USPS Board of Directors
Raleigh, N.C.
15 – 16 Nov. 2013

Called to order at 0830

Attendees:

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

Guests present:

R/C Jamie McCurry, AP
R/C Peter Mitchelson, SN
Stf/C Bob Miller, SN
Mary Catherine Berube
Tammy Brown
SueLee Waller

Action items approved:

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

Motions:

1) To donate 20 ensigns to Tall Ships America to display on Tall Ships in port. The costs will be paid for by OMC grant funds.
2) To reimburse P/Stf/C John Kern, AP, for attending the San Antonio Governing Board Meeting at the request of the Educational Department.

3) To dissolve Youngstown/11.

4) To recommend defeating the District 5 Resolution to prevent USPS meetings from being held on religious holidays. The rationale is that the resolution is impractical, too broad, and guidelines for setting the national meetings calendar are published in the *Operations Manual*, Section 2.12.

5) To transfer the Depth Wiz software contract from R/C Jim Strothers, SN, to USPS.

6) To allow the USCG Auxiliary to use the Depth Wiz software in conjunction with its Cooperative Charting Program.

7) To present 2014 Honorary Memberships to:

   Capt. F. Thomas Boross          Rachel Johnson
   Chris Edmonston                 Tom Mallison
   Ken Forster                     Admiral Robert J. Papp
   Joe Gatfield                    Bert Rogers
   Tom Hayward                     Safe Harbor Maritime Academy
   Jeff Hoedt

**Discussions:**

1) SueLee Waller, Headquarters Outreach Coordinator, reported receiving an extension to 31 March 2014 for the Reducing Recreational Boating through Advanced Risk Analysis Grant.

2) Waller reported that the USPS Partnering Grant for 2012 ended on 30 Sept. 2013. The final report will be submitted to the USCG by 31 Dec. 2013.

3) Waller reported that approximately 125 training events, more than 915 individual on-water training sessions, 662 student trainings and 253 instructor-level courses had
been held in conjunction with the On-the-Water Training Program. The USPS POTW vessel, *Water Trainer*, is currently in Texas with plans to move into Florida for additional trainings, then traveling to the 2014 International Boating and Water Safety Summit in Nashville, Tenn.

4) Waller reported that an update report on the USPS Boat Handling Simulator Grant was submitted to the USCG on 30 Sept. 2013. The simulator prototype will be unveiled during the 2014 Annual Meeting. A fully-functioning unit will be available at the 2014 IBWSS.

5) The Board approved submitting a third application to FEMA for a Fire Protection and Safety Grant to acquire additional Bullex units.

6) Waller reported that she is working with the Educational Department to evaluate potential grant proposals for 2014 that support USCG objectives. Applications are due by 31 Jan. 2014.

7) Waller reported on a grant program co-sponsored by the National Marine Fisheries Service, National Oceanic and Atmospheric Administration and the Dept. of Commerce. These grants range from $50,000 to $150,000 and are for community-based marine debris removal projects. V/C Baldridge will discuss the program with the Environmental Committee.

8) Tammy Brown, Headquarter Marketing Director, updated the Board on the proposal to separate the current Marketing Committee into two committees – a Marketing Committee and a Public Relations Committee. Committee leadership and members are being selected, and core responsibilities and accountabilities are being identified.

9) Brown reported that she has commitments from BoatU.S. and Mercury to become Corporate Members in 2014. She is working on a Corporate Membership campaign for 2014.

10) Brown is working with the Ship’s Store Committee to coordinate transitioning to a new logo on Ship’s Store products in 2015.

11) Brown reported that she submitted four seminars to be considered for presentation at the 2014 IBWSS. The seminars focus on USPS educational offerings on classroom, online, on-the-water and simulation instruction.
12) Brown reported that she is working with Wake Technical Community College in Raleigh, N.C., to offer USPS courses in its spring 2014 curriculum.

13) Brown reported that she and several members from District 8 members hosted a USPS exhibit at the 2013 Ft. Lauderdale Boat Show. She reported making several industry contacts, and students were signed up for local courses and given information on joining USPS.

14) Mary Catherine Berube, Headquarters Executive Director, reported receiving a proposal from C.P. Dean to accept orders directly from squadrons for Change of Watch items and awards. Presently these orders are processed through headquarters. Berube recommended accepting the proposal, and the Board agreed. A new order form will be posted on the Ship’s Store Website at shopusps.org under Change of Watch items.

15) Berube reported that the headquarters staff will complete NetSuite configuration sessions in early Dec. 2013. Training on the new headquarters accounting and inventory systems will begin in Jan. 2014 with plans to go live on 1 Feb. 2014. Work on the new E-commerce site is also underway and it should be ready in early 2014.

16) Berube reported that the Headquarters Webserver has to be moved from its current location. The USPS Webserver has been hosted at a member’s business for the past eight years at no cost. The server houses the USPS Website, which includes national committee Websites and member application tools. ITCom also recommended moving the ABC server to Headquarters, at a savings of approximately $532 per month. To ensure that the Webservers will be running 24/7, it will require installing a generator at Headquarters. Berube reported receiving a quote for approximately $27,000 to install a generator. A decision was postponed pending funding.

17) V/C Gary P. Cheney, SN, reported that operating revenues remain slightly ahead of 2012 at $1,527,000 versus $1,519,000. He noted that the increase is mainly attributable to $15,000 in Corporate Membership revenue and increased Ship’s Store sales. He noted that through Oct. 2013 expenses were $135,000 less than one year ago.

18) V/C Cheney reported a Century Fund balance of $1,681,037 as of 31 Oct. 2013, a gain of approximately 10 percent including withdrawals. The balance in the
investment fund as of 31 Oct. 2013 was $816,037, a gain of approximately 6 percent including withdrawals.

19) V/C Jean L. Hamilton, SN, reported that the USPS Website developer is currently coding content. A prototype is expected on 20 Dec. 2013, and the final project DVD should be ready by 30 Dec. 2013. Plans are to go live during the 2014 Annual Meeting in Jacksonville, Fla.

20) V/C Hamilton reported that the leadership of the Operations Manual Committee has recommended merging with either the Heritage and Protocol Committee or the Communications Committee. A recommendation will be brought to the Board at its April 2014 meeting.

21) The Communications Committee reported reviewing newsletters from 230 squadrons.

22) The Heritage and Protocol Committee is updating the Historian and Secretary’s manuals.

23) V/C Hamilton reported that the IT Committee continues to provide support for DB2000, downloading rosters, and the Help Desk.

24) The Ship’s Store reported $16,412 in sales during the San Antonio Governing Board Meeting. Year-to-date gross margin on Ship’s Store sales was 47.37 percent.

25) V/C Hamilton reported that 5,053 cyber members had joined as of 13 Nov. 2013, with 37 percent renewing their membership.

26) V/C Louie Ojeda, SN, stated that the number of Hispanic boaters is rising, and that USPS should increase its efforts to reach out to the Hispanic community. The Board agreed to establish a committee to explore the opportunity.

27) V/C Ojeda noted that the program book for the Jacksonville 2014 Annual Meeting will include advertising. Squadrons and districts can become a booster for the 100th anniversary by placing an ad in the meeting program. Information is posted at facebook.com/uspowersquadrons.
28) V/C Ojeda reported that the Membership Committee had received 39 applications for the BoatU.S. Civic Service Award. The award will be presented to the top three districts and squadrons during the 2014 Annual Meeting.

29) V/C Ojeda discussed a proposal from the Membership Committee to revise the new member kit. It was noted that there are approximately 8,000 new member kits in inventory. Headquarters staff will review the proposal to determine the logistics and costs.

30) The Squadron Development Committee reported on an interest to develop new squadrons in New Mexico, and at Navajo Lake and Lake Powell, Utah.

31) The Squadron Activities Committee is updating information on SERAT, the Squadron Emergency Response Assistance Team, and will develop standard training modules.

32) The Member Benefits Committee is updating the Member Benefits brochure. Member Benefits can be viewed at usps.org/national/admin_dept/membenefits.htm.

33) V/C Ojeda opened a discussion on why USPS membership continues to drop and what could be done to reverse the trend. Discussions focused on USPS’ mission and how to remain viable. One suggestion was to meet with marketing departments from successful membership organizations to learn how they maintain and increase membership. V/C Ojeda will solicit ideas from the Board and develop a list of priorities.

Adjourned 1630

16 Nov. 2013

Called to order 0830

1) V/C Bob Brandenstein, SN, reported that Educational Department sales through 31 Oct. 2013 were up slightly over the same period one year ago. Year-to-date online course sales were $4,118. He reported a 15 percent decline in online ABC3 sales compared to one year ago. He noted that Educational Department expenses were $17,000 less than one year ago.
2) V/C Brandenstein reported that 48 students had taken the online Partner in Command Seminar. Boating on Rivers, Locks and Lakes launched on 30 Oct. 2013, and 12 students had taken the course to date. Of that number, 73 percent are nonmembers, and 26 are members of BoatU.S. He reported that Cruise Planning is the next online course planned, followed by VHF/DSC Marine Radio, Radar and Weather.

3) V/C Brandenstein reported that the Boat Handling Simulator project is moving forward to develop a moderately-priced wheel-and-throttle simulator that demonstrates realistic boat handling scenarios.

4) V/C Brandenstein reported that 125 squadrons are participating in the Brunswick Dealer Advantage Program, which is slightly over 30 percent of total squadrons. Brunswick will host a conference call with participating squadrons and DEO’s to discuss lessons learned, program successes, and any negative influences that may have occurred.

5) V/C Brandenstein reported that Mariners Learning System products are available on the Ship’s Store Website. MLS offers USCG-approved Captain’s License courses that can be taken online. He noted that these courses incorporate an intuitive learning approach that is direct, clear, and effective.

6) V/C Brandenstein reported that Tall Ships Challenge 2014 will be held in southern California. He noted that districts and squadrons will have the same public relations opportunities experienced at the Tall Ships Great Lakes Challenge 2013.

7) V/C Brandenstein reported that P/V/C Bob David, SN, is a member of the National Boating Federation, and he attended a meeting of the European Boating Association in Aarhus, Denmark on 17 – 19 Oct. 2013. P/V/C David has recommended that USPS become a testing center for the Royal Yachting Association by offering members a European-Rules-of-the-Road course to prepare for the online Royal Yachting Association Rules-of-the-Road exam. P/V/C David reported that EBA had expressed interest in USPS becoming a testing center.

8) V/C Robert A. Baldridge, SN, reported on planned 100th Anniversary activities during the 2014 Annual Meeting in Jacksonville, Fla., on 29 Jan. – 2 Feb. 2014. A lighted boat parade will be held on the St. Johns River in front of the convention hotel on Thursday, and the hotel will host a meet and greet on Friday evening. The City of Jacksonville will provide pole banners throughout Jacksonville Landing, a welcome sign at the Jacksonville Airport, and an evening of entertainment at the Landing.
Robert Macomber, an award-winning and internationally recognized author, lecturer, and TV commentator, will be the keynote speaker at the Friday breakfast. Mr. Macomber will also present a seminar on private yachts used during the Spanish-American War.

9) V/C Baldridge reported that East Hampton/3 and Manhasset Bay/3 squadrons are in the process of dissolving.

10) The Cooperative Charting Committee reported that the recent government shutdown affected CCWeb and subsequently reports are down from last year. The committee is working on reinstating the Geodetic Survey Program. NOAA will stop printing paper charts in April 2014; however, Print on Demand and electronic charts will still be available.

11) The Environmental Committee is working with the Educational Department to develop an environmental education seminar.

12) V/C Baldridge reported that seminars to certify Recreational Boating Safety Visitation Program trainers will be held during the 2014 Annual Meeting on Thursday from 0800 – 1200 and from 1300-1700.

13) The Safety Committee is working on new procedures for distributing 2014 vessel safety check decals.

14) C/C John T. Alter, SN, reported that he received a request from the United Safe Boating Institute to include copies of GMDSS, Safe Boating Tips for Anglers, Hunters, and Campers, and 10 Tons and no Brakes brochures with shipments to squadrons. The Board agreed to include the brochures with ABC shipments.

15) P/C/C Frank A. Dvorak, SN, reported that information on a new Century Fund fundraising campaign will be published in the 100th Anniversary issue of The Ensign.

16) P/C/C Dvorak reported that he attended the BoatU.S. Advisory Council Meeting on 11 – 13 Nov. 2013. NASBLA reported that the National Boating Education Standards are being updated. BoatU.S. reported that applications for its Grassroots Grants are being accepted. Details are available at boatus.com/foundation/grants.

17) R/C Jamie McCurry, AP, updated the Board on nominees for the slate of officers in 2014.
18) R/C Peter Mitchelson, SN, reported that electronic status reports are sent on the 1st and 15th of each month to squadron commanders and squadron educational officers. He noted that when a squadron does not have either a squadron commander or squadron educational officer the reports will be sent to the chairman of the Membership Committee and assistant national educational officers.

Adjourned 1215.