United States Power Squadrons  
Board of Directors  
20 February 2018  

Called to order at 0830  

Attendees:  
C/C Louie Ojeda, SN  
V/C Gary Cheney, SN  
V/C Craig D. Fraser, SN  
V/C Mary Paige Abbott, SN  
V/C Howard Yoas, SN  
V/C Lee Popham, JN  
P/C/C Robert A. Baldridge, SN  

Guests present:  
R/C Ben Coons, JN  
R/C Paul Mermelstein, SN  
Mary Catherine Berube  
Tammy Brown  

**Ratification of electronic votes:**  

1) To dissolve South Hills/7 and Boca Ciega/22.  

2) To present a Life Saving Award to Anthony Pozun, AP, Neptune Sail/3.  

**Motions:**  

1) To adopt the America’s Boating Club Licensing Resolution (attached.)  

**Discussions:**  

1) Mary Catherine Berube updated the Board on USCG grants. She noted that all grant funds were expended as of 31 December 2017 for the Boating Safety Virtual Trainer IV and the
Digital Media Library 2.0. As of 31 December 2017, the balance in the Year Round Safe Boating Campaign 1.0 grant was $24,363; Year Round Safe Boating Campaign 2.0 was $132,139; DML 3.0 was $34,816, BSVT V was $139,432, Hispanic Youth Boating Manual was $32,699, and the Training Center for Standards Based On-Water Skills Training was $250,000.

2) Berube reported that USPS submitted five grant proposals to the USCG for the 2018 grant cycle. Simulator VI will develop the sixth-generation BSVT simulator, deliver simulation training to the public, and increase outreach efforts for the BSVT program. America’s Boating Channel, a linear video programming feed distributed by domestic cable and satellite television operators and a video-on-demand (VoD) service accessible by US citizens through their online devices will feature a wide variety of USCG-authorized video content promoting safe boating practices. Engaging Hispanics Phase II: Outreach, Promotion, and Advertising will raise awareness and educate the Spanish-speaking boating public on boating safety and boating education. Learning Centers Phase II will establish a new operating model to scale up training to reach a larger audience and help reduce recreational boating accidents, injuries, and deaths by significantly increasing the number of boaters that receive skills training. Boat Live 365 3.0 is specifically designed to optimize national and local efforts pertaining to boating safety education and will focus on improving the volunteer experience and encouraging traditional and nontraditional advocate use of Boat Live 365 resources.

3) Berube reported balances in the USPS Educational Fund grants as of 31 December 2017: Chapman Award Sponsorship - $3,386.20; BoatUS Online Conversion of Educational Courses and Seminars - $96,634; Communications and Advertising- $131,016, and Spanish Translation of ABC 2015 Course Materials - $16,779.

4) Berube reported on a donation software package WPGive. It was suggested that a separate donation page be setup for donations to USPS, the Endowment Fund Inc., and the USPS Educational Fund.

5) P/C/C Robert A. Baldridge, SN, reported that the IT Systems team met at headquarters on January 16, 2018 to identify IT systems functions, categories, and desired results. The Board requested that Mary Catherine price consultants to perform an IT assessment.
6) V/C Cheney asked Mary Catherine Berube to review the list of authorized vendors and to update vendor/partner agreements as needed.

7) V/C Gary P. Cheney, SN, reported that headquarters received 45,000 vessel safety check decals, which have been distributed to squadrons. The Safety Committee distributed 50,000 business cards to vessel safety examiners. The committee reported that 27,418 vessel safety checks were completed in 2017 by 1,522 vessel examiners.

8) The Cooperative Charting Committee is working with NOAA and the USACE on an updated memorandum of understanding. The committee reported that 606 geodetic reports and 69 nautical reports were completed in 2017.

9) V/C Cheney reported that the Public Affairs Committee worked with the Marketing Committee to design and distribute an announcement introducing America’s Boating Channel. The committee is also working with the Educational Department to promote the Jump Start Program to squadrons.

10) The Marketing Committee completed the America’s Boating Club Guidebook and updated marketing materials on setting up and running a successful boat show booth.

11) The Environmental Committee is working with the Florida Department of Environmental Protection on an agreement to protect and promote mutual objectives.

12) V/C Cheney reported that eleven squadrons were dissolved in 2017: Rappahannock/5; Hamburg/6; South Hills/7; Bald Eagle/11; Kankakee/20; Sabine/21; Boca Ciega/22; Albemarle/27; Lake Mohave/28; Marion/29, and St Helens/32.

13) V/C Mary Paige Abbott, SN, reported that as of December 31, 2017 there were 26,515 active members compared to 28,011 one year ago, with a retention rate of 85.25 percent. She noted that new member recruitment has declined as well as the number of classes being taught.

14) V/C Abbott shared a draft copy of a new member booklet that embraces the America’s Boating Club theme. The booklet will be available for electronic or print distribution.

15) V/C Abbott reported that the Summer of Membership campaign was adopted by a few squadrons across a wide geographic area. The program was intended to promote summertime
events as a recruitment tool, promote new branding efforts and the FedEx discount program. Six squadrons were recognized for their efforts and were given a FedEx membership banner.

16) The Membership Committee reported adding one squadron to the SERAT Program in 2017.

17) V/C Abbott encouraged the Board to be an example and embrace America’s Boating Club and live the logo.

18) The Member Benefits Committee will review member benefits with the goal of adding new benefits that are unique to boaters. The committee continues to work on an agreement with Standard Horizon.

19) The Squadron Development Committee reported that 19 districts held an OT3 Seminar in 2017, with 230 members participating. The committee held an OT3 Seminar during the Dallas Governing Board Meeting, with 11 members participating. Three districts presented the LDP Seminar in 2017, with 45 members participating.

20) V/C Craig D. Fraser, SN, updated the Board on the online seminar sales revenue sharing program with squadrons. The total that will be posted to each squadron’s account is $54.60, which equates to $13.65 per squadron over four years.

21) V/C Fraser reported that the names of advanced grades courses will be updated in 2018 to be more descriptive of course content. Seamanship will become Boating Handling; Piloting will become Marine Navigation, Advanced Piloting will become Advanced Marine Navigation, Junior Navigation will become Offshore Navigation, and Navigation will become Celestial Navigation. Details on the course updates were published in the Winter 2018 The Ensign.

22) V/C Fraser reported that translation of the ABC3 PowerPoint slides into Spanish is almost complete, which will provide an instructor DVD in both English and Spanish. This project was paid for by a $50,000 grant from the USPS Educational Fund.

23) The Basic Public Education Committee is updating Paddle Smart to meet new NASBLA standards for human propelled craft.

24) V/C Fraser reported that Seamanship 2016 is now available in e-book format. All orders for eBook course and seminar material will go through the SEO. SEO’s will use the Standard
Order Form (SOF) to order eBooks and receive the appropriate number of Redemption Keys from USPS HQ by email. Initially e-book courses and seminars will be provided in pdf format. DEO’s and SEO’s will be provided details pertaining to download, redemption, and suggested e-book readers. The course price, exam process and squadron account billing remain the same. To download the redemption key click on the tab eBook Key Redemption on the USPS homepage.

25) V/C Fraser reported that the Start Powerboating Right book has been removed from the Basic Powerboat student kit.

26) V/C Fraser reported that three new videos on setting up, running and promoting the boating safety virtual trainers will be available soon.

27) The national educational officer reported that the Emergencies on Board Webinar will be offered on March 20, 2018 from 8:00 p.m. to 10 p.m. EDT. He noted that a PWC webinar will be offered in 2018.

28) V/C Fraser updated the Board on the America’s Boating Club Learning Centers. The training centers will be fully equipped and staffed by professional instructors. Initially three schools will be opened beginning in Florida in July 2018, Texas in October 2018, and California in January 2019.

29) P/C/C Robert A. Baldridge, SN, reported that he met with the Chief Commander’s Advisory Council on the District 2 Resolution. He stated that while they support the intent by District 2 to recognize members’ service, the resolution as stated would increase the size of the Governing Board. He noted that there are currently 83 members who are full certificates and past squadron or district commanders with 40-49 merit marks. P/C/C Baldridge stated that the Advisory Council would recommend that the Governing Board amend the resolution to provide recognition without modifying the governance of the organization as follows:

\[\text{Be it resolved that the Board of Directors consider suitable recognition of members who have earned the Educational Achievement Award, at least 40 merit marks and are past district or squadron commanders and that, after consultation with the Heritage and Protocol Committee, the member be given an appropriate designation, such as “Distinguished Past Commander” or “Distinguished Past District Commander.”}\]
30) P/C/C Baldridge shared the BoatLive 365 Playbook with the Board. The playbook contains information on the program, how to plan and promote events, samples and downloadable ads and links to customizable banners and brochures. He noted that the BoatLive 365 website will be available soon.

31) R/C Paul Mermelstein, SN, reported that a majority of squadrons are embracing America’s Boating Club and that the Marketing Committee is receiving many requests from districts and squadrons for guidance and assistance. He reported that District 5 would use funding from the Henry Sweet Trust to advertise America’s Boating Club locally.

32) R/C Mermelstein reported that an email blast with a link to the America’s Boating Club Marketing Guidebook was distributed to all districts and squadrons in December 2017. He reported that the committee is working with the Law Committee to register and protect the America’s Boating Club trademarks.

33) R/C Mermelstein recommended that squadrons register in their respective states “doing business as” when adding America’s Boating Club to their name.

34) R/C Mermelstein reported that the initial role of the Website Steering Committee is to coordinate and serve as the gatekeeper for USPS websites. The committee will also review the look and feel of the public website and review the content and functionality.

35) Tammy Brown updated the Board on the advertising campaign. She reported that print ads introducing America’s Boating Club to the public will be published in the Winter and Spring 2018 issues of several magazines including Sail, BoatUS, Marina Life, Saltwater Sportsman, Soundings, Boating World and others. These ads will target salt and freshwater powercruising, sailing and angling and will include age and ethnic diversity. The next series of ads will focus on educational programs, activities and events and will appear in digital ads and social media.

36) V/C Lee Popham, JN, reviewed the November 30, 2017 financials. He noted that due to the effects of hurricanes in 2017, boating course sales were adversely affected, and educational sales were less than anticipated. He noted that the operating surplus exceeded expenses by $65,427 and that every department and headquarters contributed to the reductions in expenditures that resulted in the operating surplus. He reported that $80,000 was paid out of the USPS Endowment Fund in 2017.
37) V/C Howard Yoas, SN, reported that the Operations Manual 2018 version is available online.

38) The Heritage & Protocol Committee reported approving 75th Anniversary burgees for Absecon Island/5 and Susquehannock/5 and new burgees for North Star/16 and Dreher Shoals/26 in 2017.

39) The Information Technology Committee continues to support e-books, standard squadron sites, ED-80 online submissions, HQ800, DB2000, ExamGen, merit mark software and the USPS member website.

40) V/C Yoas reported that the Ship’s Store Committee is focusing on reducing the inventory of traditionally-branded merchandise to make room for the new dual-branded merchandise. The committee is exploring drop ship orders and virtual District Ship’s Stores.

41) The Membership Services Committee continues to support the help desk and follow-up with districts and squadrons on missing OD-1 and OD-2 forms.

42) The Communications Committee reported that the 2017 Distinctive Communicator Awards for both websites and publications were posted on the Communications Committee website, Award certificates were distributed to District Commanders during the Annual Meeting. The committee reported that 193 squadron websites received the 2017 Distinctive Communicator Award noting that more districts and squadrons are building websites using the Standard Squadron Site (SSS) and Standard District Site (SDS) developed by the IT Committee.

Adjourned 1640.
BOD Advisors Meeting

21 February 2018

Called to order 0900

Attendees:

C/C Louie Ojeda, SN
V/C Gary Cheney, SN
V/C Craig Fraser, SN
V/C Mary Paige Abbott, SN
V/C Howard Yoas, SN
V/C Lee Popham, JN
P/C/C Robert A. Baldridge, SN

Guests present:
P/C/C Les Johnson, SN
P/C/C Lance Jensen, SN
P/C/C Creighton A. Maynard, SN
P/C/C Frank A. Dvorak, SN
P/C/C John T. Alter, SN\n
R/C Susan Darcy, JN
R/C Mike Friedman, N
R/C Ralph Bernard, AP
R/C Mike Skelley, AP
R/C Ben Coons, JN
R/C Paul Mermelstein, SN
D/C Ann Frenz, SN
Cathie Johnstone, national executive officer, Canadian Power and Sail Squadrons
Mary Catherine Berube
Tammy Brown

1) R/C Susan Darcy, JN, reported that the Committee on Nominations is seeking names of potential candidates for future national jobs.
2) D/C Ann Frenz, SN, provided feedback from district commanders on the District 15 Resolution to create an inactive squadron category. Several districts reported that sometimes the best solution is to transfer the remaining members to a functioning squadron. They considered inactive squadron as negative and were waiting for further guidance on the notwithstanding resolution. Most districts responded that USPS is on the right track with the America’s Boating Club rebranding initiative.

3) P/DC Marty Lafferty, AP, gave a presentation on America’s Boating Channel and demonstrated several videos promoting America’s Boating Club.

4) R/C Ralph Bernard, AP, reported that he would present an amendment to the USPS Bylaws that would give district commanders, working with the national executive officer, the authority to alter the operational structure of struggling squadrons to prevent and help them from dissolving.

5) R/C Mike Friedman, N, reported on recent activities of the Law Committee. The committee provided advice and assistance to Board of Directors relating to the organization of the USPS Endowment Fund Inc. and the preparation of its application for tax-exempt status, responded to questions relating to the new America’s Boating Club marketing program and new logo, advised on a proposed MOU with NOAA, consulted on a potential personal injury claim that occurred during a squadron function, advised on using the logo on apparel sold by the Ship’s Store, recommended acquiring releases/permissions from the photographer and subjects, respectively, for photos being used in USPS advertising, assisted with a charitable solicitation filing in North Carolina, consulted on an MOU with the Boy Scouts of America Sea Scouts, and provided counsel to a squadron regarding the impact of allowing another tax-exempt organization to use their facility.

6) R/C Mike Skelley, JN, reported that the Planning Committee continues to work on squadron simplification, succession planning, and a new direction for a strategic plan. He reported on working with the Committee on Rules to implement the “Notwithstanding Declaration” or “Waiver” in response to the District 15 Resolution, which resulted in a new Bylaw to be presented to the Governing Board. If approved, the Planning Committee will develop guidelines for district commanders to assess a squadron’s health and request a waiver.
7) R/C Ben Coons, JN, reported that as of 30 November 2018, the total value in the Endowment Fund was $1,908,324 compared to $1,819,822 one year ago. The balance in the USPS investment fund as of 30 November 2017 was $790,328 compared to $756,683 one year ago.

8) R/C Coons reported that USPS managed 31 grants and designated funds totaling $2,308,426 in 2017. Through November 30, 2017, USPS had received $1,419,916 in payments supporting incurred expenses. Through the same period, USPS maintained a remaining Grants and Designated Funds expense obligation (project balance) of $828,590. This obligation was offset by projected combined receivables and deferred revenue amount of $837,881, resulting in a projected surplus of $9,291.

9) P/C/C Lance Jensen, SN, reported that the IT Committee was developing a new merit mark processing program. He stated that the area monitors would discuss creating a district merit mark chairman position to assist squadron merit mark chairmen.

Adjourned 1450
America’s Boating Club Licensing Resolution

Whereas, United States Power Squadrons ("USPS") has embarked upon the America’s Boating Club® branding and marketing program and is encouraging its districts and squadrons to use its new trademarks and logos in their activities; and

Whereas, it is in the interests of USPS to restate its policy of licensing USPS trademarks to its districts and squadrons;

NOW THEREFORE BE IT RESOLVED, that USPS grants a general, revocable, nonexclusive license to its districts and squadrons to use trademarks and logos belonging to USPS in connection with USPS, district and squadron activities and the publicity and promotion of the same, provided, however, that this license is conditioned upon the respective districts and squadron licensees complying with the standards and usages prescribed by USPS, from time to time, and such districts and squadrons being in good standing as subordinate units of USPS; and

FURTHER RESOLVED, that the Chief Commander and the other members of the National Bridge shall take such action as they may deem necessary or appropriate to effectuate the foregoing resolutions and may, in their discretion, delegate to such officers, departments and organs of USPS, the authority to prescribe and enforce standards for use of USPS trademarks and logos.