Called to order at 0815

Attendees:
C/C Frank A. Dvorak, SN
V/C John T. Alter, SN
V/C Robert J. Sweet, SN
V/C Robert A. Baldridge, SN
V/C Jean Hamilton, SN
V/C Richard M. Peoples, SN
P/C/C Creighton C. Maynard Jr., SN

Guests present:
R/C Gene Molteni, SN
R/C Gary Cheney, SN
P/R/C Bob Brandenstein, SN
P/R/C Louie Ojeda, SN
Mary Catherine Berube
Tom Kemp
Ray Tsuneyoshi

Action items approved:

Motions:
Upon motions to approve, which motions were seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, each of the following was approved:

1) To award 2012 USPS honorary memberships to the following:

   Richard Bee – Canadian Power and Sail Squadrons
   Virgil Chambers - National Safe Boating Council
   Chris Edmonston - BoatU.S.
   Ken Forster - National Oceanic and Atmospheric Administration
   Tom Hayward - National Safe Boating Council
   Jeff Hoedt – U.S. Coast Guard
   Fred Messmann – National Association of State Boating Law Administrators
   Mark Rizzo – U.S. Coast Guard
   Jim Vass – U.S. Coast Guard Auxiliary
2) A motion to approve spending Endowment Fund earnings not to exceed $20,000 to support the Leadership Training Initiative in 2012.

3) A motion to allocate remaining designated grant funds in support of the 2013 National Boy Scout Jamboree.

4) A motion to provide member names, addresses, and e-mail addresses to Dr. Ed Mahoney, director of the recreational marine research center at Michigan State University, to research the demographics of USPS members.

5) A motion supporting a marketing plan developed by the Educational Department Marketing Advisory Team to increase educational sales.

Discussions:

1) Ray Tsuneyoshi reported that he continues to strengthen ties with the USCG Auxiliary, and that he attended the Auxiliary District Training Conference on 6 – 8 Jan. 2012.

2) Tsuneyoshi also met with representatives from the National Safe Boating Council to discuss partnering efforts for on-the-water training and a proposed simulator training program.

3) Tsuneyoshi reported receiving letters of support for the proposed simulator grant project from NSBC and BoatU.S.

4) Tom Kemp reported that he is researching the benefits and costs of producing public service announcements to be aired on cable networks.

5) Kemp reported that Terri Flagg, USPS social networking coordinator, had sessions scheduled with 28 squadrons during the 2012 Annual Meeting to assist them in setting up their own social networking pages. Flagg also posts USPS events on YouTube including on-the-water training CPR and First Aid for Boaters.

6) Kemp reported that discussions are ongoing with the Brunswick Dealer Advantage group to facilitate the Brunswick initiative.

7) Kemp reported that he is working with the Marketing and Public Relations Committee to move the responsibility of maintaining the online public relations catalog to headquarters.

8) Kemp reported that he is working with the 100th Anniversary Committee to identify commemorative items to sell and promote USPS’ 100th anniversary in 2014.

9) Kemp reported that he would attend the Miami Boat Show from 16 - 20 Feb. 2012 and the International Boating and Water Safety Summit from 4 - 7 March 2012.
10) Kemp reported that he would work with the Ship’s Store Committee to increase selling prices due to increased costs.

11) Mary Catherine Berube reported that headquarters would begin making deposits for the Educational Fund. All documentation will be sent to the Fund’s treasurer.

12) Berube reported that national officers are required to file an annual Conflict of Interest Policy and that the current policy was written in 2009. The Board of Directors requested the Law Committee to review the current policy.

13) Berube updated the BOD on grant projects. She reported that four USCG grant projects expired on 30 Sept. 2011, including Fire and Emergency Training, Partnering for Safe Boating, Reducing Recreational Boating through Advanced Risk Analysis Fast Track, and Practical On-the-Water Training. Current USCG Grants include Reducing Recreational Boating through Advanced Risk Analysis for $125,000 and Practical On-the-Water Training Rollout for $250,000.

14) V/C Robert J. Sweet, SN, reported that USPS would submit four grant proposals to the USCG in 2012:

- USPS Boat Handling Simulator (Boating Safety Virtual Trainer) - $231,690 - to develop and implement a boat handling simulation training for the public. Simulator lessons will be modeled after the maneuvers skill sets needed to pass the USPS Practical On-the-Water Training seminar.
- OTW Rollout – Year 2 – $256,080 - year two of three-year phase of rolling out the Practical On-the-Water Training Program. Plans include increasing instructor development and student training to Eastern, Central and Western U.S., launching a national marketing campaign, and surveying participants and tracking completion data.
- Boating Decision Making – $182,035 - to prevent accidents due to boater error, targeting top causes of boating accidents due to operator inattention. Funding will be used to promote awareness in BDM, incorporate BDM into USPS student and instructor education via interactive software for boaters, and to develop a BDM website.
- USPS Partnering - $62,860 – funding will be used to facilitate USPS partnering objectives.

15) The Board of Directors authorized Mary Catherine Berube to sign the proposed USCG grant applications.

16) C/C Frank A. Dvorak, SN, encouraged districts and squadrons to support USPS branding and to promote national name recognition. He noted that a presentation on USPS branding would be given during the district commanders and district educational officers’ meetings.

17) C/C Dvorak discussed governance and the fiduciary responsibilities of the BOD.
18) C/C Dvorak discussed the 2012 budget and the need to reduce expenses. The BOD agreed that spousal travel for chief commander’s representatives would not be covered for 2012 Fall District Conferences unless there is a change of watch.

19) V/C John T. Alter, SN, reported that he would ask the Governing Board to dissolve Trenton Falls/5 and Mountaineer/7.

20) V/C Alter reported receiving a request to endorse a member boat insurance program. It was noted that USPS does not endorse any insurance program.

21) V/C Alter discussed creating an advisory board to the Board of Directors. He noted that an advisory board should include individuals who have specific skill sets and would add value to the current governance structure.

22) V/C Alter reported on a request from District 25 to participate in the 2013 America’s Cup in San Francisco. He asked Ray Tsuneyoshi to follow up with local representatives and report back to the BOD.

23) V/C Robert J. Sweet, SN, reported that P/R/C Bob Brandenstein, SN, is working with the Brunswick Dealer Advantage Group on marketing the Brunswick initiative.

24) V/C Sweet reported that an on-the-water training event is scheduled for mid-February at the Marine Max in Clearwater, Fla.

25) V/C Sweet reported that the quick stop maneuver taught during on-the-water training was suspended following an accident that caused engine damage while performing the maneuver.

26) V/C Sweet reported that eight on-the-water training events will be completed by Sept. 2012 starting in the Eastern half of the U.S. and moving to the West Coast.

27) V/C Sweet reported that 90 students participated in the EPIRB webinar held in Nov. 2011.

28) V/C Sweet reported that he would discuss the advantages of E-learning with district commanders and district educational officers. He stated that online training is not intended to replace classroom instruction, noting that the two webinars presented in 2011 were profitable and inexpensive to produce.

29) V/C Sweet reported that the Advanced Anchoring and Radar seminars were filmed during a Trawlerfest event.

30) V/C Sweet reported that the Educational Department would meet with representatives from BoatU.S. to discuss learning management systems and online courses.

31) V/C Sweet reported on new products. ABC3 2012 and Weather 2012 will begin shipping following the 2012 Annual Meeting; Piloting, Advanced Piloting, Engine Maintenance and
Plotting and Labeling Standards were updated, and supplementary on-the-water training materials were developed for Sail and Seamanship.

32) V/C Sweet reported that the royalty agreement to sell USPS course materials to the Australian Coast Guard Auxiliary is moving forward.

33) V/C Sweet reported that he was appointed to a three-year term on the NASBLA Education Standards Panel.

34) V/C Sweet reported on an initiative between District 12 and Bayside Marine in Duxbury, Mass., to teach youth on-the-water training classes. Bayside Marine instructors will provide the on-the-water training, and District 12 members will provide the classroom instruction.

35) V/C Sweet reported on discussions with West Marine to promote USPS seminars taught at West Maine dealers.

36) R/C Gene Molteni, SN, reported receiving a request from the National Safe Boating Council to participate in the 2012 Ready, Set Wear It! Campaign. Squadrons will be asked to register events and record the number of participants on an NSBC website.

37) V/C Robert A. Baldridge, SN, reported that the Leadership Development Committee submitted a budget for the 2012 leadership training seminars. He noted that 11 seminars were held in 2011 and that 183 students received training.

38) V/C Baldridge reported that the revised criteria for the P/C/C Raymond A. Finley Jr., SN, Sea Scout Service Award will be posted on the Membership Committee website.

39) V/C Baldridge reported that the Law Committee is reviewing the agreement with Capital Ford of Raleigh, N.C., to establish a member benefits program with Ford Motor Co.

40) V/C Baldridge stated that the Policy Privacy should be revised to clarify language on releasing USPS member data. LawCom will review the current policy.

41) V/C Jean L. Hamilton, SN, reported that she appointed an advisory group to determine the criteria necessary to revise the USPS website. She will meet with two potential website developers during the 2012 April BOD Meeting.

42) V/C Hamilton reported that there were 2,537 cyber members as of 20 Jan. 2012. On average, 1.24 cyber members and 2.45 ABC trial members join per day. V/C Hamilton is working with the Membership Committee to follow up on cyber members’ requests to transfer to a squadron.

43) V/C Hamilton reported that the Communications Committee awarded the 2011 Distinctive Communicator awards to 266 district and squadron websites and 279 awards for district and squadron newsletters.
44) V/C Hamilton reported that the Flag and Etiquette and Historian’s committees are working toward merging the two committees.

45) V/C Hamilton reported that 8,610 electronic merit marks were processed as of 19 Jan. 2012.

46) V/C Hamilton reported that the Information Technology Committee is working on a document outlining current USPS information technology systems.

47) V/C Hamilton stated that automatically enrolling members to receive the USPS Broadcast without consent could cause members to opt out of receiving all mailings. She noted that the Secretary’s Department would publicize the benefits of receiving the USPS Broadcast and encourage members to sign up at www.usps.org/newpublic2/broadcast.html.

48) V/C Richard M. Peoples, SN, reported that unaudited figures showed that total revenue in 2011 was $402,969 less than projected. He noted that expenses were $173,427 below budget. Following discussion, the BOD agreed to review the 2012 budget during the April 2012 BOD Meeting, with the goal of reducing expenses by 10 percent.

49) P/C/C Creighton C. Maynard Jr., SN, encouraged the BOD to revise the Conflict of Interest Policy and to proactively deal with the current financial and membership issues.

50) R/C Gene Molteni, SN, reported that the purpose of the Educational Department Marketing Advisory Team is to explore ways to improve the national image and to provide marketing assistance to districts and squadrons. He noted that the team proposed establishing a national identity or national brand for USPS, expanding the use of social media, and engaging marketing and public relations officers at the district and squadron level.

Adjourned 1405