USPS Board of Directors  
Raleigh, N.C.  
7 and 8 Dec. 2012

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 Ken Griffing, SN  
Mary Catherine Berube  
Tom Kemp  
SueLee Waller

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 develop an agreement with Mariners Learning System to purchase Captain’s License course material, pending approval from the Law Committee.

2) To recommend that the Governing Board create a new rear commander position in the Educational Department to be named Program Partner Relations.

3) To appoint Stf/C Thomas D. Myers, JN, as the interim rear commander of the Environmental Committee.

4) A Policy for Protection of Vessel Safety Check Vessel and Owner Data. (policy attached)

5) To dissolve Acadiana/21.
6) To present 2013 Honorary Memberships to:

Richard Bee
Virgil Chambers
Chris Edmonston
Ken Forster
Rear Admiral Gerd Glang
Tom Hayward

Jeff Hoedt
Dr. Ed Mahoney
Tom Mallison
Dusty McCoy
Ole Riise
Capt. David Rokes

7) To approve an agreement with Marriott Hotels and Resorts for USPS group meetings and functions. Details are posted at http://www.usps.org/php/marriott/.

8) To deny a request to reimburse rental car expenses from a national officer representing the chief commander at a district conference.

9) To recommend that the Finance Committee request Governing Board approval to implement a one-time $20 new primary member administrative fee to be effective 1 Oct. 2013.

10) To approve a $25,000 Century Fund grant to produce a 100th anniversary commemorative issue of The Ensign.

11) To revise the USPS Travel Policy as follows:

1) Delete Code D: P/C/C deleted

2) Page 2 – Reimbursement Policy for all Reimbursement Codes – Inter-city Transportation

Note - deleted “currently.”

Air –
   a) deleted Saturday night stay. Rationale: Saturday night stay is no longer a guarantee of lower fares.
   b) deleted senior coupons. Rationale: airlines no longer offer senior coupons.
   c) amended the final sentence to clarify that requests to reimburse a member for cancelled travel must be approved by the Board of Directors.

3) Page 3 – Code A - Lodging and Meals
   a) added four nights for aides at Governing Board meetings
   b) added five nights for area monitors to attend Annual and Governing Board meetings

4) Code C – Transportation – clarified language
   Lodging and Meals – added “designated hotel” and clarified language on meals.

5) Page 4 – Code D – intentionally left blank
6) Code E
   a) Transportation: C/C representative to district conference does not include spouse and reference to COW or non-COW was changed to meeting assigned.
   b) added national flag lieutenant
   c) Lodging and Meals - added “for the host hotel” and limited meal reimbursement to the federal per diem.

Discussions:

1) Pam Conrad of Next Generation Web Design updated the Board on the USPS website redesign. Plans are to rollout the website in January 2014 in conjunction with USPS’ 100th anniversary.

2) Tom Kemp reported that third quarter royalties for the Affinity Member Benefits Program totaled $546.07.

3) Kemp reported that the Affinity Member Benefits Program now includes member discounts at Motel 6, Red Roof Inn and Office Depot. Details will be posted on SailAngle.com and in the monthly Broadcast.

4) Kemp reported that as of 30 Nov. 2012 unaudited Ship’s Store sales were $133,417.

5) Kemp reported that the Ford Member Benefits Program mailing was delayed and will go out in January 2013.

6) Kemp reported that Tampa Sail and Power Squadron taught an America’s Boating Course class to seven students at the Marine Max retail store in Tampa International Mall.

7) Kemp reported that he attended the Ft. Lauderdale Boat Show and Marine Dealers Conference in Nov. 2012.

8) Kemp reported that he would meet with Thom Dammrich, president of the National Marine Manufacturers Association, on 18 Dec. 2012 to discuss USPS’ Practical On-the-Water Training Program.

9) Kemp reported that he met with the president of Grady White Boats to discuss a potential partnership.

10) Kemp discussed revenue objectives and goals for 2013 and 2014. He proposed selling America’s Boating Course manuals to boating manufacturers, selling advertising space in America’s Boating Course manuals and on the new USPS website and in The Ensign and The Compass. He also proposed selling the ABC student database to outside vendors. Kemp is also exploring opportunities to sell corporate memberships. The Board established an objective of $100,000 net revenue for headquarters marketing in 2013.
11) Kemp discussed approaching members and USPS partners to contribute funds to commemorate USPS’ 100th anniversary.

12) Mary Catherine Berube reported that the attorney for the Quinn lawsuit prepared a summary judgment for review.

13) Berube reported that the Canadian Power and Sail Squadrons had published articles from USPS Compass and The Ensign magazine in its magazine PortHole, which is contained in Canadian Yachting magazine, without first obtaining permission from the authors or publications staff and without providing complete attribution. The Board agreed that Publications Director Yvonne Hill should contact the CPS Communications Chair and Editor in Chief to inform them of USPS policies and procedures on republication of articles from The Ensign or USPS Compass.

14) SueLee Waller reported that the Practical On-the-Water Training Rollout Grant for $250,000 ended on 30 Sept. 2012. She noted that closeout reports will be submitted to the USCG by 31 Dec. 2012.

15) Waller reported that from Jan. through Oct. 2012, 43 POTW training events were held and 412 students and instructors received POTW and BOC training.

16) Waller reported that the grant request submitted to the Federal Emergency Management Agency for a Fire Protection & Safety Grant to acquire 16 BullEx units was not funded.

17) Waller reported on four potential USCG grant proposals for 2013. The deadline to submit proposals is 25 Jan. 2013. The first proposal is for a third POTW grant to continue training students and instructors and increase marketing efforts. The second proposal is for a USPS Boat Handling Simulator grant to develop and demonstrate the use and viability of a prototype simulator in small boating handling training. The third proposal is to promote the value of GPS connections to the VHF/DSC radio and to increase MMSI registrations. The fourth proposal is a Partnering Grant to facilitate USPS partnering objectives.

18) V/C Bob Brandenstein, SN, invited R/C Bob Palmer, SN, and P/C John Malatak, AP, to participate via conference call. R/C Palmer discussed the proposed revenue sharing proposal where squadrons will share online course sales revenue and direct educational sales to the public. The plan is to allocate revenue to squadrons based on educational material sales to active squadrons.

19) P/C Malatak discussed the Brunswick Dealer Advantage Program. He reported that approximately 80 squadrons had committed to participating in the initial rollout. Brunswick will begin matching dealers with squadrons in January 2013. He noted that Brunswick will provide promotional materials to squadrons.

20) V/C Brandenstein presented a proposal to increase the selling price of educational courses and seminars to squadrons effective 1 April 2013.
21) R/C Palmer updated the Board on the online course initiative with the BoatU.S. Foundation. The Partner in Command seminar is scheduled to go online in 1st quarter 2013. Marketing online courses will be a joint effort between USPS and BoatU.S.

22) V/C Brandenstein proposed that USPS become a distributor for the Mariners Learning System to sell USCG Captain’s License software through the Ship’s Store. He noted that Mariners Learning System has expressed interest in squadrons proctoring the Captain’s License exams.

23) V/C Brandenstein reported that members can now take Great Lakes Cruising Club webinars at reduced rates. Details are available at http://usps.org/e_stuff/glccs.html.

24) V/C Brandenstein proposed creating a new rear commander position in the Educational Department. The Educational Department Program Partner Relations would manage relationships with outside organizations such as Brunswick and BoatU.S.

25) V/C Brandenstein discussed the USPS Privacy Policy pertaining to releasing officers’ contact information to outside organizations. The Educational Department will rewrite the job description for district and squadron educational officers to allow publishing contact information.

26) V/C Brandenstein reported that the Educational Department is changing the requirements for Educational Achievement Award to require passing the Instructor Development Course.

27) V/C Brandenstein reported that 2012 educational course sales were down approximately six percent from 2011.

28) V/C Jean Hamilton, SN, stated that the objective of the redesigned website is to maintain and increase membership and provide boating education. She noted that website content will be guided by a consistent message that USPS provides experience and is informative, fun and community-minded.

29) V/C Hamilton reported that districts and squadrons can set up online payments via the SailAngle.com website. She noted that a PowerPoint tutorial is available in the national group file cabinet general folder.

30) V/C Hamilton reported that the Communications Committee awarded the 2012 Distinctive Communicator Website Award to 261 districts and squadrons.

31) V/C Hamilton reported that squadrons can update their heraldry at http://www.usps.org/national/historian/heraldry.html.

32) V/C Hamilton reported that updates to the Operations Manual are now included in Chapter 0.

33) V/C Hamilton reported that $43,828 of 100th anniversary merchandise had been sold to date.
34) V/C Louie Ojeda, SN, reported that 663 members had taken the DAO/SAO Leadership Development training seminar; 377 members had taken the DXO/SXO Leadership Development training seminar, and 167 members had taken the D/C/SqdCdr Leadership Training seminar. He noted that the Leadership Development seminars were re-branded to include all bridge and committee chair positions.

35) V/C Ojeda reported that the Member Benefits Committee is working on an agreement with the Freedom Boat Club.

36) V/C Ojeda reported that updated rules and a new BoatU.S Civic Service Award application can be found at http://www.usps.org/national/membership/memcom/awards_index.html.

37) V/C Ojeda reported receiving donations to the 2013 Boy Scouts Jamboree totaling $3,900. The goal is to raise $15,000.

38) V/C Ojeda reported that the Membership Committee will host a webinar during the 2013 Annual Meeting to learn about member retention and outreach in conjunction with celebrating the 100th anniversary.

39) V/C Robert A. Baldridge, SN, reported that 65,271 Cooperative Charting credits were awarded from 1 April to 19 Nov. 2012. To date, one district, 39 squadrons and 127 individuals have achieved honor roll status during the current Cooperative Charting year.

40) V/C Baldridge reported that the new Life Member reception held during the 2013 Annual Meeting will be on Thurs., 17 Jan. at 1830 in the Hyatt Riverfront Jacksonville Grand Ballroom.

41) V/C Baldridge reported that district commanders will pick up their district’s 100th anniversary commemorative flag following the 2013 Annual Meeting.

42) V/C Baldridge stated that he would report on the resolution from District 22 during the 2013 Annual Meeting. The resolution seeks clarification for vessel safety check reporting related to privacy issues and vessel safety check data security.

43) V/C Baldridge reported that C/C Alter would sign an updated memorandum of understanding with NOAA during the 2013 Annual Meeting.

44) V/C Baldridge reported that he and Mary Catherine Berube participated in a webinar on inventory management, order fulfillment and accounting systems. The Board approved moving forward with determining the costs to purchase an E-commerce system.

45) V/C Baldridge reported renewal statistics for new members who joined in 2011 and renewed in 2012.
   ABC classroom trial members – 27 percent
   ABC online trial members – 22 percent
   Cyber members – 46 percent
   Traditional members – 54 percent
46) V/C Baldridge reported that East Hampton/3, Manhasset Bay/3, Oak Orchard/6, Grosse Ile/9 and Columbia Bend/16 are in the process of dissolving.

47) V/C Baldridge reported that the National Meetings Committee was unsuccessful in renegotiating the meeting dates for the 2013 Governing Board Meeting at the Grand Hyatt San Antonio Hotel, which conflicts with the Rosh Hashanah Jewish Holiday.

48) P/C/C Frank A. Dvorak, SN, reported that on 9 Nov. 2012 he met with a group interested in forming a provisional squadron in Fairbanks, Alaska.

49) C/C Alter reinforced the policy to confirm the dates of all religious holidays prior to scheduling national meetings.

50) C/C Alter reported receiving a proposal from a communications firm on the USPS re-branding initiative. The Board requested that Tom Kemp follow up on the proposal.

51) R/C Ken Griffing, SN, discussed the interview schedule for national officer candidates during the 2013 Annual Meeting.

Adjourned at 1650.

8 Dec. 2012

Called to order at 0815

1) V/C Gary P. Cheney, SN, reported an operating loss of $85,000 as of 31 Oct. 2012.


3) V/C Cheney reported a net loss of $85,303.35 for the Detroit Governing Board Meeting.

4) The Board reviewed cost reduction ideas for 2013, which were submitted by BOD members and the Budget and Finance committees. Several objectives were adopted as follows:
   a) No chief commander’s representatives to attend 2013 Fall District Conferences (excluding districts with changes of watch) - $25,000
   b) Budget Committee travel reimbursement for Fall Governing Board Meeting reduced to three days - $500
   c) June Board of Directors Meeting held in Raleigh, N.C. rather than offsite - $3,000
   d) Reduced net costs for the Fall Governing Board - $20,000

5) The Board reviewed additional net revenue ideas for 2013, which were submitted by BOD members and the Budget and Finance committees. Several objectives were adopted as follows:
   a) Revised educational materials selling prices in line with the MSRP proposal from the Educational Department - $20,000
   b) Century Fund grant to produce a 100th anniversary issue of The Ensign - $25,000
c) Sales of Ship’s Store 100th anniversary items - $5,000

d) Headquarters marketing - $100,000

6) V/C Cheney reported that the updated Travel Policy is available at
   http://www.usps.org/x/x.pl/x/x.cgi?treasurer/member/forms/policies.html.

Adjourned at 1540.
United States Power Squadrons
Policy for Protection of Vessel Safety Check (VSC) Vessel and Owner Data

The objective of this policy is to ensure the protection of the identity of any specific vessel and/or vessel owner during the process of VSC data collection and reporting. The VSC process begins with the Vessel Examiner (VE) filling out a United States Coast Guard Auxiliary supplied VSC form (ANSC 7012) with the vessel and owner operator information. Next, data are collected on this form primarily for the purpose of advising the owner/operator of their compliance with laws and regulations and other suggestions for safe boating. Certain data from these forms is recorded in the USPS VSC data base for the purposes of:

- Crediting Vessel examiners with their VSC work
- Producing annual awards for Vessel Examiners, Squadrons and Districts
- Evaluation to identify possible areas for new or additional focus of national boating safety education to help reduce boating accident and fatality rates.
- Certain compliance data may be shared with approved national boating safety organizations in cooperation with the United States Coast Guard.

In no case is vessel identification or owner/operator identification to be shared with other agencies.

The vessel hull identification number (HIN) is initially and temporarily recorded to facilitate checking for errors and duplications as part of the input process. However, the HIN will not be stored in the permanent VSC data archive and is never to be shared with any other agencies or organizations.