USPS Board of Directors  
Carthage, N.C.  
7 June 2012  

Called to order at 0830  

Attendees:  

C/C John T. Alter, SN  
V/C Robert A. Baldridge, SN  
V/C Bob Brandenstein, SN  
V/C Louie Ojeda, SN  
V/C Jean L. Hamilton, SN  
V/C Gary Cheney, SN  
P/C/C Frank Dvorak, SN  

Guests present:  

R/C Ken Griffing, SN  
R/C Jeff C. Hamilton, AP  
P/D/C Jamie McCurry, AP  
Mary Catherine Berube  
Tom Kemp  

Action items approved:  

Ratification of electronic votes:  

Upon motion to ratify the electronic votes on matters shown below made on 1 June 2012, which was thereafter seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, each was approved and ratified.  

1) To approve the agreement between Capital Ford, Inc., and the United States Power Squadrons to enable its members to receive significant discounts on the purchase of Ford vehicles.  

Rationale: The Law Committee has reviewed the agreement and it provides some income for USPS as well as a significant member discount. The agreement includes language that protects USPS’ mailing lists and governs its use.  

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 send an electronic survey to squadron commanders, squadron executive officers, and squadron educational officers on a potential alliance with Brunswick Dealer Advantage. A
A separate survey will be sent to ABC and POTW students and members who have completed a seminar within the past year.

2) To approve spending $6,000 of Endowment Fund earnings to purchase 100\textsuperscript{th} anniversary commemorative ensigns for districts in support of USPS’ 100\textsuperscript{th} anniversary.

3) To provide e-mail addresses to Capital Ford for members in Florida, North Carolina, South Carolina and Virginia to promote the Ford Member Benefits Program.

4) To dissolve Jackson Sail/15 and Rome/17.

5) To move the Squadron Development from the Executive Department to the Administrative Department effective at the 2013 Annual Meeting.

6) To approve $75,000 grant from Endowment Fund earnings for website re-development per Next Generation Web Design proposal contingent on matching $75,000 grant from the Educational Fund.

**Special Presentation**

C/C Alter introduced Ole Riis, Director of Financial and Dealer Services, Brunswick. Mr. Riis gave a presentation on the Brunswick Dealer Advantage Program. Under this program, USPS and Brunswick would form a marketing alliance to teach boater training at Brunswick marine dealerships across the country. Squadrons will be required to contact local Brunswick dealerships in their area to introduce USPS courses and seminars.

**Discussions**

1) Mary Catherine Berube reported that she is developing a Disaster Recovery Plan to present to the Board of Directors at its September 2012 meeting.

2) Berube discussed the Guidelines for Exhibitors Form, which has not been updated in several years. The guidelines specify requirements for vendors to display at national meetings. V/C Baldridge will discuss with the National Meetings Committee.

3) Berube reported that data collection was underway in Florida and Ohio in support of the Reducing Recreational Boating through Advanced Risk Analysis Grant. All reporting requirements are up to date.

4) The Practical On-the-Water Training Rollout Grant was extended to 30 Sept. 2012. During the January 2012 – May 2012 time period, 234 students were trained, 174 students received OTW/BOC student training, and 60 members received instructor training.

5) Berube reported receiving two USCG grants in 2012. The first is the Practical On-the-Water Training Rollout Grant Year 2 for $220,000. Funding will be used to increase instructor development and student training to Eastern, Central and Western U.S., launch a national marketing campaign to promote Practical On-the-Water Training, and to survey participants
and track completion data. The second is a USPS Partnering Grant for $19,900 to fund travel to facilitate partnering objectives.

6) Berube reported that a $228,000 grant request was submitted to the Federal Emergency Management Agency for a Fire Protection & Safety Grant to acquire 16 Bullex units.

7) Berube reported that Ray Tsuneyoshi is a recurring featured guest on the Capt. Mike Whitehead Boat House radio show, which is aired coast-to-coast.

8) Tom Kemp reported that the current value of the Ship’s Store inventory was $77,052. He noted that the inventory turnover rate was less than one year.

9) Kemp reported that the first webinar on creating squadron social media sites was scheduled for 21 June 2012 at 11 a.m. EDT.

10) Kemp reported that the Garmin member benefits program is moving forward. Specific Garmin products will be sold to members at dealer pricing, and Garmin will drop ship the product.

11) Kemp discussed the Ford member benefits program where members can purchase a Ford vehicle at a discounted price. USPS will receive $75 for each vehicle sold under this program. Capital Ford has agreed not to share or otherwise divulge any USPS member information to any third party other than information required to complete a vehicle sale or provide financing.

12) Kemp reported that first quarter royalties for the Affinity Member Benefits Program totaled $456.76.

13) The BOD discussed selling the 45,000+ database of ABC students to outside vendors. The BOD asked Tom Kemp to work with V/C Ojeda on this potential revenue source.

14) Kemp reported that he is working on a royalty agreement with Abbott Uniforms to provide USPS uniforms.

15) Kemp reported that he has not found a source to fund public service announcements. V/C Brandenstein will pursue using OTW grant funds to create PSA’s promoting the USPS on-the-water program. Full credit would be given to the U.S. Coast Guard and the Sport Fish Restoration and Boating Safety Trust Fund.

16) Kemp reported purchasing e-mail addresses for recreational boaters in four targeted areas in support of OTW events in Old Greenwich, Ct., Cataumet, Mass., Brick, N.J., and Patchogue, N.Y. This data can be used to market future OTW events.

17) Kemp discussed a proposal to work with Target Marketing to identify registered boaters in selected states. USPS members with e-mail addresses in the selected states will be matched with boat purchasers in the past 4 - 8 years. The goal is to determine the market potential in each state by comparing the list of members in each state to boat purchasers in that state and derive a potential market penetration.
18) V/C Louie Ojeda, SN, reported that the Membership Committee is soliciting donations and sponsors for the 2013 Boy Scout Jamboree to offset expenses for USPS volunteers.

19) V/C Ojeda discussed current member benefits and the feasibility of developing a universal member benefits card that could be used at marinas and retail stores. He will ask the Member Benefits Committee to pursue the idea.

20) V/C Ojeda encouraged squadrons to give honorary memberships noting that this is an inexpensive way to recognize individuals who have made a contribution and to recruit a potential new member.

21) V/C Ojeda reported that the Safety Committee is working on the 2013 Vessel Examiner Recruiting Award. This award will be presented to the vessel examiner who recruits the most new members in one year. The winner will receive a trip to St. Thomas, U.S. Virgin Islands, including air fare and hotel accommodations.

22) The Membership Committee is working on the criteria for a proposed Member-Get-A-Member Program.

23) V/C Ojeda reported that the Squadron Emergency Response Action Team has been assigned to the Administrative Department. There are 12 squadrons actively working to start a local program.

24) V/C Robert A. Baldridge, SN, reported that the Government and Partner Relations Committee is reviewing the status of current memorandums of understanding.

25) V/C Baldridge reported that Stf/C Howard F. Manly, AP, attended the American Boating Congress in Washington, D.C., on 24-25 April 2012. He noted that topics discussed included opposition to increasing the ethanol blend level and the Business Activity Tax Simplification and Sport Fish Restoration & Boating Trust Fund.

26) V/C Baldridge reported that the USPS member demographics survey by Dr. Ed Mahoney, director of the recreational marine research center at Michigan State University, has been delayed due to other obligations. Survey results should provide a clear picture of the target boating and member market.

27) V/C Baldridge reported that the Marketing and Public Relations Committee is updating the PRO-Log. Updates will include information on QR codes, social marketing, promoting courses, and on-the-water training. Archived issues of the committee’s newsletter, Keeping Up, are available at www.usps.org/national/pr.

28) V/C Baldridge reported receiving an $11,152.25 cancellation refund from Disney due to the hotel selling the dates for the 2012 Annual Meeting.

29) V/C Baldridge reported receiving a resolution from District 22 concerning privacy issues related to vessel safety check data security.
30) V/C Baldridge reported that he will discuss plans for the 100\textsuperscript{th} anniversary celebrations in 2013 and 2014 during the 2012 Governing Board Meeting in Detroit. He noted that the Flag and Etiquette Committee approved the design for a 100\textsuperscript{th} anniversary commemorative ensign, which will be available for purchase at the Governing Board Meeting in Detroit.

31) V/C Baldridge stated squadrons should email Stf/C Lee Chasse, AP, at chassel@metrocast.net for additional 2012 VSC decals.

Adjourned 1630

8 June 2012

Convened 0830

1) V/C Gary Cheney, SN, reported a net loss of $34,000 as of 31 May 2012.

2) V/C Cheney reported that as of 31 May 2012, the balance in the Endowment Fund was $1,530,406. The USPS investment fund balance was $702,006.

3) V/C Cheney reported that he posted a message in the June Broadcast concerning the change in the travel policy limiting inter-city transportation reimbursement to $200 for national meetings.

4) V/C Cheney reported that he, R/C Lee Popham, AP, and Mary Catherine Berube met with Jason Wilkinson, CPA, Dixon Hughes Goodman, to discuss a financial review versus audit. Mr. Wilkinson will prepare a proposal with several options including a balance sheet audit, full audit and a full review.

5) V/C Cheney reported that on-the-water training insurance claims totaling $27,000 had been filed to date.

6) V/C Cheney presented the 2013 budget proposed by the Budget Committee for review.

7) V/C Jean L. Hamilton, SN, reported sending requests for proposal to redesign the USPS website to two potential vendors.

8) V/C Hamilton reported that the Communications Committee is reviewing website guidelines to better align with the national branding effort. The committee is developing a training tool on creating a newsletter.

9) V/C Hamilton reported that two SailAngle seminars will be presented during the 2012 Governing Board Meeting in Detroit.

10) V/C Hamilton reported receiving approval from the Flag & Etiquette Committee to use the USPS ensign on nametags.
11) V/C Hamilton reported that the Information Technology Committee is working with the Educational Department to develop online registration and course administration.

12) V/C Hamilton reported that 1.21 cyber members and 2.67 ABC trial members join per day.

13) V/C Bob Brandenstein, SN, reported that year-to-date educational sales were $375,000, compared to $405,000 one year ago. He reported that year-to-date America’s Boating Course sales were down 20 percent from one year ago.

14) V/C Brandenstein reported that the Educational Department is developing a plan where squadrons would share revenue from educational product sales to the public.

15) V/C Brandenstein discussed a uniform product pricing method. The pricing method includes headquarters support, IT support, advertising costs, exam grading, and website management. There are five sales categories where standard pricing will be applied: 1) sales made through squadrons; 2) sales made by members through headquarters or the Ship’s Store; 3) sales made by non-members through headquarters or the Ship’s Store; 4) sales of online courses and seminars purchased by members, and 5) sales of online courses and seminars purchased by non-members.

16) V/C Brandenstein reported that the Educational Department is working with Boat U.S. Foundation to develop a series of online courses for recreational boaters.

17) V/C Brandenstein stated that the Brunswick Dealer Advantage partnership allows USPS to team with Brunswick dealers to teach classes, seminars, and on-the-water courses on dealer premises. Dealers will get students to the classes, and squadrons will teach. Dealers will get additional floor traffic; squadrons will get potential new members. Brunswick will survey squadrons to determine interest and to find the right fit to partner with lead dealerships.

18) R/C Jeff C. Hamilton, AP, reported that the Planning Committee is studying the feasibility of using electronic meetings. He noted that online meeting services such as WebEx and GoToMeeting offer significant discounts to nonprofits.

19) R/C Hamilton led a discussion on the USPS Strategic Plan and the mission and vision statements. He presented a series of questions regarding the strategic planning process and feedback from member comments.

20) P/C/C Frank A. Dvorak, SN, stated that due to budget constraints it may be necessary to move from two national meetings per year to one.

21) P/C/C Dvorak commented that a key to USPS’ future is on the water training. He noted that squadrons teaching POTW are experiencing positive results.

Adjourned 1600