Ratification of electronic votes:

Upon motions to approve, which motion was seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was approved on 21 Feb. 2014 and 12 March 2014, respectively:

1) To approve a request from District 26 to hold its 2015 Spring Conference on 27 – 28 Feb. 2015.

2) To remove $9,000 from the USPS Website Redesign Grant and to authorize a grant of $9,000 from the Endowment Fund to offset the cost of acquiring a generator at headquarters.
3) To release 6,000 member email addresses to the National Oceanic and Atmospheric Administration for the sole purpose of conducting a customer satisfaction survey.

**Action items approved:**

**Motions:**

1) To approve marketing objectives for 2014.

2) To approve public relations priorities for 2014.

3) To create two staff commander positions on the Program Partner Relations Committee.

4) To dissolve Blue Hen/5, Ponce de Leon Inlet/23, and Omaha/30.

5) An updated USPS Position on Boater Education and Licensing. (policy attached)

6) An updated Lobbying Policy. (policy attached)

7) To allocate $1,425 from the Endowment Fund earnings to replenish the Finley Sea Scout Service Award medals.

**Discussions:**

1) SueLee Waller reported on USCG grant proposals for 2014. The first proposal is for a USPS Boat Handling Simulator II grant to develop a more robust boating skills virtual training system and to acquire additional training units. The second proposal is for a Basic On-Water Education Blueprint grant to design and develop a course template for on-water instruction for recreational boat operators based on ANSI-approved skills. The third proposal is for a Recreational Boating Safety and Education Partnership grant.

2) Waller reported that she submitted a FEMA Fire Prevention and Safety Grant to acquire additional BullEx units.

3) Waller reported that the deadline for the Reducing Recreational Boating Accidents through Advanced Risk Analysis Grant was extended to 31 Aug. 2014.
4) Waller reported that a joint press release from USPS and Virtual Driver Interactive was released in April 2014 to promote the USPS Boating Skills Virtual Trainer.

5) Tammy Brown reported that she worked with the Marketing Committee to develop priorities for 2014. The BOD agreed that the marketing priorities for 2014 are developing a branding strategy, a new logo, a national marketing plan, marketing strategies for national, districts and squadrons, and a strategy to portray a clear image of USPS and its mission to the public.

6) Brown also worked with the Public Relations Committee to develop priorities for 2014. The BOD agreed that the top priority is to develop ten bullet points for squadrons on how to hold a successful boating class. The committee will also launch a national public relations training program to reenergize squadrons, promote education, and improve communications between the Public Relations Committee and districts and squadrons.

7) Brown discussed a new tagline proposed by the Marketing Committee. The BOD agreed to begin using the new tagline "Come for the Boating Education ... Stay for the Friends." The Marketing Committee will begin test marketing the new tagline outside of USPS.

8) Brown proposed hiring an agency to assist in developing a new logo. The primary objective is to continue to build brand identity, awareness, and interest in USPS and its products and services. The Board agreed to solicit proposals to design, test and launch a new logo.

9) Mary Catherine Berube discussed the 2013 Audit. She explained that the auditors moved $116,315 of the NetSuite accounting software from grant expenditures to capitalized expenditures. The auditors also moved $11,535 of donated support and training from grant expenditures to headquarters expenses.

10) Berube reported that new headquarters accounting and inventory systems went live on 1 March 2014. Plans are to go live with the new E-commerce site in May 2014.

11) Berube reported that headquarters will send the USPS Conflict of Interest Policy to all rear commanders to be signed and returned to headquarters.

12) Berube reported receiving a $20,000 grant from the USPS Educational Fund to help cover expenses to install a generator at headquarters. The remaining expenses will be paid from an Endowment Fund Grant authorized by the Board.
13) V/C Robert C. Miller Jr., SN, reported a delay in receiving 2014 year-to-date revenues and expenses due to the implementation of new accounting software at headquarters.

14) V/C Miller reported that the Budget Committee is working on the 2015 Budget.

15) V/C Miller recommended that the Board seek ways to develop sustainable funding without relying on external funding. He discussed a plan for a single membership dues class that could increase net dues revenue over the next five years.

Adjourned 1700.

4 April 2014

Called to order at 0900

1) V/C Peter W. Mitchelson, SN, reported that the Information Technology Committee had been responding to DoS attacks following the Webserver move to USPS Headquarters. He noted that the number of errors related to the server move had decreased significantly.

2) V/C Mitchelson reported that the problems with SailAngle messages being blocked by some Internet service providers have subsided.

3) V/C Mitchelson reported that he expected a test site from the USPS Website developer by mid-April.

4) V/C Mitchelson reported that requests to transfer members from the Cyber squadron to a local squadron have been automatically approved if the member does not respond within seven days. He suggested changing the procedure to require a response from the member prior to initiating the transfer. If a response is not received from the member within seven days, headquarters will contact the squadron making the transfer request to follow up with the member. The Board agreed to implement the new procedure.

5) V/C Mitchelson discussed offering ABC3 classroom trial members an 18 months’ membership for the cost of one year’s dues. VC Mitchelson will investigate the logistics and make a recommendation to the Board.
6) V/C Mitchelson reported that the Heritage and Protocol Committee approved adding a 50-year gold border to the Wawenock Sail & Power Squadron’s burgee.

7) The Ship’s Store Committee reported net sales of $26,035 from 1 Dec. 2013 through 28 Feb. 2014.

8) V/C Bob Brandenstein, SN, invited R/C Bob Palmer, SN, and P/C Lisa Herndon, AP, to report via conference call on the Boating Skills Virtual Trainer. R/C Palmer and P/C Herndon reported visiting the developer’s headquarters to review the full functioning unit. The units will include a virtual lake where students can practice exercises such as docking, going through a slalom course, man overboard, driving on a range, close maneuvers and red/green navigational aids. A total of five units will be available for use by districts and squadrons. A rollout schedule will be developed in early summer, and reservations will be handled by headquarters.

9) The Board discussed a sales referral proposal to sell Boating Skills Virtual Training units to districts and squadrons, USPS partners, and external entities. The Board asked Tammy Brown to work with the Educational Department and Marketing Committee to promote the BSVT to squadrons prior to selling units to outside partners or entities.

10) V/C Brandenstein reported that year-to-date educational sales were up about 4 percent over one year ago. ABC3 online sales declined by 9 percent. Online sales in 2013 totaled $5,000. He stated that he expected online sales in 2014 to increase as more seminars are brought online.

11) V/C Brandenstein reported that the Hurricanes and Boats online seminar is under development and is anticipated in second quarter 2014.

12) V/C Brandenstein reported that the Educational Department and the Marketing Committee are submitting requests for proposal to market online courses.

13) V/C Brandenstein reported that the Tall Ships Challenge 2014 will be held in southern California. For details go to www.sailtraining.org/tallships/2014pacific/TSC2014index.php.

14) V/C Brandenstein reported that 135 squadrons were participating in the Brunswick Dealer Advantage Program, a 62 percent growth in one year.
15) V/C Brandenstein discussed the implications of the California Mandatory Boating Education Senate Bill 63 on USPS boating courses taught in California. The Government and Partner Relations Committee will follow up.

16) V/C Brandenstein reported that the Law Committee is drafting updated guidelines to clarify USPS on-the-water insurance coverage.

17) V/C Gary P. Cheney, SN, reported that the Membership Committee is developing a new member drive "Each One, Reach One...about the benefits of USPS membership." This is a 100 Day Membership Drive theme, starting 1 June and culminating in September at the Governing Board Meeting in Arlington, Va. The committee is challenging all squadron members to add new members, renew trial members, and/or transfer in cyber squadron members. The committee is also developing a Membership Growth Plan to include strategies toward meeting a specific membership goal.

18) The Membership Committee has posted a graphical history of membership statistics from 2003 – 2013 at www.usps.org/x/x.pl/x/x.cgi?/membership/Member/members_only_page.htm.

19) V/C Cheney reported that the Member Benefits Committee is working on a new member benefit with SmartPlug, a shore power system created to replace the twist-type design.

20) The Leadership Development Committee reported that 103 students completed leadership training seminars during the 2014 Annual Meeting in Jacksonville.

21) V/C Cheney reported that the Squadron Development Committee is considering new squadrons in Alaska, Hawaii, South Dakota, and the Lake Havasu area.

22) The Squadron Activities Committee is working on revitalizing the USPS Amateur Radio Program. The committee will conduct a Ham Radio Seminar during the 2014 Governing Board Meeting. The committee will continue to support squadron auxiliaries upon request.

23) V/C Cheney reported that LawCom reviewed a promotional letter to USPS members from Affinity Marketing Group. LawCom expressed concerns that the language implied that USPS is sponsoring or endorsing the product, which could create liability issues. V/C Cheney relayed the concerns to Affinity and is waiting for a response.
24) V/C Cheney reported receiving complaints from members concerning boat insurance rate increases from the new carrier. He stated that representatives from McGriff, Seibels and Williams are responding to the complaints.

25) V/C Cheney discussed providing permanent membership cards. Headquarters will investigate the logistics and the costs.

26) V/C Louie Ojeda, SN, reported that the following squadrons are in the process of dissolving: Peekskill/2; Bush River/5; Northeast River/5; Niagara/6; Southern Tier/6; Pequossette/12; Quincy Bay/12; Costa de Oro/13; Pasadena/13; Redondo Beach/13; Singing River/15; Winooski Valley/19; Calumet/20, and Ocala/23.

27) The Environmental Committee reported that selected West Marine stores will accept expired marine flares to be disposed of at a licensed Hazmat facility. The committee is distributing the Environmental Stewardship seminar to districts and squadrons upon request. The committee is encouraging squadrons to participate in beach cleanups during 2014.

28) The Government and Partner Relations Committee submitted an updated USPS Position Statement on Boater Education and Licensing for BOD approval. The committee reported receiving requests for memorandums of understanding from the North American Marine Environment Association and the National Boating Federation.

29) V/C Ojeda reported that during the 2014 Annual Meeting the Safety Committee trained members to become qualified Program Visitors who are now authorized to train other members in their districts and squadrons. Information can be found on the committee’s website at www.usps.org/national/safety/rbsvp.html.

30) The Vessel Safety Check Committee reported that the USCG Auxiliary is requiring vessel examiners to complete a workshop by 30 June 2014 to maintain their active status. Information is available on the committee’s website at www.usps.org/national/vsc/.

Adjourned 1700.

5 April 2014
Called to order at 0900

1) V/C Ojeda reported that he is working with the National Meetings Committee to develop a national meetings hotel request for proposal and a hotel contract checklist.

2) V/C Ojeda discussed a proposal from the Safety Committee to create a First Aid Support Team Program for districts and squadrons. V/C Ojeda will request additional clarification before making a recommendation.

3) V/C Ojeda discussed the Cooperative Advertising Program and suggested potential funding opportunities to reinstate the program. Tammy Brown will work with the Marketing Committee to seek vendor sponsors.

4) V/C Ojeda discussed national meeting dates. He proposed holding national meetings in May and November to more evenly distribute the time between meetings. He noted that moving national meetings to these months would open up potential meetings sites and better rates. The National Meetings Committee continues to look for meeting sites for 2016 forward.

5) V/C Ojeda reported that District 18 voted to move its squadrons to District 12 with the exception of Merrimac River, which will move to District 19. District 18 assets will be divided between districts 12 and 19.

6) P/C/C John Alter, SN, announced that the USCG Auxiliary would celebrate its 75th Anniversary in 2014. The Board agreed to present an award to the Auxiliary to commemorate this event.

7) C/C Robert A. Baldridge, SN, led a discussion on an updated USPS Strategic Plan submitted by the Planning Committee. C/C Baldridge will submit BOD comments to the Planning Committee prior to BOD approval.

8) C/C Baldridge reported that he recently visited Mystic Seaport Museum in Mystic, Conn., and that he saw an opportunity for a partnership. He asked Tammy Brown to work with the Government and Partner Relations Committee to develop a partnership with local maritime museums.
10) C/C Baldridge discussed adding outside advisors to the BOD Advisory Committee. He will invite two leaders from outside organizations to attend the BOD Advisory Committee Meeting at the 2014 Governing Board Meeting in Crystal City, Va.

Adjourned 1405.
**USPS Position on Boater Education and Licensing**

The United States Power Squadrons (USPS) has over 100 years of history supporting recreational boating safety through education and observing the positive benefit provided by educating boaters of all ages. Specifically USPS provides education opportunities to boaters of all ages and experience levels with favorable results. USPS has not observed any benefit from exempting any group of boaters from education requirements and thus believes that lessening education requirements would negatively affect boating safety.

Therefore: Members of United States Power Squadrons believe the best way to achieve boating safety is through education.

- USPS members support state mandatory boating education for all recreational boaters and personal watercraft operators.
- USPS members believe that all boating safety courses should be NASBLA approved and include proctored examinations.
- USPS members will continue to provide educational support in all states.
- USPS members believe that any state licensing of recreational boat operators should be based on strong educational requirements.
- Therefore it is the policy of USPS to oppose any lessening of the extent or application of recreational boating education requirements.
G.10 - USPS LOBBYING POLICY

Squadron, district and national officers continue to be authorized and encouraged to actively lobby government officials and legislators to inform them of USPS policies that support safe boating through education and to support and encourage government action and legislation consistent with those policies and principles and to discourage action and legislation contrary to USPS policies.

The Lobbying function serves an important purpose in disseminating United States Power Squadrons (USPS) safe boating messages to the public and providing a vehicle to support recreational boating safety measures at federal, state and local government levels. Through the lobbying process, USPS members advise government officials on matters involving recreational boating activities to influence legislation which advances the safety and education mission of USPS.

It is essential that there be a thoughtful, organized and coordinated effort to maximize the effectiveness of our lobbying. To the extent possible and as time allows, efforts should be coordinated with the Squadron, District and National Legislative representative. To be effective, USPS lobbying policy statements are authorized by the Board of Directors as the highest level of USPS management and published to be generally consistent across the organization.

The Board of Directors has approved policy statements on the following important issues and will continue to update the policy statements as appropriate:

- Life Jacket Position Statement:  

- Ballast Water Issue:  
  http://www.usps.org/national/govprcom/documents/policy_position/Ballast_Water

- Boater Education and Licensing:  
  http://www.usps.org/national/govprcom/documents/policy_position/Position_Ed_Licensing
Members are encouraged to advocate and present USPS position statements to local and state government entities and to identify them as having the support of USPS and its membership. The Government and Partner Relations Committee (GPRCom) role is to identify and help prioritize issues of interest to USPS and to assist the Board of Directors in development of policy in order to influence the direction of legislation pertaining to these issues.

Squadrons and members are expected to provide local and individual positions on their behalf (but not on behalf of USPS) related to issues not covered by Board of Director approved policy statements.

Additionally, USPS members are encouraged to serve on Area Maritime Security and other boating-related committees at local, state and national levels with guidance and approval of GPRCom. The Government and Partner Relations Committee shall at all times be responsible to the Board of Directors and will keep the Board advised as to the status of active issues on a Periodic basis.

(Approved by the BOD 4 December 2009)

Procedures for Addressing State Legislative Issues

• Members, Squadrons and Districts are encouraged to coordinate with GPRCom representatives on issues relating to USPS Policy. The immediate point of contact is the State Legislative Representative.
• The GPRCom does not have to approve everything that might be considered lobbying or lobbying related. If there is a clear USPS Position Statement, USPS members should use common sense as to approach. However, State Legislative Representatives and Team Leaders are to be kept informed of any lobbying activity.

Guidelines for Requesting New or Revised Position/Policy Statements

• A concise statement of the policy recommended for adoption;
• Statement explaining the need for the lobbying policy as it relates to boating safety, boater education or other activities of USPS, and the urgency for adopting the policy;
• Supporting documentation explaining the need for the proposed policy;
• The above information should be presented to the Government and Partner Relations Committee Chairman (GPRCom) for submission to the Board of Directors.
Policy Advice and Interpretation
GPRCom members are available for advice and consultation about policy statements and presentations of information related to the USPS Position and encourage questions and comments to support the lobbying effort.

Nothing in this description is to be construed as a prohibition of an individual member testifying as an individual on his/her own behalf and not representing USPS.