



News from the National Administrative Department

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Message from the NAO

Membership is the life blood of our organization, for without members, the entire triangle of our Fraternal Boating Club, Self Education and Civic Service will collapse.

Our organization is fun and we give our members value and real money benefits far beyond the amount of annual dues (see the Member's Benefit Flyer on the Administrative Department's web page for money savings).

You are a member of all of our Membership Committees. Please call all your friends or members who have not renewed; or discuss the names of these non renewing members with your Bridge and Executive Committee and ask that a plan be devised to talk personally with each and every member who does not renew. Point out to them the fun, value and benefits we offer; ask them their reasons for not wanting to be a member of our fun organization, and then ask them to consider being a member one more year. You might be glad you made this one additional effort.

As a point of clarification, a member can switch from additional active to family member status without losing merit marks. Unfortunately, the merit marks will not go towards life member status because that is not available to family members. The good thing is that this person will retain their merit marks and be able to accumulate more as a family member.

USPS® has many departments doing many tasks to help our organization grow and prosper. Take a minute to look around the USPS web and check out what other committees are doing to help USPS be a great place for FUN, BOATS, WATER, AND PEOPLE. This can be motivational and useful for all members of USPS, we really are having FUN out there folks! Take a minute and take a look at the "Squadron Activities Committee" web site for example. It's great and has some great tools directed at "involvement" and what a great place to start if a squadron needs ideas to activate their members!

Involvement is all about MEMBERS, WATER, and BOATS, "Squadron Activities!"



Your Administrative Department Leadership at the 2004 Pittsburgh GB Meeting



The Power of One

“a membership drive concept designed to grow the squadron with a unique one on one concept.”

Stf/C W. Lyle Rea, SN

The Power of One is a membership drive concept designed to grow the squadron with a unique one on one concept. Once upon a time, it was deemed that membership was the sole prerogative of the membership committee. As is the case in almost all instances starting with “once upon a time”, this too was a fairy tale.

Let’s start by asking ourselves the basic question, “Why bother to Grow the Squadron?” A second question has to be, “Is this country better off because of USPS®?” It’s difficult to quantify the lives saved because of this great organization, but we know the number is huge. On this basis alone, we can answer the second question in the affirmative. Given that scenario, then we need to grow the squadron in order to share this great organization with as many people as possible. Also, as a volunteer organization, the more people aboard the lighter the load each us has to bear in our never ending quest to educate the boating public. In addition, squadron activities are just plain fun. We need to grow the squadron in order to share all of our great times with like minded folks. Finally, it’s a matter of survival. Without members, the squadron ceases to exist and then the public misses the opportunity to take our valuable courses. There are many other reasons to grow our squadrons, but let’s accept the foregoing as rationale to grow our squadrons.

Moments of Appreciation:
WELL DONE Districts 8, 26, 27, 32, 33, and 99, in growing your districts. Pass along to the squadron in your districts, too.



USPS® Year to Date Report Pins, Caps, Jackets and the Grand Squadron Challenge

Stats as of 07 May 2004:

158 squadrons qualified for 455 pins,
10 for 18 hats,
1 for a jacket,
New River Sail and Power Squadron, D 27 qualified for the Grand Squadron Challenge

Growing squadrons is really quite simple. There are two very basic points which, when followed, ensure success. The first is to recruit as many members as possible, and the second is to keep them once you’ve got them. (I told you it was simple.) For both of these the Power Of One will help you. The basic concept is that individuals will respond to one on one attention. For recruiting, speak to that couple in the boat slip on either side of you. Talk to your neighbor, who has expressed an interest in boating, or maybe has a boat. Invite them to a meeting. When teaching or proctoring, make sure that your students are fully aware of the benefits of membership. Do it one on one. Don’t wait for the membership chair on exam night.

Once you have them in the organization, pay attention to them one on one. That’s the Power Of One at work. Assign them a mentor. Bring them to a meeting and sit with them. Introduce them to all attendees. Make sure that every meeting is a great one! Get them involved! When renewal time comes around, talk to them one on one. Don’t leave a message on an answering machine. Go see them and treat them as the VIP they are.

One on one will be the basis of your membership drive and it will be the success ingredient that will keep them. That’s what the Power Of One is all about. The program goes on to award individual and squadron recognition for success. However, the greatest reward for successful implementation of Power Of One is a valuable, vibrant and fun squadron that everyone will want to be part of.

Stf/C W. Lyle Rea, SN

Asst, National Membership Committee

Subscribe to the new INSIDE USPS ListSERVER—LISTSERV provides member subscribers with timely information on USPS events & activities from your National Administrative Department Committees.

Subscribe at <http://www.usps.org/mailman/listinfo/insideusps>.



Membership - Recruiting and Retention

This organization we call United States Power Squadrons has a lot to offer recreational boaters!
Water, Boats, People = FUN.

I just read a really neat article in the newsletter from Fort Vancouver Sail and Power Squadron, "THE LOOKOUT" in D32, called, "The Reel Deal." It is about a group of members who get together at a local restaurant to brag about the fish they caught. It's got to be FUN because it's a FUN read. What a neat idea. Here is the sign off: " Until next time, Reel People are the Reel Deal." Now what is not FUN about REEL PEOPLE AND THEIR REELS?

Another neat idea they have used for years, Ft Van pays the entry fees for new members. How you ask? Ever heard of "free coffee and cookies" rest stop? Wary travelers stop for a safety and rest stop, enjoy the free refreshments and offer their donation to say thanks. They have manned a state rest stop for years generating monies to subsidize new members' cost to join their squadron.

Fort Vancouver is one of several squadrons doing a bang up job of having FUN in District 32. Just check out their growth, up over last year more than 5 ½ percent! Go to the graphical charts Doug Jones recently updated, you'll see what I'm saying. FUN is having a wonderful impact on squadrons in District 32 and leading this FUN is no doubt, Fort Vancouver Sail and Power Squadron. Check out their web site: www.usps.org/localusps/ftvan, even it looks FUN.

Why renew you membership in Fort Van? Why not, having FUN is what boating is all about!

MemCom mission: RECRUIT AND RETAIN.

R/C Bruce E. Troth, AP
Chairman, National Membership Committee

ATTENTION **ALL SQUADRON ADMINISTRATIVE OFFICERS** **WE NEED YOUR HELP IN 'CLOSING THE BACK DOOR'**

As everyone knows, we are into Renewal Time. A very busy time for every squadron treasurer! We need your Treasurer's help in 'closing the backdoor' as we find several members slipping out that door at this time of year. It is much easier to 'save' a member than to recruit a new member.

V/C Creighton Maynard has asked us to strive for a less than 14% non renewal rate this year. We need everyone on board to achieve our goal.

Here is how your treasurer can help us reach our objective: ASAP provide a list of all members who have not renewed to you, your squadron commander, and membership chair. You should all have an *Action Plan* in place to speak to everyone on your list, and apprise them of the many benefits of USPS® Membership.

Please process dues received in a timely manner by forwarding funds to HQ in order to complete the renewal of all members.

Please read this message at your next executive meeting and encourage everyone to pull out the stops.....Talk to EVERY member who has not sent their check (voice mail messages do very little to encourage a member to send their check). A personal visit by a member friend to the 'at risk' member has positive results.

Our Motto for the Month:
"Don't Delay, Send Your Check Today"

Stf/C Laura Teatero, SN
Asst, National Membership Committee

For more information about the Administrative Department - visit our websites

Administrative Department Home Page
www.usps.org/national/admin_dept

Membership
www.usps.org/national/membership

Port Captains
www.usps.org/national/PortC

Amateur Radio Net
www.usps.org/national/Ham

Member Recruitment
www.usps.org/national/membership/recruitment

Squadron Activities
www.usps.org/national/boact

Auxiliary Advisory
www.usps.org/national/auxiliary

Member Involvement
www.usps.org/national/membership/meminv

Youth Activities
www.usps.org/national/membership/youth

Member Benefits
www.usps.org/national/membenefits.htm

Leadership Development
www.usps.org/national/ot

[Inside the United States Power Squadrons](http://www.usps.org/national/admin_dept/insideusps.htm) - www.usps.org/national/admin_dept/insideusps.htm



Squadron Activities Goes Interactive

“The primary member benefits functions of the Squadron Activities Committee are the Port Captain’s, the Amateur Radio Net, Cruise and Rendezvous, and Educational Cruise programs.”



Above: Spring GB attendees wait to board the River Boat for the Thursday Night Cruise

We have all experienced the problem finding what we are looking for. It used to be just around the office, the house, or aboard our boats, but now the Internet has opened a whole new batch of hiding places. The products of the Squadron Activities Committee (formally the Safe Boating Activities Committee, and before that, the Safety and Boating Activities Committees) were no exception – until now.

The primary member benefits functions of the Squadron Activities Committee are the Port Captain’s, the Amateur Radio Net, Cruise and Rendezvous, and Educational Cruise programs. The first three have associated rosters and listings of several hundred each. All these products were published in hard paper copies in the past, but now and to save costs, are only available via the Internet. That in turn, put demands on the webmaster to provide an easy means for member viewers to find what they were looking for. The result was a large number of web pages with an extensive array of hyperlinks to assist the viewer navigation. All this required a great deal of editing whenever any changes needed to be made.

Compounding the situation was that there was no direct interface between what was on the web pages and that in the databases. Starting in December 2003 that all changed. In fact the whole process changed.

The Port Captain’s and Amateur Radio Net rosters, plus the Cruise and Rendezvous listings are now tied directly to their respective databases. The websites changed from a series of static pages to dynamic pages that are created on the fly by a viewer request. Now instead of clicking on hyperlinks the viewer is presented with a selection menu from which they can refine their information request to the level that they desire, click on the GO or Submit buttons, and the results that fit their criteria come back in the form of a new web page reflecting their request. It is also interesting to note that the resulting web pages are not stored on the server, only in the viewer’s computer so an added bonus of reduced server memory space is also realized.

Database changes now are processed nearly exclusively from online registrations. There is no need for retyping the registration information as it can be imported to the appropriate database with a “copy and paste” operation.

The interface between *THE ENSIGN*® Cruise and Rendezvous listings (C&R) has also been simplified. *THE ENSIGN* staff now access the C&R database online and pull down a monthly listing at the time for each publishing deadline. Their listing is formatted to meet their particular needs, further reducing the staff workload. Incidentally, there is no deadline for the online listings so those received too late for publication are made available online.

A great deal of thanks goes to P/C Dan Bartell, SN of ITCOM, who contributed greatly to the software development of the database dynamic web page interface. Our thanks also go to the Headquarters staff for their assistance in helping us make the databases an accurate reflection of USPS® membership.

So check them out – it is easier now and they may have what you are looking for.

*Stf/C Robert Schloeman, JN
Asst, National Squadron Activities Committee*

Look for the Power of Fun Entry Form On the Administrative Department Web Site



Member Benefits Update

Long Term Care Insurance Policy Approved

The Member Benefits Committee FINALLY received formal news from John Hancock that we have been approved nationwide for our long term care insurance policy. The details were reported to be ready by 14 June.

All other programs are running well. Bank One should have a reprint of 20,000 applications by the Jacksonville GB, and we hope to have our new agreement with the bank by then.

We are recruiting new members for the committee to replace the members that are coming off in January.

Visit our Web site for a complete list of benefits at: http://www.usps.org/national/admin_dept/membenefits.htm.

R/C Anthony J. Aquilato, AP
Chairman, National Member Benefits Committee

USPS® Member Discount at Nobeltec

USPS® members can now get a 25% off discount for Nobeltec Navigation software and Passport Deluxe Region charts. Members can call the sales office direct to place an order and give the sales person your USPS member ID for reference.

Nobeltec extends this offer to USPS members to encourage all members to stay up-to-date with their navigation software and charts. USPS members understand the prudent mariner keeps themselves and others on the water safe and we want to continue to encourage safe boating practices.

(excerpted from Nobeltec Newsletter 15 April 2004)
Submitted by Stf/C Philip Arcuni, SN

Look on the Member Benefits Web page for contact information for discounts.

Editor' Note - Stf/C Arcuni reports that "MapTech will be providing (at no charge) software, the Bowditch Bay vector chart, and outdated local charts for use in all our navigation courses. Homework in P and AP will be based on the electronic Bowditch Bay chart."

Member Benefits Flyer

Download the Member Benefits Flyer for distribution to prospective members. Get your VSEs involved. Give one with every VSC.

This flyer, in triplicate, can be easily downloaded from the Member Benefits Web page.

The United States Power Squadron

We Need YOU

Membership Benefits ... It's for YOU!

Save Money ... up to a 25% discount on your boat insurance (25% based on courses completed and another 25% for a boat safety check)

Enjoy Special Organizational Discounts on valuable services:

- Sea Test
- Vessel Assist
- U.S. Membership
- Infocus Disc on LCD "11 mode"
- Discounted Software Disc on Microsoft
- Dell Computer (10%)
- West Marine
- "MapTech" Disc on Software & Charts
- Nobeltec® Software, Charts, Titles & Currents (25%)
- Boating Magazine
- USPS Port Casts
- Tax education on dues and some travel expenses

Members Helping Members
Our Leadership Program provides members with travel tips and information when traveling in unfamiliar areas.

Opportunities for FUN!
Participate in on-the-water activities, Outings & excursions with special events. Enjoy social events, public dinners, parties, parties and interesting meetings with special guest speakers on topics of interest to boaters ...

Web Site: WWW.USPS.ORG
Or Telephone: 1-866-POR-LDRS

Support Safe Boating Education

Sharing Boating Knowledge with Experienced and Novice Boaters

Expand your Boating Knowledge through the United States Power Squadrons Educational Curriculum

- Boatmanship
- Advanced Plotting
- Junior Navigation
- Navigation
- Instructor Development
- Engine Maintenance
- Marine Electronics
- Cruise Planning
- Sail
- Weather

Involve your Children & Grandchildren

In special programs and activities such as:

- Youth web at www.USPS4kids.org
- Kids' Crew Program
- Youth Activity Poster Contests
- Water Safety Kids Games
- Youth Program Partners such as the BSA-Sea Scouts

Support Safer Family Boating
AFSEE Vessel Safety Checks Program for members certifies your vessel at no meeting all current U.S. Coast Guard regulations for boating safety.

Member's Credit Card Program
Protects High Card with competitive interest rates and No Annual Fees. Call (800) 870-1134.

Opportunity for Community Leadership
Service through the Cooperative Charting Program Web Site: www.usps.org

THE UNITED STATES POWER SQUADRONS NEEDS YOU!



The Leadership Development Committee has finished revising the Leadership Development Program manual and it was put on the shelf in Raleigh in March. This revision is a good deal more "reader friendly" and will help the student greatly in comprehending the material. In addition, a PowerPoint CD Presenters Guide is in its final stages, and should be available shortly.

In line with the committee's mandate for reviewing, revising and updating our various products, we now have revision 3 of the PowerPoint CD "Presenters Guide" for the OT Manual Modules 1, 2 and 3. In addition, we have prepared a "white paper" covering "how to present" a PowerPoint program as well as a detailed guide for customizing a PPT presentation. This paper goes into great detail of just how the presenter can customize the CD to suit his/her own methods and style of conducting the program. It covers exactly how the slides can be modified, sequence changed, animated or rearranged to suit any method of instruction. It makes an excellent tool to help the presenters in getting their message across.



Make your reservations now for the Jacksonville GB 6-12 September Adams Mark Hotel

For more information go to <http://www.usps.org/national/natmeetings>

Stf/C Harold N. Zitter, JN
Asst, National Leadership Development Committee



Time to Expand Our Membership Base – Reach out USPS®

R/C Bruce Troth, AP has asked me to establish a Community Service/Outreach Team for the Membership Committee. Whenever I present or write for USPS, I often include an idea on using Youth Activities as a way to engage the parents in becoming involved with USPS. Why? Because youth are our future and we need to train our replacements.

However, the real truth is that community service and outreach educational programs are a great way to involve our USPS members while we expand the base from which we draw students and ultimately, new members. It is also fulfilling our civic service commitment to USPS.

Our members need to become involved with delivering our message outside of our squadrons. By working with other community-based groups to help needy families and children and by demonstrating safety on the water and drowning prevention, we will attract younger members to our squadrons and show that we share common goals about health and safety concerns. At the same time, a valuable by-product of our civic outreach is that we all benefit if it reduces our health and insurance costs and makes it safer on our waterways.

One great way to become involved in community affairs is to participate as a squadron in a community event or plan and create your own. Sebastian Inlet just did this with their "Picnic with a Flare" and involved their entire town. Photos from the "Picnic with a flare" event are now online at

<http://www.sebastianinletps.com/20040529.htm> and Cdr Gloria Schulke, AP credits the hard work of Lt/C Bill Greene, AP and his dedicated team for its success. This event featured flare demonstrations, fire extinguisher demonstrations, food vendors and live music performances. It brought increased public notice to this new squadron and benefited members of their community. All who attended had a great time and the squadron looks forward to making this event part of their annual calendar. Sebastian Inlet Sail & Power is "branding itself" to be a community organization focused on safe boating and fun activities that will attract community participation and promote the success of this squadron.

Another group of squadrons are doing the same thing in a different way only through their district connection. D/C Drex Bradshaw, AP and some squadrons in the southern region of D/5 have received very positive results from their sponsorship of the Hampton Roads Kids EXPO. They signed up to be one of the eight corporate sponsors

of this all day event and attracted more than 6,000 parents and children to participate in their boating safety stations. Their participation in this EXPO has promoted the development of an inter-squadron task force which is now working together to benefit all five squadrons. They have leveraged their success to promote their boating courses and developed some outstanding PR contacts for their squadrons. Recently contacted by Radio Disney and a prominent area Water Park, they are forging alliances with these local businesses that will promote all squadrons in this geographic area and contribute to the safety and well-being of the children and families in the Hampton Roads area.

The same inter-squadron task force has committed the District to set up a Boating Safety and PR exhibit for two weeks on the Mall in Washington as part of the Smithsonian National Folk Life Festival. Squadrons from all over the US and outside of our country will reap the benefit of this event involving all squadrons in the district to staff the booth at such a major public Festival during the two weeks leading up to the July 4th celebration in Washington DC.

On the same note, my own squadron, Absecon Island, is participating in a Sunday "Day at the Bay" event. We intend to make many new contacts, promote our courses and engage children in some fun activities that will capture their interest and bring "on" the parents. It is not a boat show but a community sponsored event and we signed up as a participating sponsor. We too are using a community expo to "brand" ourselves as a source for boating education and fun-activities on the water in our community.

We all need to think outside of the box and use the tools we have to promote this organization and increase our exposure so that we involve our members in direct contact with our fellow community wide neighbors. **Reach Out Membership** and expand your base to make your squadron grow.



Stf/C Roberta L. Dougherty, AP
Asst, National Membership Committee
Youth Activities



USPS® Boat Smart Course with Local BSA Councils

The USPS National Membership Committee has been tracking the relationships that currently exist between Ships and Squadrons,

Last fall, each USPS District Membership Committee Chair should have received a CD from the Fall Governing Board Meeting that was held in Reno, Nevada, containing a host of information on the Memorandum of Agreement (MOA) that has been signed by USPS and the National Sea Scout Committee. In this CD is a description of the new Apprentice Sea Scout Membership status for Sea Scouts who complete the USPS Safe Boating Course, and the special USPS Completion Certificates and Membership Certificates that bear the logos of both USPS and the Sea Scouts.

Several squadrons across the country are holding Boat Smart® courses directed toward Sea Scouts and their adult leaders, with a view to introducing each organization to the activities and resources of the other. The program has been wildly successful this past year, and both organizations are benefiting from the relationship. Take a look at

http://sregion.seascout.org/events/regional_regatta.pdf for a view of just how closely aligned the programs really are! (33 page .pdf file document takes a while to download).

The Boating Course proctored examination will be administered to ALL participating Sea Scouts as part of the Mariner's Quiz, and each participating boat will be required to have a Vessel Safety Check.

Wm. Lee Popham, Commodore
South Florida Council Sea Scouts

For more information contact: POPHAM@aol.com

Excerpted from: General worldwide Sea Scouting discussion list [mailto:SEASCOUT-NET@LISTSERV.SEASCOUT.ORG]

Submitted by Stf/C Roberta Dougherty, AP

Sea-Vester Promotes Safe Boating

Sea-Vester has had a hectic schedule since his foam-board poster creation early Spring of this year by Kelly Schulke of Sebastian Inlet Squadron. He has been spotted around Sebastian at the squadron's 'EcoFest', 'Picnic with a Flare', and '4th of July' promotional booths.



Alexandra & Olivia Schulke, SISPS members with Sea-Vester at the 4th July Celebration



Sea-Vester at the EcoFest

Sea-Vester at School



Sea-Vester attended school and helped promote Safe Boating Presentations as well as the USPS Youth Poster Contest.

Stf/C Roberta Dougherty, AP checks students' PFD size & fit

From June 04 OCom NAO report, "One special note worth sharing: Two of our team members, D/Lt/C Lee Popham, AP and Walt Whitacre, P received the highest award that the Venturing Division of the BSA grants, the National Leadership Award at the Venturing/BSA National Leadership Convention recently in Chicago. This is the same award the P/C/C Ted Smith was given at the USPS Annual Meeting in January. Wow! Do we have dynamite members or what on Membership!!!!!!"

**Comments, Suggestions, and Contributions are Welcome and can be sent to:
Cdr Gloria Schulke, AP @ Gloria.Schulke@att.net**



Inside the United States Power Squadrons® wants to publish your photos !

If you have digital photos you would like to share with the rest of our squadrons, please send them to Gloria.Schulke@att.net



Auxiliary Advisory Committee

Visit the official Cookbook Website at www.usps.org/national/auxiliary/cookbook

The manuscript for BY LAND OR BY SEA, CUISINE OF THE UNITED STATES POWER SQUADRONS is being completed by Editor P/Stf/C Donna Selden, S and most of the squadrons are represented. All districts except one are represented. A publishing date of 2 September is still possible.

Since summer and boating season has finally arrived, squadrons and auxiliaries are doing what they love to do best, boating and boating education. D/23 Banana River "Peels" Auxiliary in cooperation with the Satellite Beach, FL Recreation Department is teaching Jr. Safe Boating to the youth of their community. This course has been taught by the "Peels" for many years.

Another safe boating course that would be worthwhile is Skipper Saver. A report and outline of this adjunct course was presented at the open meeting of the committee at the Pittsburgh GB. Many squadrons and auxiliaries have benefited from the information. The books can be ordered from the SEO and taught in three lessons with a practical exam aboard ship.

R/C Carmen Adame, AP
Chairman, Auxiliary Advisory Committee

Squadron and District Activities Links

Has your squadron or district done something special to promote the United States Power Squadrons to the general public? Now there is a place to spread the word.

All squadrons and districts are invited to participate in this page of links to your respective websites that contain descriptions and/or accounts of your civic service activities. Please limit them to one per squadron or district. The links will remain active for a period of one year unless otherwise indicated or revised.

Visit the page at:
<http://www.usps.org/national/boatact/squadronlinks.htm>
Please submit your web page links to:

Stf/C Bob Schloeman, JN,
Asst, National Squadron Activities Committee



Guess who was kidnapped by Pirates; tied-up, blindfolded and tried for his . . . in Pittsburgh? An auction to the highest bidder, with proceeds to the Educational Fund kept our Chief from 'walking the plank'.

MICA Member Involvement Civic Award



Presentation(s) & award winners recognized during the morning session of the 2004 Pittsburgh Governing Board were:

- 1st Place**, Phoenix Sail & Power Squadron, D/28
- 2nd Place**, Minnetonka Power Squadron, D/10
- 3rd Place**, Coral Ridge Sail & Power Squadron, D/8

