

Inside the United States Power Squadrons®



News from the Administrative Department

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Safe Boating Activities

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Thanks to the feedback and suggestions from local members, the Administrative Department's new newsletter, "*Inside the United States Power Squadrons*" continues to improve. As the axiom goes, "thanks to you, its working". This represents just one more example of how we are increasingly focused on driving our initiatives from the bottom up rather than top down. Why is this important you might ask? For one thing, it represents a paradigm shift in the way we think national should be working, i.e. to support squadrons and districts grow, prosper, and excel in creating local success stories. Each committee within the Administrative Department continues to leverage a simple philosophy - one of achieving excellence through "dedication, determination, and teamwork". So be assured that "someone out there" is listening and that we are moving proactively to turn your dreams into realities.

In Reno, the Power of One Campaign will take center stage as it outlines a new "out of the box" approach to addressing traditional USPS membership recruitment and retention issues. It focuses on two simultaneous strategies. The first strategy focuses on a USPS-wide membership recruitment drive involving the efforts of individual members. This bottom-up strategy focuses on support by squadron members. The second strategy focuses on enhancing retention through the development of a special team, called "USPS Ambassadors", whose mission is to accelerate the implementation of innovative membership programs, ideas, energy, and enthusiasm at the local level. For more information about this exciting new initiative, visit the Power of One Campaign website at:

http://www.usps.org/national/admin_dept/Power_of_One_Campaign. As always, comments and feedback are welcome and may be directed to a special listserv, one@usps.org, which is monitored by the committee. Let us know what you think.

Another Administrative Department project involves the coordination of the "Special Saturday Afternoon Event" during the Reno GovBd. Similar to the special activities in New Orleans, the theme focuses on how different USPS committees can help individual members succeed in enhancing USPS membership recruiting and retention efforts at the local level. In addition to special guest speakers, planned activities will include 'expo-style' concurrent committee presentations offering squadrons and districts tips, suggestions, and support to rev-up local membership campaigns.

Of special note, the new United States Power Squadrons "National Cookbook Project" is continuing to make great strides with pre-sales now passing 200 as word of the new cookbook spreads. With the assistance of P/R/C Bob Green, JN, we have secured a release from artist Don Demers to use the first USPS painting as the image on the cover of the cookbook. In addition, the USPS Auxiliary Advisory Committee has "negotiated a deal" with the Past Chief Commanders, who have agreed

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to participate in a book signing session involving the first 300 pre-sold copies of the National Cookbook. Approximately 276 copies have been sold to date, so if you are interested in reserving one of these special copies, we would suggest that you do so promptly. Designed to increase organizational exposure and visibility in the public sector while fostering enhanced USPS name recognition, the cookbook also provides a wealth of information on nautical cuisine and would be a great gift item for those of us leaving office at the end of the year.

I hope that your summer has been a relaxing but rewarding one and that as we again come together in Reno that you enjoy this third issue of "Inside the United States Power Squadrons". Be sure to keep sending us your opinions, comments, and suggestions for its continued improvement.

V/C Ernest G. Marshburn, SN
National Administrative Officer

Youth Activities

HELP US FIND A NAME!!!!!!!!!!!!!!

The Youth Activities Team of the Membership Committee is trying to find a name for our mascot. The mascot will be used to easily identify all the programs associated with the youth of USPS. The name should relate to both water or boating and of course, safety. The winning name will be announced at the 2004 Annual meeting. The person who comes up with the winning submission will receive a \$100 savings bond so lets get all of our kids involved in this contest. Send submissions to P/C Kathleen E. Bisogno, AP at bisognok@hotmail.com. Please include your name, address, telephone number and email.



For more information about the Administrative Department - visit our websites

Administrative Department Home Page
www.usps.org/national/administrative.shtml

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

Auxiliary Advisory
www.usps.org/national/auxiliary

Flag and Etiquette
www.usps.org/national/fecom

Membership
www.usps.org/national/membership

Member Involvement
www.usps.org/national/meminv

National Meeting
www.usps.org/national/natmeetings

Operations Training
www.usps.org/national/ot

Port Captains
www.usps.org/national/PortC

Safe Boating Activities - Boating
www.usps.org/national/boactact

Safe Boating Activities - Safety
www.usps.org/national/safety

Youth Activities
www.usps.org/national/youth

Inside the United States Power Squadrons - www.usps.org/national/aonews



Safe Boating Activities Safety Division

There are Rendezvous and then there are Rendezvous!

Such was District 27's at Wilmington, NC 25-27 July, 2003 when "forces that be" also brought the U.S. Coast Guard's tall ship the Eagle to port, the city of Wilmington held its first-ever Nautical Festival, and the USPS National Bridge met for its prescribed yearly budget meeting on the east coast.

- ◆ Events included USPS participation in several venues:
- ◆ We comprised more than half of the 50 boats in the parade flotilla (shared with USCG Auxiliary) accompanying the Eagle as it came in.
- ◆ Several members of the Bridge (C/C Ted Smith, SN, V/C Spencer Anderson, SN, V/C Leslie Johnson, SN) and D/C Don Dunlap, SN and Ken & Paula Mizell, both members of the SBA Committee, rode on board the proud tall ship. (V/C Ernest Marshburn, SN, V/C Frank Dvorak, SN and V/C John Alter, SN and spouses were on Bill Holub's boat "Incredible II").
- ◆ USPS Amateur Radio Net under the guidance of SBA Committee member P/D/C Don Stark, JN set up broadcasting in the midst of the Nautical Festival and near the Eagle.
- ◆ "Popeye", the USPS representing our VSC program was there, LIVE!
- ◆ Two USPS booths at the Festival featured Safety Checks, knot-tying, and USPS kids' coloring book and gave a USPS "face" to the public.

Meanwhile, D/27 Rendezvous Chair, P/C/Ken Mizell, AP, and member of Safe Boating Activities Committee as Rendezvous Subcommittee Chairman, welcomed the National Bridge to District activities:

- ◆ Conch-Blowing Contest (You should have seen Ken Mizell as a Christmas elf!)
- ◆ Lucky Duck Race
- ◆ Face painting by Jo Lawson of Raleigh Sq. drew folks to our mini booth where donated items were found:
 - ◆ Sticker pamphlets "Let's Go Boating, Kids" (priority-mailed to Wilmington by Boat US Foundation)



- ◆ Nautical activity sheets donated by Captain D's Restaurants
- ◆ Coloring books and sheets and crayons donated by Outback and Texas Steak house Restaurants.
- ◆ Stf/C Elliott Manke, JN and SBAC (Safety vision) helped his spouse, Lt Louise Manke, P, get the above donations, set up and man the mini-booth.
- ◆ With the help of P/C June and R/C Bill Reasons, Publications Committee, Cape Lookout Squadron and D/C Don and Donna Dunlap, Pamlico Squadron, Louise Manke revived the district level judging of Safety Posters resulting in two entries being sent once again to National from D/27.

*Stf/C Elliott L. Manke, JN
Safe Boating Activities*



OPERATIONS TRAINING

Since my last article, the committee has had good meetings in New Orleans planning for the future of the Modular Program. All indications from the squadrons are the Modular Program is being well received with the exception of the CD. It has been reported that the CD has some flaws plus it is too long. To answer some of these comments, P/D/C Robert Beardsley, SN of the committee has written a how to booklet on Power Point and reducing the presentation slides to those that are important to the presenter and members attending the presentation. This booklet is at National for production and distribution with the CD.

The committee has been receiving information about Power Point presentation and how boring they can be. The members of the committee will be discussing this problem and developing a brochure showing how to make a presentation with the interest of members attending first and foremost.

It is with a great deal of pleasure to have one of our committee, P/D/C Robert Beardsley, SN set up an award for a squadron to be recognized as the top squadron in presenting Operations Training. Bob did all this work for District 2 and a friend who has passed on to a better place. The award is known as "Richard Moore Memorial

Award for Operations Training". The first award was presented by Bob and Richards widow, to Champlain Power Squadron at District 2 Spring Conference.

R/C Gene Van Rhee, SN has developed a method to keep track of what Modules have been taken by members of a squadron. This form will be included with shipments of OT Manuals and on the next production, will be made a part of the manual.

The committee has been asked to put together a leadership program to assist National officers traveling to the districts. This program is to be available should a district have some time to have it presented by the officer. Operations Training is working with R/C Pat Governale, SN of the Instructor Development Committee to develop such a program.

As of the 2004 Annual meeting, it looks like this committee will have a new name. OCom voted, at their June meeting, to change the name to LEADERSHIP DEVELOPMENT COMMITTEE.

Stf/C E. Bruce Hewitt, SN
Operations Training Committee

Flag and Etiquette



This 2002 floral flag is 740 feet long and 390 feet wide (maintaining the proper flag dimensions described in Executive Order #10834.) It is located near Vandenberg AFB and covers 6.65 acres. The flag is the first floral flag to be planted with 5 pointed stars comprised of White Larkspur. Each star is 24 feet in diameter, each stripe is 30 feet wide. The flag is estimated to contain more than 400,000 Larkspur plants with 4-5 flower stems each for a total of more than 2 million flowers. Between the field where the flag is planted there are 9+ miles of flower fields that go all the way to ocean. The flowers are grown by seed companies. You can drive by this flag on V Street south of Ocean Ave. in Lompoc, CA. (Photo courtesy of Bill Morson)



Squadron Officer's and General Member's Meeting Agenda

Room Assignment: Nevada Foyer
Meeting Date: Thursday, 4 September 2003
Meeting Time: 1430-1630

Introduction: as those of you who attended the Squadron Officer's and General Members meeting in Orlando and New Orleans may recall, the overwhelming majority of members in attendance requested that we (1) schedule and continue scheduling this meeting 1 day earlier, i.e. on Thursday rather than Friday, in order to allow more time for subsequent thought and discussion of important topics prior to the GovBd meeting, (2) upscale the meeting agenda to more closely resemble that of the District Commanders meeting, and (3) publish the meeting agenda in THE ENSIGN in advance to facilitate member review prior to the meeting. As there was a record attendance during the Squadron Officer's and General Members meeting in New Orleans GovBd, we will continue with this format in Reno, but just remember the "deal". If attendance is minimal or non-existent, consideration will be given to moving the Squadron Officer's and General Members meeting back to its normal timeslot on Friday afternoon.

Meeting Agenda

1430: Briefing on Current Events/Issues

- A) Power of One Membership Campaign – How to get started and be competitive
- B) New Member Orientation/Member Recruiting Presentations – Marketing/Public Relations
- C) USPS Dept. Re-Organization effecting the Executive, Administrative, Secretary, and Treasurer Departments
- D) Administrative Department Update:
 - a) New Kid's of the United States Power Squadrons Screensaver. Where to obtain it.
 - b) USPS National Cookbook Project – update
 - c) Youth Activities USCG-OBS Grant Update & bylaw change supporting "Apprentice Membership"
 - d) Admin Dept listserv "InsideUSPS" and newsletter Inside the United States Power Squadrons
- E) National Gov. Relations Committee update - USPS Homeland Security activities
- F) New ITCOM Web Page Security System
- G) New MOU with the Canadian Sail and Power Squadron
- H) Other Items as may develop prior to the Fall GovBd

1530 – 1600: Special Presentation: Secrets to Submitting Successful Proposals for External Funding

V/C Ernest Marshburn, SN will present a session on

tips and techniques to being more successful in submitting proposals for external funding. Discussion topics will include: commonly used terms that you should know, essential characteristics and responsibilities of the proposal leader and team members, essential proposal elements, identification of funding resources, importance of collaboration, how to select the best opportunities, the proposal writing process, overcoming the budget hurdles, submission, and debriefing. Local, State, Private Foundations, and Federal funding sources will be briefly discussed. V/C Marshburn's expertise comes from 25 years in higher education, the last six of which have involved the submission of peer reviewed competitive proposals for external funding to the National Science Foundation and the Department of Defense.

1600 – 1615: Special Guest Speakers: Sources of External Funding

P/R/C George Turner, SN, Chairman

USPS Education Fund

R/C Joyce Shaw, AP, USPS Representative
National Safe Boating Council

1615 – 1630: Squadron Officers and General Members Meeting Discussion & Evaluation

Thoughts on scheduling a "town hall" panel discussion at the Annual Meeting. The panel would be composed of "volunteers from Fall GovBd mtg participants" willing to host or lead this session during the 2004 Annual Meeting.

Reference Information:

The 3rd edition of "Inside the United States Power Squadrons" the new Administrative Department newsletter has been published. Current and back issues of the newsletter can be viewed at:

<http://www.usps.org/national/aonews> .

The Administrative Department announces the new "Inside USPS" listserv, which members can sign up for to receive timely information on USPS events, activities, and other important information. Any USPS member can subscribe to the list by visiting:

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

P/C Kathleen Bisogno, AP at bisognok@hotmail.com is the administrator for this moderated (outbound only) listserv.



Safe Boating Activities Boating Activities Division

The Safe Boating Activities Committee is working with the Power Of One Membership Initiative to make "All" USPS Membership aware of the enhancements the various Divisions under "SBAC" provide by our successful On The Water Educational Cruises enticing potential New Members from our public courses.

1. The Port Captain's Network, a Membership enhancement, is second to no other boating organizations for a Live Cruising Guide. Many are just an E-mail away. They are a friend by boat or car.
2. Our Online Informational Booklet describing How a District or Squadron May Plan a Successful Cruise & Rendezvous by tried and true cruising members is an enhancement for all Squadrons and Districts.
3. Amateur (Ham) Radio is available to members. Most USPS and Bridge know of all their Activities. They have been very visible this season promoting USPS. All USPS Radio Hams are encouraged to join this network. You will find their Amateur Radio Net Roster on our website.

Don't forget to check the Cruise & Rendezvous submitted in THE ENSIGN. Is your Squadron and District Rendezvous listed?

Safety Coordinators are collecting Reports from the 33 Districts, making us aware of the energies extended by USPS Squadrons promoting Boating Safety.

NOAA/Weather our New Division is finding it's place in USPS by the ongoing energies of P/D/C Richard D. Frenz, SN and our liaison with NOAA/W Tim Rulon.

*R/C Charles (Chuck) Davenport, SN
Chairman Safe Boating Activities Committee*



Auxiliary Advisory



By Land or by Sea

Donna Selden, Editor, and other committee members are preparing copy of submitted recipes for testing by USPS Auxiliary members. The testing is necessary prior to inclusion in "BY LAND OR BY SEA, CUISINE OF THE UNITED STATES POWER SQUADRONS". At this time, we have 276 issues pre-sold through the Ship's Store. The National Directory of Auxiliaries has gone to print and will be distributed to all Auxiliaries and Squadron Commanders. At the Reno GB Saturday mini-expo, the committee will have a table which will promote the Cook Book and the Auxiliaries.

*R/C Carmen Adame, AP
Auxiliary Advisory*

Comments, Suggestions, and Contributions are Welcome
and can be sent to:
P/C Kathleen E. Bisogno, AP @ bisognok@hotmail.com



National Meetings Committee

National Meetings Committee
Fall 2003

Improving National Meetings

The following is a quote from my article in the Spring 2003 Administrative Department newsletter: "As you are probably aware, our national meeting attendance is currently decreasing while our national meeting room requirements are increasing." For the moment, at least, we have stemmed that tide. The New Orleans Governing Board at 1550 room nights showed a large increase in attendance over last year and the Reno Governing Board, four weeks before the cutoff date, was booked for 100 room nights over the 1725 committed in the contract.

This is certainly good news. My contracting experience for governing boards shows that to get the number of meeting rooms we require we need a 1750 room night attendance. Hopefully the hotel sites and governing board meeting improvements will sustain the increased attendance. 1750 was the normal attendance just a few years ago.

Improving National Meetings

We are offering a Wednesday and Thursday evening free entertainment packages at the Annual Meeting in Orlando. This is part of our improved entertainment plan of "Having More Fun at National Meetings" and also an inducement to get members to arrive early. The plan is not firm but is shaping up somewhat as follows:

On Wednesday evening we will have a 90th Anniversary Kick-off Party in one of the ballrooms. It will be similar to last years New Years Party but without free food and beverages. There will however, be more entertainment and will include a steel band and the D8 Cruisers. A cash bar will be available.

An entertainer is being engaged to provide two and one half hours of entertainment in a ballroom on Thursday evening. A cash bar will also be included on Thursday.

The Importance of Staying in the Host Hotel

Since we have noted above that an increase of room night attendance is important for us to obtain the free meeting rooms space and other amenities that we are accustomed to receiving at our governing board meetings it is easy to see why we continue to encourage all our members to stay in the host hotels. Remember that convention hotels, the type we usually use, literally trade us free meeting rooms in return for the revenue that they receive from our use of their sleeping rooms. Therefore, when members stay at another, and possibly less expensive hotel, they are being counterproductive to the improvement of our meetings.

R/C L. D. Brown, SN

Chairman, National Meetings Committee



**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 P/C Kathleen E. Bisogno, AP at bisognok@hotmail.com or by US Mail to: 345 Silver Lagoon Drive, Toms River, NJ 08753



Membership and Education

DOES YOUR SQUADRON HAVE A MEMBER RECRUITMENT PLAN?

SEOs & INSTRUCTORS: Look for an insert with your next shipment of public boating course materials, entitled, "Hot Recruiting Tips for Public Boating Classes."

This recruiting tool was developed jointly by the Educational, Marketing, Public Relations, and Membership Committees to underscore the importance of recruiting from our public boating courses. It is designed to assist squadrons in setting up a Member Recruitment Plan which requires the combined efforts of SEOs, instructors, public relations chairmen, and membership chairmen. It contains steps on how to incorporate public relations materials such as "What's in it for You" and build excitement in your students by whetting their appetites for more education through our member classes.

This squadron "Member Recruitment Plan" can also be adapted to promote progressive education to your membership which, we know, is the key to member retention.

Our public boating class instructors are prospective members' first impression of our organization and, therefore, are highly valued in the recruitment process. But, they should not be totally responsible for both teaching and recruiting.

So—if your squadron does not already have a Member Recruitment Plan—start the ball rolling. Education and membership working together spells success! Use "Hot Recruiting Tips for Public Boating Classes" to either improve your squadron's existing recruitment plan or as a starting point in developing a plan that will aid both membership and education in meeting your squadron's goals.

Membership

A PURCHASE IN TIME, SAVES NINE.....

...No! 10%! If you stop by the membership table in Reno you can purchase membership supplies for your squadron and save 10% plus the shipping costs. Everything at our table will be priced 10% below the USPS cost you would normally pay. It is easy to save on supplies. Check with your squadron committees and board members before you come to Reno to see what they need. Then, just bring your list and your wallet. Our volunteer members will be on hand to help you fill that list. Some examples on our table will be the new member folders, "This is USPS" and all the manuals. Our friendly members will help you fill your suitcase. This is your opportunity for great savings.

Our table will be set up Thursday and Friday all day. Stop by, say helloooo and save big \$\$\$.

