



Secretary's Department Newsletter

[Next Page](#)

Communications in 2007

Secretary's Department COMMITTEES

www.usps.org/national/natsec/

Flag & Etiquette

www.usps.org/national/fecom/

Historian

www.usps.org/national/historian/

Information Technology

www.usps.org/national/itcom/

Operations Manual

www.usps.org/national/om/

Publications

www.usps.org/national/pubcom/

Ship's Store

www.usps.org/national/shipstore/

The Ensign

www.usps.org/national/ensign/

Headquarters

www.usps.org

[Editor/Web Publisher](#)
[Webmaster](#)

In this issue:

Communications in 2007	1
Information Technology	2
Headquarters / THE ENSIGN	3
Operations Manual /Historian	4
Publications/Flag & Etiquette	5
Ships Store	6
Calendar	6
Ships Store Flyer	7

SERVICE IS OUR PLEDGE

During this past year, the Planning Committee has been updating the USPS® Strategic Plan. At the December OCOM meeting, an updated Communications Strategy was presented and approved.

Strategic Plan for Communications 27 Sep 2006

GOAL To create, maintain and use effective, two-way internal and external communications systems which support rapid and accurate information exchange with USPS members, partners, commercial interests and the general public.

Each department and committee is responsible for defining the communications capabilities it requires to achieve this goal and the other goals of the USPS Strategic Plan. These requirements will be used by the Secretary's Department to formulate and implement an overall Communications Plan for USPS. Successful completion of this goal will facilitate the fulfillment of the USPS mission.

As you can see, the responsibility for implementing this strategy rests with the Secretary's Department. We must work with the rest of USPS to understand their communications needs and then put together a plan to make it happen. One of our first tasks will be to examine the communications needs of our own department. We hope to discuss those needs with those in attendance during the department Open Meeting in Jacksonville.

One aspect of communications is keeping our members informed. Over the past few years, some subtle changes have been made to improve information flow. When steps were taken to make our Governing Boards more efficient, detailed reports were added to the seat packets. Next, the seat packet contents were posted on the Secretary's web page. For the New York Governing Board, committees were encouraged to provide abstracts of their meetings and presentations so that members could make informed decisions on which meetings to attend. This years Annual Meeting not only features an annotated agenda but includes a CD containing Power Point presentations, documents, and other materials from the proceedings. These steps all work to get more information to more of our members and will continue for the Governing Board in Norfolk.

R/C Dave Hinders, SN
Asst National Secretary

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Information Technology



“ DB2000 is seeing spreading usage.....

new version of Mailman .. new server..

reasonable cost....

Web Awards'Winners.... announced during the Annual Meeting...”

DB2000 is seeing spreading usage. The new Electronic Merit Marks portion of it was presented at the 2006 Annual Meeting in New York. It was used last Fall by two districts and all the National Committees. The Beta test was a rousing success, and EMM is expected to be mainstream for 2007. A How-to@ instructions will be presented Friday afternoon at the SecDept/ITCom Open meeting in Jacksonville.

There is no doubt that we needed a new server. One became available at a very reasonable cost, thanks to the generosity of one of our members. It should be stable for many years. The transition was completed in September. Issues from the change-over were resolved within a month or so, and it is running well. We have much more speed, RAM, and disk storage.

The new version of Mailman (the mail list program) makes treatment of spam much easier for the administrators. It also allows the sending of messages from mail lists to look as though each recipient is the only one to whom it was addressed. In the past, some large Internet Service Providers automatically considered messages with a long list of addresses to be unsolicited commercial mail, and refused to deliver it.

The WebAwards program has matured, and is moving along well. Winners will be announced during the Annual Meeting in Jacksonville. With these meetings now occurring later, we will find a way to make the announcement earlier in future years. Winners were down approximately 35% compared to 2005. In many cases this was caused by webmasters failing to follow the minimum requirements.

Due to the security risks, all CGI (Common Gateway Interface) scripts - using Perl, PHP, or otherwise - have been disabled on the web server. The use of JavaScript (and Java), commonly referred to as "client side scripts", as they are executed by the client (web browser), are at the discretion of the web site designer.

A form is now posted online for entering new members information. This replaces the paper MemCom 1 form, though paper can still be used. The entry is reviewed by HQ personal before posting, and should produce faster and more accurate posting of new members to the squadron roster. The online new member form is available now at

<http://www.usps.org/php/membership>

To use the form one must enter Squadron code, user password, and certificate number. All three must match. A short presentation of the form, and its use, will be made during the SecDept/ITCom Open meeting in Jacksonville.

ITCom

Visit our Web Site at

www.usps.org/national/itcom

*R/C Phil Arcuni, SN
Chairman ITCom*



Headquarters

Exciting changes are coming from THE ENSIGN® staff. The redesign of THE ENSIGN magazine was launched with the January/February 2007 issue. The new electronic newsletter, the Compass, was released in mid-January. This issue focused on the 2007 Annual Meeting but also included other articles, tips and USPS® news. Each issue of the Compass will have standard hyperlinks to particular sections of the website or to USPS partners. If you haven't received a copy, sign up at <http://www.usps.org/national/natsec/newhome/compass.html>.

Headquarters is also excited about the number of squadrons participating in headquarters anniversary billing. Beginning in June 2007, 328 squadrons will participate. If your squadron has any questions about HQAB or is interested in joining in 2008, please contact Lena Padro at padrol@hq.usps.org.

As always, headquarters' goal is to provide quality service to our members. Please do not hesitate to contact us at 888-367-8777.

*Mary Catherine Berube
Headquarters Director*

**Headquarters Director
Mary Catherine Berube**
berubemc@hq.usps.org



**National Headquarters
Raleigh, North Carolina**



Annual Meeting -- Open Meeting Invitation

“WHAT'S NEW THAT EVERYONE WANTS TO KNOW”

The Ensign Committee is presenting two examples of the adjective *new* at the Secretary's Department Open Meeting in Jacksonville. Daniel Webster must have had us in mind when he wrote this phrase in the definition: "appearance, thought, modern or different for the first time".

These words appropriately describe our new USPS Ensign magazine and The Ensign On-line.

Everyone is invited to join us on Friday, 23 February 2007, in Grand Ballroom #5 and cruise with us into the future.

*Stf/C Marjorie Baraff, AP
Chairman THE ENSIGN Committee*

R/C Ina Fay Zitter, JN
TheEnsign/Com
Inahal@aol.com

theensign



Operations Manual Committee

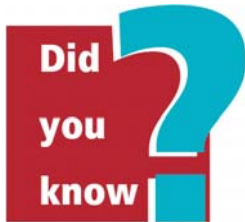


*"The Operations Manual
can be found on the
USPS® Web site"*
[Click Here](#)

The Operations Manual Committee would like to invite everyone to visit our revised web page at <http://www.usps.org/national/om/>. It has been updated to the new web page format. While you're visiting, download a free Operations Manual. Please feel free to give us feedback or corrections. Include Chapter and Section number and what can be improved.

What's changed in the Operations Manual since the New York Governing Board? Appendix A, USPS Bylaws was updated because of the actions of the New York Governing Board meeting and section 5-56, National dues and fees, was changed to correctly indicate fees and dues as of 31 May 2006. All updates are annotated with change bars. Chapter 6, sections 6.25 and 6.26 were deleted as they no longer apply; all references to ED-9 were replaced with HQ-9A.

*Stf/C Kent Simpson, AP
Asst Chariman, Operations Manual*



Your District can earn 20 percent of total Ship's Store kit sales from it's District meeting? See insert for information.

Historian Committee

R/C Edward Bauer, SN and the Historians Committee have updated the Squadron History Form H-701 and District Form H-720. The latest copy is posted on our web site and may be downloaded.

Stf/C John Bradley, SN and P/D/C Ken Guscott, JN are programming the history forms in DB-2000 for electronic filing. This will be a great step forward for the Historians Committee, squadron and district historians.

Phyllis Milan has revised the Historians Handbook and it is available on the Annual Meeting CD. This past year we have had the following personnel changes. P/R/C Jean Ruckdeschel, AP has left the committee after 10 years of service. Her guidance and ability to get the reports in will be missed.

We welcome two new members, P/D/C Guy Anastasio, SN, oversight responsibility for D/4 and Lt Barbara Blacker, AP, oversight responsibility for D/22.

This meeting marks the end of my watch as National Historian. I wish to thank the Secretary's Department and the Headquarters' Personnel who have given so freely of their time to assist the Historians Committee. My best to our new R/C Phyllis Milan, P and Stf/C Louis Reitz, AP. May they enjoy the job as much as I have for the past six years.

R/C Ed Bauer, SN National Historian

SERVICE IS OUR PLEDGE



*Historian Com
Information and forms
can be found at*

www.usps.org/national/historian/



PUBLICATIONS COMMITTEE

At the annual meeting, the Publications Committee will be awarding 300 squadron publications Distinction in Journalism. This is slightly less than in the past years due mainly to shrinking squadrons who can not get an editor and squadrons who chose to use e-mail announcements rather than a formal publication. Where over the years appearance of the squadron newsletters has greatly improved, advisors are constantly working with editors to get the content to conform to USPS standards.

The committee has been hard at work preparing two new tools to be presented at the Annual Meeting in Jacksonville. We have revised the editor's handbook making it easier to use and bringing it up to date with the latest trademark, bulk mail and electronic transmission data. This will then be posted on the PubCom website. Hopefully we will also be able to have it available from Headquarters as a printed on demand publication. This is in the investigated stage.

We have been working to establish a means for editors to receive and exchange news, articles and fillers for their newsletters. The editor's Blog will also be presented in Jacksonville. This will provide a source of information for editors and provide the opportunity for editors and USPS committees to share articles and information for newsletters.

At our open section of the Secretary's Meeting, Stf/C Art Mollica will be guiding the audience through using the editor's blog and the new editor's handbook.

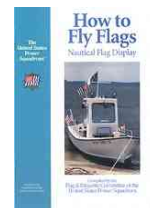
R/C Anne Schreitmueller, JN
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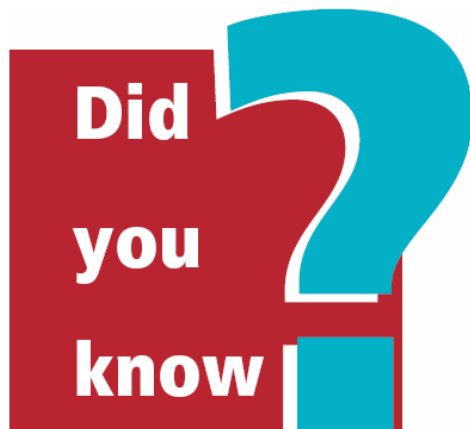


*“The Editor’s
Blog will also
be presented in
Jacksonville...
opportunity to
share articles
and
information”*

Flag & Etiquette

.R/C Barbara A. Spraggins, AP
Chairman
Flag & Etiquette Committee





- your District can earn 20 percent of total Ship's Store kit sales from it's District meeting?
- districts with 1000 or fewer members may order up to \$3,500 of material, while larger districts will be limited to a \$5,000 order. District 5 has a limit of \$10,000 since it is the largest district of the nation.
- you can contact Art Stevens at stevensa@hq.usps.org or at 888-367-8777 ext.214 to request an updated Ship's Store order form and information on how to conduct a Ship's Store at your

district meeting two months in advance of the meeting. The order form may be received by mail, fax or you may request an electronic order form in Excel.

- you must provide the Date of Sale, Name, Certificate Number, Squadron or District Number and the full address of the responsible member for shipping the kit to and who to bill (Squadron or District) with your order.
- your order for merchandise for the District Ship's Store must be received six weeks in advance of the meeting.
- all unsold merchandise must be returned to headquarters within 10 days of the meeting. This is at the District or the Squadron's expense.
- you can go to www.shopusps.org to see the available merchandise.

plaques, awards, ensigns, shoulder boards, officers jewelry, gift certificates, clothing, USPS gifts and much more are available through your **National Ship's Store**