



USPS EDUCATIONAL FUND

EDUCATIONAL FUND TRUSTEES' MEETING

26 August 2015

Manchester Grand Hyatt – San Diego, CA

Vista Room

Chairman Fred Mangelsdorf called the meeting to order. The following trustees and guests were present and were introduced by the Chair:

Fred Mangelsdorf – Trustee, Chairman
Kenneth Griffing – Trustee, Secretary
Joanna Webster – Trustee & Treasurer
Alan Wentworth - Trustee

GUESTS

Robert Brandenstein – NEO
Robert Palmer – P/ANEO
Tammy Brown – HQ Marketing Manager
Andy Sumberg
John Hinksman – CPS/ECP Ed Fund
Margaret Sherrod

A moment of silence was observed for the passing of Dick Kyle.

The Chairman provided a proxy from Tom Brincka.

Minutes of the 21 January 2015 meeting in Jacksonville, FL were approved as distributed and as posted on the Educational Fund web site. The Secretary reported that there had been no unusual activity in recent months and no new Grant requests.

Fred thanked Bob Brandenstein for the recent conference call to review the status of Grant 218 – Conversion of Courses to an On-line format with BoatUS. Bob commented that we now need to do much of our work via on-line conference calls and on-line meetings. There are now five titles available on-line on the BoatUS site for which there have been 884 takers to date. The ABC On-line course was used as a model for these courses for which there is about 80 takers per month. The original estimate was that we would have about 35 takers per month but we are not there yet. We aligned ourselves with BoatUS partly because of their marketing skills but they have proved to be similarly effective to ourselves.

We are now using several marketing sources for on-line sales. Our newest title, *Hurricanes and Boats* has not been widely accepted. Most of the work for this particular title was by BoatUS. Using GPS is moving well toward completion. It will emphasize GPS chartplotting and not just basic GPS. Upcoming titles include *AIS* and *Trailing Your Boat* as well as additional modules of *Cruise Planning*.

The United States Power Squadrons has signed up for a subscription to Share File to facilitate the storage and sharing of large files.

Although contact information goes out to nearby squadrons for all takers of the On-line courses the number of actual squadron contacts is not known.

Tammy Brown reported that during the period that Rinck Advertising was working on our on-line sales (Grant 217) that sales trended upward each week. The ABC On-line course sales also trended upward each week during this period with approximately a 10% increase during the year. Rinck reported that the limitations to our on-line sales were due to the descriptions of the courses.

Joanna Webster – Treasurer had previously distributed a Treasurers Report in three parts to the Trustees. The report was reviewed and it was again commented that it was both complete and easy to comprehend. Joanna will have the Educational Fund financial books reviewed.

The web site was reported to be up to date by the webmaster.

Administrative Assistant Ellen Barbour reported that the Honor Roll and Contributions records are both up to date.

There was some discussion of the investment portfolio and it was determined that no changes in instructions were desired.

It is planned to participate in the Awards banquet at Orlando in February 2016 as we have done in the recent past. Two new Trustees will need to be elected at the Annual Meeting in Orlando in February 2016.

There were no new or old business items not previously discussed and the meeting was adjourned.

Kenneth Griffing
Secretary