MINUTES OF THE FALL GOVERNING BOARD MEETING
HELD ON 6 SEPTEMBER 2003
AT THE RENO HILTON HOTEL, RENO, NEVADA

Chief Commander Theodore H. Smith, SN, convened the meeting at 0915.

Father Louis M. Reitz, AP, delivered the invocation, which was followed by the Pledge of Allegiance led by N/F/Lt Dick Jarmon, SN, and the singing of the national anthem led by R/C Kenneth D. Link, JN, and accompanied on the piano by Sheila Link.

Introduction of Past Chief Commanders

P/C/C Lance J. Jensen, SN, introduced the other past chief commanders who were present in the order of their terms:

- P/C/C Raymond A. Finley Jr., SN, 1982-1983 (Lackawanna/4)
- P/C/C Richard W. Miner, SN, 1986-1987 (Birmingham/9)
- P/C/C L.M. Barnes III, SN, 1996-1997 (Rocky Mount/27)
- P/C/C Arthur H. Farr, SN, 1998-1999 (Rocky River/7)

C/C Smith introduced P/C/C Lance J. Jensen, SN, 2000-2001 (Bellevue/16).
Presentation of Guests

N/F/Lt Jarmon introduced the following guests

- Mark Rosenker, vice chairman, National Transportation Safety Board
- Rear Adm. Kevin Eldridge, commander, United States Coast Guard, District 11
- Cdr. Kim Pickens, USCG, project manager, Operation BoatSmart
- National Commodore Bill Edgerton, USCG Auxiliary
- Capt. Jim Gardner, chief, Marine Chart Division, National Ocean Service, National Oceanic and Atmospheric Administration, Office of Coast Survey
- Ken Forster, Marine Chart Division, NOS, NOAA, Office of Coast Survey
- Terry Crawforth, director, Nevada Department of Wildlife
- Fred Messman, boating law administrator, Nevada
- Virgil Chambers, executive director, National Safe Boating Council
- Pam Dillon, executive director, American Canoe Association
- C/C Tony Gardiner, Canadian Power and Sail Squadrons

The national secretary declared a quorum present.

The chief commander announced an attendance of 610.

Life Saving Awards

C/C Smith said that it was his distinct honor to present the USPS Life Saving Award to those who have been recommended and approved by the Operating Committee for their acts of heroism. He then presented a Life Saving Award to Lt Tom Gilbert, P, Lackawanna Power Squadron/4, which was accepted on behalf of Lt Gilbert by D/C Daniel J. Jakovich, SN. He then presented Life Saving Awards to NOAA employees Frank Saunders and Doug Mason.
Report of the Committee on Rules

R/C Thomas R. Dougherty, SN, designated P/C Benjamin J. Sooy III, AP, as the parliamentarian for this meeting and explained the voting rules.

R/C Dougherty presented the following Bylaws amendments to the Governing Board:

Item 1. Multiple Flag Offices - At its meeting in New Orleans the Committee on Rules discussed the difficulty that many squadrons and districts face in finding suitable officer candidates. This difficulty is increased by the USPS Bylaws prohibition of holding more than one flag office simultaneously. A prohibition, incidentally, that is often ignored. Consequently, with the concurrence of the Operating Committee, the Committee on Rules recommends that Bylaws Section 4.5.4, be revised by striking out the word “in” and inserting the words “at any single level of” so that the section will read:

Section 4.5.4 Except as otherwise provided in these bylaws, no member shall be nominated for or hold more than one flag office in at any single level of USPS simultaneously except for a short lame duck period due to overlapping terms of office. More than one elective position other than flag office may be held if there does not appear to be a conflict of interest.

R/C Dougherty moved the amendment, and the Governing Board ADOPTED the motion. (09-GB-27)

Item 2. Basic Public Education Committee - The Basic Public Education Committee is charged with a wide area of responsibility including publication of Jet Smart, Boat Smart, the Squadron Boating Course, ABC, Chart Smart, Paddle Smart and the GPS Seminar. Coordination with NASBLA to ensure that our boating courses meet all NASBLA education standards is another major area of responsibility. Consequently, with the concurrence of the Operating Committee, the National Educational Officer requests that the Governing Board authorize the election of a second assistant chairman of the Basic Public Education Committee to serve with the rank of staff commander.
R/C Dougherty moved the amendment, and the Governing Board ADOPTED the motion. (09-GB-28)

Item 3. Apprentice Members - At present, persons between the ages of 12 and 18 not related to a USPS member may become affiliated with a squadron as apprentices. Although they may take USPS courses, they do not enjoy any of the other membership benefits. Because of our increased efforts to attract younger members, the Membership Committee has requested, with the concurrence of the Operating Committee, that the *Bylaws* be revised to establish the category of Apprentice Member of USPS. The Committee on Rules proposes the *Bylaws* revisions listed below in order to define apprentices as an identifiable class of member, older than 12 but less than 18. The changes include adding a fourth class of membership in Section 3.1, adding a new Section 3.8 to define apprentices as a class of membership, and renumbering Sections 3.8 through 3.10. Additionally, Section 7.25, which defines an apprentice as a squadron affiliate will be reserved.

**Article 3 Membership**

**Section 3.1** There shall be three classes of members, namely, active members, family members, apprentice members, and honorary members. Active members shall have all the privileges of membership in USPS while the other classes of members shall have limited privileges as noted below.

**Section 3.8** Apprentice members of USPS shall be persons who have reached the age of twelve and have passed an examination approved by the Operating Committee.

3.8.1 Apprentice members shall be entitled to the same rights and benefits of membership in USPS as family members, including the right to take advanced grade and elective courses, serve on appointed committees except as chair, and earn family merit marks.

3.8.2 Apprentice membership shall terminate at the end of the dues year in which the apprentice reaches his eighteenth birthday.

**Section 3.8 3.9** If squadron bylaws so provide, associate membership may be conferred by a squadron executive committee upon active members in good standing of other squadrons of USPS or of the Canadian Power and Sail
Squadrons. Associate members shall have all privileges of their principal membership except that they shall not hold elective office in the squadron, have representation by delegates of the squadron, be entitled to represent the squadron at any USPS or district meeting, or be entitled to vote at any meeting of the squadron. Associate member dues and fees, if any, shall be billed by and paid directly to the squadron offering associate membership.

Section 3.9 3.10 By delegation of Governing Board authority, the Operating Committee and equivalent bodies in the districts and squadrons may confer honorary membership, for not more than one year at a time, upon persons who are not members of USPS and who have made a significant contribution to safe boating or to the work of USPS. An honorary member shall have none of the privileges extended to other classes of members except to wear the USPS lapel pin. Honorary members shall pay no national or local entrance fees or annual dues.

Section 3.10 3.11 Termination of Membership.

3.10.1 3.11.1 All voluntary resignations must be made in writing to the commander or the secretary of the member's squadron with a copy to the national secretary.

3.10.2 3.11.2 No resignation of a member indebted to USPS or to a squadron shall be accepted until such indebtedness has been paid.

3.10.3 3.11.3 If dues of any member are in arrears later than two weeks after the beginning of the dues year, membership, including any family membership in connection therewith, will be terminated automatically and without further notice.

R/C Dougherty moved the amendment, and the Governing Board ADOPTED the motion. (09-GB-29)

Item 4: Voluntary Headquarters Dues Collection and Anniversary Dues Billing - At its May meeting in New Orleans, the Governing Board directed the Committee on Rules to develop Bylaws revisions that would allow those squadrons and districts that so voluntarily elect to have their dues collected by USPS headquarters based on the date the member’s application was accepted. After lengthy consideration, the Committee on Rules has determined that this voluntary
The test program would require changes to Sections 3.10.3, 5.2, 5.2.18, 5.16.3, 7.14, 7.15, 12.1, 12.4, 12.5, 12.8.1, and 12.11 as well as the addition of sections to both Article 5 and Article 12. It is the opinion of the Committee that such revisions to the *Bylaws* would not be in the best interest of USPS in order to temporarily test a new dues collection program. Therefore, the Committee proposes that the Governing Board authorize the national treasurer to develop and test a voluntary dues collection and anniversary-billing program by adopting the following addition to *USPS Bylaws* Article 12, which defines fees and dues.

Section 12.12  Notwithstanding any contrary provision contained in Articles 3, 5, and 12 of these *Bylaws*, the Governing Board may authorize the national treasurer to design a voluntary alternative dues collection program, with the approval of the Operating Committee, and to test such program for a period of five years.

R/C Dougherty moved the amendment, and the Governing Board ADOPTED the motion. (09-GB-30)

R/C Dougherty continued his report by stating that the Committee on Rules had received a request from Mobjack Bay Power Squadron to change its name to Rappahannock Sail and Power Squadron. He said that it was the opinion of the Committee on Rules that this new name meets the requirements of *USPS Bylaws* Section 7.1 and further, the squadron membership and the council of the district to which the squadron is assigned have properly approved it.

R/C Dougherty moved approval of the requested name change, and the Governing Board ADOPTED the motion. (09-GB-31)

He continued by saying that the Committee on Rules received a duly executed Petition for Squadron Charter from Albemarle Provisional Squadron. He said that it was the opinion of the Committee on Rules that this group had met all requirements for the issuance of a charter and consequently, under the provisions of *USPS Bylaws* Section 5.6.4, authorized chartering of Albemarle Sail and Power Squadron on 1 July 2003. R/C Dougherty moved to assign Albemarle Sail and Power Squadron to District 27, and the Governing Board ADOPTED the motion. (09-GB-32) This new squadron has 48 charter members.
C/C Smith then presented squadron charters to Skagit Bay Sail & Power Squadron/16 and to Albemarle Sail & Power Squadron/27.

**Report of the Committee on Nominations**

R/C Frank E. Dougherty, SN, chairman, reported that in accordance with the *USPS Bylaws*, Section 5.5.1(3), the Committee on Nominations recommended the election of the below listed members to fill a term created by vacancy:

As rear commander, Educational Department Operations Committee - R/C William F. Witty, SN, Skokie Valley/20.

As staff commander, Educational Department Operations Committee - Stf/C Stanley E. Warner, SN, Singing River/15.

As staff commander, Membership Committee - Stf/C W. Lyle Rea, SN, Kalamazoo/9

The Governing Board ADOPTED the motion. (09-GB-33)

In accordance with *USPS Bylaws*, Section 11.9 and upon recommendation of the committee chairman and with the approval of the chief commander, the Committee on Nominations recommended the following member for appointment:

As a member of the Marketing and Public Relations Committee: P/C Dan Bartell, SN, Somerset/4.

The Governing Board ADOPTED the motion. (09-GB-34)

**Approval of the Minutes**

C/C Smith asked for corrections or additions to the minutes of the Governing Board Meeting held on 10 May 2003. Hearing none, he declared the minutes approved as distributed.
The Governing Board ADOPTED a motion entertained by C/C Smith to confirm the 10 May 2003 ratification of actions of the Operating Committee reflected in the minutes of its 7 May 2003 meeting. (09-GB-35)

The Governing Board ADOPTED a motion entertained by C/C Smith that the actions of the Operating Committee reflected in the minutes of the meeting held on 14 June 2003 be ratified. (09-GB-36)

Report of the National Law Officer

R/C Maurice G. Rice Jr., AP, discussed the activities of the Law Committee. He reported that the committee had drafted several agreements and memorandums of agreement with outside organizations. The committee has reviewed hotel contracts for three future Governing Board meetings and the hotel contract for the 90th anniversary celebration to be held in New York in April 2004. He reported assisting the ad hoc National Government Relations Committee in developing lobbying efforts.

R/C Rice reported on intellectual property rights. He reported that USPS owns 16 registered trademarks and service marks and there are three applications pending before the U.S. Patent and Trademark Office. The committee is drafting filings with the United States Patent and Trademark Office involving WaterSmart and PaddleSmart. He reminded members to use the registration mark ® when referring to America’s Boating Course.

The national law officer reminded squadrons to contact their district or squadron law officer for advice relating to local or state matters. He said that one of the areas that is almost completely controlled by state law is gambling of any type, including raffles. He said that it is important to make sure that all district and squadron activities comply with state legal requirements, including raffles. He reported that most states require that a license be obtained before a tax exempt organization can hold a raffle. He referred squadrons to the LawCom Web site position paper on raffles and on the distribution or sale of beer and liquor at squadron and district events. R/C Rice will publish an article on gambling in a future issue of THE ENSIGN.

R/C Rice reported that several issues have come up recently relative to state sales tax laws in various states. He said that state sales tax exemptions are controlled by each separate state and
to contact district and squadron officers to determine what exemptions are allowed under state law.

He reported that there is also a position paper posted on the LawCom Web site on the filing requirements for the IRS 990 forms. He said that it is essential that districts and squadrons comply with these requirements. He encouraged districts and squadrons to review this paper and discuss these requirements with the squadron law officer or a local accountant to ensure compliance.

R/C Rice closed by stating that all squadron activities should be the subject of a resolution adopted by the executive committee and where necessary, by the membership. He said that any activities that involve potential liability should be referred to the national treasurer to ensure that the activity is covered by insurance.

Report of the Planning Committee

R/C Roby Schottke, SN, chairman, reported on the Strategic Plan and gave an update on current projects.

R/C Schottke reported on education strategy #7, which is to increase member participation in internal education courses. The committee sent a survey to 1,450 randomly selected members asking for their opinions about educational course offerings. He reported that 540 responses were received and that they were demographically representative of the organization in age, gender, geographic location, roles within the squadron, educational grade, number of merit marks and length of membership. Responses were received from all 33 districts.

The survey results indicated that nearly 90 percent of the respondents felt that their USPS educational experience met or exceeded their expectations. More than 25 percent indicated that the time commitments for courses is too long and approximately 30 percent indicated that courses are not available on a predictable basis. The last significant finding was that about 10 percent of the respondents felt that the courses were too expensive.

The committee has developed an operating manual for district and squadron planning committees with suggested procedures and modes of operations. Five chapters have been written that include an introduction, responsibilities of the national committee, responsibilities of the
district committee, purpose of the squadron committee and strategic planning. The manual will be completed by the 2004 Annual Meeting.

R/C Schottke reported that the committee has finalized a Life Member donation project to develop a process to solicit donations from life members for special projects.

R/C Schottke reported that the Planning Committee had begun monitoring the 24 approved strategies. The executive summary of the progress on the strategies is as follows:

**Executive Summary**

**Awareness**

Strategic Goal: Expand awareness of USPS through increased public relations and marketing.

<table>
<thead>
<tr>
<th>Strategy #</th>
<th>Progress Status</th>
<th>Pace</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
<tr>
<td>2</td>
<td>Assigned but not started</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
<tr>
<td>4</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
</tbody>
</table>

**Communications**

Strategic Goal: Improve, simplify and expedite two-way communications throughout the organization.

<table>
<thead>
<tr>
<th>Strategy #</th>
<th>Progress Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Beginning</td>
</tr>
<tr>
<td>2</td>
<td>Completed but will need to be revised at a future date</td>
</tr>
</tbody>
</table>

**Education**

Strategic Goal: Address the diverse educational needs of members and potential members.

<table>
<thead>
<tr>
<th>Strategy #</th>
<th>Progress Status</th>
<th>Pace</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
<tr>
<td>2</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
<tr>
<td>4</td>
<td>Progressing</td>
<td>On Schedule</td>
</tr>
<tr>
<td>5</td>
<td>Beginning</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Beginning</td>
<td></td>
</tr>
</tbody>
</table>
Government

Strategic Goal: Become proactive as to governmental issues, regulations and legislation that affect USPS, our “Partners in Boating Safety,” and/or the recreational boating public.

Strategy # 1: Progressing Pace: On Schedule
Strategy # 2: Progressing Pace: On Schedule
Strategy # 3: Progressing Pace: On Schedule
Strategy # 4: Progressing Pace: On Schedule

Leadership

Strategic Goal: Better prepare officers and encourage leadership skills throughout the organization.

Strategy #1: Progressing Pace: On Schedule
Strategy #2: Progressing Pace: On Schedule
Strategy #3: Not Started
Strategy #4: Beginning
Strategy #5: Assigned but not started
Strategy #6: Assigned but not started

Member Involvement and Retention

Strategic Goal: Evaluate member activities and benefits to promote member satisfaction.

Strategy #1: Progressing Pace: On Schedule
Strategy #2: Progressing Pace: On Schedule

Progress Summary of Strategies

Not Started: 1 Progressing: 14
Assigned: 3 Completed: 2
Beginning: 4

Report of the Marketing and Public Relations Committee

R/C Kenneth D. Link, JN, chairman, reported that a limited number of closed-loop videotapes and DVDs promoting the You’re In Command Program are available at headquarters. These products support ABC and the VSC program.
R/C Link reported that each year USPS budgets approximately $40,000 to $50,000 for the Cooperative Advertising Program. This program was established to help support the public relations activities of districts and squadrons as they promote their boating courses and their squadrons and USPS. He encouraged districts and squadrons to participate in this program. Additional information is available on the Marketing and Public Relations Committee Web site.

He reported that the USPS logo with the notation “Since 1914” has been completed and will be available for download from the committee’s Web site.

R/C Link reported that committee members will represent USPS at the Miami, Fla., boat show. This show is sponsored by the National Marine Manufacturers Association.

The committee is working with OceanGrafix to include USPS graphics on future print-on-demand charts.

R/C Link reported that New Member Orientation and Member Recruiting Power Point® slide presentations are in the final stages of editing and should be available shortly. He said that a Governing Board Power Point® presentation is being developed and that both presentations will be available from headquarters on CD–ROM.

He reported that in response to the Strategic Plan the committee is producing a speakers bureau product. It will be posted on the committee’s Web site and will be titled the Speakers Tool Box. It will have tips, suggested procedures, a proposed list of topics, types of speakers, suggested methodologies and tips on creating outlines to assist districts and squadrons in developing their own speakers bureau. The committee plans to complete the project by the end of the year.

R/C Link reported that the committee is working on partnering initiatives with the U.S. Army Corps of Engineers in the areas of Cooperative Charting, the Vessel Safety Check Program, educational partnering, youth programs, Homeland Security, and the Lewis and Clark initiative. Each of these areas will require that an initiative be drafted to supplement the MOU signed in New Orleans.

He reported that USPS has been invited by District 10 to participate in the marketing and
coordination of a regional project titled Grand Excursion Navigators. This excursion will focus on an event that took place more than 100 years ago and will include a motor vessel cruise up the Mississippi River from Dubuque, Iowa, to St. Paul, Minn. USPS has been asked to provide escort vessels and in return will be given publicity for its efforts, including being allowed to set up booths promoting the VSC Program and America’s Boating Course. Additional information can be found at www.grandexcursion.com.

R/C Link reported that the committee has reinstated the public relations newsletter titled *Bright Ideas*.

R/C Link closed by reporting on a public relations event held in Wilmington, N.C., which was attended by the national bridge. USCG 5th District Commander, Rear Adm. Sally Brice-O’Hara also attended. USPS members accompanied the USCG barque *Eagle* as it sailed up the Cape Fear River to Wilmington, which was named a Coast Guard City. He thanked the Cape Fear and Fort Macon squadrons, and the national bridge for their participation.

**Report of the Finance Committee**

R/C Joseph R. Mesenburg, SN, chairman, discussed the current status of USPS investments, the status of the Members and Endowment funds, and a proposal to approve the budget for fiscal year 2004.

R/C Mesenburg reported that the investment portfolio continues its upward trend. The rate of return on investment dollars under management was up 3.92 percent through 31 July 2003, or $85,964. He said that this return includes dividends, interest, and both realized and unrealized gains and losses. He reminded members that the committee is not using realized and unrealized gains and losses in financing the operating budget. He said that the Dow Jones Industrial Average for the same period was up 3.79 percent. He reported that the asset allocation is approximately 42 percent invested in six equity mutual funds, with the remaining 58 percent in debt instruments, which include corporate bonds, money market funds and certificates of deposit.
He reported a balance of $126,282 in the Endowment Fund and $108,485 in the Members Fund. He encouraged members to support these funds, as well as the Educational Fund.

R/C Mesenburg reported that the national administrative officer has suggested, with the concurrence of the Finance Committee and the Operating Committee, that all USPS apprentice members be charged equal annual dues of $12 per year in accordance with the memorandum of understanding between USPS and the Sea Scouts, and that all apprentices receive the same privileges of membership. R/C Mesenburg presented a motion to establish annual dues of $12 for apprentices, including Sea Scout apprentices, and the Governing Board ADOPTED the motion.

R/C Mesenburg presented the proposed 2004 budget to the Governing Board. He noted that the proposed budget reflects a 4.4 percent increase in revenue over the 2003 budget. He said that even though dues revenue from existing members is anticipated to decrease, the committee anticipates a slight increase in revenue from new members, primarily due to the Power of One Program. The committee also anticipates $40,000 of increased revenues from sales of the 90th anniversary art print and the national cookbook, *By Land or By Sea*. He said that investment income includes approximately $73,000, which is from the ABC Joint Venture, and from dividends and interest actually earned. The proposed budget does not include realized and unrealized investment gains or losses. He reported that expenses are projected to increase by $102,318 over expenses in 2003, an increase of 4.8 percent. He noted that costs associated with taxes, liability and healthcare insurance premiums, expenses associated with meetings and travel, and inflation are the primary reasons for this increase.

R/C Mesenburg presented the 2004 budget for approval, and the Governing Board ADOPTED a motion to approve 2004 budget.

**Report of the National Treasurer**

V/C John T. Alter, SN, reported that 9,192 active members and 1,536 family members did not renew their dues. He reported that this resulted in more than $250,000 lost national dues revenue.

- 14 - GB 6 September 2003
V/C Alter reported that revenues are behind budget projections by $85,252 as of 31 July 2003. He said this is due to a number of factors, most notably dues. He reported that Ship’s Store sales and charitable contributions are less than in 2002.

The national treasurer said that expenses exceed projections by $38,172, or 1.8 percent. He projected that some of these expenses will level out by year end, and with some fiscal restraint and a lack of unforeseen expenses, 2003 expenses may be on target.

He referred members to the 31 July 2003 Treasurer’s Report and noted that expenses exceeded revenues by $175,076 from operating sources and $111,539 from both operating and nonoperating sources. He said that approximately $76,000 in income from the FirstUSA® credit card program and net income from ABC will be reflected at the time of the annual audit.

V/C Alter reported that the Planned Giving Committee had produced four new Planned Giving brochures: Wills, Charitable Remainder Trusts, Life Insurance and Gifts of Appreciated Securities. He then called on R/C Alfred A. Volkmann, SN, chairman, Planned Giving Committee. R/C Volkmann introduced a new Planned Giving Committee Recognition Program that includes giving a recognition pin to donors who have given $500 or more to a Planned Giving project.

The national treasurer reported on some confusion related to USPS’ association with the Yachting Club of America. He said that USPS was accepted as a member in 2002 and was then notified in May 2003 that membership would not be renewed in 2003 because USPS did not meet the stated requirements for membership. V/C Alter reported that he contacted the organization and they agreed to extend USPS’ membership through 2003. He will continue to negotiate to see if there are any acceptable terms under which USPS may continue to enjoy this member benefit.

The USPS Boat Insurance Program continues to do very well. New premiums are up by 17 percent over 2002 and retention has increased from 83.2 percent to 86.5 percent.
Report of the National Secretary

V/C Frank A. Dvorak, SN, introduced the headquarters staff members present: Mary Catherine Berube, headquarters director; Lena Padro, manager, membership services; Kathy Kesterson, manager, administrative services; and Yvonne Hill, editor, THE ENSIGN.

V/C Dvorak reported that the latest issue of the Secretary’s Department online newsletter is available at www.usps.org/national/natsec.

He reported that the Information Technology Committee had a very successful meeting at headquarters in August. The committee met with headquarters staff members to make plans for voluntary headquarters anniversary billing. Highlights include headquarters collection of dues for up to three trial districts, credit card payment of dues for new members and renewals, and a Web-based system for renewals via the Internet in the test districts.

The national secretary reported that the new security system based on a member’s certificate number and zip code is working well. A heightened level of security for the IBM AS/400 at headquarters is being implemented to enable automation of the roster process.

The Operations Manual Committee is updating various sections of the manual and these updates will be available online.

THE ENSIGN Committee continues to coordinate advertiser lobby table displays at national meetings. THE ENSIGN staff has developed a new Web site. The URL will be www.theensign.org. The committee is planning to publish articles written in Spanish and English in a two-column format in the future.

The Publications Committee reminded newsletter editors to submit their newsletters to their designated newsletter advisor for judging for the 2003 Distinction in Journalism Award. The award year runs from 1 October to 30 September.

The Ship’s Store Committee continues to purchase new items. Members may order online at www.usps.org/national/shipstore/shop/.
V/C Dvorak reminded members that the Historian Form H-701 is available online and can be submitted directly to the Historian’s Committee.

**Report of the National Administrative Officer**

V/C Ernest G. Marshburn, SN, presented a squadron burgee for St. Helens Sail & Power Squadron/32 to the Governing Board. He stated that he approved this squadron burgee based on the recommendation of the Flag and Etiquette Committee.

The national administrative officer reported that more than 270 copies of the new USPS cookbook *By Land or By Sea* have been pre-sold to date. More than 400 recipes have been submitted. He reported that USPS received permission from Don Demers, the artist for the 85th anniversary art print, to use the print’s image on the cover of the USPS national cookbook.

The Safe Boating Activities Committee is creating business plans to reverse the previous merger of the Boating Activities and Safety committees. This plan will include a mission statement, goals and objectives, and operational plans. The committee reminded members that the Port Captain’s Network is a membership enhancement that provides an online cruising guide. The Safe Boating Activities Committee also encouraged members who are ham radio operators to join the USPS Amateur Ham Radio network. Additional information is available on the Administrative Department Web site.

The national administrative officer reported that the Flag and Etiquette Committee is working on standard operating procedures for using Sea Scouts as color guards.

The Membership Committee’s first edition of the Kids of USPS screen saver is available for distribution. Members interested in obtaining a copy of the screen saver should contact P/C Kathleen Bisogno, AP, at bisognok@hotmail.com.

The Youth Activities team is developing a *Water Smart from the Start: Boating Safety Toolchest for Kids* with funds from an $85,000 grant from the USCG-Operation BoatSmart Program and a $25,000 grant from the USPS Educational Fund.
V/C Marshburn announced that the Administrative Department was testing a mini-expo during the afternoon session of this Governing Board Meeting. The special event was called Target of Opportunity – Power of One.

The national administrative officer reported that information on the BoatU.S. Distinguished Civic Service Award will be distributed to districts and squadrons.

V/C Marshburn referred members to two links on the USPS Web site: www.usps.org/newpublic1/learnmore.htm and www.usps.org/member/programs.html. He encouraged members to use the information on these links to recruit members. The links include information on who can become a member, what type of organization USPS is and the advantages of being a member.

He reported that, in agreement with the Educational Department, the listing of approved courses that meet USPS’ educational requirement for membership will be maintained on the Membership Committee’s Web site.

Names of the 2003 Growth Award winners, which includes squadrons that have achieved at least 3 percent growth, have been forwarded to headquarters. Certificates will be presented during the 2003 fall district conferences.

V/C Marshburn thanked Stf/C Robert A. Green, N, and THE ENSIGN staff for producing and publishing the four-page promotion of the 2003 Fall Governing Board Meeting that appeared in the June issue of THE ENSIGN. The committee has completed a site review of the Pittsburgh Hilton, the site of the 2004 Spring Governing Board. Contracts have been signed with the New York Grand Hyatt, the site for the August 2006 Governing Board, and the Norfolk Marriott, the site for the September 2007 Governing Board.

The Operations Training and Instructor Development committees are exploring ways to reach more members and to develop a leadership program designed specifically for squadron and district officers. A form that certifies completion of the three OT modules when taken out of sequence is being inserted into the Operations Training Manual. Plans are to include instructions for customizing Power Point® programs on the second edition of the OT Presenter’s Guide on CD-ROM.
V/C Marshburn announced that the USPS Power of One Campaign Committee has revised and enhanced the program to include all comments that were received. The program was launched during the afternoon session of the Governing Board and the program start date is October 2003. He said that comments can be submitted electronically at one@usps.org.

The third edition of the Administrative Department’s newsletter *Inside the United States Power Squadrons* can be viewed at www.usps.org/national/aonews. Members may subscribe to the department’s Listserv® Inside USPS at www.usps.org/mailman/listinfo/insideusps. Subscribers will receive monthly news on USPS events, activities, and other important information.

V/C Marshburn reported that an MOA is being developed with the NSBC that involves a safety booklet for kids titled *SideKicks – Go Boating*. Copies will be available for squadrons to purchase to use in conjunction with their local youth activity programs.

**Report of the National Educational Officer**

V/C Spencer P. Anderson, SN, reported on two recent examples that highlight the need to publicize USPS. The first example was from a fireman whose salary is augmented based upon additional training, including becoming a certified rescue diver and taking a boating course. He took the USPS Boating Course and a city official removed the credit that he received because of a misunderstanding that the USPS course was not comparable to the U.S. Coast Auxiliary course. V/C Anderson exchanged several phone calls and e-mails with the fireman and wrote a letter to the city. He then received the following reply from the fireman: “I would like to thank you for your letter. It was everything that was needed to inform my department’s officials that there is more that just the USCG(A) giving a Safe Boater’s Course. Now that they are informed, this will open the door for others….”

The second was when V/C Anderson was informed about an editorial in the July issue of *Power & Motoryacht* magazine where the editor-in-chief made the following lead-in statement “We need an organization offering continuing education to serious boaters.” V/C Anderson said that obviously the editor was not aware of USPS except for the basic boating safety courses. V/C Anderson wrote the editor a letter to enlighten him on USPS’ continuing boating education offered to its members.
The national educational officer encouraged all members to make sure that USPS is recognized as the premier boating organization in America. He said that only through combined efforts can USPS achieve the recognition it deserves and the membership growth it needs.

V/C Anderson continued his report by stating that the new GPS Learning Guide is now available at headquarters. He said that it is a great reference when teaching the GPS Seminar or as a stand-alone text.

The national educational officer reported on the USPS Instructor’s Certification Program. He said that almost 1,000 students have become certified to date, mostly by taking the new Instructor Development Course. He said that during the spring Governing Board in New Orleans the National Educational Department staff and all district educational officers and assistant district educational officers, and other interested members participated in an instructor recertification seminar using the new Instructor Recertification Instructor’s Manual. He reminded members that the instructor certification requirement is to be able to teach one of USPS’ boating courses to the public and not to teach member courses. He said that the intent of this initiative is for USPS instructors be the best that they can be, particularly in teaching courses to the public, which is a source of new members.

He reported that the new Instructor Development Course was totally rewritten with a focus on teaching adults using a modern, interactive and enjoyable approach to learning. He said that USPS is signing memorandums of agreements and memorandums of understanding with states that have very specific requirements and responsibilities delineated for USPS, and that instructor certification is one of those requirements. V/C Anderson said that it is far more desirable for USPS to define and implement a single program of instructor certification than to have its instructors take a variety of state sponsored and mandated instructor certification courses in order for USPS boating courses to be accepted by the state. He said that instructor certification has a direct effect on the NASBLA certification of USPS boating courses. He reported that many districts have already initiated plans to provide recertification seminars, some in conjunction with their fall conferences. He said he strongly believes in the direct relationship of the USPS Instructor Certification Policy and membership growth. V/C Anderson then made a motion, endorsed by the Operating Committee, to approve the Instructor Certification Policy, and the Governing ADOPTED the motion. (09-GB-39)
The national educational officer reported that computer programs such as Power Point®
have become more widely used as teaching aids in the classroom, and that the current criteria for
evaluating teaching aids at the annual exhibit is not appropriate for the new technology. He
announced that a new teaching aids award has been developed specifically for computer-
generated aids. He said that the primary purpose of the new award is to promote the use of
computer-generated presentations to enhance instructor presentations. He said that detailed
submittal instructions and evaluation criteria were provided to all DEOs and will also be posted
on the department’s Web site and distributed via the department’s news list.

V/C Anderson reported that paddle sports represent the fastest growing segment in the
boating industry. He said that kayaking has grown more than 180 percent during the past 7 years.
He said that it also represents one of the fastest growing areas for accidents indicating a very
strong need for basic safety information. He said that in recognition of the need for an expanded
education program to reach paddlers, a new Web site has been added within the Educational
Department titled Paddlesmart. The site is accessible from a drop down menu under “Boating
Safety” on the USPS public home page. Topics include charts, security, PFDs, navigation rules,
weather, electronics and a reference to USPS boating courses.

Report of the National Executive Officer

V/C G. Leslie Johnson, SN, reported on the efforts of the Squadron Development
Committee. He presented the following statistics based on data from 5/31/02 to 5/31/03: the year
began with 447 squadrons and 54,094 active members; five squadrons dissolved or merged,
including Warren/9, Mississippi Coast/15, Feather River/25, Montezuma/25 and Pine Bluff/31,
with a total of 169 active members; six new squadrons were added including Tip of the Mitt/9,
Skagit Bay/16, Albemarle/27, Omaha/30, River Valley/31 and St. Helens/32; 128 squadrons grew
their active membership by 3 percent or greater; 28 squadrons grew but were under the 3 percent
mark and 14 maintained the same number of members.

V/C Johnson reported that the minimum requirement to request provisional-squadron
status is six active members. He said that the manual *How to Develop a New Squadron Using the
Provisional Squadron Approach* is a simple step-by-step outline that guides you through the
process.
V/C Johnson stated that the Squadron Development Committee also helps at-risk squadrons and that a help list and a Squadron Self Evaluation Process are available and may be downloaded from the committee’s Web site at www.usps.org/national/squaddev/.

V/C Johnson called on R/C Luis Ojeda, SN, who presented a vessel examiner pin and certificate to V/C Spencer P. Anderson, SN, and V/C Frank A. Dvorak, SN.

The Vessel Safety Check Committee reported that State Farm Insurance has agreed to support boat safety with the VSC Program by underwriting the cost of VSC decals for the next five years.

The national executive officer reported that USPS has been asked to participate in the USCG Auxiliary’s Marine Dealers Visitation Program, which allows members to visit marine dealers to review boat safety issues. The program name will be changed to the Recreational Boating Safety Visitation Program.

The Cooperative Charting Committee reports that nine USPS members have been nominated for the Golden Eagle Award. They are from districts 6, 8, 14, 15, 17, 22, 27 and 33. The winner will be announced at the 2004 Annual Meeting in Orlando.

V/C Johnson reported that the new paperless reporting software, CCWEB, has been well-received by members. He said that the committee wants to increase the number of members active in Cooperative Charting and that CCWEB makes reporting much easier.

The Legislative Committee is providing assistance to the ad hoc National Government Relations Committee. The Legislative Committee is identifying boating law administrators and making new assignments and substitutions where needed and continues to review the current status of memorandums of understanding to ensure compliance.

V/C Johnson reminded members that USPS will celebrate its 90th anniversary in 2004. He encouraged districts and squadrons to plan local activities celebrating this event to commemorate USPS’ contribution to boating safety during the last 90 years.

The voyage of the Governors’ Proclamation is another project of the Marketing and
Public Relations Committee and the 90th Anniversary Committee to assist in promoting USPS’ interests in the boating community.

V/C Johnson reported that all necessary Bylaws requirements had been met and made a motion to allow the dissolution of Chautauqua Power Squadron/6. The Governing Board ADOPTED the motion. (09-GB-40) He said that these members will merge with Kinzua Power Squadron/11.

The national executive officer stated that the Bowsprit Award is given to qualifying districts that experience yearly growth in total active membership, boating course registrations, squadron educational program graduates and active member retention. He said that 10 districts qualified for the 2003 Bowsprit Award. The chief assisted P/R/C Robert A. Keller, SN, special assistant to the national executive officer, in presenting trophies to districts 1, 3, 4, 6, 9, 17, 26, 29, 30 and 33.

Report of the Past Chief Commander

P/C/C Lance J. Jensen, SN, referred the Governing Board to the actions of the 3 - 6 September 2003 Operating Committee Meeting in the seat packets and made a motion to ratify these actions:

1. A previous electronic vote to accept 10,000 discount coupons from West Marine to be included with the Onboard Safety Equipment video at no cost to USPS. (09-OC-65)

2. A previous electronic vote to approve provisional squadron status for Point Wilson Power Squadron and to assign it to District 16 for administrative purposes. (09-OC-66)

3. A previous electronic vote to award an honorary membership for Rear Adm. Sally Brice-O’Hara of the United States Coast Guard. (09-OC-67)

4. A motion to join the International Lifeboat Federation. (09-OC-68)

5. A motion to accept a resolution to encourage the United States Coast Guard to pursue acceptance of UN Resolution No. 40 and for USPS to develop the necessary additional
educational programs to comply with the UN Resolution. (09-OC-69)

6. A motion to hold the November 2003 Operating Committee Meeting in Sebastian Inlet, Fla. (09-OC-70)

7. A motion to approve provisional squadron status for Upper Keys Provisional Squadron and to assign it to District 8 for administrative purposes. (09-OC-71)

8. A motion to approve provisional squadron status for Northern Arizona Provisional Squadron and to assign it to District 28 for administrative purposes. (09-OC-72)

9. A motion to establish the MSRP for the GPS learning guide at $11.50 and to establish the selling price to squadrons at $6. (09-OC-73)

10. A motion that Sea Scouts who have achieved the rank of Able Seaman or the higher rank of Quartermaster have satisfied the educational requirement for USPS membership. (09-OC-74)

11. A motion to purchase 1,300 copies of the Boating Safety for Kids manual including converting the current VHS tape to DVD format and to establish an MSRP of $15, plus shipping and handling. (09-OC-75)

12. A motion approving the memorandum of agreement with the National Safe Boating Council that involves a kids-safety booklet titled Sidekicks - Go Boating. (09-OC-76)

13. A motion to establish the P/C/C Raymond A. Finley Jr., SN, Sea Scout Service Award. (09-OC-77)

14. A motion to form an ad hoc For Profit Study Committee. (09-OC-78)

15. A motion to approve a memorandum of understanding between USPS and the Canadian Power and Sail Squadrons. (09-OC-79)

16. A motion to approve a USPS Policy Regarding Health Information and to present it to the
Governing Board for approval. (09-OC-80)

17. A motion to approve a USPS Privacy and Data Policy and to present it to the Governing Board for approval. (09-OC-81)

The Governing Board ADOPTED the motion. (09-GB-41)

P/C/C Jensen continued by reporting on a District 9 resolution assigned to the OCOM that reads as follows:

“Be it resolved that those members in order to be eligible for partial reimbursement for lodging must stay at the host hotel, or designated hotel if more than one is utilized, in order to qualify for such reimbursement.”

P/C/C Jensen said that the Operating Committee had considered this resolution and agreed with District 9 that those who attend national meetings and who are entitled to partial room rate reimbursement under the USPS Travel Policy should be required to support the meeting by staying in the official hotel or hotels. P/C/C Jensen stated that for the above reasons, the OCOM suggests and recommends that the District 9 resolution be approved. An amendment was offered and approved by the Governing Board to allow reimbursement to members who could not stay in the designated hotel because of its full room conditions. The Governing Board ADOPTED the District 9 resolution as amended. (09-GB-42)

P/C/C Jensen stated that the second resolution was from District 31 and was continued from the New Orleans Governing Board Meeting because of some concern that the resolution was not fully listed in the Notice to that meeting. The full resolution reads as follows:

“That Section 20.25 of the USPS Operations Manual dated 9/02/2002 be eliminated. District and Governing Board meetings are major undertakings for squadrons who have the opportunity to host such events. With the restrictions placed by Rule 20.06 (now rule 20.25) squadrons immediately start to try to juggle the finances of such an undertaking based on best guesses as to the turnout at the event. It is well understood that meeting rooms, hospitality rooms, visual aid equipment and other items are required to successfully conduct such a meeting. As we are not allowed to charge a registration fee which could be established to cover the basic
expenses of the meeting, such as meeting rooms and other hotel charges, income is derived by
placing surcharges meals and various social events planned for the conference. The surcharge is
established on a “best guess basis” based on past attendance, hoping that a certain percentage of
the attendees will go to these events. It is believed that all members attending a District or
National Meeting understand that there are costs involved in conducting the meeting. They
would be willing to pay their fair share of the costs if properly presented. A nominal registration
fee could be used to cover all of the basic expenses of the event. A registration fee will not have a
negative effect but rather should be positive, resulting in more participation in the venues
provided at a conference. We feel the registration fee will not have an effect on our tax-exempt
status.”

For further clarification, Operations Manual, Section 20.25 reads as follows:

20.25 Although district conferences do have a luncheon or dinner, a member is
not obligated to pay anything to attend a conference or to vote, if he is eligible.
This fact should be made clear in the call to the meeting.

P/C/C Jensen stated that the Operating Committee has reviewed this section of the
Operations Manual and did not agree that this section rules out having a registration fee to attend
many of the events ancillary to a district conference. He said that it does forbid charging
squadron conference members and delegates a fee to exercise their privilege of voting in the
conference meeting itself. He said that doing that would constitute a poll tax, which the
Operating Committee, the Committee on Rules and the national parliamentarian strongly oppose.

P/C/C Jensen reported that the Operating Committee also notes that while it is true that
registration fees are nearly universal these days for conventions and similar large meetings, these
event do not typically involve large meetings of a deliberative assembly like a USPS Governing
Board Meeting. P/C/C Jensen stated that for the above reasons, the OCOM recommended that
the Governing Board vote against this resolution. The Governing Board DEFEATED the District
31 resolution.

Report of the ad hoc National Government Relations Committee

P/R/C Jack Wilson, AP, chairman, reported that the committee is making progress on the
four organizational committee goals as identified by the Strategic Plan. He said that the first goal
is to prepare the ad hoc committee to become a permanent committee of USPS. The first task assigned was to undertake the full responsibility of external guests who attend national meetings. The second task is to find out what role USPS can play in homeland security. He stated that progress is being made through relationships with the USCG, the U.S. Army Corps of Engineers and NOAA, all organizations that are involved in homeland defense. The third task is the role that the Legislative Committee is now handling at the state level, which involves reporting on legislation within individual states that impacts boating safety and recreational boating.

P/R/C Wilson said that in 2001 he was appointed the special assistant to the chief commander for governmental affairs. He said that one of his assignments was to seek liability protection when partnering with governmental agencies at all levels. He reported that a bill was passed in the U.S. Senate that would authorize NOAA to use volunteers who would be protected with the same privileges as a federal employee for purposes of tort claims, liability and on-the-job injury. He said that the bill died in the U.S. House of Representatives. However, there is a new bill now before the House that will also provide protection to NOAA volunteers serving the federal government.

He also reported that he had represented USPS in support of Wallop-Breaux funding for a 50/50 share to recreational boating safety and sport fishing restoration. He reported that the final consensus was to provide a 30 percent increase in funding for recreational boating safety from $64 million to $84 million.

Report of the USPS Educational Fund

George M. Turner, chairman, thanked those who had donated to the USPS Educational Fund in memory of P/N/F/Lt Harmon B. Deal, SN, stating that donations had reached $2,000. He reported that the trustees approved a grant request in the amount of $3,400 from the USPS Educational Department to provide overhead transparencies for the Marine Electronics Course.

Report of the Chief Commander

C/C Theodore H. Smith, SN, stated that since his report at the Spring Governing Board in New Orleans he had been busy traveling and representing USPS at various functions and conferences.
The chief stated that USPS’ most positive initiative, its partnership efforts, have brought great accomplishments that come from joining forces to accomplish mutual goals. He said that USPS will continue to seek out these partnerships in the future.

The chief said that the Vessel Safety Check Program and the NOAA Cooperative Charting partnership remain strong, and that USPS will soon begin another activity with the USCG Auxiliary in its revitalized Marine Visitation Program, now called the Recreational Boating Safety Visitation Program. He said that he attended the Auxiliary’s Annual Conference in Nashville and that the common interests of both organizations remain the same. He said that USPS and the Auxiliary are accomplishing more by combining forces.

The chief said that America’s Boating Course, a joint venture with the Auxiliary, has the potential to be the best public safe boating course. He reported that the USCG is supporting ABC through a program titled “You’re In Command - Boat Safely,” which is based on the principles of Operation BoatSmart. He said that USPS national leadership continues to work with the Auxiliary leadership to seek other partnering activities and programs.

C/C Smith reported that USPS had begun defining various programs where members can help with the recreational boating safety interests of the U.S. Army Corps of Engineers in the area of boating safety education, cooperative charting on lakes, streams and dams, as well as in its homeland security initiatives. He also stated that the strong partnership with NOAA had become even stronger with the addition of the weather spotting and reporting initiative.

The chief said that USPS is addressing the need of providing a youth program in USPS with its partnership with the Sea Scouts, part of the Venturing Division of the Boy Scouts of America. He reported on his attendance at a Boy Scouts Top Hands Conference where he had an opportunity to speak to the Venturing Division of the Boy Scouts about the excitement in USPS concerning the partnership. He reported that USPS is working with the Boy Scouts and Girl Scouts to finalize a partnership with their national organizations.

C/C Smith stated that the 2003 Bowsprit Award results were very positive. He said that nearly one-third of USPS’ districts reached this plateau of excellence during the last year. The chief said that the Bowsprit Award is the management tool that measures a district’s yearly improvement from that of the previous year in four major categories of squadron life, including
active membership growth, total public safe boating course registrations, internal educational program graduates, and total active membership retention. He said that it is not a competitive award, and that it is given to those districts that reach a numerical level of achievement that measures improvement in those categories that makes districts and squadrons stronger. He said that this is a true indication that USPS is gaining overall strength, which only happens with a lot of concentrated work by many dedicated, responsible and caring members.

The chief stated that he enjoyed giving good news, but that he also had some bad news. He said that he was disappointed that more than 19 percent of active members did not renew their membership this year. The chief said that the national organization is working diligently to provide members with a better and a wider range of member benefits. He said that national is also working on providing additional member benefits to support squadrons in their efforts to retain members. He said that members will be able to renew their dues next year by using a credit card. Plans are in the works to give members the option of automatically renewing their annual dues using a credit card. The chief reported that he will send a letter to the 2004 nonrenewals asking them to rejoin, if for no other reason than to provide a donation in the name of safe boating to help USPS continue to foster its many civic service activities. He emphasized that local squadrons should also contact their nonrenewals.

The chief reported that the Operating Committee voted to recommend to the Governing Board at the 2004 Annual Meeting to waive the national reinstatement fee. He also encouraged squadrons to waive the local reinstatement fee.

The chief stated that although membership retention should be so easy, it is always difficult. He encouraged squadrons to do a better job of keeping their members busy next year. He also noted that the number of new members has dropped during the last few years and that he hopes that the Power of One Campaign will take care of both of these problems.

The chief stated that, as part of the strategic planning process, the Operating Committee continues to find better ways to conduct the business of USPS through its departmental and committee structure. He said that to place even further emphasis on membership, membership services and retention, the Operating Committee has proposed changes in the existing departmental and committee structure, particularly in the Administrative Department, to make it a true membership department. These changes will be presented to the Governing Board at the
2004 Annual Meeting, and if approved, will include assignment of the following committees to the Administrative Department: the Membership Committee, the Auxiliary Advisory Committee, the Squadron Development Committee, the Member Benefits Committee, a new Squadron Activities Committee (formerly part of the Safe Boating Activities Committee), and Leadership Development Committee (formerly called the Operations Training Committee).

He also reported that the Flag and Etiquette Committee would be reassigned to the Secretary’s Department and the National Meetings Committee would be reassigned to the Executive Department. A new Safety Committee will be formed, which was formerly part of the Safe Boating Activities Committee, and will be assigned to the Executive Department. The Legislative Committee, which is now assigned to the Executive Department, will be merged with the ad hoc National Government Relations Committee.

C/C Smith stated that these changes should go a long way to focus the national Administrative Department on total membership and member retention. The chief said that he hoped that members would support these needed organizational changes at the national level as the Operating Committee believes that these changes will place the needed emphasis on membership issues and the proper assignment of other committees to more focused departments. He said that, if adopted, these committee reassignments will be voluntary at the district and squadron levels to allow time to evaluate them at the national level.

The chief reported on another initiative that would expand members’ ability to purchase goods at very competitive prices through catalog sales or other venues. He reported that he created an ad hoc For Profit Study Committee to be led by P/R/C Elmer Dreier, AP, to investigate this potential member benefit.

The chief stated that USPS continues to tailor the organization to meet present and future challenges. He said that the development of the Strategic Plan brought USPS to the realization that it must continue to monitor the progress and make whatever changes are necessary to remain successful.

The chief announced that the Expo to be held on Friday during the 2004 Annual Meeting in Orlando will be extended to a full day. He said that USPS has invited its boating safety partners and other commercial interests to attend to help support safe boating.

- 30 - GB 6 September 2003
He closed by thanking members for supporting their great organization. He said to remember that water, boats and people along with the catalyst of safe boating education are a mixture that brings new members and member involvement for overall membership growth.

The chief adjourned the business meeting at 1305 after Jewish Lay Leader Gail S. Nachman, SN, delivered the benediction.

The afternoon session focused on the Power of One Campaign. V/C Ernie Marshburn, SN, explained that this campaign is a new USPS-wide initiative aimed at accelerating membership growth through a two-pronged approach. It consists of two elements that will enable squadrons to dramatically increase recruitment, while addressing the need to involve and retain their existing members. He said that the campaign is intended to be a grassroots process that focuses on encouraging individual squadron members to take the leadership role in the recruitment and retention process. He encouraged districts and squadrons to reach out to potential new members to plan and implement any appropriate membership recruitment and retention programs of their choosing. V/C Marshburn stated that the Power of One Campaign has the potential to make a difference for USPS, but that it will take individual members to make that difference, one new member at a time. He said that it focuses on developing a recruitment program that is based on incentives and not on competition. He encouraged those in attendance to take the ideas, practices and enthusiasm about the Power of One Campaign that are shared at national meetings back to their local squadrons.

Following a Power Point® presentation of an overview of the Power of One Campaign, the meeting was adjourned at 1510. Several national committees then hosted booths to share their ideas on promoting the campaign.

V/C Frank A. Dvorak, SN
National Secretary

- 31 - GB 6 September 2003
Governing Board Meeting
6 September 2003
ACTION SUMMARY

APPROVED

1. A motion to amend USPS Bylaws 4.5.4 to permit holding more than one flag office in USPS providing only one such office is held at any single level. (09-GB-27)

2. A motion to authorize the election of a second assistant chairman of the Basic Public Education Committee to serve with the rank of staff commander. (09-GB-28)

3. A motion to amend USPS Bylaws Section 3.1, 3.8 through 3.11 to add apprentices as a fourth class of membership. (09-GB-29)

4. A motion to authorize the national treasurer to design a voluntary alternative dues collection program, with the approval of the Operating Committee, and to test such program for a period of five years. (09-GB-30)

5. A motion to allow Mobjack Bay Power Squadron to change its name to Rappahannock Sail and Power Squadron. (09-GB-31)

6. A motion authorizing assigning Albemarle Sail and Power Squadron to District 27. (09-GB-32)

7. A motion to elect a new rear commander and staff commander of the Educational Department Operations Committee and a new staff commander for the Membership Committee, which were openings created by vacancies. (09-GB-33)

8. A motion to appoint an additional member to the Marketing and Public Relations Committee. (09-GB-34)

9. A motion to confirm the 10 May 2003 ratification of actions of the Operating Committee reflected in the minutes of its 7 May 2003 meeting. (09-GB-35)
10. A motion that the actions of the Operating Committee reflected in the minutes of the meeting held on 14 June 2003 be ratified. (09-GB-36)

11. A motion to establish annual dues of $12 for apprentices, including Sea Scout apprentices. (09-GB-37)

12. A motion to approve the 2004 budget. (09-GB-38)

13. A motion to approve the Instructor Certification Policy. (09-GB-39)

14. A motion to dissolve Chautauqua Power Squadron/6 and to move the members to Kinzua/11. (09-GB-40)

15. A motion that the actions of the Operating Committee meetings held on 3 - 6 September 2003 be ratified. (09-GB-41)

14. A District 9 resolution stating that members who attend national meetings and who are entitled to partial room rate reimbursement under the USPS Travel Policy should be required to support the meeting by staying in the official hotel or hotels. Reimbursement will also be given if a member stays in an alternate hotel because the designated hotel is full. (09-GB-42)

DEFEATED

1. A District 31 resolution requesting that Section 20.25 of the *USPS Operations Manual* dated 9/02/2002 be eliminated. (09-GB-4)