



News from the National Administrative Department

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Message from the NAO

Welcome to "Inside USPS – Newsletter", a publication for and about the Administrative Department of the United States Power Squadrons.

Our Administrative Department is comprised of five Committees, namely, Leadership Development, Membership, Squadron Activities, Member Benefits and the Auxiliary Advisory.

Within these committees and the pages of this site, you can find information about leadership for squadron members, leadership development for your bridge members and all members, suggestions for the recruitment of new members for your squadron, ideas of how to involve your members in squadron activities, youth activities and opportunities about how to be involved with the youth in your schools and your community, ideas for community and civic outreach programs, amateur radio networking, where our members cruise and have rendezvous, Port Captain information about persons to contact while on the waterways, and more and more member's benefits and savings for just being a member of USPS®.

We hope you will take a few moments to "surf" through these pages and see what you might have been missing.

V/C Creighton Maynard, SN

POWER SQUADRONS OFFER LEGION UNITS COOPERATIVE ASSISTANCE

The United States Power Squadrons approaching 500 unit squadrons in United States coast to coast; is ready and waiting to contact Legion Post commanders, with a view to holding a joint meeting with each. The purpose is to determine how Legion units may benefit from squadron cooperation. As a starter, without benefit of such a meeting, we have listed some of the possible discussion items.

- Homeland Security - Organized Participation in Waterway Vigilance Reporting
- Tuition Free Safe Boating Courses
- Tuition Free Advanced Courses eg .Charting / Navigation.
- Fraternal Camaraderie
- Practical Experiences From *The Ensign*® Magazine
- Benefit of Port Captain's Local Knowledge
- Free non punitive Coast Guard Approved Vessel Safety Inspections
- Variable Size Vessel Group Cruises Canoes and UP
- Discounts From Boating Suppliers Including Insurance
- Tax Allowances Non Profit Organization Participation
- Possible Use of Squadron Building Facilities
- Possible Use of Legion Building Facilities
- Combined Effort Toward Community Projects
- Promotion of USPS Members Becoming Legion Members
- USPS Members and Families Supporting Invitational Social Functions
- Unforeseen Benefits Possible For Both Organizations

Cont'd on page 6



USPS
The Power of One
 CHALLENGE
 Power
“Highlights were the two squadrons who achieved “Grand Challenge” status. . .
New River, D27 and St. Helens, D32”
 THE POWER OF ONE

The annual meeting at Orlando recognizes both individual and squadron Power Of One winners. Over 90 awards were made. Highlights were the two squadrons who achieved "Grand Challenge" status, namely: **New River Sail & Power Squadron** from District 27 and **St. Helens Sail & Power Squadron** from District 32.

On the individual side, three members joined the coveted "**Admiral's Club**" by influencing over 15 new members to join USPS®. These were **James H. Walsh**, Darien Squadron, **Vincent Savage**, Palisades Squadron and **Barry August** from Sarasota Squadron. In addition, 35 Squadrons were recognized for achieving "**Elite**" status. Fourteen members were entered into the **Captain's Club** and 49 additional members received their Power Of One caps. Congratulations to all!

On the Ambassador's side of the program, the long awaited CD toolkit of materials was completed & emphasis is being put on locating District Ambassadors who, upon request, are available to help squadrons or districts with membership growth.

Stf/C W. Lyle Rea, SN

Asst, National Membership Committee

Members Accepting Power Of One Awards at the Annual Meeting



*. . .at the
 2005 Annual Meeting*

Who Let Them Out?



Left: The Bridge Entertains at the Saturday Night Banquet, held during the 2005 Annual Meeting.



Left: C/C Les Johnson, SN and Stf/C Robert Greene, N display the Proclamation of the Governors at the Annual Meeting recognizing USPS 90th Anniversary.

Check out the National Photographer's Web Page for photographs of the Annual Meeting.

Photos in this issue by P/Stf/C Trudy Brown, AP



Our National Bridge & Wives !



MemComments - Communications - Internal & External

Communications is key to getting your members active in your squadron and keeping them. Enhance your keep rate and lower your non-renewals via excellent communications. Here are two tools to aide in improving communications:

Tool #1

DB2000 is a FREE database program for organizing your squadron member records. Available from the national web site, follow links to the ITCOM area.

Thanks to the hard work of Dan Bartell, squadrons and districts can easily create on-line rosters. Members need their certificate number to access. To accomplish this rather difficult task is now very easy. Hey, if I can do it so can YOU!

This neat add on feature to your web sites adds versatility and convenience to squadron members. Each member can update their own squadron record. Members and leaders can easily create unique e-mail lists simply by clicking the name(s). Print up to date rosters anytime, 24-7

Tool #2

BCA or **Boating Course Assistant** is an add on program to DB2000 for External Customers AKA the students in the public classes. Download it from the ITCOM web site also.

Tracking student progress is only the beginning.

Prints MemCom 1, the new member joining application.

Prints labels for mailing out letters.

Mail merge letters for group mailing to selected students to invite them to the next meeting, civic event, or rendezvous.

Offer membership a second or third time with follow-up announcements.

Communications, Internal and External can help grow your squadron and USPS,

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



DB2000
Internal
AKA
Members



BCA
Boating Course
Assistant
External
AKA
Public
Course
Students

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
Community Outreach Programs—Youth— www.usps.org/national/membership/youth

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



Squadron Activities –On Line Listings

Squadron Activities Web Sites Include:

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

www.usps.org/national/boatact



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)

Have you noticed that each month *THE ENSIGN*® contains a list of squadron/district cruise and rendezvous (C&Rs)? Has your squadron/district C&Rs been listed? If not, here are two things that can correct that problem.

- 1) C&Rs listings are developed from a registration process, and
- 2) the magazine has a publication deadline about 45 days prior to the month of publication.

The registration can best be done online using the form available at:

http://www.usps.org/national/boatact/cr_rendform.html

(there is an underscore between cr and rendform.html)

Information from that registration is added to the database and becomes the common source of the listings used by *THE ENSIGN* and the online listings. The online listings have no deadline so that they may be submitted up to and including the date of the C&R. They can be found at:

<http://www.usps.org/x/x.pl/x/x.cgi?boatact/member/candr.html>

a searchable file by date(s) plus district and/or state.

The database covers the time frame of the current year, the prior year, and at the end of the year, the coming year.

A help page is provided to assist with the determination of the information needed on the registration and is located at:

<http://www.usps.org/x/x.pl/x/x.cgi?boatact/member/candrFAQs.html>

Links to all the above pages are provided from the C&R home page. Just follow the links from the USPS Member page at

<http://www.usps.org/newpublic1/members/>

to the Administrative Department drop down link to > Cruise and Rendezvous > to USPS Members Cruise and Rendezvous Schedules.

Ask your Boating Activities Chairman, or designated representative, to register your squadron/district C&Rs for 2005 now and not miss the next deadline. Then get out and join in on all the fun things your squadron/district does outside the classroom or meeting rooms.

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

Awards



at the '05 Annual Meeting



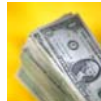
LEADERSHIP DEVELOPMENT

The Leadership Development Committee has revised the Power Point CD Presenters Guide to be used in conjunction with the *Leadership Development Program*. This was done in order to make this aide to the program presenter more user friendly and to help simplify the task of customizing the CD to the individual needs of the squadron participating. The LDCom has begun the same approach to our current PowerPoint CD for the *Operations Training Program Modules 1, 2, 3*.

Taking into consideration all of the new committees recently formed, name changes and department assignment changes, the LDCom has begun a revision of the *OTP Manual, Module 1*. Since Modules 2 and 3 are, in the main, informational and procedural in context, it is felt that a complete revision will not be necessary ----- however, they are being examined for that purpose.

At the USPS Annual Meeting in Orlando, **District 21** took **1st place**, closely followed by **D/22** and **D18**, and was each awarded the prestigious Operations Training Plaque. This award is for the greatest number of members completing OT in 2004. It should be pointed out that the award is weighted statistically, so that the smallest district in numbers stands equal with the largest.

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



Member Benefits—Dollars for Quarters



Member Benefits is like selling dollars for quarters. Ideally you can offer a prospective member so much value that they can't refuse and they could feel that it would be ridiculous to not spend a quarter to get a dollar's worth of benefits. Here's how we can do this.

Every squadron commander and every district commander should appoint a Member Benefits chairperson. A job description will be issued as well as a brief policy procedure to be included in the Operations Manual at a later date.

In essence, the job at the squadron level is to find, negotiate and implement benefits for their local squadron members and to be used to attract prospective members. The job at the district level is to coordinate the efforts of the squadron chairs and maintain a log of the different activities and benefits gathered by the squadron chairs. The district chairs can then send the information to the National Member Benefits committee who will in turn have a representative assigned specific District oversight.

What will your Member Benefits representative do with this information? The committee will collate all of the information, see if anything can be passed on to other squadrons and districts and at the end of the year, determine who the winner of the perpetual trophy is for "Squadron Benefits Go-Getter of the Year award".

On a National level, USPS® has developed a comprehensive list of valuable member benefits that are suitable for squadron members all across the country. However, we are learning that additional and sometimes more persuasive value for membership can be created within the geographic area(s) of a squadron and sometimes a district.

We intend to institute a perpetual trophy for first place along with gift certificates to places like Ship's store, Home Depot, Lowe's and Boater's World, etc. The award of the year will be presented at our annual meeting and the criteria used to determine the winner will be similar to the Chapman award with which we are familiar.

That's it in a nutshell and here are some ideas to help you get started.

First and foremost, please don't sell USPS short. We are the greatest value in boater education and this should continue to be our main benefit.

Something as simple as a discount or "two entrees for the price of one" coupon can demonstrate instant value and help persuade a prospective member to join. It's these local benefits that can yield instant gratification and help encourage membership

Visit your local marinas and yacht clubs. Many will offer courtesy discounts just for asking. Discounts on boat slips, bait and gas are always good. Restaurants, video rentals, movie theaters, ice, tire repairs etc.

Our Canadian friends have a great deal with a muffler chain! We can talk with battery and auto repair places, windshield repairs in short, the sky's the limit.

Now the question is, what can we offer these commercial establishments? First of all, rest easy. We will not sell our mail list but you can offer discounted or free advertising in your squadron or district newsletters. You can invite them to a squadron or district social event or meeting to pitch their wares. You can also tell them that we are the largest volunteer, fraternal boating organization and that we have squadrons in nearly 50 states, Puerto Rico, USVI and Japan. You can also tell them that we meet three times a year and that word of mouth will certainly spread information about the "Friends" of USPS.

It is the goal of the Member Benefits Committee to continue to develop valuable National benefits for squadron membership, but we look forward to the participation of local squadrons to make membership something quite special and provide that dollar for a quarter goal.

Member Benefits is not the job of a single committee in USPS. It is arguably one of our most important missions in today's very competitive member recruitment market.

Will you help?

R/C Luis Ojeda, SN
Chairman, National Member Benefits Committee

The United States Power Squadrons
We Need YOU
Membership Benefits ... It's for YOU!
Save Money ... Up to a 25% discount ON YOUR BOAT INSURANCE (20% based on courses completed and another 5% for a Vessel Safety Check)
Enjoy Special Organizational Discounts on valuable services:
• Sea Tow • Maptech® Disc on Software & Charts
• Vessel Assist • Hobasoft® Software, Charts, Titles & Membership Currents (25%)
• Infocus Disc on LCD • Sounding Magazine, 11 months/year
• Discoversail® • USPS Port Captains
• Software Disc on Microsoft • Tax deduction on dues and some travel expenses
• Dell Computer (15%) • West Marine
Members Helping Members
SeaQuest® Disc provides members with travel tips & local information when traveling in unfamiliar areas.
Opportunities for FUN!
Participate in on-the-water activities, Cruises & Rendezvous with special friends.
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-PCR-USPS
Support Safe Boating Education

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.

Sharing Boating Knowledge with Experienced and Novice Boaters
Expand your Boating Knowledge through The United States Power Squadrons Educational Curriculum
Seamanship Profiling Engine Maintenance
Advanced Plotting Cruise Planning
Junior Navigation Sail
Navigation Weather Instructor Development
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
A FREE Vessel Safety Check Program for members certifies your vessel craft as meeting all current U.S. Coast Guard regulations for boating safety
Member's Credit Card Program
FirstUSPS® VISA Card with competitive interest rates and No Annual Fee. Call (800) FIRSTUSA
Opportunity for Community Leadership
Service through the Cooperative Charting Program Web Site: www.usps.org
THE UNITED STATES POWER SQUADRONS
MEMBER YOU!



Boatin' Kids Initiative from District 12

Our performance triangle encompasses Education, Fraternity, and Civic Service.

Here is an OPPORTUNITY to provide a meaningful Civic Service and, at the same time do what we do best – EDUCATE!

District 12 has an Alliance with Big Brother/Big Sister here in the Boston area. The purpose of this Alliance is to provide boating experiences for kids who might not otherwise ever get out on the water. I invite you all to take a look and see if, during one of your boating trips, you could include a Big Brother or Big Sister pair along with you on your trip. The possibilities are Fun, Education, Relationship, and Diversity. This could be a one hour trip in Boston Harbor to an all day cruise or fishing trip.

Last June we invited big Brothers and Big Sisters to participate in our Boston Harbor Educational Cruise. Although notice was short, four Big Brother/Big Sisters came and the "littles" that came with them had a great time.

We intend to have this Alliance in action starting next Spring. There is much to accomplish by Spring, so if this initiative strikes a chord with you, join us in making it

a huge success by contacting Bill Bell at tes@topeng.com – 781 740-1015 or our District Administrative Officer, Linda Parsons Stone at stonedandl@msn.com – 978 369-1577, or the Initiative Chair, Martha Roney, - 617 859-8628. Martha and her husband, Ed, have been USPS members since 1991 and she has been active in the Big Sister Organization in Boston for many years. All of us are very excited about this initiative!

A number of you have been quite interested in simply providing the boating trips. If this is an activity that you would like to participate in also let us know that. ●

“Our performance triangle encompasses Education, Fraternity, and Civic Service.”



Article & photos submitted by Stf/C Roberta Dougherty, AP

Right: Carolyn Branca with her “little sister”, sixteen year old Gabriella Bacquerizo and Gabriella’s little brother, Ivan (thirteen).



Left: Michael Birnbryer with his “little brother”, fourteen year old Kenny Francis.

Spring Governing Board



1- 5 June 2005

*Adam's Mark, Charlotte, NC
Visit the National Meetings
Committee Web Site for Information*

Upcoming Meetings

Cont'd from page 1 POWER SQUADRONS OFFER LEGION UNITS COOPERATIVE ASSISTANCE

We do not have a formal agreement. This is simply a request for squadrons to make contact with a Legion Unit Commander in their community to set up such an exploratory meeting thereby launching cooperation between colleagues. Good Luck Squadrons; Legionnaires security is very worthy of all our effort.

Important Contact Information

Squadron contact personnel should refer to the web site for The American Legion in your home state to obtain information relative to Legion Posts in your area. Eg. www.floridalegion.org

Questions? Contact Memcom Chair

Submitted by **Roy Teatero, SN** ●



Community Outreach Programs

~ Youth = Retention & Involvement

As many of you may know, we are expanding the Youth Activities concept to include Retention - Involvement Programs. The idea is to encourage our squadron members to get involved with Community Outreach or Civic Service commitments involving families and those in our squadron area that can use our assistance. The intent is to expand our membership reach and PR/Marketing base within our communities while we assist with needed help in community programs.

There are many ways to do this from cleaning up parks and waterways of trash, to collecting Toys for Tots sponsored by the Marines. Sign your squadron up for the "My Soldier Program" and send letters and "goodies" to our Soldiers overseas in Iraq. Mentor a Boy Scout troop and teach them Boat Smart®, PaddleSmart or arrange for Beta testing of the WaterSmart computerized game with the troop or with an after school care program. All of these ideas were featured at the EXPO in Orlando.

Another civic service or community outreach program that is in need of help is the Life Jacket Loaner Program, sponsored by Boat/US. They are asking for our support to find additional marinas, supervised launch ramps and waterfront businesses to host this program. Your squadron members can make the connection between the business and Boat/US. Grants are available for efforts like these but they need a member to write them!

With the horrendous loss of life most recently in Asia and the damage caused by the hurricanes that ravished Florida this past September, perhaps it is time for your squadron to create and/or work with Emergency Management within your community to formulate hurricane, tornado or tsunami disaster relief plans in order to better inform our communities how to survive and recover from such horrific natural phenomena. Should we consider covering such topics with seminars, speakers, etc? Home Land Security Programs also need the promotion and support from squadron members as well. The point is "Reach Out" USPS members and get involved with your community! In the process you are marketing the name of United States Power Squadrons and your squadron while you help your neighbors and promote our boating safety education agenda.

Inside the United States Power Squadrons wants to publish your photos !
If you have digital photos you would like to share with our squadrons, please send them to the Editor

10 HOT TIPS

- 1) Squadron should join the local Chamber of Commerce. Send a Squadron rep to every meeting. Volunteer to offer safety afloat seminars at a meeting.
- 2) Request to have your squadron name and web address posted on your community website under Safety or Homeland Security.
- 3) Apply for a grant from West Marine Foundation for life jackets and give them away at a community event or boat show.
- 4) Sponsor fishing seminars to the general public with a well-known angler presenting. Make it fun and teach them about USPS at the same time. Note: The professional angler can donate his time and gain advertisement for his business by displaying his business cards and brochures.
- 5) Present a Youth Boating Safety Program at local schools to promote the Poster Contest. Use the Youth Boating and Water Safety CD-ROM for heightened interest.
- 6) Work with local service clubs to take the kids fishing, Boy Scout troops to earn merit badges, play Santa Claus for needy families at Christmas time.
- 7) Set up a cooperative fund raiser with the local Maritime Museum or Sailing Association. Follow up with scheduling a boating class at their site.
- 8) Establish a "special interest group" within the squadron. Set up a Sail Club, Coop Charting Club or Fishing Club for members.
Note: Guests are welcome but need to be members of the squadron before they can "join the club." USPS insurance may be voided if this rule is not followed.
- 9) Collect soda can tabs for the Ronald McDonald House at all social events. Take a photo of the delivery of the tabs and submit to area newspaper. Let others know you care about your neighbors and their children.
- 10) Volunteer to beta-test the WaterSmart Program with after school/daycare programs. This is the computerized game that teaches boating safety using three scenarios and four levels of difficulty.

Reach Out into your Community and Involve your Members too!

"Reach Out into your Communities and Get Your Members Involved with Helping Others

Stf/C Roberta Dougherty, AP
Community Outreach, Member Involvement/Retention



Membership Committee Updates

Beta-Test Project "WaterSmart"

D/Lt/C Denise Brooks, AP

Eight squadrons are currently proceeding with beta testing of the WaterSmart from the Start game. These tests are taking place in different settings using a pre-test, game use and post test format. More squadrons can join in the testing. Check out the game at the USPS kids website: www.usps4kids.org. Contact Denise or Drex Bradshaw to participate.

National SAFE KIDS Campaign MOU Signed

D/Lt/C Don Clark

The MOU with National SAFE KIDS Campaign was signed on Saturday at the Annual Meeting with Dr. Angela D. Mickalide representing NSKC. She was very complimentary about the warm welcome she received and looked forward to squadrons working with the more than 600 coalitions (like squadrons) throughout the USA. **Don Clark** negotiated the MOU for USPS and **Bruce Waldman** prepared the PR release and materials to be read at the presentation. Kudos to both of them. Information on Safe Kids can be found on their website www.safekids.org.

Program/Planning Committee

P/C Jeanne Sangiorgio, AP

The Program/Planning Committee develops programs for the National Membership Committee/Annual Meetings; Governing Boards throughout the calendar year.

It is the task of this committee to set objectives and goals in creating a committee unified in theme and message. For 2005, the National Membership theme: "**Membership Educates...Follow the Yellow Brick Road**" was featured at the Annual meeting/Orlando, FL.

Supporting our theme throughout the year: road sign visuals; "easy pass"/C O P~Y; P O O; Membership Educates...Follow the Yellow Brick Road.

Road sign visuals, "easy pass" stickers and banners will be woven throughout the year to support the theme: **Membership Educates...Follow the Yellow Brick Road**.

The Program/Planning Committee also provided highly visual and informative power points that support the Membership theme: The committee has actively moved into the community supporting the Manhattanville College project: "My Soldier".

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

Auxiliary Advisory Committee



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

*The National
Auxiliary Advisory
Cookbook Committee
receives recognition at
the Annual Meeting
in Orlando.*



USPS Youth Poster Contest – P/R/C Priscilla Clarke, AP reminds all members that the information for the 8th Annual Poster Contest is posted on the website at <http://www.usps.org/national/membership/youth/8thYPCcontest.pdf>. The theme for 2005 is **"Be water smart, boat safely."**



Squadrons, download the MICA entry form from the Membership Web page at <http://www.usps.org/national/membership>. Click on **"Awards for Membership"**.

Send completed form to your District Chairman who will submit to the National Chairman.

District Chm: forms should be sent to the national chairman by 1 April 2005.

Membership Manual Re-Write

P/C Lee Myers

Work is progressing on the re-writes that are needed to update the manual. Updates will include today's approach to the topic and will be available on CD-ROM with print on demand copies available to those not having a computer.