The Operating Committee of United States Power Squadrons met from 1 to 4 June 2005 at the Adam’s Mark Hotel, Charlotte, N.C.

Members present:

C/C G. Leslie Johnson, SN  
V/C Ernest G. Marshburn, SN  
V/C Spencer P. Anderson, SN  
V/C Creighton C. Maynard Jr., SN  
V/C Robert A. Baldridge, SN  
V/C John T. Alter, SN  
P/C/C Theodore H. Smith, SN

R/C Gerald R. Grofman, SN  
R/C James D. Richlak, SN  
R/C Joseph R. Mesenburg, SN  
R/C Alan F. Wentworth, SN  
R/C Darrell G. Allison, AP  
R/C James C. Acheson, SN

Guests present:

P/C/C Raymond A. Finley Jr., SN  
P/C/C Joseph L. Kennedy, SN  
P/C/C Richard W. Miner, SN  
P/C/C Gillette E. Gordon, SN  
P/C/C L.M. Barnes III, SN  
P/C/C Arthur H. Farr, SN  
P/C/C Lance J. Jensen, SN  
Mary Catherine Berube

Report of the Chief Commander

C/C G. Leslie Johnson, SN, called the meeting to order at 0830, and P/C/C Theodore H. Smith, SN, gave the invocation.

C/C Johnson announced that Sally Ellis, wife of P/C/C Emery E. Ellis, JN, passed away in May 2005.

The chief reported that at the District 21 spring conference, he presented a certificate of
recognition to Olive Jean Poe, AP, Lake Charles Power Squadron/21, for 50 years of support to USPS.

The chief reported that P/C John Malatak, AP, Mid-Potomac Power Squadron/5, will receive the National Safe Boating Council Award during the 2005 Fall Governing Board Meeting in Portland, Ore.

The chief expressed his thanks to Jim Lafferty, who is retiring as the treasurer of the USPS Educational Fund after 12 years of service.

C/C Johnson reported that the ad hoc Government and Partner Relations Committee is developing a memorandum of understanding with US Sailing.

The chief stated that the Operating Committee and other national committees have done an excellent job operating within their 2005 budget. He said that meetings have been consolidated and travel has been minimized. He thanked all members for their help in reducing expenses.

**Report of the National Executive Officer**

V/C Ernest G. Marshburn, SN, reported on the regional Operating Committee initiative. He stated that dates for the 2006 OCom meetings may be adjusted to accommodate district conference schedules. He said that priority will be given to multidistrict conferences or to districts celebrating anniversaries.

V/C Marshburn reported that the new Executive Department website redesign project is complete and can be found at [www.usps.org/national/executive/execdept/](http://www.usps.org/national/executive/execdept/)

The national executive officer reported that District 17 requested that OCom withdraw provisional squadron support for Lake Martin Provisional Squadron because it is unable to function due to a lack of leadership. The OCom ADOPTED a motion to withdraw provisional squadron status for Lake Martin Provisional Squadron. (2005-OC-35)

V/C Marshburn reported that all necessary Bylaws requirements had been met and made a
motion to recommend that the Governing Board approve the dissolution of Sequoia Power Squadron/25 and Fremont Power Squadron/29. The OCom ADOPTED the motion. (2005-OC-36)

The national executive officer reported receipt of the following resolution from District 5:

*Be it resolved that concurrently with the submission of a petition to the national executive officer to form a provisional squadron a copy of the petition be sent to the district commander whose districts would include the area to be served by proposed provisional squadron.*

V/C Marshburn reported that he would assign this resolution to the Planning Committee.

He reported receipt of the following resolution from District 7:

*The Committee on Rules prepare and propose an amendment to the Bylaws to authorize district commanders to appoint an alternate general member of the Governing Board in the event that an elected general member is unable to attend a Governing Board meeting; and that the alternate general member of the Governing Board be given voting credentials upon presentation of a letter of authorization signed by the district commander.*

V/C Marshburn reported that he would assign this resolution to the Planning Committee.

He reported receipt of the following resolution from District 12:

*Recognition of the United States Power Squadrons Uniform*

*As we all are aware, the recognition by the general public of our organization is hindered by several factors, including our name, United States Power Squadrons. This name is not descriptive or informative to anyone outside of USPS.*

*Our name, United States Power Squadrons, is confusing to the general public. This issue has been addressed to a degree by adding the tag “America’s Boating*
Club” to our official emblem.

The fact is that nowhere on any of our uniforms does our name United States Power Squadrons appear. This makes it even more difficult for anyone on the outside to identify our organization. Also, the standard formal uniform is usually misinterpreted by the general public because of its military appearance.

We must address this recognition problem, and the declining use of the formal standard USPS uniform. It is proposed that a change in uniform policy be enacted while maintaining our traditional grades, ranks, and other symbols of USPS positions and achievements.

V/C Marshburn reported that he would assign this resolution to the Flag and Etiquette Committee.

V/C Marshburn reported that District 4 had withdrawn the resolution to recognize 25 years of membership and service to USPS for women’s certificate holders.

The national executive officer reported that Deb Brown of the National Geodetic Survey will discuss the geodetic program during the open and closed Cooperative Charting Committee meetings at the 2005 Spring Governing Board Meeting.

The National Meetings Committee met with the national sales manager for Hyatt hotels to discuss using multiple Hyatt hotels for national meetings. The committee is working on contracts with the Hyatt in Anaheim, Calif., for the 2009 Annual Meeting site and the Little America Hotel in Salt Lake City for a potential 2009 or 2010 Governing Board meeting.

The Recreational Boating Safety Committee reported that a majority of the area safety representatives sent out their letters of introduction and promotion and have filed the squadron safety officer reports for the 2005 National Safe Boating Week.

V/C Marshburn reported that Golden Isles Provisional Squadron would be chartered during the 2005 Spring Governing Board Meeting.
The Squadron Development Committee is working on the first draft of the procedures for declaring a squadron to be at risk. The Squadron Development Committee is working with the Committee on Rules to develop a checklist and methods to simplify the squadron chartering process.

The national executive officer reported that Vessel Safety Check Committee members met with representatives of the United States Coast Guard and the USCG Auxiliary to develop a plan to launch the Recreational Boating Safety Visitation Program. The VSC Committee is reviewing the process used to submit 204 forms with the goal of streamlining the process and reducing the workload.

V/C Marshburn reported receipt of a $3,000 grant from the USPS Educational Fund to defray the shipping and handling costs of the Sidekicks, The Power of Safe Boating brochures to squadrons. The USPS Educational Fund also awarded a $12,750 grant to support the Governing Board Live project, which will enable members to access parts of national meetings by webcast.

Report of the National Educational Officer

V/C Spencer P. Anderson, SN, reported that boating course enrollment numbers continue to decline.

V/C Anderson reported that the storyboards for part 1 of the new Boating Course are complete. The new manual will include more than 200 graphics. He reported that the current Boating Course will be used for courses taught through spring 2006 at least, depending on remaining inventory levels.

The national educational officer reported that the Seamanship course manual inventory had been depleted. He reported that a revision is planned for late spring 2006. The decision was made to reprint a minimal number of copies in black and white instead of in color, which would have increased the selling cost to squadrons by 50 percent.

V/C Anderson reported the Educational Department is studying the development of short topic seminars for presentation at marinas and marine stores with the goal of providing squadrons
with additional tools to attract boating course students and members. Some possible topics include trailer boating, chartplotters, weather and the Global Maritime Distress and Safety System.

The national educational officer reported that the new Piloting and Advanced Piloting courses continue to receive accolades and strong member support. He said that sales for both courses have increased.

V/C Anderson reported that many local Boaters World stores hold fishing seminars that are taught by local expert fishermen. He reported that the Educational Department developed a PowerPoint presentation and a boating-safety brochure for squadrons to use in these seminars.

The national educational officer reported the Educational Department is developing a bookstore front on the USPS website that will link to the Maptech and McGraw-Hill/International Marine websites. This will allow USPS to sell selected products at discount and to receive a portion of the profits.

**Report of the National Administrative Officer**

V/C Creighton C. Maynard Jr., SN, reported that the Ship’s Store is now selling the USPS cookbook, *By Land or by Sea*. The Marketing and Public Relations Committee is investigating potential retail markets.

The Squadron Activities Committee reported that the USPS-CPS Amateur Radio Directory now lists 487 USPS and 17 Canadian Power and Sail Squadron amateur radio operators.

The Squadron Activities Committee will hold a special event station on board the battleship *New Jersey* during the second weekend of June 2005 using the call NJ2BB.

The Speakers Bureau website is at www.usps.org/national/boatact/member/speaker.

The Membership Committee has updated and merged the *Handbook for Interviewers, Membership Committee Guidelines, Membership Committee New Member Orientation Guidelines, Membership Committee Retention Guidelines* and the *Member Involvement Manual*.
into one manual called the *Membership Committee Manual*. It will be available on CD-ROM and the committee’s website this year.

V/C Maynard reported the winners of the 2005 P/C/C William D. Selden IV Membership Involvement Retention Award: 1st place squadron winner was Manatee Sail and Power Squadron/22, and the 1st place district winner was District 5.

The national administrative officer reported that the Power of One program continues to create an increase in new members. He said that during the 2005 Spring Governing Board Meeting, 62 members would receive a Power of One cap for influencing five new members to join, and 24 members would receive a Power of One jacket for influencing 10 or more new members to join.

V/C Maynard reported that the retention-involvement website has been updated at www.usps.org/national/membership/meminv. The site includes a PowerPoint retention tool promoting the value and benefits of membership.

The national administrative officer reported that the number of late renewals was significantly higher in the 2004-2005 membership year than in the previous year. In the 2003-2004 membership year, 1,891 active members renewed late and in 2004-2005, 3,163 active members renewed late. He said that these numbers indicate that retention efforts are working.

The Membership Committee reported that as of 30 April 2005, 3,723 members have earned a Power of One pin for influencing at least one new member to join.

The Leadership Development Committee is creating a program that recognizes the three districts with the most members participating in leadership development.

The Member Benefits Committee is focusing on obtaining member benefits at the local level. The committee is developing a job description for district and squadron member benefits chairmen.
Report of the National Secretary

V/C Robert A. Baldridge, SN, reported that on 13 May 2005, headquarters mailed 11,408 second dues notices to members in VHQAB squadrons. He reported that as of 27 May 2005, 17,038 VHQAB members had renewed; 17 percent of those members paid by credit card; headquarters had deposited $99,127 to districts, $355,487 to squadrons, and $6,815 to the USPS Educational Fund, and five percent contributed a total of $23,042 to the Century Fund.

V/C Baldridge reported that headquarters had identified cost savings totaling $5,540 and is reviewing all work processes at headquarters in an effort to streamline them.

The national secretary reported that the September and October 2005 issues of THE ENSIGN will be combined as a cost-savings measure.

The Ensign Committee is focusing on advertising. The committee reported that total advertising sales are up by 21 percent compared to this time last year. THE ENSIGN is trading ad space with other publications to increase the volume of advertising.

The Information Technology Committee reported that the three-tier password system to download rosters and upload biographical data will go into effect on 15 June 2005. DB2000 version 5.0 is available for download at www.usps.org/national/itcom/html/db2000.

V/C Baldridge reported on an initiative to provide a copy of THE ENSIGN to boating course students. The OCom ADOPTED a motion to approve giving a copy of THE ENSIGN, a letter from the chief commander and a membership application to boating course students and to increase the selling price to squadrons for the Squadron Boating and Boat Smart manuals by $1 to cover the costs. (2005-OC-37)

The national secretary reported that the Operations Manual Committee has proposed consolidating the chapters on national departments and the chapters on unattached members and transfers.

The Ship’s Store Committee is working with ITCom and headquarters to enhance the Ship’s Store website and to streamline online sales.
The Historians Committee reported processing more than 124 historical documents in 2005.

The Flag and Etiquette Committee is considering a pin design for Century Fund donors.

The Publications Committee is reviewing ways to better communicate with editors who do not use e-mail or the web.

Report of the National Treasurer

V/C John T. Alter, SN, reported that expenses exceeded revenues by $1,316 through 30 April 2005. He also reported that current expenses are trailing expenses of a year ago by $39,506; revenues trail one year ago by $102,981. He said that the Operating Committee had anticipated this scenario and took significant steps at the 9 April 2005 meeting to reduce operating expenses for the balance of this year and into 2006.

V/C Alter noted that the Unaudited Treasurer’s Report as of 30 April showed a surplus of $457,034. He said that the surplus is primarily due to the encouraging results of the Century Fund drive, and a very generous member’s gift of $500,000. He said that all monies received from Century Fund contributions are being deposited in the Endowment Fund and reported on a separate line in the non-operating revenue section in the bottom half of the report. He said that prior to this change contributions were reported as other revenue in the operating section.

The national treasurer reported that 19 districts and 210 squadrons are participating in the VHQAB trial, which he noted has been very successful. He reported that electronic deposits are being sent bimonthly to districts, squadrons and the USPS Educational Fund for their portions of the dues collected. V/C Alter will report on retention efforts and the status of the VHQAB trial at the 2005 Fall Governing Board Meeting in Portland, Ore.

V/C Alter reported that 110 copies of the 90th anniversary print have been sold, representing $25,780 in revenue. He said that copies of both the 85th and 90th anniversary prints and postcards are still available.
The national treasurer reported that he will recommend that the Governing Board amend the Policy for Reimbursement of Travel and Related Expenses Travel and Reimbursement to accommodate the schedule of two national meetings per year. The recommendation is to amend the policy to allow for four days’ reimbursement at a Governing Board Meeting and five days’ at an Annual Meeting.

**Report of the Finance Committee**

R/C Joseph R. Mesenburg, SN, reported that as of 30 April 2005, the investment dollars under the Finance Committee management totaled $2,712,867.43. Of this amount, $1,054,592.45 is invested in six equity mutual funds.

R/C Mesenburg reported that the total district and squadron invested funds were approximately $1 million as of 30 April 2005. He said that these funds are invested in 10 certificates of deposit, with staggered maturity dates and an average interest rate of 2.9 percent.

He reported that the Members Fund was valued at $133,367 and the Endowment Fund was valued at $643,108 as of 30 April 2005. He said that the Members Fund was established by the Governing Board on 24 May 1994 as a depository for funds donated by members. He stated that the rules of expenditure parallel those of the Endowment Fund. He noted that with the emergence of the Century Fund, it is the intent to have one Endowment Fund and that he would recommend that the Governing Board merge the Members and Endowment funds.

R/C Mesenburg reported that the overall financial status of USPS is not improving. He said that a membership dues increase, comparable to an annualized Consumer Price Index increase, will be proposed at the 2005 Fall Governing Board Meeting to include a $1.80 dues increase for active members, $.90 dues increase for additional active members and a $.45 dues increase for adult family members, effective in the spring of 2006 (for the 2007 dues year). He stated that for this minimum dues increase to have a positive effect upon the revenue side of the budget that it will need to be proposed each year for five consecutive years.

**Report of the Planning Committee**

R/C Alan F. Wentworth, SN, reported that the Planning Committee is revising the USPS
Strategic Plan focusing on the Mission Statement, education and membership. He reported that a new strategic goal, financial stability, has been added.

R/C Wentworth stated that efforts to increase member recruiting and retention have not reversed a downward trend in membership. He noted that membership is critical to maintaining USPS as it is today and that these efforts must continue to gain and retain members, or USPS must begin planning to become a markedly different organization than it is today. He said that the Planning Committee is developing a survey on member retention to gain insights into membership.

He reported that District 21 submitted a resolution requesting a Bylaws change to allow districts to hold only one (or more) district conferences per year. He said that the District 21 bridge opposed the resolution. He reported that the Planning Committee would recommend that the Governing Board vote against this resolution. He noted that PlanCom sought the concurrence of the Operating Committee with this recommendation.

Report of the Committee on Nominations

R/C Gerald R. Grofman, SN, encouraged members to submit an online resume at www.usps.org/national/comnom/resume.php3. He noted that only 1 percent of USPS members had filed an online resume.

Report of the Committee on Rules

R/C James C. Acheson, SN, reported that the Committee on Rules is updating the USPS Bylaws and district, squadron and provisional squadron model bylaws. Updated model bylaws should be available online at www.usps.org/national/rules by the end of June.

Report of the National Law Officer

R/C James D. Richlak, SN, reported that the New York Power Squadron lawsuit was settled.

R/C Richlak presented a proposed trademark settlement agreement between USPS and the
United States Postal Service. The agreement states that USPS will use the initials “USPS” in the nautical sense and the Postal Service will use the initials in the postal sense. The OCom ADOPTED a motion to approve the trademark settlement agreement with the United States Postal Service. (2005-OC-38)

The national law officer reported that registration for the **United States Power Squadrons** trademark was renewed through 5 Sept. 2015. He also reported that registration for the **Boat Smart** trademark was renewed through 26 Jan. 2009.

The national law officer reported that LawCom filed a request for a 60-day extension to file a notice of opposition against Mattel’s application to register Smart Chart. He reported that the attorney for Mattel consented to the extension. LawCom will continue discussions with Mattel in an attempt to resolve this issue.

R/C Richlak reported that registration for **THE ENSIGN** trademark will expire on 23 Nov. 2005. He stated that as long as the mark is in use it is renewable indefinitely for 10 year periods. The OCom ADOPTED a motion authorizing an expenditure of $850 to renew **THE ENSIGN** trademark. (2005-OC-39)

The national law officer reported a request from a purported 501©)(3) entity to place an advertisement in **THE ENSIGN** promoting a sailboat raffle. He stated that LawCom was concerned that the advertisement may not be in compliance with U.S. Postal Service regulations and interstate commerce regulations and it may also be viewed as promoting gambling across state lines. According, the advertisement was not accepted for publication.

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

R/C Darrell G. Allison, AP, reminded squadrons that new Popeye safe boating course posters are available at headquarters at cost except for shipping and handling charges, in 8.5-by-11-inch and 11-by-17-inch formats.

R/C Allison reported that the new Popeye graphic PSAs supporting USPS boating safety and education are appearing in magazines and publications across the country. He reported that
one design focuses on USPS boating courses and the other design focuses on children wearing PFDs.

R/C Allison requested that districts and squadrons submit publication names and contact information for boating magazines in their area to him at dallison@pacbell.net.

R/C Allison reported that Infinite Graphics Inc. is producing affordable custom displays for districts and squadrons.

He reported that Marketing and Public Relations Committee members will represent USPS at the Amateur Radio Relay League annual meeting in June 2005 in Dayton, Ohio. More than 25,000 participants are expected to attend.

R/C Allison reported that District 13 members will perform vessel safety checks on staff members’ boats from Trailer Boats and Bass and Walleye Boats magazines.

R/C Allison reported that the Flame of USPS Award will be given to Ehlert Publication Group, the publisher of Trailer Boats magazine. This award is given to individuals, foundations, organizations and companies external to USPS that contribute significantly to USPS’ success and safe boating in general.

He reported that Matt Long, government affairs manager for the National Marine Manufacturers Association, will discuss the Grow Boating Initiative during the open Marketing and Public Relations Committee Meeting. The Grow Boating Initiative is a cooperative effort among recreational boating industry leaders to assess the state of the industry and explore ways to improve sales and participation by actively promoting the boating lifestyle, improving product quality and improving industry statistics.

R/C Allison reported that the Personal Flotation Device Manufacturers Association provided USPS with CD-ROM and video copies of a new presentation, “Be Smart, Be Safe - Life Jackets Are for Everyone.” He said that copies will be distributed to district commanders, district executive officers and district educational officers during the 2005 Spring Governing Board Meeting.
He reported that Marketing and Public Relations Committee members and Jacksonville Power Squadron/23 members will staff a display at the BellSouth Greater Jacksonville Kingfish Tournament. The display features USPS and Popeye and promotes children wearing PFDs. Boaters World and King Features are providing sponsorships to USPS. Children participating in the fishing tournament will receive copies of the Sidekicks, The Power of Safe Boating activity booklet.

R/C Allison reported that USPS representatives attended the Tri-State Boating Fair, which is a new project supported by boating law administrators and marine safety agencies in Arizona, California and Nevada.

The Marketing and Public Relations Committee presented the first Ship’s Bell Award to Lt William B. Hempel, P, Peace River Power Squadron/22. This award is presented to members, on a case-by-case basis, who have created and executed an outstanding marketing or public relations program. During the past year, Lt Hempel has written and published more than 50 feature articles in several magazines.

R/C Allison reported that the 2004 Marketing and Public Relations Committee awards would be presented during the 2005 Spring Governing Board Meeting.

He reported that, since 1 Jan. 2005, 11 districts and 27 squadrons have submitted requests for Cooperative Advertising funds totaling $2,874.32.

Report of the Past Chief Commanders

P/C/C Theodore H. Smith, SN, reported that he will meet with the Century Fund Committee to discuss the need to hire a professional fundraiser. He expressed his disappointment that a 2005 National Safe Boating Week announcement distributed by St. Paul Travelers Insurance did not mention USPS safe boating courses.

P/C/C Smith expressed concern that the ad hoc Operation BoatSmart Committee needs direction and should be assigned to a committee or department. He will meet with U.S. Coast Guard leaders in June 2005 about developing a memorandum of understanding between USPS and USCG.
P/C/C Gillette E. Gordon III, SN, expressed concern about the problems that some squadrons experience in electing squadron leadership. He suggested that streamlining and simplifying USPS activities may help squadron’s attract leaders.

P/C/C Joseph L. Kennedy, SN, reported on his attendance at a Florida Fish and Wildlife Conservation Commission meeting.

P/C/C Richard W. Miner, SN, chairman of the area monitors, reported that the area monitors are preparing a list of do’s and don’ts for merit mark submissions.

C/C Johnson adjourned the meeting at 1510.

V/C Robert A. Baldridge, SN
National Secretary
Operating Committee
1 - 4 June 2005
Action Summary

APPROVED

1. A motion to withdraw provisional squadron status for Lake Martin Provisional Squadron. (2005-OC-35)

2. A motion to recommend that the Governing Board approve the dissolution of Sequoia Power Squadron/25 and Fremont Power Squadron/29. (2005-OC-36)

3. A motion to approve giving a copy of THE ENSIGN, a letter from the chief commander and a membership application to boating course students and to increase the selling price to squadrons for the Squadron Boating and Boat Smart manuals by $1 to cover the costs. (2005-OC-37)

4. A motion to approve the trademark settlement agreement with the United States Postal Service. (2005-OC-38)