



News from the National Administrative Department

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USPS Web Site
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Opportunity for Youths to save lives and win a prize!!!

USPS® promoting Contest that Rewards Kids for Wearing Life Jackets

USPS is lending our support to promote the program of the National Safe Boating Council (NSBC) to encourage kids to wear Life Jackets.

National Safe Boating Council's Boating Safety **Sidekicks** want kids to tell them the reasons why they wear their life jackets. By hearing these stories their parents, brothers, sisters, families and friends will realize how important it is for children as well as adults to wear their life jackets.

The "Why I Wear My Life Jacket" contest is requesting essays or short stories from kids between the ages of 4 and 15, explaining the importance of wearing a life jacket and why they choose to wear one.

US Coast Guard statistics published in 2003 show that fatalities among children could be reduced if only they wore a PFD. In 2003, over 60% of the deaths reported were due to drowning. "Life jackets must be worn when children are on the dock and in the boat! Since state regulations vary, it is important that parents and local squadron leaders pay close attention to this scenario and assist in the lowering of this regulation.

The stories should be between one and two pages and discuss their various boating experiences and why they have worn a life jacket while on the water. The entries can be mailed or emailed to:

National Safe Boating Council at Sidekicks Life Jacket Stories
P.O. Box 509
Bristow, VA 20136

E-mail: sidekicks@safeboatingcouncil.org.

A first, second, and third prize winner will be announced in the following age groups: 4 to 7 years old, 8 to 11 years old, and 12 to 15 years old. Winners will receive a \$100 dollar savings bond! Awards will be given based upon good grammar, punctuation, composition, and the story told. Entries should include your name, age, and mailing address.



JUNE COMMENTS

USPS MEMBERS' CHALLENGE

The Power of One

Power

“More worthy Power of One winners were recognized at the Charlotte GB ”

THE POWER OF ONE

More worthy individual Power Of One winners were recognized at the Charlotte Governing Board meeting. Altogether 56 more hats and 26 jackets were distributed. We're getting feedback that those jackets & caps are creating interest in the marinas & giving the wearers a chance to talk up USPS & potential membership.

The Power Of One Committee met in Charlotte & started work towards a recommended follow up program for Power Of One.

Members of the National Membership Representatives team have forwarded many great ideas re membership acquisition & retention being practiced in their Districts. All have been circulated to all NMRs. Many NMRs have shared them with their squadrons. Communications are working well. Keep those good ideas coming!

As usual, we've had several non-renewals. However, it's only early July. Many folks are having so much fun boating that they haven't remembered to send their check. Everyone should make the extra effort to contact all the non-renewals. Many of them will come back in yet. Just don't ignore them!

Stf/C W. Lyle Rea, SN

Asst, National Membership Committee



Members Accepting Power Of One Awards at the Charlotte GB



Membership Renewal Campaign May 2005



Vero Beach Squadron, D/8 (photo above) was the first squadron to submit photos of their "I Renewed" Campaign; followed by many others. Photo right: Sebastian Inlet Squadron, D/8. Check out the Membership Renewal/Retention web page for more photos.





MemComments

Exciting News from Charlotte GB

V/C Creighton came running up to me on Friday to announce effective NOW, every public course material shipped will include;

Copy of *THE ENSIGN*®

"What's In It For You" brochure

Member Benefits Flyer

Letter from the Chief Commander

This action will certainly make students feel we, USPS® and the local squadron, want them to join. Squadrons can capitalize on this by marketing themselves and USPS and advantages of membership. Well Done Creighton, your pushing for this finally paid off, thank you.

Membership Manual Update

Lyle, Roberta, Lee Myers, and I worked on editing the draft 1 Friday while in Charlotte. Next step is to have a final draft for this summer, shooting for July. Another edit, readers, formatting, and the final product should be ready to distribute during the Portland GB. Prior to the GB the plan is to have it formatted and uploaded to the web.

Reinstatements - Form HQ 103 When to Use it

Once a member of USPS you are a member forever. If a member fails to pay dues to renew then they are inactive but the record is still maintained, certificate number, course completions, merit marks, etc..

Any one time member rejoining AKA "Reinstating" is processed by the squadron treasurer using HQ 103 "Application for Reinstatement." Many times this action by the member is also a change in squadron affiliation due to a move or other changes. Because the member is NOT a current paid member the squadron does not process a "Letter of Transfer" Form HQ 110. This form is only used for current paid members changing squadrons.

When talking to folks about joining USPS, be sure to ask if they have "ever" been a member in the past. If they have, check with HQ Membership Department and ask for a record search. If found, process HQ 103 "Application for Reinstatement." If no record is found, process as a new member using MemCom 1, Membership Application.

Ahoy and Enjoy Summer,
R/C Bruce E. Troth, AP
Chairman, National Membership Committee



IceFire

"Once a member of USPS, you are a member forever."

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 Renewal & Retention Page — www.usps.org/national/membership/meminv/index.htm

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



LEADERSHIP DEVELOPMENT

Although the Leadership Development Committee is "the best kept secret in USPS®", we have been making great strides toward reaching our mission in USPS.

The Operations Training Manual, Modules I, II and III have been updated with all the changes being made in USPS during the past few years. Module I reflects all the structural changes which have been made while Module IV which appears online brings you up to the minute with a digest of the latest Governing Board minutes. The updated manual will appear on the shelves in Raleigh shortly; as soon as current inventory permits a re-printing.

The Leadership Development Program manual has been redone, is more user friendly and should be available for distribution as we speak. Our Leadership Development manual sub-committee has also completed an Instructor's Guide CD for the manual which we believe will make the presentation of that program easier for the presenter and more understandable for the students. Look for it!

Continuing our emphasis on **Leadership**, the committee has developed an award certificate to be awarded to the district completing the most LDP classes in a year - look for further information.

Of course, one of our best accomplishments this year was to make the "Commander's Kits" (for Squadrons and Districts) available for the incoming commanders BEFORE their COW! It now lets them know what they have to do further down the line, ----- not what they should have done!

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



*“the
best
kept
secret
in
USPS”*

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.

The United States Power Squadrons
We Need YOU

Membership Benefits ... It's for YOU!

- Save Money ... Up to a 25% discount ON YOUR BOATING INSURANCE (20% based on courses completed and another 5% for a Vessel Safety Check)
- Enjoy Special Organizational Discounts on valuable services:
 - Sea Tow
 - Vessel Assist
 - Boat U.S. Membership
 - Infocus Disc on LCD
 - Ensign Magazine, 11 mos/year
 - Discounted/ Software Disc on Microsoft
 - Dell Computer (10%)
 - Maptech® Disc on Software & Charts
 - Nobilitac® Software, Charts, Tide & Currents (25%)
 - Sounding Magazine
 - USPS Port Captains
 - Trip deduction on dues and some travel expenses
 - West Marine

Members Helping Members
Port Captains Program provides members with local information when traveling in unfamiliar areas.

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

Web Site: WWW.USPS.ORG
Or Telephone: 1-888-FOR-USPS

Support Safe Boating Education



Community Outreach Programs

+Youth = Retention & Involvement

William Selden IV

Member Involvement Retention Award Presented

At the Charlotte G/B Meeting on 4 June, P/R/C Priscilla Clark, AP presented the following awards with the assistance of C/C G. Leslie Johnson, SN, R/C Bruce Troth, AP and Stf/C Roberta L Dougherty, AP. The Selden MIRA (Award) recognizes both squadrons and districts for having outstanding member involvement activities and initiatives each year.

This year, twenty-eight entries were received for the Selden MIRA 2005 representing 22 squadrons from eight districts. Also, we had three district entries. The family of P/C/C William Selden, IV had specially designed and created each of the awards and certificates in memory of the commitment made by husband, father, grandfather P/C/C Selden to USPS® and the value he placed on membership initiatives involving mentoring and retention of all members in our organization. We thank them for their generous gift.

District Winning Entries

1st Place - District 5

District Member Involvement Chair: **D/Lt Edward E. White.**
Entry submitted with assistance from **D/Lt/C Kay Simkins, AP.**

2nd Place - District 12

District Involvement Chair: **D/Lt William Bell**

3rd place - District 9

District Involvement Chair: **Stf/C Lyle Rea, SN**

Squadron Winning Entries

Squadron 1st Place - **Manatee Sail & Power Squadron, D/22**

Squadron Involvement Chair: **Lt Barbara Calvin**
District Involvement Chair: **D/Lt Connie Beckman**

Squadron 2nd Place - **Captree Power Squadron, D/3**

Squadron Involvement Chair: **P/C Charles Virga, AP**
District Involvement Chair: **D/Lt Arma Andon, AP**

Squadron 3rd Place **Patchogue Bay Power Squadron -**

District 3 - Note SMI submitted four MIRA entries
Squadron Involvement Chair - **Lt Judy Nemschick, P**
District Involvement Chair - **D/Lt Arma Andon, AP**

Community Outreach and Volunteerism give a District a Great Public Relations Promo Opportunity

Photo below: Members of D/13 were working the Public Channel doing fund-raising for them. In return, they were allowed the opportunity to tape some PSAs and advertise their courses. Community Service!!



"Members of District 13 serve as volunteers manning the telephone lines for KVCR-TV, the San Bernardino Public Television station during their spring fund raiser/pledge drive during March 2004. It was on St. Patrick's Day, hence the green hats. We had been scheduled to be "live," but due to changes in their schedule, this did not end up being a live broadcast. You see, often when you are watching a pledge break, it is a tape of somebody else giving the spiel and the faces you see are not the ones who are actually on the phones."

Retention – Renewal Program

Check out the new Retention – Involvement website at <http://www.usps.org/national/membership/meminv/index.htm>

View the Renewal Tools Program PowerPoint with voice narration. This is a great marketing tool with an excellent presentation on member benefits.

Many squadrons participated in the "I renewed" campaign created by Jeanne Sangiorgio. Did you download and print the "I renewed" **Sticker**? Great motivator! Plan to print stickers and send to "late-renewals" now. View the sticker and campaign at http://www.usps.org/national/membership/meminv/index.htm#Renewal_Tools

Submitted photos will be posted on this website and were displayed at the Squadron Officer's Meeting as well from the Membership Table.

Be USPS proud! Renew today!

Stf/C Roberta Dougherty, AP •





Year End Membership Reports

The end of June membership reports are posted. Access them from the National Membership Committee website.

June 05 vs June 04 shows we are down only 1.98% This is the best showing in 3 years, it's a very good start to our new membership year. Here are the other numbers for past 30 June reports;

30 June

- 2000 - 1.83%
- 2001 - 2.49
- 2002 - 3.97
- 2003 - 3.13
- 2004 - 5.03
- 2005 - 1.98



USPS For YOU / I RENEWED

R/C Bruce Troth, AP
Chairman National Membership Committee

Auxiliary Advisory Committee



*"by land or by sea,
Cuisine of the United States
Power Squadrons"
Is available at the Shipstore*

Attention: Auxiliaries, Squadrons, Districts

Here is an opportunity to add money to your treasury!

You can purchase books at the special discounted prices by purchasing case units (6 units/case) from Headquarters.

- 1 case (6 units) @ \$20.00 per unit plus S/H
- 2 or more cases @ \$18.00 per unit plus S/H

- Books will be sent as Educational materials.
- Checks need to be paid in full to Headquarters.
- You may set your own selling price.

The book is available at National Meetings at the Ship Store for \$25.00; or they can be ordered from Headquarters toll free for \$25.00 plus shipping and handling.

Stf/C Lois Neef, P
Asst Chm, National Auxiliary
Advisory Committee
wneef@tampabay.rr.com



Squadron Activities

Websites Include:

Cruise & Rendezvous, Educational Cruise, Amateur Radio, Port Captains, and Speakers Bureau Divisions

www.usps.org/national/boact



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 above)

Fall Governing Board

6 - 11
September 2005



Hilton, Portland, Oregon
Visit the National Meetings
Committee Web Site for
Information

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