put one on their bulletin board.

Now WHAT DO WE DO! We continue doing what we are doing - but to a wider audience. Teach those basic classes to new boaters. Meet with Marine dealers and Marine supply stores to form a relationship with the management there. Leave trifolds for a start, but go further asking them to partner with you in promoting classes to the uneducated first time boater. Maybe the dealer would offer to pay for a course for all new boaters. Its worth asking. The most they can do is say NO. That word should not discourage us. It is only a word. Try another approach - would they be willing to provide a location for us to hold a class or seminar? Don't give up. Persistence pays off.

Continue doing boat inspections. There should not be one boat inspected who is not offered a chance to become a member and do what you are doing. Tell them we need all the help we can get - there are a lot of boats out there. Invite non-members on your co-op charting or green team events. Show them what fun we can have and still be providing a service to others at the same time. Hold a safety fair at the local dock or launch ramp. Invite the local boating and waterways groups to assist in the event. This will establish a relationship with other groups who basically have the same interests as we do. Put articles in a local paper or on a website with pictures of your social activities. Encourage all attendees to bring one guest to an event or meeting. Make them feel welcome and they will want to return again next time.

We don't need a publicity department - we are all the publicity department! Go out and spread the word!

**DISTRICT 28 FALL CONFERENCE
LAKE MOHAVE POWER SQUADRON**

26 September 2009

Cdr Andy Pensavalle

Membership: 22 Members: 20 Active; 2 Inactive
3 Members Dropped Out in 2009

Lake Mohave squadron is optimistically looking forward to the fulfillment of their USPS obligations and calendared events during the balance of 2009.

Currently the squadron is joining other local entities in the National Park Service's Lake Mead National Recreation Area's Adopt-A-Cove Program which is giving people in the local communities in and around the Lake Mead/Lake Mohave areas an opportunity to become park stewards. The squadron has selected "Ski Pass" as our Cove. Our obligations are to clean this cove at least twice per year and send supporting documentation to the NPS when completed (preferably with photos).

Sail Angle has been introduced to everyone but due to the fact that so many of our members have been out of town during August and September, feedback on the website has not been collected to date. Our next meeting will be in September and we are sure to hear comments at that time.

The City of Bullhead City celebrated its 25th Birthday in August. In conjunction with the birthday, we placed a very nice advertisement in the special Birthday Edition of the Mohave Daily News, which included photos from events held by the squadron. The membership is positive that this special edition will generate some interest in the squadron.

The ABC Course being taught by John Militello is planned to begin on October 6th in Bullhead City. The squadron is currently advertising the course in the Mohave Daily News and will continue to do so through the second week of class.

Andy Pensavalle was the guest speaker before the Mohave Valley Chamber of Commerce in July, which included a very informative "mini" movie about boating safety and why it is so important. Response was very positive and everyone enjoyed the program.

Wednesdays on the Lake Outings are continuing, which outings are informal, easy and relaxing days without the normal crowds of weekenders.

The "Signs" program is currently in progress. The squadron has been advised that no signs are allowed on the NPS property near Lake Mohave; our next inquiry will be for along the Bullhead Parkway.

Our Safe Boating Week activity included a very successful booth at the Mohave Valley Home & More Expo at the Crossings Event Center across from the Avi Casino (Fort Mojave Tribal lands). A lot of people expressed interest in the squadron and, again, we are hoping this will generate some additional activity in getting new members.

The Vessel Safety Check program continues to be worked on, getting it back on track, and additional persons will be trained as examiners next year as soon as classes have been set up.

The squadron is constantly endeavoring to enhance recognition of USPS in the Tri-State area through local newspaper advertisements, special news articles highlighting events and listings for ABC classes.

**DISTRICT 28 FALL CONFERENCE
PHOENIX SAIL AND POWER SQUADRON**

26 September 2009

Cdr. David R. Allocco, SN

MEMBERSHIP STATISTICS: Active, Transfers, Family, Apprentices, Women's Cert. – Refer to the report from the membership chair.

Goals and Accomplishments:

1. Increase the number of people who earn a merit mark by 10 percent over the previous year. In the 2008 – 2009 Squadron year there were 65 merit marks earned. The goal is to increase that number to 72. At this time there are approximately 55 who are in line for a merit mark. Additional names will be added as we start the fall season.
2. Present at least one Seminar that had not been taught ever before by the Squadron. We achieved this goal on 25 April with the presentation of the Paddle Smart Seminar. Nine people successfully completed the seminar in conjunction with a boating and camping activity at Lake Pleasant.
3. Provide a new link on the Squadron Website that is identified as information for New Members. The Tribal Knowledge area may be linked so that it can be accessed by a single mouse click.

4. Perform at least one Squadron Environmental Activity. This goal has been achieved. The PSPS held a lake clean up activity on 13 June, 2009. A second activity is tentatively scheduled for the second week in November.

5. Coordinate at least one public relations activity in which Squadron members visit at least 10 boating stores or facilities and provide hand outs for distribution to their customers. This goal has been achieved. A new tri-fold brochure has been developed and approximately 1,800 have been distributed.

SIGNIFICANT SQUADRON ACTIVITIES

1. Recruiting:

Recruiting remains a challenge for the PSPS. However, the Squadron recently experimented with an ad for the Basic Boating Class on Craigslist. Several people have responded to the ad. We are encouraged by this result and we have undertaken improvements that may generate additional interest.

2. Member Involvement:

The Phoenix Sail and Power Squadron schedules a significant number of activities throughout the year. With on-going educational activities, boating activities, social activities and community service activities, there is something for everyone. As a result of this diversity, the sheer volume of activities ensures that members always have the opportunity to be involved in some way.

3. Raising the Squadron Image (Public Relations Actions & Events):

Public Relations will be our primary recruiting tool. We have a goal and a plan to enhance our efforts in this area. We have renewed our efforts to contact various boating stores and facilities.

4. Educational Achievements:

The Navigation class has completed. In this class four students passed the examination and three of them successfully completed the sight folder. When combined with the earlier Beta Navigation Class the PSPS has six students who have passed the final exam, four of whom have completed the sight folder. Of these four two are now Navigators, and two are now Senior Navigators. A Sail Class is underway with 9 students, and a Weather Class is underway with 4 students. Two basic boating classes are underway, one on the east side and one on the west side of the Valley of the Sun. There are plans for a Seamanship Class in the fall.

5. Community Contributions / Activities:

The Phoenix Sail and Power Squadron conducted an Environmental cleanup activity at a lake in the Crown King area.

6. Other:

Boating activities have become a dominant feature of the Squadron. The slogan "Boating is Fun, We'll Show You How" is taken seriously by this club. The PSPS has at least one on-the-water activity each month. We have 14 boating activities on the annual schedule. That does not include other activities that take place near the water such as four campouts and barbecues at the lake or ocean shore.

The Commander and Secretary of the Phoenix Sail and Power Squadron represented the Squadron, and District 28, at the District 13 Barbeque at Two Harbors, Catalina Island on August 22nd.

Three PSPS members represented the Squadron at the National Governing Board Meeting in Kansas City in August.

**DISTRICT 28 FALL CONFERENCE
SAN DIEGO SAIL & POWER SQUADRON**

26 September 2009
Cdr. Allan T Bombard, JN

MEMBERSHIP STATISTICS

TOTAL:	211	PAID:	93	DUE:	5
PENDING:	19	PAST DUE:	2		
NEW MEMBERS:	11	LIFE:	15		
MEMBERS:	145				
NON RENEWAL:	- 66	NON-RENEWAL Rate:	-31%		

Actions Recommended to National by SDSPS

1. Immediately implement an online credit card payment option.
2. Implement a multi-year dues payment option (with or without nominal discounts for advance year payments)
3. Implement an auto-bill pay feature such that once selected, stopping it requires active management by the member (like all of my magazine subscriptions!!).

SIGNIFICANT SQUADRON ACTIVITIES

1. **Recruiting:**
 - New Members: 11
2. **Raising the Squadron Image (Public Relations Actions & Events)**

VSC (ytd):	# PASSED	<u>VSC Examiners</u>
68	54	7 (4 active)

3. **Educational Achievements**
 - Seamanship class completed, 6/6 students passed
 - Junior Navigation class completed, 5/5 students passed
 - Weather course class completed, 5 Students (exam results pending)
 - Piloting course class completed, 6 Students (exam results pending)
 - Navigation course in progress, 6 students enrolled.
 - Advanced Piloting course commences Tuesday Sept 29, 2009
 - Marine Electronics course commences Monday October 19th
 - Safe Boating Course commences Tuesday September 29th
4. **Community Contributions/Activities**
 - Cooperative Charting Outing Saturday June 20 (Coronado Yacht Club)
5. **Other:**
 - Summer raft-up at La Playa Cove Aug 14-16, 2nd "on-the-water" event of the season
 - Halloween raft-up at La Playa Cove scheduled for Fri 30 October – Sunday 1 November

DISTRICT 28 FALL CONFERENCE
SAN LUIS REY SAIL & POWER SQUADRON
26 September 2009
Cdr. Loie D. Powell

Membership as of September 2009	101
Women's Certificates	3
New Members	2

SIGNIFICANT SQUADRON ACTIVITIES:

1. RECRUITING

- Basic Boating Course
- Seminars
- GMM – encouraging members to bring guests. Talking to new boat owners on docks, etc.

2. MEMBERSHIP INVOLVEMENT

- Monthly GMMs: Excellent guest speakers
- June 13: On-the-Water training – AP Class
- July 11: Annual BBQ at Buddy Todd Park in Oceanside
- July 18-27: Catalina Cruise (6 boats/14 people)
- August 1: D/28 Glorietta Bay Raft-up (Coronado)
- August 20: GMM Speaker D/C Van Diehl, SN on BOC
- September 16: GMM Spkr. Lt/C Dave Thomas, S of BSPS
- September 19/20: Oceanside Harbor Days
- October : 2 Powerboater members wish to take an exploratory cruise to Catalina – any one else interested?

3. RAISING THE SQUADRON IMAGE, public relations, all of the above, including participation with a booth at Harbor Days

4. NEWSLETTER ONLINE AND IN COLOR “The Mariner’s Needle”, always 12-20 pages, is doing well online. This form of distribution saves the squadron \$100 per month. OYC is sending out our newsletter to its membership, gratis!

5. EDUCATIONAL ACHIEVEMENTS

Engine Maintenance
AP – All 7 students passed with excellent grades
Seamanship – 3 students passed
GPS
VHF/DS Radar
Anchoring
Charting
Cruise Planning

5. COMMUNITY CONTRIBUTIONS/ACTIVITIES:

Harbor Days booth. On the water activities and possible Nail & Sail team

**DISTRICT 28 FALL CONFERENCE
SOUTH BAY SAIL AND POWER SQUADRON**

26 September 2009

Cdr. Miguel F. Ramirez-Williams, P

Membership: As of September 18, 2009 we had 34 members. We have submitted to National and the Rules Committee the necessary paperwork to be considered for our charter. Our application has been accepted by the rules committee.

Education: Completed the Piloting course (12 members) and 8 individuals completed the AP course. We now have 19 individuals enrolled in the Cruise Planning course. We continue to partner with the San Diego to collaboratively evolve the USPS University plan as noted by the Commander of District 28. We offer courses at the Chula Vista Marina, Pier 32 and the Chula Vista West Marine Store.

Organizational: As our membership continues to grow, more members are accepting positions of responsibility. While our formal bridge has filled in, we continue to develop/evolve the corporate support structures. LT/C Katie Law and D/Cdr Van Diehl have been the key support, encouragement, and advocates for our squadron. We express our appreciation to them and all of the USPS leadership and members in District 28 who have been supportive to our successful run at becoming a chartered squadron. Thank you ALL!!!!

Social: We are planning a General Member Meeting this fall, an informational event to celebrate our charter. All are to be invited.

Summer Council: It was our pleasure to host this event – Special Thanks to LT/C Barbara Ramirez-Williams, LT/C Susan and LT/C Don Johnson for their hard work planning and implementing this event! Hopefully this will become an annual event.

Once again Thanks to all for supporting and positively mentoring our squadron

**DISTRICT 28 FALL CONFERENCE
VESSEL SAFETY CHECK COMMITTEE REPORT**

26 September 2009

P/C Ron Werner, N

We all are doing very well this year.

Highlights:

Lake Mohave Has completed 3 inspections so just 2 more by end of year to be current.
Wes Heusser leads the pack with 333 inspections.
Shaun McArdle with 29 inspections
John J. Lusson with 24 inspections

Inspections recorded to date:

DISTRICT 28

Balboa

Wesley S. Heusser 333

TOTALS Balboa 333
 Lake Mohave
 Patrick David Bramble 3
 TOTALS Mohave 3
 Phoenix Sail
 Terry Kent Gray 5
 Jean Marie Gray 6
 William A. Johnson 10
 John J. Lusson 26
 Jackie Wanta 13
 Ron D. Werner 10
 Rose M. Werner 9
 TOTALS Phoenix Sail 79
 San Diego Sail
 M. Edward Brunjes 14
 Lee G. Hornbrook 0
 Robert B. Hubbard 12
 Katharine S. Law 15
 Shaun McArdle 29
 Edwin E. J. Mraz 0
 TOTALS San Diego Sail 56
 South Bay Sail
 M. Edward Brunjes 14
 Chris Kurtz 11
 TOTALS South Bay Sail 25
 DISTRICT TOTALS 496

**DISTRICT 28 FALL CONFERENCE
 EDUCATION OFFICER'S REPORT**

26 September 2009
 P/D/C William Bridge, SN

I attended the Governing Board meeting in Kansas City and have forwarded info to the SEOs via e-mail and at the breakout meeting this morn. I will also provide them with a copy of CURRENTS.

Everyone should get on-line and get the CURRENTS from the USPS ED DEPT. . It is an outstanding way to be current with courses, seminars, errata and all matters of the National Education Dept. KEEP UP TO DATE. GET "CURRENTS"

Course Stimulus. Prizes are being offered to members completing courses in S, P, AP, JN, MEds, EM, during the 1 July 2009 to 30 June 2010. Educ yr. Any passing is automatically entered in the drawing.

A percentage of the income from all course sales during the year is being used to provide funds for the PR reimbursements.

National is moving in the direction of more direct participation by the DEO and ADEO in managing the educational programs and their delivery, especially the seminars.

AWARDS: EDUCATIONAL PROFICIENCY awards will be presented to ROBERT OLSON, Balboa; LOIE POWELL, JOHN MANN, RICHELE DACIOLA E-SSEMEN, and RUSSELL LYMAN, Jr. ALL of SLRSPS.

This year I was privileged to select a candidate from D-28 for the CHARLES F. CHAPMAN Award for Excellence in teaching. The candidate will be announced this evening with the District Award Certificate.

Also this evening the PRINCE HENRY, SHOCKEY, and CASALE awards for Navigation, Electives and Engine maintenance respectfully will be presented. SLRSPS will receive one of them. Which one and who gets the others will be revealed at that time.

The list of Instructor Certification Status for each Sqd. is out. Check with your SEO and see who needs recert. You must have a certified Instructor to teach all Public Courses.

ALL new and updated courses were paid for from the EDUCATION FUND. PLEASE support it. Selling more books will help keep us solvent.

**DISTRICT 28 FALL CONFERENCE
ADMINISTRATIVE OFFICER'S REPORT**

D/Lt/C Mark Keltner, AP
(from the 2009 Fall Lead Line)

As reported at the D/28 Summer Council meeting, membership has declined slightly year-to-year. I anticipate that some members will renew their membership this year. Membership is the life blood of USPS, and our programs and policies will remain attractive to many.

Once again, we are being asked to contribute one dollar per member to the USPS Educational Fund. This is a very worthwhile contribution made by the squadron treasurers from dues paid by members. The money is used to offset costs for our educational programs. None of the actual contributions is used. Interest from the fund is employed. This fund has grown steadily through the years, and it plays a large part in our programs. Instructor Qualification, for example, is provided at no cost to members because of this fund.

Plan to attend the Fall Conference in San Diego in a few weeks, and the D/28 Spring Conference will be in Phoenix 5-6 March 2010. The Winter Council meeting will return to SWYC if construction is complete.

**DISTRICT 28 FALL CONFERENCE
MEMBERSHIP REPORT**

D/1Lt Cida Diehl, JN

District 28 Membership				
	Members as of 9/16/09	New Members since 1/01/09	Members as of 12/30/08	Retention
Balboa	134	12	145	84.1%
Lake Mohave	24	1	27	85.2%
Phoenix	136	6	149	87.2%
San Diego	149	12	201	68.2%
San Luis Rey	100	7	110	84.5%
District 28	543	38	632	79.9%

South Bay Squadron has 34 members. South Bay recruited so far 13 new members. Congratulations to South Bay Sail and Power Squadron for been Charted.

D/28 has a total 577 members.

New members to the United States Power Squadrons added between 1 January 2009 and 16 September 2009: Since January 2009, D/28 recruited 51 new members. The same time last year, D/28 added 129 new members.

Congratulations to all the squadrons for their effort in recruiting. The key for a successful recruiting system is to schedule as many classes that you possibly can for members and non-members in order to achieve the goals on this very important area of USPS.

Educational Department and Administrative Department, specially, Squadron Membership Chair, are encouraged to work together to achieve the goals of retention and recruiting. Do not let the students from the public courses slip away without becoming a squadron member.

The squadrons must have a system in place in order to boost retention. After May 2009, we have been experiencing a decline in retention. On May 2009, D/28 retention was about 82%, now it is 79.9. In order to compete for Mira Award next year, the district must have retention above 82%.

MIRA AWARD is presented to the squadron or district, which has a successful Member Involvement and Retention program. **I am pleased to report that D/28 is the winner 2008-2009 Mira Award, First Place.** The District won the 2005-2006 Mira Award Third Place, 2006-2007 Mira Award Second Place, 2007-2008 First Place, and 2008-2009 First Place, once again! Congratulations to all the squadrons for doing a great job in Member Involvement and Retention program. Let's continue the wonderful job that all squadrons are doing and keep up the excellent work! Job well done!

The Distinguished Civic Service Award In cooperation with Boat/US, two trophies are available, one for Squadron and one for District. This includes boating classes, seminars, VSC, and also scholarships, courtesy marine patrols, media interviews, children safety programs, etc. The deadline

is December 15, 2009. Submit your completed entry to P/C Kristi Anderson, P. To submit your entry go to the USPS website page, under Membership Awards.

Headquarters Collection of Dues and Anniversary Billing (HQAB) and Traditional Billing.

Since Headquarters is both invoicing and collecting dues and since member renewal dates vary throughout the year, several tools have been developed to assist squadrons in member retention and accounting. The website: www.usps.org/dues/reports offers member status reports for squadron and district. Squadrons must be vigilant, must have a system in place of checking the status of its members and take appropriate actions to encourage renewals.

Online Dues Processing System In order to process your dues, you need to have the following information: Certificate number, Invoice number, and a valid credit card. If you lost your invoice number, there is a simple way to retrieve it by clicking the Request Invoice number button. It is simple and easy. Just make sure your members know about it. You can pay your bill in the comfort of your home, and save paper, trees, stamps, and gas.

New Member Processing System This is another tool available to make the new member processing painless. With the current system, when a prospective member applies, a MemCom 1 form is completed. When approved, this form is either mailed or faxed to Headquarters for processing. Now, new member information can also be entered online at: www.usps.org/php/membership. The squadron account and password can be obtained from the squadron Commander.

Squadrons Bridge, and specially the Membership Chair, should be using these tools to help your squadron achieve its goals of member retention and recruiting. Remember, all squadron members are member of the membership committee. Please, do your best to have a vibrant and enthusiast squadron by offer your members the best in boat education, social gathering, and fellowship

DISTRICT 28 FALL CONFERENCE SECRETARY'S REPORT

D/Lt/C Shaun McArdle, AP
(from the 2009 Fall Lead Line)

The minutes of the Summer Conference were somewhat abbreviated, compared to previous such reports. Robert's Rules of Order does not require reiteration of written or oral reports on which no action is taken. Even so, summaries of reports, in the past, have been included in the minutes, perhaps as a convenience to those who did not attend the meeting or did not have access to such reporting,

I proposed that we use modern age electronic means to make these reports available to everyone, whether or not they attend a meeting. The idea is to have reports sent electronically to a site to which all District members would have access; also, that reports be sent before a meeting, thus giving attendees and appropriate officers a heads up for committee meeting or other discussions at the conference or council. Additionally, this would eliminate the paper shuffle at the venerable Mail Box, which is, nowadays, not a particularly efficient way to distribute reports. This is a work in progress.

**DISTRICT 28 FALL CONFERENCE
INFORMATION TECHNOLOGY REPORT**

26 September 2009

R/C Robert W. Schloeman, JN

WEB SITE

The District 28 web site continues to be updated frequently. The district operating documents such as Bylaws, Policy and Procedures, Deeds of Gift, Job Descriptions, Supporting Document and Meeting Minutes, are available via the web site as are notices and agendas for upcoming meetings.

The district Cruise and Rendezvous page only contains listing of events from two squadrons. Surely other squadrons have had activities that should be included, however, unless they are registered with the national Cruise and Rendezvous web site they are not included on the District web site. Take some time and register your C&Rs at: http://www.usps.org/national/boatact/cr_rendform.html even if they have passed for this year. If you have done or are going to do a C&R so tell the rest of us about it.

The Safe Boating Classes have a page dedicated to announcing them. If your squadron has a class scheduled please register it with the national web site. The class schedules we post are taken from the search for a boating class near you.

Beginning in October 2009 a District Educational Award status table will be added to the Educational page. This will allow squadrons to monitor the progress of their educational programs for the district awards that are presented each fall. The table will be updated monthly

I did not receive any usable photos of the 2009 Spring Conference for the web site. If anyone has some I would appreciate it if they would email them to me.

The District 28 website was last updated 23 September 2009. The visit counter stood at 13,971.

DB2000

D28 and all its squadrons continue to use DB2000 for database management. The current version is 9.5.1 and was released 18 August 2009.

<http://www.accurecord.com/usps/outgoing/Downloads.htm>

This version includes an additional reports function to query the database for Sea Scouts.

As of 21 September 2009 the District 28 database contains member information for 580 members including the newly chartered South Bay squadron. This compares with the 634 in the database on 31 May 2009.

South Bay received notice of its charter 19 September 2009 but as of the time of this report they have not been added to the headquarters District 28 database.

DISTRICT MAILING LIST

The national ITCOM procedure is to test the validity of email addresses on a recurring basis about once every 12 days. The results indicate the need for squadrons to frequently check and update the member email addresses. The following table illustrates the squadron/district email status.

District 28 Membership and Email					
	Members	Email	% Email	Invalid Email	% Invalid
Balboa	137	87	64%	13	15%
Lake Mohave	24	23	96%	0	0%
Phoenix	134	93	69%	1	1%
San Diego	151	97	64%	2	2%
San Luis Rey	100	78	78%	0	0%
South Bay	34	20	60%	3	15%
Totals	580	398	69%	19*	5%
District Email List		311	78%		

*See the last page of this report for list of invalid email addresses as of 21 September 2009

In addition to our practice of removing non-renewing members from the District mailing list, the national ITCOM has removed those whose email addresses tested as invalid. This resulted in the reduction of the mailing list subscribers by 86 from that in May 2009.

SAILANGLE.COM

In the near future the function of the district mailing list will be transferred to a web server owned by SailAngle.com. This will result in significant changes. The subscriber list is **not** transferred. The d28@usps.org mailing list will no longer exist.

The full details of this change are not fully understood at this time, but I am told that it will be similar to Facebook with the distinction that it is not in the public domain. It will only be accessible by USPS members. Here are some of the consequences of the change.

- 1) The new list, or group as it will be known as, is strictly an "opt-in" subscription. Our present practice of managing subscribing members by administrative procedures is not fully supported.
- 2) The opt-in will be initiated when a member clicks on the SailAngle.com link on the www.usps.org webpage and completes their profile. That profile is compared to the national database and only accepted when key information can be verified. At that point they will be automatically added to the squadron and district groups. It will be incumbent upon the squadrons and district to encourage the members to opt-in to SailAngle.com if we are to continue to have a viable mailing list.
- 3) Only current USPS members will be able to opt-in. It is unclear as to when non-renewing members are removed and what the impact of invalid email addresses (bounces) will be.
- 4) The opt-out procedure is also not fully understood at this time. It may be possible for members to change their notification preferences to accomplish this. Will opting out of one group automatically opt-out of all groups?
- 5) The group moderator is set to the squadron or district commander by default. The commander may delegate that function to another person if desired.

6) A Power Point users guide to for the SailAngle system is available at:

www.sailangle.com/uploads/group/files/0/3ac1af612479_usps_cd_final.pptx

7) Incoming messages will be sent to the group member's email address with a "from" address of "no-reply@sailangle.com". The email will contain a link to the actual message. Replies to the group or originator are processed within the group email response system. Incoming or outgoing attachment capabilities are not known at this time.

8) As of 22 September 2009 the District 28 group on SailAngle.com had 46 members including an "unknown" in southeastern Kansas (37.9.2.N, 95.71.28.W).

We have been assured by SailAngle.com that the new email service is totally isolated and secure.

Only subscribing USPS members will have access to post and read group messages. Likewise, the member profiles are not available to non-subscribers and will not be used by SailAngle.com for any of its commercial activities.

Some of the features of the SailAngle.com arrangements are featured in an article in the Sep/Oct 2009 *The Ensign*® on page 18 titled "SPS Adopts Web 2.0".

INVALID EMAIL ADDRESSES

As determined by the national database for D/28 Squadrons
21 September 2009

>Test values of 6 or higher indicate that email cannot be delivered

Squad. Name	Last Name	First Name	E-Mail	< Test
Balboa	Anderson	James P.	scottyjim@aol.com	7
Balboa	Bardens	William H.	unclesnazy@earthlink.net	7
Balboa	Bluell	Craig T.	cbluell@adelphia.net	7
Balboa	Cannonito	Frank Benjamin	fbcannon@uci.edu	7
Balboa	Cousins	Daryl Joseph	darylcousins@aol.com	7
Balboa	Cox	Patti M.	pcoxperformance@adelphia.net	7
Balboa	Gulsrud	Bradley	bradgulsrud@yahoo.net	6
Balboa	Jenkins	Lu B.	lujenkins24@msn.com	7
Balboa	Krocchman	Alex	alex@krocchman.org	8
Balboa	Lacascia	Leo J.	llacascia@earthlink.net	7
Balboa	Olson	Jerome E.	olsonhhyc@mailstation.com	7
Balboa	Roig	Daniel	roig_d@charter.net	7
Balboa	Steiner	Bridget	snapsnazy@gamil.com	7
Phoenix	Friedhoff	William J.	wjfriedhoff@cs.com	7
San Diego	Edmiston	La Belle L.	labelleedmistone@att.net	7
San Diego	Murrell	Mary J.	mmurrell!@att.net	7
South Bay	Bennett	Thomas F.	tomb11@cox.net	7
South Bay	Johnson	Donald A.	sail@mvmary.com	8
South Bay	Nickless	Peter H.	phnickless@cox.net	7

**DISTRICT 28 FALL CONFERENCE
FINANCIAL REPORT**

Prepared 9/20/09
Edited for General Use

Beginning Balance from June 6 Financial Report
Checking = \$ 4,020.45 (4/30/09 Statement)

Disbursements from 6 June through 20 September

\$ 789.91 incurred in current Bridge Year (does not include prior year)

Income – total this Bridge Year through 9/20/09
\$1,827.50 Assessments (\$77.00 due from squadrons)

Checking Account Balance 8/31/09 = \$4,832.66 (does not include \$94.50 HQ deposit on 8/27/09)

MMA Balance 8/24/09 = #####

Current Position in Checking = Beginning Balance – Disbursements (this bridge year) + Income = \$
4339.27

Balance Remaining from Budget = D/C \$2690, DEO, DAO 100%, D/Secy \$178, D/Treas \$866

Fiscal Reserve = Current Position divided by Budget (\$5935.00) = Exceeds Requirement

Reserve Requirement = 150%

Respectively submitted



D28 Treasurer