The Operating Committee of United States Power Squadrons met on 22 June 2004 by teleconference.

Members present:

C/C G. Leslie Johnson, SN  
R/C U. Glenn Daughtridge, AP  
V/C Ernest G. Marshburn, SN  
R/C Thomas R. Dougherty, SN  
V/C Spencer P. Anderson, SN  
R/C James D. Richlak, SN  
V/C Creighton C. Maynard Jr., SN  
R/C Joseph R. Mesenburg, SN  
V/C Frank A. Dvorak, SN  
R/C Alan F. Wentworth, SN  
V/C John T. Alter, SN  
R/C Darrell G. Allison, AP  
P/C/C Theodore H. Smith, SN

Report of the Chief Commander

C/C G. Leslie Johnson, SN, called the meeting to order at 1130, and P/C/C Theodore H. Smith, SN, gave the invocation.

C/C Johnson encouraged members to take advantage of two opportunities to recruit new members: contacting individuals who order America’s Boating Course and discussing USPS membership during vessel safety checks.

The chief announced that he had appointed D/C Karen Coady, AP, District 21, to lobby for mandatory boating safety education in Texas on behalf of USPS.

C/C Johnson reported that headquarters will send a letter over his signature to the 2005 nonrenewals encouraging them to reconsider membership.
The chief reported that Stf/C Phil Arcuni, SN, attended the Radio Technical Commission for Maritime Services annual assembly and board of directors meeting in St. Pete Beach, Fla., from 16 to 19 May 2004. He reported that Digital Selective Calling on Maritime VHF channels was discussed and a revised implementation schedule is available at www.uscg.mil/rescue21/about/impsched.htm.

Report of the National Executive Committee

V/C Ernest G. Marshburn, SN, reported that the National Meetings Committee is investigating Southern California hotels for a potential annual meeting in 2009 or 2010.

V/C Marshburn reported that he would ask the 2004 Fall Governing Board to approve the OCom position statement supporting the National Boating Safety Advisory Council’s position on the mandatory use of personal flotation devices on board small open boats.

The national executive officer reported that USPS has seven provisional squadrons: Upper Keys/8, Point Wilson/16, Portland Head/19, Lake Conroe/21, Golden Isles/26, Northern Arizona/28 and Tri Lakes/30.

He reported that according to a Vessel Safety Check Committee report the number of vessel safety inspections performed so far in 2004 surpasses the number of inspections in the same period in 2003. The committee also reported that 7,323 VSCs have been performed and 6,110 decals have been awarded as of 22 June 2004. There are 2,267 certified USPS vessel examiners.

V/C Marshburn reported that the USPS Educational Fund awarded a grant to fund the cost of producing and mailing a vessel safety demonstration initiative kit. The kits include a fire port, donated by Marine East, VSC materials, safety education data sheets and supporting educational literature. The kits will be distributed to all squadron vessel examiners.

The national executive officer reported that the external grant funding team is working on potential grants in the areas of public boating education and the environment.

V/C Marshburn reported that four squadrons are in the process of disbanding, including Tri-State/7, Menominee Marinette/10, Chippewa Valley/10 and Santa Monica Bay/13.
The national executive officer reported that the national law officer expressed concerns about the use of the words “political action campaign” in the motion in support of maintaining the Intracoastal Waterway. This motion and its wording was approved at the April 2004 OCom meeting. V/C Marshburn offered the following replacement wording: The OCom supports a program to maintain the ICW and to assign the responsibility of lobbying to the ad hoc Government and Partners Relations Committee. Following discussion, the OCom ADOPTED the motion. (2004-OC-25)

Report of the National Educational Officer

V/C Spencer P. Anderson, SN, reported that the new Piloting course will be available in fall 2004 and that the new student manual will be sent to the printer this week. He announced that the Educational Department will present a train-the-trainer session for the new Advanced Piloting Course at the 2004 Fall Governing Board in Jacksonville, Fla.

V/C Anderson reported that he mailed a proposed USPS Boating Course/DVD contract to Hearst Publications and has received no response to date.

The national educational officer reported that the New Jersey legislature is taking action on a proposed bill that could affect squadrons teaching public boating courses in New Jersey. The bill requires instructors hired by boating safety course schools to pass a criminal background check. He stated that the legislation has also been interpreted to mean that all squadron members assisting with public boating courses, including table proctors, will be required to pass a criminal background check. There is a provision that allows nonprofit organizations to pay a reduced fee of $35 for these checks. V/C Anderson will keep the OCom informed on the outcome of this legislation.

The national educational officer reported that there will be some Piloting 94 course material remaining at headquarters when the new Piloting material becomes available. The OCom ADOPTED a motion to destroy any remaining Piloting 94 student and instructor manuals as of 1 Aug. 2004. (2004-OC-26)
Report of the National Administrative Officer

V/C Creighton C. Maynard Jr., SN, reported that the USPS cookbook, *By Land or By Sea*, is at the publisher. The Auxiliary Advisory Committee is updating the *Be a Winner - Add Auxiliary Power* brochure, which should be available by the 2005 annual meeting.

V/C Maynard discussed a problem with allowing Canadian Power and Sail Squadrons’ members access to the USPS Web site because security on the USPS Web site has been increased, and members must enter their certificate number and Zip code to access secure sites. CPS is specifically interested in accessing the Port Captain’s Roster, so the Information Technology Committee has provided the information to CPS that would allow its members access. No response has been received from CPS to date.

The national administrative officer reported that the Membership Committee will prepare an insert reminding squadron treasurers that they play a key role in the dues renewal process because they are the first to know which members do not renew their membership. It will be included in the June accounting statements and encourages squadron treasurers to give their squadron bridge officers and membership chairmen the names and contact information of those members who do not pay their 2005 dues. V/C Maynard stressed that this year’s goal is a nonrenewal rate of less than 14 percent.

The Leadership Development Committee plans to have the updated *Presenter’s Guide* available in late 2004. The committee is also beginning to revise the Operations Training CD-ROM to correlate with the *OT Manual*.

V/C Maynard reported that the Member Benefits Committee was notified that John Hancock Insurance formally accepted a nationwide long-term care insurance policy for USPS members.

The Membership Committee reported that there were 58,198 members and 991 women’s certificate holders as of 6 June 2004. The youth activities team reported that CPS will link to the usps4kids.org Web site. The member involvement team introduced its mascot P.I.E., which stands for promotion, involvement and education, at the 2004 May Governing Board in Pittsburgh. This program is designed to thank members for their ideas and efforts and to
emphasize the team approach for squadrons. An article on P.I.E. will be published in THE ENSIGN’s September issue.

V/C Maynard reported that membership in districts 8, 26, 27, 32 and 33 has increased since the Power of One Program began on 1 Oct. 2003. He reported that as of 7 May 2004, 455 members qualified for Power of One pins for recruiting at least one new member, 10 members qualified for a Power of One hat for recruiting five new members and one member qualified for a Power of One jacket for recruiting 10 new members. He reported that New River Sail and Power Squadron qualified for the Grand Squadron Challenge Award, which recognizes the first five squadrons to recruit one new member per squadron member.

The national administrative officer reminded members that new MemCom 1 forms are available online and from headquarters. These new forms include Power of One entry fields.

V/C Maynard reported that Minnetonka, District 10, received a 52 percent response from a survey sent to its members in January 2004. He shared some of the survey statistics: 83 percent of the respondents were male; the average age of the respondents was 46-55 years old; the respondents do not have children under the age of 16 at home; and the average length of membership is 2-5 years. Eighty-six percent were satisfied or very satisfied with the squadron. Thirty-one percent joined because of educational opportunities; 31 percent joined for the social and fraternal aspects; and 27 percent joined because Minnetonka Power Squadron owns an island. Ninety-five percent indicated that their dues were a good value, and 77 percent believed that there should not be a two-tier membership fee. Ninety-one percent responded that they plan to renew their membership this year. They indicated that the main reasons for renewing were the social and fraternal aspect and because the squadron owns an island. Seventy-two percent of the respondents believe that it is good to expect squadrons to grow each year.

The national administrative officer reported that District 5 is participating in the Folklife Festival to be held in Washington, D.C., on 23-27 June 2004 and during the Fourth of July weekend. The district anticipates that approximately 40,000 people will visit its booth. The OCom ADOPTED a motion to provide District 5 with a $100 credit toward purchasing public relations materials to be distributed at the Folklife Festival. Districts and squadrons were reminded that they are eligible to apply for cooperative advertising funds and receive partial reimbursement for expenses related to public relations projects.

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Report of the National Secretary

V/C Frank A. Dvorak, SN, reported that the voluntary headquarters anniversary billing test is going well. He reported that as of 16 June 2004, 71 percent of the members in the test districts had renewed, compared with 63.8 percent in 2003. He reported that several districts have volunteered to join the test program, and that he and V/C Alter will hold a question-and-answer session regarding VHQAB during the 2004 Fall Governing Board in Jacksonville.

V/C Dvorak reported that the USPS e-mail list server experienced a near total failure in early June 2004. He said that after system upgrades, many mail lists are back online. He reported that the Information Technology Committee is limiting USPS mail lists because they are prime candidates for spam mail.

The Ship’s Store Committee reported $15,795 in sales at the 2004 Spring Governing Board in Pittsburgh.

Report of the National Treasurer

V/C John T. Alter, SN, reported that operating revenues through May 2004 are up by $121,536, compared to the same time last year. He reported that dues revenue is down by $22,226, net educational sales are up $8,183 and net Ship’s Store sales are up $18,146. Other income is up $135,579 compared with last year due to increased grant income. He reported that operating expenses are up by $32,930 compared with last year.

V/C Alter reported that operating revenues exceeded operating expenses by $28,871 through May 2004, compared with a $59,735 deficit for the same period last year. He reported that current expenses are generally in line with budget estimates and that the financial position is much stronger than one year ago. He said that the success of the 2005 membership renewal efforts will dictate future financial results.

Report of the Committee on Nominations

R/C U. Glenn Daughtridge, AP, reported that the Committee on Nominations is focusing on finding potential candidates to serve as the Planned Giving Committee staff commander.
Report of the Committee on Rules

R/C Thomas R. Dougherty, SN, reported that Portland Head Provisional Squadron, District 19, has indicated that it plans to apply for a squadron charter prior to the 2004 Fall Governing Board.

Report of the Finance Committee

R/C Joseph R. Mesenburg, SN, chairman, reported that as of 31 May 2004 the Finance Committee was managing $1,058,314.91 in equity mutual funds. For the first six months of the fiscal year, the total investment return on these dollars was $60,173.49, or 6 percent. The total invested in the money market funds and bonds was $227,841.06 for the same period, with an investment return of $8,137.95, or 3.7 percent.

R/C Mesenburg reported that the amount of district and squadron funds under Finance Committee management has increased to $1,001,026.00 and has a 2.8 percent average rate of return.

He reported that the Members Fund and the Endowment Fund have received minimal contributions so far this year. As of 31 May, the Members Fund was valued at $126,473.34 and the Endowment Fund was valued at $124,848.51.

He reported that the financial alarm test was $2,680,103 as of 31 May 2004, which is a $32,672 drop from 30 April 2004.

R/C Mesenburg reported that the Finance Committee believes that USPS investment portfolios are properly structured and that no notable changes should be considered at this time.

Report of the Law Officer

R/C James D. Richlak, SN, reported that OCom should consider publishing the various memorandums of understanding on the USPS Web site so that members are made aware of the agreements.
R/C Richlak reported that LawCom has received requests to register trademarks for “USPS 4 Kids” and “Water Smart From the Start.” The committee will prepare the paperwork necessary to secure the registrations.

**Report of the Planning Committee**

R/C Alan Wentworth, SN, reported that the Planning Committee developed a survey designed to better understand the motivations, expectations and demographics of new members. He said that the survey results will indicate what USPS should emphasize to become attractive and more relevant to today’s boaters, and how squadrons can better meet the needs of their newest members. He reported that surveys were e-mailed to more than 3,800 members and that 535 responses have been received to date.

R/C Wentworth reported that the Planning Committee is focusing on monitoring the USPS Strategic Plan based on the following assumptions and beliefs: 1) the assumption that USPS remains committed to the goals set forth in the USPS Strategic Plan, 2) the belief that the overall responsibility for working toward achieving those goals lies in the hands of the USPS leadership, specifically the chief commander and the Operating Committee, 3) the belief that the monitoring function of documenting progress toward the plan goals also lies in the hands of the top leadership, 4) the belief that each national committee will have to participate in reporting results for the Strategic Plan to work, and 5) the belief that each USPS national committee shares the responsibility to advance the strategies for all of the Strategic Plan’s organizational goals rather than individual committee goals.

R/C Wentworth reported that the committee is discussing creating a central repository for all USPS studies and surveys to allow all USPS committees access to this information.

**Report of the Marketing and Public Relations Committee**

R/C Darrell G. Allison, AP, reported that the 2003 USPS Annual Report is complete. The report is designed to update members on the progress of USPS. The report is posted on the USPS Web site.
R/C Allison reported that the promotional plastic bags are a popular item with squadrons. The OCom ADOPTED a motion to purchase 30,000 promotional bags at a cost not to exceed $2,160, plus applicable shipping charges, and to increase the selling price to squadrons to $.10 each. (2004-OC-28)

He reported that the Marketing and Public Relations Committee demonstrated a prototype pop-up display at the 2004 Spring Governing Board in Pittsburgh. This free-standing display will sell for approximately $300-$350. R/C Allison said that the committee plans to include details on how to place a direct order from the manufacturer in the PR Catalog.

R/C Allison reported that the committee is working with the Planning Committee on the proposed tagline, “Over 4 million public boating students since 1914.” The Planning Committee believes that this tagline would promote a greater recognition and awareness of USPS to the boating public and community.

R/C Allison reported that an article profiling C/C Johnson was published in the March/April issue of Small Craft Advisory.

He reported that the Marketing and Public Relations Committee is working on a proposed grant to fund training, materials and resources to help squadron educational officers and public relations officers promote public boating courses.

**Report of the Past Chief Commander**

P/C/C Theodore H. Smith, SN, reported that the Wallop-Breaux Aquatic Resources Trust Fund reauthorization bill is being debated in Congress as part of a pending highway bill. He reported that NASBLA requested that USPS write to congressional members in support of this reauthorization bill. The OCom ADOPTED a motion that USPS formally support the reauthorization of the Wallop-Breaux Aquatic Resources Trust Fund and that the chairman of the ad hoc Government and Partners Relations Committee write letters of support to the appropriate members of Congress. (2004-OC-29)

P/C/C Smith stated that he continues to support the idea and the Planning Committee’s study of creating a USPS advisory board to help USPS evaluate better ways to fulfill its mission.
and be more creative in the future. He said that he also strongly supports the idea of a USPS fund
raiser and that USPS should never lose sight of its goal to support the organization with outside
funding through donations and gifts.

C/C Johnson adjourned the meeting at 1415.

V/C Frank A. Dvorak, SN
National Secretary
1. A motion amending an April 2004 OCom position statement regarding ICW maintenance so that it now reads as follows: The OCom supports a program to maintain the ICW and to assign the responsibility of lobbying to the ad hoc Government and Partners Relations Committee. (2004-OC-25)

2. A motion to destroy the remaining Piloting 94 student and instructor manuals as of 1 Aug. 2004. (2004-OC-26)

3. A motion to provide District 5 with a $100 credit toward purchasing public relations materials to be distributed at the Folklife Festival held in Washington, D.C., on 23-27 June and the Fourth of July. (2004-OC-27)

4. A motion to purchase 30,000 promotional plastic bags at a cost not to exceed $2,160, plus applicable shipping charges, and to increase the selling price to squadrons to $.10 each. (2004-OC-28)

5. A motion that USPS formally supports the reauthorization of the Wallop-Breaux Aquatic Resources Trust Fund and that the chairman of the ad hoc Government and Partners Relations Committee write letters of support to the appropriate members of Congress. (2004-OC-29)