



News from the National Administrative Department

Inside this issue

Power of One	2
Squadron Activities	3
Membership/ MemComments	5
Community Outreach Programs	6
Youth Poster Contest	6
Membership Com Updates	7
Auxiliary Advisory	7
Member Benefits	8
Com Website Addresses	8

Department Leadership

V/C **Creighton C. Maynard, SN**
National Administrative Officer

Special Assts to NAO
D/C **Gloria J. Schulke, AP**
Editor Web Publisher
Mark D. Adams
Webmaster

Auxiliary Advisory
R/C **V. Carmen Adame, AP**

Leadership Development
R/C **Bruce E. Hewitt, SN**

Membership
R/C **Bruce E. Troth, AP**

Member Benefits
R/C **Luis A. Ojeda, SN**

Squadron Activities
R/C **Henry G. Griffin, N**

USPS Web Site
www.usps.org

©The USPS Ensign (Flag Design), "Wheel and Flag Design", "Officer Trident Design", "United States Power Squadrons", "USPS", "The Ensign", "the Squadron" with flag graphic, "Boat Smart", "Jet Smart", and "America's Boating Club" are registered trademarks of United States Power Squadrons.

© 2003—2005 United States Power Squadrons

[Disclaimer](#) [Trademarks](#) [Privacy Statement](#)



As we near another Governing Board and Annual Meeting, some members in the Administrative Department will be completing their term of office or position.

For me, it is a realization of both sadness and happiness. Sadness, because some of the most exceptional people it has ever been my pleasure to be associated with will be moving to other assignments or positions. Happiness, in knowing I have grown and experienced the pleasures of working with and being associated with members, who, like me, believe we have a fraternal organization second to none.

Our Rear Commanders, their Staffs and the members of the Auxiliary Advisory, Squadron Activities, Membership, Leadership Development and Member Benefit Committees have given of their time and talent far beyond that which anyone might have a right to expect, just to be a part of and grow our fraternal organization. Each has always been willing to share that "special" feeling with non-members so they, likewise, might experience these same pleasures and rewards of being a member of our United States Power Squadrons.

Let me conclude by again saying, "thank you" to each member of the Administrative Department for all you have done, and I know, will continue to do for our organization. It is each of you that makes this organization what it is and second to none and for that I thank you again.

V/C **Creighton C. Maynard, SN**
National Administrative Officer



Holiday Special

Take advantage of the special discounted price **\$19** for this beautiful hardbound cook book containing the "best of the best" member recipes. Cook book available at the Ships Store in Orlando or order on-line today!

Annual Meeting

4 - 8 January 2006

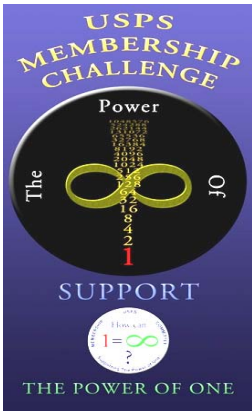
Rosen Centre, Orlando, FL

Visit the National Meetings Committee Web Site for Information
<http://www.usps.org/national/natmeetings>





Power of One Program Update



September brought both good news and bad to Power of One (POO). First, the good news - the Portland Governing Board once again gave us the opportunity to recognize the real membership oriented members of USPS® where 59 POO caps were presented and another 22+ POO jackets were awarded. Clinton squadron (D30) received their Elite Squadron Certificate.

Hopefully, all of these POO caps and jackets will be showing up at squadron meetings, vessel safety examinations, etc. They should be stimulating other USPS members to go after new members. Why keep USPS a secret? Share it with your boating buddies!

Now the bad news: Your POO committee presented a forward thinking, progressive extension of the POO program for the next year to OCOM. This program would cost approximately \$10,000; however, the program was rejected.

Now the good news: OCOM approved \$2,000 for the next year's program.

Power of One - Program Summary

Power of One Phase 1 Power Of One (POO) was introduced as a two year membership recruitment program, effective 1 October 2003. During the first year of the program, 35 squadrons were awarded "Elite Status" and 2 were designated with the "Grand Challenge" status. To date, almost 4,000 individuals have received their distinctive POO lapel pin for influencing a new member to join USPS. Many individuals have won distinctive POO caps and jackets.

Unfortunately, in spite of the drive to add new members, the overall membership numbers continued downward. This necessitated OCOM to suspend monetary rewards to Squadrons at the end of the first year. However, they approved continuing the individual awards until the end of the program, i.e. 30 September 2005. Final awards from Phase 1 will be made at the annual meeting in Orlando.

Power Of One Phase 2

At the Portland Governing Board meeting, OCOM approved \$2,000.00 for next year's POO program (1 October 2005 to 30 September 2006). This money will provide for continuing

the lapel pin program and enable us to recognize members influencing 10, 20 and 30 new members with distinctive lapel pin tabs to add to their POO pins. Your POO committee has ideas re recognizing growing squadrons, but is looking to locate extra finances. The long and short is that POO continues. Keep recruiting those new members. However, in the spirit of POO, don't limit your recruiting to boating classes. Don't let USPS be the best kept secret in the USA. Talk to your boating neighbors, your slip mates, yacht club members and cruising club members.

Recruiting

For several years membership numbers in USPS have been declining. Membership numbers are the net effect of recruiting plus retention. We have been successful in past recruitment areas, but we have been dropping members at a greater rate than we've been adding them. It, therefore, behooves us to take a two pronged approach, i.e. continue to bring in large numbers of new members and seriously address our retention programs. This article will briefly look at the first of these problems.

To start with, all squadron officers and membership teams are encouraged to carefully review the national membership website. On that website, along with many, many great ideas for recruiting and retention, you will find the brand new Membership manual. Find it at www.usps.org/national/membership/memcommanual.htm. The manual contains 28 common sense proposals for recruiting and 28 more for retention. Read them with careful consideration. Many of these you will already be doing. However, if each squadron could pick up just one new tip for both recruiting and retention, it could well make the difference between growth and stagnation.

Recently I requested key National membership committee members to report the most successful recruiting idea from their District. I'll be sharing these with you over the next few months. However, D/Lt/C Earl Rose, JN from D/31 reports that the Grand Lake Sail and Power Squadron from his District grew at 6.7% last year. Wouldn't we like to see all squadrons accomplish this growth level! Earl reports that the success is due to one word, "ENTHUSIASM". They don't just go through the motions of recruiting, they do so with enthusiasm. Once they get them, they don't just take their money and let them languish. They get them involved with enthusiasm.

Cont'd on page 4



Power of One Influential Member Credit stats are posted and updated monthly on the Power of One Website at:

http://www.usps.org/national/admin_dept/powerofone.htm



Squadron Activities Committee A Member Resource Committee



The recent round of committee name changes has left many wondering what ever happened to the Boating Activities Committee. We are still here but our name has been changed to the Squadron Activities Committee. What's more we have added new product resources for all USPS® members.

The committee has several working divisions. These include the familiar Port Captain's Directory, Amateur Radio Directory, Cruise and Rendezvous. We also maintain Educational Cruise, Speaker's Bureau, Squadron and District Activities Links. Supplementing these are other resources including guides for Port Captains, Cruise and Rendezvous, and Educational Cruise.

The current Port Captain's Directory contains listings of 507 USPS Port Captains around the country. They are willing and eager to help anyone exploring new boating opportunities. To locate one or more in the area's of your interest go to <http://www.usps.org/x/x.pl/x/x.cgi?PortC/member/main.html>. There you will be able to interactively define search criteria to retrieve the contact information you need. The website also contains a list of Canadian Power and Sail Squadrons Port Captains should your adventures take you north of the border. A Port Captain's Guide is also available online that further assists the Port Captain in maintaining records of information about their areas of expertise.

The Amateur Radio Directory contains listings of 386 USPS members that are also amateur radio operators (hams). It can be found at: <http://www.usps.org/x/x.pl/x/x.cgi?Ham/member/main.html>. Members meet each Saturday on the radio to discuss just about any subject related to USPS programs and operations. Radio technical topics are also discussed.

Each year the committee sponsors an amateur radio special event station. The location for the 2005 special event station was aboard the US battleship New Jersey and photos and details are on the website.

Many squadrons and districts hold cruises and/or rendezvous (C&R) each year and all are encouraged to register them with the Squadron Activities Committee. Currently there are 362 such C&Rs for 2005 listed at: <http://www.usps.org/x/x.pl/x/x.cgi?boatact/member/candr.html>. An interactive search criteria provides easy access to any or all of them. Also included are C&Rs for 2004 and 2006.

An online C&R Planning Guide is available on the website. It will help with the planning of such events and serve as a reminder of some things that might be otherwise overlooked.

Each issue of THE ENSIGN® contains listings of squadron and district C&Rs. Information for these C&Rs is obtained from the online database. Registration of a C&R gets it online and to THE ENSIGN.

Thinking about holding a squadron or district Educational Cruise? Check the Educational Cruise website at: <http://www.usps.org/x/x.pl/x/x.cgi?boatact/member/edcruise.html>. There you will find illustrations of other squadron/district cruises plus a guide on how to plan and present an educational cruise.

Nothing picks up the tempo of squadron and district meetings than a good program. To support that need in 2005, the Squadron Activities Committee developed a USPS Speaker's Bureau. Although in its infancy with only 7 programs listed so far the possibilities to grow are there. Check it out at: <http://www.usps.org/x/x.pl/x/x.cgi?boatact/member/speaker.html>. All it needs is support from the squadrons and districts. With the speaker's consent, an online registration form is available to submit a listing. Listings are not limited to just USPS member speakers and most any general audience program as a candidate should be considered.

A misconception that must be dispelled is that speakers must be willing to travel great distances and be available at any time for free. The online registration allows for any limitations of travel and time to be defined by the presenter. Presenter expense reimbursement is subject to negotiation between the parties and for that reason is not included in the listings. Also, the website does support reference to any program multi-media preview material to further assist evaluation.

So, if you have seen a good presentation at one of your meetings, have it listed with the Speaker's Bureau. It may not be practical for everyone else to experience your enjoyment, but they will have an idea what they have missed and possibly give them ideas about something similar they can do.



Squadron Activities

Cont'd from page 3

Does your squadron or district take part in a significant community or public service event? If it does, and if it is documented in a photo story on the squadron or district website, we would like to know. A special webpage of Squadron and District Activities Links has been created to highlight them. It can be found at: <http://www.usps.org/national/boact/squadronlinks.html>. Events to consider are: boat shows, public boating classes, civic service, parades, cooperative charting, vessel safety check, safe boating week, and other community interaction activities.

The Squadron Activities Committee and links to all its products can be found from the Administrative Department drop down menu on the USPS member's page or by going to our home page directly at: <http://www.usps.org/national/boact>. There are two basic sites, one for the general public and one for USPS® members only and links are provided to navigate between any of them. Take a tour; you might be surprised at what you will find.

Stf/C Bob Schloeman, JN
Squadron Activities Committee



Yes, they are really water closets (toilets) mounted on this "wacky raft race" entry—complete with working shower (recovered from Hurricane damage!) Sebastian Inlet Sail and Power Squadron, D/B sponsored the race event at their city's 'annual Clam Bake held Nov 05. Check out the hand/home made waterproof buoy marker cover created by SISPS member Stf/C Marlene Herbig, SN.

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

Comments, Suggestions, and Contributions are Welcome and can be sent to:
D/C Gloria Schulke, AP @ asstnao@comcast.net

Squadron Activities Websites Include:

- Cruise & Rendezvous,
 - Educational Cruise, Amateur Radio,
 - Port Captains, and
 - Speakers Bureau Divisions
- www.usps.org/national/boact

Deadline: 1 February 2006: Clean Water Grant Award

The deadline for the next cycle of Clean Water Grants is February 1, 2006. To learn more about Clean Water grants, please visit www.boatus.com/cleanwater/grants.

Power of One



Cont'd from page 2

The Chief isn't asking you for 6.7% growth. He's asking each squadron for 1%. Take time today to develop your recruiting and retention plan. Aim for at least 1%, and in the spirit of Grand Lake Sail and Power Squadron, do so with ENTHUSIASM.

MORAL - Keep signing up those new members! We need them!

Stf/C W. Lyle Rea, SN
Asst, National Membership Committee



For a description of the products and services of the USPS Squadron Activities Committee, download and view or print the tri-fold brochure from their Web site. (brochure depicted left)



MemComments

Our meetings' planning folks are hard at work getting things ready for Orlando. As we look ahead, Jan 5 is our closed meeting day, Jan 6 the open meeting day, and then the 7th the actual GB. Hope to see many of you in Orlando. It's our last annual meeting there for foreseeable future.

ANNOUNCING the new "Membership Committee Manual" is now complete and on the web. Make a note, here is its web address (URL): www.usps.org/national/membership/memcommanual.htm

Members have choices, 1) read online, 2) down load to your computer, individual sections or all of them, 3) order CD Rom or 4) printed copy from HQ. The item number for the CD Rom is already on the MemCom 20 or the Membership Committee Requisition order form. Once this document is downloaded it can be easily burned to a CD Rom and handed out to others. I really don't see any reason to order anything from HQ, but you know we have some challenged members, so just in case. Tried to cover all the bases.

Reinstatements

I would like to focus on HQ 103, Application for Reinstatement. We are into the late / reinstatement period for member dues.

Keep in mind and share that when a member sends their payment directly to the squadron, that squadron, usually the treasurer, will need to fill out an HQ 103 and send to HQ (or fax it). Otherwise HQ has no way of knowing the member paid and their computer record should be updated to change their status from non-renewed to paid up.

With VHQAB squadrons it is a little tricky. Use this formula to know to file an HQ 103 or not. If the member has not paid by the 5th week after their due date, and then pays late, they are reinstating and possibly the HQ 103 needs to be filed but does it? Answer, no if the member sent payment directly to HQ, YES if payment was sent it to the squadron treasurer.

I have had to deal with many unhappy members because they paid their dues only *The Ensign* never started back up? Or no exam was mailed because the computer still shows them as a non-renewed member. What happened? Well the squadron never advised HQ they renewed. Sure they cashed the check and the squadron was happy because they came back and paid but HQ was never told!

So remember, HQ 103 needs to be filed if the member sent payment directly to the squadron treasurer and this will and has happened even in squadrons using the VHQAB billing system. The member couldn't find the preprinted envelope and someone from the squadron called, so the member sent the payment to the treasurer. There you go, treasurer should send HQ 103.

Alert your squadron, don't forget the paperwork when receiving a member's payment when they are paying late.

Well, I'm looking ahead to Orlando and seeing you all there.

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



NATIONAL EVENTS SUPPORT TEAM [NEST]

Stf/C Chub Varga, AP, PR-Marketing, submitted the following comments to meeting attendees. NEST is a cooperative cross committee ad hoc group [MemCom, MarCom, Meeting COM and various district leaders, organized to form a small but varied committee to sketch out how the committee would work; who (people and organizations) should be in it, what events (or types of events to undertake), what role the committee would play in supporting national boat shows, outdoorsmen's shows, national fishing, sail or paddleboat events, etc.. The USPS BSA Jamboree Team successfully developed a basic taskforce and created a template for presenting a hands-on show exhibit. So far this team is an ad hoc committee under Membership and Marketing. If you are interested or wish to take part in future meetings or online discussions, please email Chub Varga at cvarga@us.ibm.com. No attempt is implied to take over any other committee assignment. The goal is to assist districts and squadrons with national show events that take place within their locality in order to facilitate the execution of the presentation and promote USPS.



Community Outreach Programs

+Youth = Retention & Involvement

UPDATE on WaterSmartSM from the Start

All training materials are complete for this program. Arrangements have been made to promote and advertise this product at the Annual Meeting with a PowerPoint presentation at the Squadron Officers meeting and computer stations set up in the registration area at the Membership Tables, at the EXPO Membership Table and in the Training Aides area.

P/D/C Drex Bradshaw, JN is considering an application to the Education Fund to provide the initial supply of CD-ROMS and Instructor and student manuals, and he is working with the Marketing Department to promote this program.

WaterSmart is an eight-hour computerized game with three scenarios and three levels of difficulties. For fun and enjoyment, go to www.usps4kids.org and click on the link for games and have some fun!!!

Sea Vester Coloring Books

P/R/C Drex Bradshaw and P/R/C Charlie Tulip have filed a grant for funding for this project. Sea Vester is the usps4kids mascot and used extensively throughout D/5 at various boat shows, community events and outings. Robotronics (developer) has offered to create a Sea Vester coloring book. To defer expenses for printing and distribution, Drex and Charlie have filed a grant for the West Marine Youth Boating Safety Award. Outstanding!!!!

SEA VESTER on the go! Sea Vester will travel, so if any other districts would like to have him attend a special event, please contact P/R/C Drex Bradshaw, JN. Expenses for travel and lodging for his "Dad" will need to be provided.

Tools for Renewal and Retention

Letter from the Chief - R/C Bruce Troth has penned a great letter that he hopes the Chief will approve to be mailed with Renewals starting in January.

Use the **Renewal Tools Power Point** to motivate your members. Be pro-active and enthusiastic! Download this program at http://www.usps.org/national/membership/meminv/index.htm#Renewal_Tools.

8th USPS Youth Poster Contest 1st Place Posters



Age 6-8



Age 9-11



Age 12-14

Youth Poster Contest: P/R/C Priscilla Clarke, AP - Since the fall Governing Board meeting in Portland, Letters of Congratulations, Certificates of Participation, and ribbons were prepared and sent to USPS Headquarters for mailing to all entrants at the National level in the 8th USPS Youth Poster contest. Digital images of the 1st place posters in each age category are uploaded to the Youth Activities web page. The 9th USPS Youth Poster contest is underway and entry forms can be downloaded from: <http://www.usps.org/national/auxiliary/9thYouthPosterContest.pdf>.

The theme is "Boat Safely - Keep our Waters Safe and Secure"

Experienced Boater's Brochure – Make use of this brochure with friends to encourage them to join or remain as active members. R/C Bruce Troth always carries a pocket membership application in his briefcase and so do I. These tools are a great resource for renewal and retention as well as recruitment. My husband recently recruited the husband of a member who said he would never join because he had been boating all his life! We processed him following the experienced boater procedure and now he is teaching.

Communication Checklist Review this list to be sure you are reaching all members and involving them in your squadron activities.

- Check your membership database. Any address changes?? New email addresses??
- Contact members who have not been seen recently. Be certain you are communicating with all members.
- Submit merit mark recommendations. Be sure to recognize all efforts.
- Plan a December Holiday Party that welcomes new members. Send invitations and call all new members. Bring a "Toy for Tots" or plan a Shanghai Gift Exchange. Make it fun!!!

Stf/C Roberta Dougherty, AP
Asst, Membership Com



Membership Committee Updates

Growth Plan Submitted to PlanCom

Note: The leaders of the Membership Committee submitted a 1% growth plan to the Planning Committee. We need to encourage change in USPS® operations as well as cultural changes on the part of our members. A portion of the discussion follows below.

Membership Loss Rate

As a volunteer organization, statistical results are important just like in business; however the numbers do not always provide an accurate picture due the unusual dynamics of non-profit, volunteer organizations. With the closing of 2005, we review the membership loss retention rate of this year at 20.04%. This is really a net loss of 5%. How disappointing to reflect back on our Renewal Campaign and Retention initiatives that did not produce higher results. To address this issue, the Membership Committee leaders (Dougherty, Rea, Rayburn) for 2006 are establishing a “**Keeping in Touch**” test program with four districts. Details will be presented in the new year, but our goal is to form a team of that will include the Chief’s Representative, the D/C, D/A/O, National Member Rep, District Membership and either the R/C or a Stf/C of the Membership Committee. Personal phone calls will be made to squadron commanders and an on-line reporting form will allow the results to be emailed directly to either the R/C or Stf/Commanders of Membership serving as the specific team leader. Our intent is work as a team across USPS levels to make connections with our local squadron leaders and be certain they have the help, support and information they need. More details will follow as we prepare this program..

New Tools Available

New Power Point Programs Created by MarCom – The Recruiting Power Point and New Member Orientation Program will be distributed to each District Commander on the D/C disc. Additional copies will be available at the Membership Table for \$2.00 in Orlando.

Thank You

R/C Bruce Troth, AP will be stepping down as the leader of the Membership Com in January at the Annual Meeting. He has led us well and we thank him for his efforts.

*Stf/C Roberta L. Dougherty, AP
Asst, Membership Committee*

Auxiliary Advisory Committee

The annual **Membership Enhancement** award for greatest increase (40%) in Auxiliary membership was presented to D/23, Cocoa Beach Power Squadron Auxiliary, the Coco-Nauts at the Fall GB in Portland, OR. This award measures the percent of increase for one dues year, 2004-2005. The annual report that each Auxiliary submits states the member total and this is compared to the previous year for the determination of increase and winners.

Runners up for the award were New Orleans Auxiliary with 21% increase to 50 members, Ft. Walton AHOY Auxiliary and Ft. Vancouver Lady Skippers with a 20% and 15.3% gain, respectively. The committee congratulates these Auxiliaries.

New Orleans PS lost their building and many members are displaced and trying to recover from Hurricanes Katrina and Rita. We are here to help in any way possible.

BY LAND OR BY SEA, CUISINE OF THE UNITED STATES POWER SQUADRONS is available for holiday gift giving. The Ship’s Store is offering the book for \$19 plus s/h. A case of 12 books is still available for \$18 plus s/h and this is a good fund raising project for squadrons and auxiliaries. A letter has been sent to all squadron commanders with this information. I encourage you to take advantage of this opportunity to share with your fellow members a good read on squadron and great recipes from squadron members across the US. Many auxiliary members contributed recipes, and testing hours to make this the fine cookbook it is. Only 1500 copies remain, so now is the time to order. It’s a great way to share squadron life with friends and family. They will get a better idea of how rewarding squadron membership can be.

Please visit the booth at the Orlando EXPO in January. The committee members look forward to seeing you and hearing of any concerns your auxiliaries are facing.

Please forward the annual report as soon as the officers are in place for the new bridge. National needs the current and timely information for their records. The form is in the back of the Auxiliary Directory and on the Auxiliary web site.

Check the web page for information regarding the cookbook, the committee members and officers, and the D/L/O, who represents your District. Let us know how we are doing and what we can do for you.

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

DEADLINE: 31 Dec 2005
Boating Safety Youth Program Award -
Sponsored by West Marine
For info: www.safeboatingcouncil.org



MEMBER BENEFITS ARE FOR YOU!

Contact R/C Luis Ojeda, SN

at: tesco@coqui.net

or Stf/C Nigel Hargreaves, SN

at: euroneh@mindspring.com

For the Latest in Benefits!

Find out how Local Benefits could work for you.

New Benefits are posted on the

Member Benefits web page



Photographs taken at the Portland Governing Board can be viewed from the National Photographer's web site at: <http://www.usps.org/national/NationalPhotographer>

For the Latest



Subscribe to **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>.

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/admin_dept/membenefits.htm

Leadership Development
www.usps.org/national/ot

Power of One
www.usps.org/national/admin_dept/powerofone.htm



Speakers Bureau—www.usps.org/national/boact/speaker.html
Membership Manual — www.usps.org/national/membership/memcommanual.htm

Inside the United States Power Squadrons - www.usps.org/national/admin_dept/insideusps.htm