



Secretary's Department Newsletter

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Greetings from the National Secretary

Is Anybody Listening?



When you write an article or send an e-mail to a group, have you ever wondered if anyone is paying attention?

With e-mails you will get a bounce message which tells you that your message was not delivered. Sometimes you will get a reply commenting on the message content. But often you just don't know.

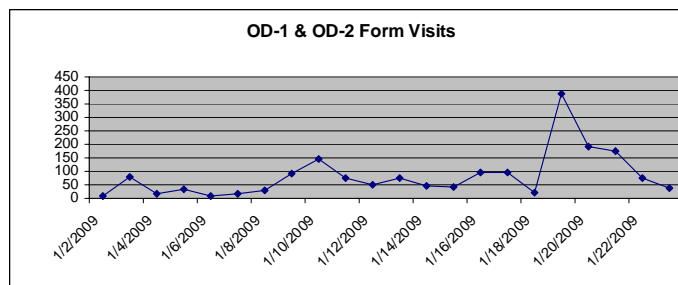
One of the steps we have taken to improve communications with our squadrons is to send out broadcast messages to all the squadron commanders with e-mail. We have been sending these messages for the last two years.

Following the Detroit Governing Board, we asked the squadron commanders to tell us whether they thought our squadrons were being asked to do too much and for suggestions on ways to simplify the task of running a squadron. While the response was not overwhelming, 9% of those who received the message did respond; their responses were presented to the Board of Directors.

As a result, the Planning Committee has been tasked with forming a work group to define the core activities which a squadron must do and identify means for simplifying squadron operations.

Someone was paying attention to that message and the fact that their responses resulted in action shows that two way communications via e-mail does work. One of the specific items learned from the squadron commanders was that they feel they are receiving too many e-mails. As a result, we will limit our broadcasts to once a month unless an emergency exists.

The January broadcast included a request that the squadrons verify their OD-2 input by visiting a web page. Since we track the number of visitors to many of our pages, it provided an opportunity to find out if anyone was paying attention. The following graph shows what happened after the broadcast was sent. IT WORKS!



One of the problems has been the fact that all squadron commanders do not have an e-mail address. To solve that problem, we are adopting an escalation policy which finds the first bridge officer with an e-mail address and sends the

broadcast to them. We hope to broadcast to 100% of squadrons starting in February.

*V/C Dave Hinders, SN
National Secretary*

Secretary's Department COMMITTEES

www.usps.org/national/natsec/

Flag & Etiquette

www.usps.org/national/fecom/

Historian

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Information Technology

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Operations Manual

www.usps.org/national/om/

Publications

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Ship's Store

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The Ensign

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Headquarters

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Click on cover to
view iMag

*“As a
subscriber to
The Ensign
magazine, you
now have
access to the
same print
edition in a
handy new
electronic
format”*

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



National Headquarters
Raleigh, North Carolina

The Ensign® Now Available Online

All subscribers to *The Ensign* magazine now have access to the same print edition in a handy new electronic format.

Your new iMag member benefit is *in addition* to your printed copy of *The Ensign*, which will continue to be delivered bimonthly.

To start receiving *The Ensign* iMag edition, members and other subscribers need to have a valid e-mail address on file at USPS® headquarters. Simply e-mail us at ensign@hq.usps.org with your full name, certificate or subscription number, and e-mail address. Issues will be sent to all eligible members and other subscribers with valid e-mail addresses on file.

The Ensign iMag contains searchable articles with hotlinks that connect you to USPS members, staff and vendors and other important information to help you get the most out of USPS.

Each issue will also be archived online, and the archive will be searchable, so you'll be able to find information from past issues quickly and easily.

If you're headed out on a long-distance cruise or wish to receive only the electronic version of the magazine, you can elect to have the printed copy stopped or suspended until further notice. Simply e-mail your request with your full name and certificate number to ensign@hq.usps.org.

In this issue:

See **big boats at the big show** when you join award-winning author Marlin Bree on his search for traces of a literary hero during the Fort Lauderdale International Boat Show.

Make plans for **Nor'westing 2010**, the USPS National Cruise following the 2010 Governing Board Meeting in Bellevue, Wash.

See how some squadrons are saving money on cruises in **Houseboat Cruising**.

Tell us what you think!

Once you've had a chance to evaluate *The Ensign* iMag, e-mail us at ensign@hq.usps.org with your comments and suggestions. Don't forget to keep your e-mail address current. Please note that a valid subscription is required. Please include your subscription number or certificate number on iMag requests or changes.

You can check out the latest issue online at

http://www.usps.org/national/ensign/imag/Ens_JanFeb09/start.htm.

R/C Marjorie Baraff, AP

Chairman, The Ensign Committee

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Yvonne Hill, Editor The Ensign Magazine

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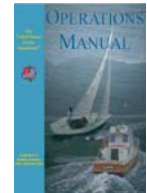
Operations Manual

An integral part of the transformation of USPS was recognizing that the practical delivery of all USPS services, whether teaching, training or performing government and civic service, is done by USPS members working at the local level. (From page xiii of the Operations Manual).

At the last Governing Board, the word "Service" was used several times by V/C Dave Hinders, SN while speaking at the Secretary's Department meeting. The word service(s) is used 213 times in the Operations Manual. The Operations Manual Committee endeavors to provide the best service possible by keeping the Operations Manual current, accurate and easy to use. In the past year, the updated Membership Manual and the Secretary's Manual were incorporated in the Operations Manual, with the Treasurer's Manual to follow shortly after Anaheim.

Our service to you is to provide more information at one location. For the Operations Manual Committee to provide the best possible service to you, we need and want your FEED-BACK - what could use improvement, what were you looking for but had trouble finding. We will reply to your feed-back. In fact, many changes come from feed-back from members like you. Service is an integral part of our organization and communication from our members helps us to improve the services we provide to our members and to the public we serve.

*R/C Kent Simpson, AP
Chairman, Operations Manual Committee*



**"The Operations Manual
can be found on the
USPS Website"**

[Click Here](#)

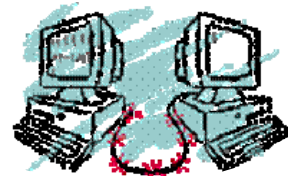
Information Technology

DB2000 Seminar to be Held in Anaheim

R/C John R. Bradley, SN Chairman, Information Technology Committee will run a two hour seminar on DB2000 scheduled for Friday morning, 20 February 2009, 1000-1200 in the Harbor Room, North Tower. He will cover the new features added to DB2000 and RepWiz, as well as go over points which have raised the most questions in the last year. As usual, he will try to answer all questions raised.

Also, he will have for sale (\$5) approximately 50 CDs containing the very latest versions of DB2000, RepWiz, the MQSeries clients, documentation, examples, etc.; an absolute necessity for those of you on DSL or dial-up.

Please be advised that because of personnel shortages ITCOM will not have a booth at Expo this year.



ITCom

Visit our Website at
www.usps.org/national/itcom

*R/C John R. Bradley, SN
Chairman, ITCOM*



**“2008
Distinction in
Journalism
awardees.....
“certificates
will be
presented to
D/Cs at the
Annual
Meeting....”**



“On the Water”

“Safety is Fun”

“My Pride & Joy”

“Squadron Scenes”

Publications Committee

The Distinction in Journalism for 2008 awardees are listed at www.usps.org/national/pubcom/distinction.html and certificates will be presented to the District Commanders at the annual meeting for presentation to the squadrons.

The awards this year are down compared to recent years with only 274 squadrons (62%) being recognized as publishing outstanding newsletters. For the 2007 award period, 307 (68%) squadrons were deemed to be outstanding. Percentage-wise, this is the lowest since 61% in 2000 and number-wise the lowest since 272 in 2001. Squadrons not receiving the award can make an appeal using the procedure contained on the URL listed above.

The reduction is being attributed to the decrease in published newsletter accompanied with an increase in electronic newsletters being posted to the squadron's website. Newsletters posted solely to the website are not eligible for the Distinction in Journalism award as they are being reviewed as part of the website award.

The Publications Committee continues to recruit new members with expertise in journalism and publishing. Their services are offered to any squadron making a request for assistance through the advisors. These members are also instrumental in preparing the presentation given during the open PubCom meetings at the national meetings. The 2009 annual meeting presentation will be on 'Newsletter Writing.' A copy of which is included on the meeting CD.

The newsletter advisors are to be commended for doing an outstanding job advising squadron editors on methods to improve the appearance and content of their newsletters.

*R/C Arthur A. Mollica, SN
Chairman, Publications Committee
artmollica@usfamily.net*

The Ensign® Photo Contest

**Visit The Ensign Booth and Vote at the Expo
Make your vote count**

Everyone is welcome to participate in the selection of the 2009 Photo Contest winner in Anaheim.

Your last chance to vote for the winning photo will be at *The Ensign* Committee booth in the Expo. The winning entries in each of four categories have been selected and your vote will help determine the overall winning photo.

Come to *The Ensign* booth and: Vote, learn more about our new iMag *Ensign* magazine and meet the Committee members and your *Ensign* Readers.

We look forward to seeing you in Anaheim.

*R/C Marjorie Baraff, AP
Chairman, The Ensign Committee
baraffkatz@bellsouth.net*



Flag & Etiquette Committee

The Flag and Etiquette Committee began the year with some reorganization and have assigned several areas of responsibility to the members especially in the ongoing review and/or corrections for Chapters 8, 9, 10, and 11 of the Operations Manual.

We have lost several members over the past year from illness, resignation and one death.

We are now in a recruiting mode as we go to this National Meeting with a power point presentation "We want you!" and posters at EXPO.

Due to the cancellation of the training aids exhibit this year, there will be no display of the large collection of flags and burgees normally associated with that exhibit.

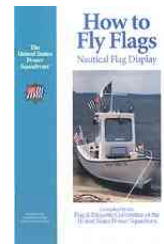
There will be new burgees, anniversary burgees and flags to be presented at this meeting.

Liaison has been assigned as follows:

- New York Yacht Club- Jim Acheson
- Yacht Clubs- Joe Tringali
- USCG AUX- Barbara Spraggins
- USCG- Charles Davenport
- Operations Manual- Jim Williams, E. J. Sacks
- Ship's Store- E.J. Sacks, Tom Butler
- Ensign- E.J. Sacks
- Historian's Committee- Don Schultz
- Web Master- Jim Williams
- Graphics & Burgees- Lew Ward
- Training Aids & Flag Display- Frank Katz

And last but not least, we will continue to monitor the parading of the National Colors at the opening of the National Meeting.

*R/C E. J. Sacks SN
Chairman, Flag & Etiquette Committee*

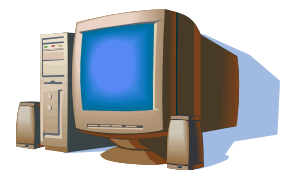


FECOM
Visit our Website at
www.usps.org/national/fecom

Historian Annual Reports

Historian Annual Reports Due Following Change of Watch

Filing those annual Historian reports (which are due shortly after squadron/district COW) is easier than ever! Please use the new feature in DB2000v3 to file your report. Not only will this simplify and expedite the process, it will also help in the establishment of an electronic archive of USPS History.



New Release - DB2000v3 Revision (9.4.0.0)

Download from the Secretary's Department ITCOM Web pages.

<http://www.usps.org/national/itcom/html/db2000.html>

**DISTRICT/ READER
ASSIGNMENTS**

1 / Wiegert
 2 / Wiegert
 3 / Bretz
 4 / Leon
 5 / Leon
 6 / Anastasio
 7 / Wiegert
 8 / Leon
 9 / Anastasio
 10 / Bretz
 11 / (TBA contact Wiegert)
 12 / Osmolski
 13 / Osmolski
 14 / (TBA contact Wiegert)
 15 / Osmolski
 16 / Zimmerman
 17 / Hart
 18 / Anastasio
 19 / Hart
 20 / Zimmerman
 21 / Wiegert
 22 / Zimmerman
 23 / Hart
 24 / Hart
 25 / Zimmerman
 26 / Bretz
 27 / Leon
 28 / (TBA contact Wiegert)
 29 / Bretz
 30 / (TBA contact Wiegert)
 31 / Leon
 32 / Anastasio
 33 / Henry

The Ensign® Article Readers

Our *Ensign* magazine includes many articles written by members. How did they get there?

The *Ensign* Committee is divided into several working groups and we refer to one of those groups as "Readers". They are your "Passport to Publication".

All squadron and district newsletter Editors should please make a note of the following contact list for your assigned Reader. Check your mailing lists and be sure that the Reader is receiving your newsletter and any articles or comments that might want to be considered for publication. It's that easy!

Q: How do I submit an article to *The Ensign* magazine?

A: Contact your assigned Ensign Reader.

Q: How do I submit a photo to *The Ensign* magazine?

A: Contact your assigned Ensign Reader.

Q: How do I submit a comment to "Soundings"?

A: Contact your assigned Ensign Reader.

AND, most importantly

Q: How do I contact my squadron's Assigned *Ensign* Reader?

A: Locate your district's Reader on the following list.

Note your *Ensign* Reader's contact information below. And, make sure that your squadron newsletter Editor adds the Reader to your squadron news mailing list.

The Ensign Article Readers 2009

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 Miami, FL 33158

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2008 was a good year for Ship's Store. Sales dollars increased for the year through the combined efforts of the Headquarters' Staff and the Committee Members.

Many items that had been in inventory for a long time were cleared. This was accomplished by a "Sail Rack" on the website and a "Sale Table" at the meetings. The "Sail Rack" idea came from our Customer Sales Rep, Jacky VanDoren, at Headquarters. (A good one for the USPS customer and for Ship's Store) This made room for many new items to be introduced. These included: fleece jackets, sweatshirts, men's and women's shirts, gift items and 2 types of high quality Life Jackets. {Float-Tech and Mustang Survival} We now have styles for youth and children.


The Cook Book inventory was reduced by 496 books due to some give-aways at National Meetings, clever marketing strategies and conscientious pushing. At this rate, we might not have enough to carry us through 2010.

We are trying to better control the Costs of Sales. One method we have decided to do is to discontinue the 5% rebate given to the squadrons and districts (2.5% each) for the telephone and online sales. It was felt that this was not producing the sales stimulus that it was intended to do.

For Anaheim there are several new shirts for men and women including the return by popular demand of long and short sleeved denim shirts. We also once again have the Anniversary Prints on sale at \$50.00 and the Cook Books at \$5.00 for Anaheim only. You will see some new reductions for some shirts, also.

Ship's Store wants to keep on providing items to USPS members that they are proud to use or wear. While doing this, it is an excellent method of advertising USPS to the public.

*R/C Louise Rea, SN
Chairman, Ship's Store Committee*

Sail  Rack—Discontinued Items



Change of Watch Supplies



Cook Book



Float-Tech Inflatable w/ Rally Jacket



Cell Safe Phone Keeper

www.shopusps.org

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Jacket Youth Red Nylon



Pique Polo Long Sleeves



Nautical Striped Polo



Mary Catherine, Lena, Yvonne and Kathy - always ready to serve!

It's fun to shop at the Ship's Store—Great selection and super prices!

At the Detroit Governing Board, top row: headquarters staff; Middle from left: V/C Hinders; and the GB Ship's Store; bottom row: GB Ship's Store

Is your e-mail address up-to-date at Headquarters?

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National Meetings Calendar		
2009	Annual Meeting Hyatt Regency Orange Cty Anaheim, CA	17-22 Feb
	Governing Board Kansas City, MO	09-13 Sep
2010	Annual Meeting Orlando, FL	02-07 Feb
	Governing Board Bellevue, WA	01-05 Sep
2011	Annual Meeting Orlando, FL	01-06 Feb
	Governing Board Greensboro, NC	14-17 Sep

Thank you to our
Newsletter Article
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