



# Secretary's Department Newsletter



Secretary's Department

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## COMMITTEES

### Information Technology

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### The Ensign

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### Publications

[www.usps.org/national/pubcom/](http://www.usps.org/national/pubcom/)

### Operations Manual

[www.usps.org/national/om/](http://www.usps.org/national/om/)

### Historian

[www.usps.org/national/historian/](http://www.usps.org/national/historian/)

### Ship's Store

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### Headquarters

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## Greetings from the National Secretary

It is hard to believe that a year has passed since I first assumed my current position. In looking back at the year it is apparent that the department has accomplished an incredible amount in support of USPS®. It is my intent in this article to review the highlights and to thank those individuals principally responsible for those accomplishments.

We now have a **Secretary's Manual** to help district and squadron secretaries perform their duties. The development of this manual spanned a two and one half-year period and finally went to print in October. Stf/C Pat Gagliano, AP performed the initial work on the manual, with editing and formatting done by Betty Anderson, JN and Louis Maassel respectively, of the Publications Support committee. A special thank you to all three for their fine efforts. The manual is available on-line from the Secretary's page in .pdf format for easy download. Limited numbers of the manual are available for purchase from Headquarters.

Much was accomplished this year in the **Information Technology** arena. First, the Web site was moved to a commercial server that provides 24/7 support and maintains multiple high-speed access lines. R/C Ed Duda, AP was responsible for this upgrade. Next, Headquarters was upgraded to a high-speed communications link that allows for a faster response to customer needs. Mary Catherine Berube, our headquarters director with support from Ed Duda, made this happen. With the improved access, came the next logical step that being the development of 'real time' roster downloads to districts and squadrons. R/C Robert Baldrige, N, the Assistant National Secretary, wrote the software needed to perform this task and with the help of Ed Duda implemented it on the Headquarters computer system. In September, it was announced that a new USPS National Web site had been created. The new Web pages, the creation of Lt's Gail and Tom O'Donnell, have been warmly received by the membership. Additional features continue to be added to DB2000 by P/C Ken Guscott, JN and P/D/C John Bradley, SN, as this program is rapidly becoming essential to districts and squadrons.

The **ENSIGN®** committee under the able leadership of R/C Joyce Shaw, AP had a very successful year. A contract was negotiated and signed with Alliance Publishers, a seller of media advertising that will hopefully lead to considerably more vendor advertising in The ENSIGN. Secondly, a new contract was developed that requires any vendor wishing to display at our national meetings to purchase a specified minimum of advertising in The ENSIGN. Together, these two items should greatly enhance our advertising revenues.

R/C Charlie Sutter, AP reports that the **Historian's** committee is nearing a record in the number of reports received from squadrons at the time of this writing. The Historian's Web site has been completely revamped and upgraded giving the squadron historians the ability to prepare their histories online.

The **Operation's Manual** committee led by R/C Peter Mitchelson, SN had a very productive year. The operations manual was updated and copied on CD-ROM for distribution to all squadrons. The manual is also available on the USPS Web site in .pdf format for easy download.

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## Greetings from the National Secretary

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*“ To each and everyone in the Secretary’s Dept . . . Thank you for the tremendous effort you have made on behalf of our fellow members of USPS®.”*

R/C Bill Reasons, SN chairman of the **Publication’s** committee, reports excellent response by the squadron newsletter editors to the advisor service provided by committee members. All evaluations of newsletters have been completed in the process of determining which publications will receive ‘**The Distinction in Journalism Award**’.

The **Ship’s Store** committee continues to provide the membership with quality merchandise available for purchase at national meetings or online. R/C Sarah McCurry, S reports that everyone on the committee is looking forward to the introduction of the new inventory control software, bar code reader and point of sale computer that was recently purchased. This will bring the committee into the 21st Century in terms of inventory and sale of merchandise.

The **Headquarters** staff under the very able leadership of Mary Catherine Berube, our headquarters director, continues to provide tremendous service to the membership. I hear favorable comments wherever I go about the really excellent service our members receive when in need of Headquarters support.

Many people were involved in making this a successful year. To each and everyone in the Secretary’s Department I wish to say thank you for the tremendous effort you have made on behalf of our fellow members in USPS.

» V/C Frank A. Dvorak, SN

## ITCom policies change

As a result of a recent OCom meeting in Raleigh, the following changes to existing ITCom policies are made; please share this information with your members and others who might not be on the mailing lists:

- Beginning with the 2003 Watch (on January 15, 2003), the USPS Web site will no longer require entry of your certificate number to allow viewing of "member's pages", including those of national committees. This is essentially what has been in place at squadron and district level for years, and will present USPS® activities at National level to the public. The USCG Auxiliary does not restrict access to their pages at any level, and CPS has requested open access to our pages as well; so this will bring us into line with our affiliated organizations.

Squadrons, districts, and national committees that have need for protected areas (membership lists, etc.) will be required to protect them by a password scheme that must be maintained by the individual webmaster or activity concerned.

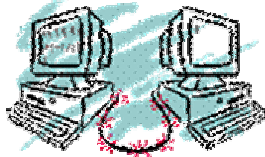
Documentation on creating such controls is available at <http://www.usps.org/national/itcom/shared/help/csv2htpasswd.html> or by contacting "help@usps.org".

If any squadron, district or national committee needs additional time to secure their site, they may request that ITCom disable their site until the necessary controls are in place.

- Paragraph 4 of the policies on Web sites posting prices for classes is removed in its entirety.

- The "trademark statement" required on all Web sites is amended to include the addition ‘and "America's Boating Club" are registered trademarks of United States Power Squadrons’.

» R/C Ed Duda, AP



*“Web Award evaluations have been completed”  
“sites will be highlighted at the ITCom’s Expo Booth . . .”*

R/C Ed Duda, AP  
Ch/ITCom  
[itcom@usps.com](mailto:itcom@usps.com)

Visit the Itcom Site  
[www.usps.org/national/itcom/](http://www.usps.org/national/itcom/)

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## Today's Focus on Changes in Communication / Publications

The focus today is on the changing faces of communication. It is obvious from the national scene and within our own district that the way we communicate has changed. The cost of paper reproduction gets higher each year. Therefore, more and more of dues are expended to meet this cost.

What can we do about it? Computers and the Internet are granting us a different approach in the production and distribution of the essential items that we have to get to our membership. Email has greatly increased the manner of reaching a great number of our members faster and less costly than the conventional postal mails. Posting information on squadron Web sites has also given us immediate access to daily news. The ease of updating information is also beneficial.

However, with most changes there are problems. The greatest of these is the basic fact that not everyone has, wants or uses a

computer, which is essential for email or Web sites. Our local libraries offer access to those that do not have computers, but this is not always a viable option. Therefore, some paper and related mailing cost is still necessary.

During the year, it has become obvious that districts and squadrons are using the electronics highway for better and faster dissemination of information to their members. The Publications Committee will be looking at our guidelines for those that are using this method and perhaps revising our criteria for the 'Distinction in Journalism' award. Perhaps another award may be something like 'Distinction in Effective Communication.' Give it some thought and let us know what you think.

The Publications Committee is interested in knowing how you are managing your communication needs. Let us hear from you. » *R/C Bill Reasons, SN*



*"The focus today is on the changing faces of communication"*

**R/C Bill Reasons, SN**  
Ch/Nat/Pub/Com  
[Reasons-usps@cox.net](mailto:Reasons-usps@cox.net)

## USPS Headquarters Educational Department

Two of our member courses have been revised into modular format. Seamanship 101 and Seamanship 102 are on the shelves at HQ, along with Engine Maintenance 101 and Engine Maintenance 102. The Weather Graphics CD-ROM is in stock and was included in the latest "hot-off-the-press" distribution containing the modulated Seamanship and Engine Maintenance course materials.

Remember to frequently visit the Educational Department home page for the latest information on courses and prices. The USPS Materials catalog is always updated with the most current information. Also, don't forget that all EdDept forms can be found online. Some of these forms can be filled in on your computer and faxed in to Headquarters. Please be sure to visit our site, <http://www.usps.org/national/eddept>

» *Christina Taylor-Hughes, Educational Department Supervisor*

## New Scanner System for Ship's Store

We have had a very successful Ship's Store, even when attendance was low. This is a credit to the TERRIFIC committee. They are the best. The members work great together and keep in contact with me even when we are not at a meeting. A new scanner system was approved and purchased. We also have four new committee members who will start in Orlando.

The new scanner system will be up and running a.s.a.p. We know that we will need a lot of training, but we will master it. This will not only help the committee at meetings, but also the warehouse from day to day. We hope it will keep us from having to inventory before or after. It should give us the correct numbers automatically.

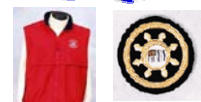
I will try to keep coming up with new ideas so we can have an even better Ship's Store at meetings in squadrons, districts, and national. » *R/C Sarah W. McCurry, S*



**National Headquarters**  
Raleigh, North Carolina



Visit the Ship's Store Site



[www.usps.org/national/shipstore](http://www.usps.org/national/shipstore)

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## Updates from



R/C Joyce F. Shaw, AP  
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Greetings of the season to you from the 26 members of THE ENSIGN Committee and THE ENSIGN Staff!

- **PHOTOGRAPHY CONTEST** — THE ENSIGN Committee 2002 Photography Contest is rapidly drawing to a close, and you have an opportunity to help select the top photo among the ten finalists at our upcoming USPS Annual Meeting in Orlando. Be sure to stop by THE ENSIGN Committee booth at EXPO and cast your ballot. Awards will be present to the winners at the general membership meeting on Saturday. Thanks to all who submitted entries, and good luck to all of our finalists.
- **2003 EDITORIAL CALENDAR** — We are always looking for interesting material for your magazine, THE ENSIGN. Especially keep a look out for items that fit within our monthly categories of special interest for 2003. Please send stories, tips and photos at least two months in advance of the issue in which you wish them to appear.
- **LOBBY TABLE VENDORS** — We have spent a great deal of time this fall developing Terms and Conditions for Exhibitors at USPS meetings in an effort to standardize criteria and expectations between vendors and USPS. Commercial vendors are expected to place a minimum of \$2,000 in advertising in THE ENSIGN annually to be eligible to host lobby table displays or exhibits at all three national meetings. \$1,000 in ads qualifies vendors to exhibit at one meeting per year. We are happy to report that those efforts seem to have proved fruitful as three new advertising contracts have been signed for 2003 and others are under consideration.
- **ADVERTISING** — Alliance Publishers Representatives, a New York based agency, has been hired to help secure ads for THE ENSIGN. We are optimistic that they will be successful in our behalf, and ad revenues will increase this year.

Independently of Alliance, Commodore Uniform, Vessel Assist and Centek Industries have all recently signed advertising contracts with us for 2003. They, along with longtime advertisers BOAT US and McGriff, Seibels and Williams, will host lobby tables in Orlando. Be sure to visit their lobby displays and thank them for their support of our magazine.

Thank you for your continuing support of THE ENSIGN.

» R/C Joyce Shaw, AP



*Thank you to our  
Newsletter Article  
Contributors*

### ***THE NEXT GENERATION***

Star Date: 01-03-2003  
 Time: 0800  
 Location: USPS EXPO  
 ROSEN ENTER  
 ORLANDO  
 FLORIDA  
 USA  
 OPERATIONS MANUAL  
 Subject: THE NEXT GENERATION

A group of intrepid volunteers venture where no committee has gone before, stretching the boundaries of manuals and uncovering buried facts from the rich history of USPS.  
 Come and visit the volunteers, ask questions, receive answers, preview the plans and enjoy the experience.

### National Meetings Calendar

<b>2003</b>	<b>Annual Meeting</b> Rosen Ctr, Orlando, FL	1–5 January
	<b>Spring GB</b> Sheraton, New Orleans	7–11 May
	<b>Fall GB</b> Reno Hilton—Reno, NV	3–7 September
<b>2004</b>	<b>Annual Meeting</b> Rosen Ctr, Orlando, FL	15–19 January
	<b>Spring GB</b> Hilton, Pittsburg, PA	19–23 May
	<b>Fall GB</b> Adams, Jacksonville, FL	7–12 September
<b>2005</b>	<b>Annual Meeting</b>	5–9 January

For more information on  
***THE NEXT GENERATION***  
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