USPS Board of Directors
Raleigh, N.C.
10 and 11 Dec. 2010

Called to order at 0830

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

Guests present:
R/C Jean Hamilton, SN
R/C Ken Link, SN
St/C Howard Yoas, SN
Mary Catherine Berube
Tom Kemp
Ray Tsuneyoshi
Sue Lee Waller

**Action items approved:**

**Ratification of electronic votes:**

Upon motion to ratify the electronic vote shown below made on 10 and 11 Dec. 2010, which was thereafter seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, and was approved and ratified.

**1. Hire Program Director**

That the Chief Commander, or his designee, be authorized to negotiate a contract proposal with Ray Tsuneyoshi as National Programs Director with responsibility for grant and outreach programs including developing opportunities, coordinating and submitting proposals, and overseeing performance. He will report to the Headquarters Executive Director and coordinate with the appropriate departments, the Board of Directors, the Outreach Committee, the grants outreach coordinator, and the Headquarters Marketing Director regarding strategy, priorities, and support.

Rationale: USPS is in a position to develop a number of favorable alliances and partnerships which leverage our educational content in the boating marketplace, and also pursue government
grants to fund expansion of USPS educational content toward new programs that reach the boating public and improve boating safety. In order to capitalize on these key opportunities which will expand USPS’s reach and help fund the organization, we need a key staff individual with the contacts and respect to lead these initiatives. Raynor T. Tsuneyoshi, as former Boating Law Administrator for the State of California and current National Boating Safety Advisory Committee Member, guiding the Coast Guard, has the stature and credentials to lead USPS in these initiatives as an employee of USPS. This is a transformational move that will add permanent staff into a key position to assure continuity and direct connection with the Headquarters of USPS in managing new initiatives.

2. Dues for USPS members serving in Armed Forces

That USPS waive the national dues for any member serving in the U.S. Armed Forces in a war zone until that time which they leave that zone.

3. Eliminate equipment replacement fund on financial report.

To eliminate the designated equipment fund in the amount of $50,000. The fund will be moved to the undesignated fund balance at the end of the fiscal year 2010.

Rationale: In discussion with Patrick Lindsey, member of Dixon-Hughes certified public accountants, on how to make the USPS balance sheet more informative to members. It was the auditor’s recommendation to eliminate this fund. Further, this money has never been placed in a special account or fund.

4. Cyber Squadron Dues Update

Motion: Update Cyber Squadron dues to reflect increases in national dues, effective 1 Jan. 2011.
Rate: Single Member: Join = $97; Renew = $72; Family Unit: Join = $133; Renew = $108

Rationale: The 2009 Fall Governing Board approved a national dues increase effective June 2010 and the board has not updated the Cyber Squadron dues.

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) A motion to adopt the updated USPS Employee Handbook.

2) A motion to make the final distribution of $2,370 Cooperative Advertising Program funds for the third quarter 2010.

3) A motion to approve the dates for the 2013 Governing Board Meeting on 1-9 Sept. 2013 at the San Antonio Hyatt, at a room rate of $139 per night.
4) A motion to offer ABC3online at $39.95 for a limited time winter special effective 1 Jan. 2011 through 31 March 2011.

5) A motion to allow Sarasota Power Squadron to change its name to Sarasota Sail & Power Squadron; however, the squadron may choose to use the name Sarasota Power and Sail Squadron under DBA.

6) A motion to request Finance Committee approval to spend Endowment Fund earnings not to exceed $15,000 to support the Leadership Training Initiative in 2011.

7) A motion to sign up all members on SailAngle.com with an opt-out feature. The objective is to use SailAngle.com as a member communications tool.

8) A motion approving the updated National Meetings Committee Financial Management Procedures.

9) A motion approving a job description for the USPS Headquarters Executive Director.

10) A motion to amend the USPS Travel Policy as follows: 1) to include a maximum reimbursement for baggage at $25 for one checked bag only to and from meeting site, and 2) Internet access charges require Prior authorization by the departmental vice commander who will then notify the appropriate budget officer.

**Discussions:**

1) The BOD discussed current grants. Mary Catherine Berube reported that the United States Coast Guard Small Boat Skill Grant was complete and all required documents had been submitted. A full-page ad on the Small Boat Skills DVD was placed in the December 2010 Trailer Boats magazine. A return postage-paid card was included where readers could request a free copy of the DVD. The first 300 requestors also received a copy of ABC3.

2) Tom Kemp discussed the USCG Advanced Boating Education-Fire & Emergency Training Grant Fire Extinguisher System Grant. He stated that funds are available to pay for shipping the BullEx fire extinguisher training system to and from local events.

3) SueLee Waller reported that funding requests are current for the USCG On-the-Water Training Grant.

4) V/C Sweet discussed potential USCG grant applications in 2011: 1) a rollout of the OTW Grant to include Rules of the Road 2) partnering with other boating organizations; 3) a risk analysis on methodologies for measuring boating accidents; 4) a checklist of vessel safety equipment; 5) advanced boater education to bring USPS courses online, and 6) life jacket wear and distribution.

5) C/C Frank A. Dvorak, SN, announced that Ray Tsuneyoshi accepted the position of USPS National Programs Director. Tsuneyoshi will lead the partnering effort in the USPS outreach
programs to enhance the education, safety and enjoyment of boating to all facets of the recreational boating community.

6) Tom Kemp reported that Ship’s Store year-to-date sales totaled $133,238. Gross sales margins in 2010 were 33.6 percent compared to 15 percent in 2009. Total Ship’s Store inventory value as of 30 Nov. 2010 was $74,054.

7) Kemp updated the BOD on the Wake Technical Community College program. The Marine Electronics Course was completed with ten students. The combined Seamanship/Piloting Course will end 15 Dec. 2010. A Piloting Course will begin on 5 Jan. 2011; Engine Maintenance will begin on 13 Jan. 2011 and an Advanced Piloting will begin on 16 March 2011. The long-term objectives are to offer all instructional courses at WTCC to meet boat operator certification requirements.

8) C/C Dvorak reported that he, V/C Alter and V/C Sweet would meet on 23 Jan. 2011 in St. Louis, Mo., with the United States Coast Guard Auxiliary leadership to discuss the Auxiliary using USPS seminars, advanced courses and participating in the USPS On-the-Water Training Program.

9) V/C John Alter, SN, reported that Rowayton/2 is in the process of dissolving pending concurrence of District 2.

10) V/C Alter reported that the National Meetings Taskforce recommended changing the format of national meetings to increase attendance, such as offering seminars and guest speakers. The committee also recommended maintaining two national meetings per year.

11) V/C Alter reported that the chairman of the National Meetings Committee will serve a three-year term.

12) V/C Alter reported that a large percentage of squadron commanders are not attending district conferences. He will discuss the issue with district commanders during the 2011 Annual Meeting.

Adjourned 1730

11 Dec. 2010

Called to order at 0830

1) V/C Robert J. Sweet, SN, reported that headquarters received the first order from a Brunswick dealer in Norwalk, Ct.

2) V/C Sweet reported that the Educational Department will hold a Chart Plotters and Automatic Identification Systems seminar during the 2011 Annual Meeting on Fri., 4 Feb. at 0900.
3) V/C Sweet reported that the America’s Boating Course website will be upgraded to comply with NASBLA standards, at a cost of approximately $40,000. The costs will be covered by an Educational Fund grant.

4) V/C Sweet reported that the Educational Department is renewing its relationship with the University of West Florida to continue offering online courses and seminars.

5) V/C Sweet reported that the Educational Department is reviewing strategies for online delivery of educational courses via webinars and online courses and seminars.

6) V/C Robert A. Baldridge, SN, reported that the Membership Committee will distribute the Very Important Members pins to squadrons based on 90 percent of new members joining in 2010.

7) The Membership Committee will focus on member retention in 2011. The committee is preparing a membership toolkit, an exit interview for nonrenewed members and a new member survey.

8) V/C Baldridge reported that the Affinity marketing program offers eleven distinct new member benefits. More than 1,000 members signed up for these benefits to date.

9) V/C Baldridge report that 333 members have completed DAO/SAO training, of which 53 percent were administrative officers. AO and XO Leadership Training courses will be held during the 2011 Annual Meeting on Wed., 2 Feb., and Thurs., 3 Feb.

10) V/C Baldridge discussed creating a Cyber Squadron shadow bridge to communicate with Cyber members on educational, civic service, and fellowship opportunities. The BOD agreed that each vice commander would appoint a shadow bridge officer to manage the Cyber Squadron.

11) V/C Dave Hinders, SN, reported that the Information Technology Committee is working on integrating education course management tracking and ABC3 trial membership.

12) V/C Hinders noted that ITCom and headquarters will develop an automated order entry process at headquarters.

13) V/C Hinders reported that 4 percent of USPS members signed up for the two-tier USPS website security access to date.

14) V/C Hinders reported that 7,800 electronic merit marks had been distributed to date at a savings of approximately $8,900.

15) V/C Hinders followed up on a request to simplify the Operations Manual. C/C Dvorak will ask the Planning Committee to submit its report on simplification during the 2011 Annual Meeting.
16) V/C Hinders reported receiving a proposal from District 5 to create a recreational boating-oriented First Aid/CPR program. C/C Dvorak invited District 5 representatives to present its proposal to the BOD during the 2011 Annual Meeting.

17) V/C Hinders reported that 1,065 Cyber members had joined to date.

18) V/C Hinders reported that 78 ABC3 classroom students joined as trial members since 1 Dec. 2010 and will receive six months free membership.

19) V/C Hinders reported that 260 USPS University students registered to date. Fourteen joined a local squadron, and 83 have completed courses.

20) V/C Hinders reported that the average number of days to ship an order from headquarters was less than three days during November 2010.

21) R/C Jean Hamilton, SN, reported that she would update the Board of Directors Reference Guide to reflect updates since December 2009.

22) V/C Richard M. Peoples, SN, reported that the unaudited 30 Nov. 2010 financial statement shows operating expenses were $56,914 more than operating revenues.

23) V/C Peoples reiterated that all districts and squadrons are required to file an annual electronic notice, IRS Form 990-N, or risk losing tax-exempt status.

24) V/C Peoples reported that he signed the USPS insurance renewal policy, which was effective 1 Dec. 2010. The premium was $1,000 higher than the previous policy year, or less than 1 percent.

25) V/C Peoples reported that the USPS Travel Reimbursement Policy will be amended to include: 1) the maximum reimbursement for baggage at $25 for one checked bag only to and from a meeting site, 2) reimbursement for Internet access requires prior authorization by the departmental vice commander.


27) R/C Ken Link, SN, discussed creating a position as an assistant to the national educational officer to manage the administrative functions of the Educational Department. The BOD agreed to create a non-officer position to serve as the Education Business Director effective in 2011.

Adjourned 1300.