

# National Administrative Department: 2018 Annual Meeting 2017 In Review

## Membership Committee

### Retention & Recruiting

#### NUMBER OF MEMBERS:

*ACTIVE 12/31/16 = 27,590; 12/31/17 = 26,104; NET (1,486)*

*AP/SC MEMBERS: 234 AND 150, RESPECTIVELY; NET (84);*

*JR MEMBERS 421 AND 411, RESPECTIVELY; NET (10)*

NUMBER OF SQUADRONS: 12/31/16 = 360; 12/31/17 = 350; NET (10)

RETENTION RATE: 85.25%

#### RECRUITING STATUS:

*RECRUITMENT HAS ONCE AGAIN DECLINED; STILL HEAVILY COUPLED WITH CLASSES BEING TAUGHT, WHICH DECLINED ALSO.*

#### NEW MEMBER BOOKLET:

*NEW VERSION WILL BE INTRODUCED AFTER 2018 AM; HQ SENDS OUT WITH CERTIFICATE*

#### MEMBERSHIP CERTIFICATE:

*REVISED FORMAT LAST YEAR; IS INCLUDED IN MAILING TO ALL NEW MEMBERS*

#### SUMMER OF MEMBERSHIP PROGRAM:

*SUCCESSFUL VERSION OF EACH ONE, REACH ONE CAMPAIGN. IT WAS ADOPTED BY A FEW SQUADRONS ACROSS A WIDE GEOGRAPHIC AREA. PROGRAM WAS USED TO PROMOTE SUMMERTIME EVENTS AS A RECRUITMENT TOOL; REWARDS WERE DESIGNED TO PROMOTE NEW BRANDING AND RELATIONSHIP WITH PURCHASING DISCOUNT MATERIALS THROUGH FEDEX. NEW BANNERS SHIPPED TO 6 SQUADRONS.*

### Member Involvement/Squadron Activities

SERAT: *INCREASED BY ONE (1); TOTAL NOW IS EIGHT (8)*

#### PORT CAPTAINS:

*NEW WEB FEATURES REMAIN IN DEVELOPMENT WITH WORK CONTINUING ON DATABASE MAINTENANCE AND TOOLS. STF/C KATHRYN STEVENS IS COORDINATING.*

#### BOATING ACTIVITIES:

*WEBPAGES AND CONTACTS HAVE BEEN CREATED. THIS AREA IS IN NEED OF IMPROVEMENT; NO BOATING ACTIVITIES REGISTERED.*

#### AMATEUR RADIO:

*COMMITTEE IS ACTIVELY WORKING ON INCREASING INTEREST AND PARTICIPATION WITH SQUADRONS*

## Youth & Sea Scouts

### JAMBOREE 2017:

*BIG SUCCESS. P/C BRUCE RODGERS REPORT IS ATTACHED. MEMBERSHIP SUPPORTED THE EFFORT BY PROVIDING NEW DAILY BLOG (REPORTS FROM THE FIELD) AND A SPECIAL WEB PAGE DEDICATED TO THE JAMBOREE. ALL VOLUNTEERS RECOGNIZED FOR THEIR OUTSTANDING EFFORTS.*

### SEA SCOUT LIAISON PROGRAM:

*P/C BRUCE RODGERS REIGNITED PARTICIPATION BY IMPLEMENTING A LIAISON PROGRAM WITHIN DISTRICTS. WORKSHOPS PRESENTED AT 2017 GB AND 2018 AM.*

*BSA/SEA SCOUT MOA/MOU: UPDATED; TO BE SIGNED AT 2018 ANNUAL MEETING*

## Member Benefits

### BENEFITS STATUS:

*AFFINITY MARKETING PACKAGED BENEFITS REMAIN OFFERED WITH OFFICE DEPOT/MAX MAINTAINING MOST USED BENEFIT; TRAVELERS INSURANCE REPLACED METLIFE; TRAWLERFEST DISCOUNT HAS BEEN DISCONTINUED; FUGAWI IS NOW OWNED BY JOHNSON OUTDOORS AND DISCOUNT AMOUNT ADJUSTED; MEMBER INSURANCE PROGRAM THROUGH MCGRIFF, SEIBELS & WILLIAMS HAS EXPANDED OFFERINGS WHICH BENEFIT THOSE IN STORM-PRONE AREAS  
WORKING TO INTRODUCE MONTHLY BENEFITS WEBINARS COORDINATED WITH AFFINITY MARKETING*

### BROCHURE:

*REVISED AND 20,000 PRINTED IN TIME FOR THE 2017 GB. YEAR-END INVENTORY IS 15,535. THESE ARE AVAILABLE FOR SHIPPING & HANDLING COSTS ONLY. IT IS ALSO AVAILABLE ONLINE TO DOWNLOAD AND PRINT. GLORIA SCHULKE MAINTAINS THE DATABASE FOR THE BROCHURE.*

### LEADERSHIP:

*P/D/C ANDY HYMAN, SN IS JOINING THE MEMCOM TEAM AS STF/C MEMBER BENEFIT*

## Awards & Contests

### MIRA:

*PARTICIPATION WAS LOW THIS YEAR; IT IS TIME TO REVITALIZE AND ADVERTISE IT BETTER. 2016 WINNERS WERE AWARDED AT 2017 GB AND THEIR WINNING PROGRAMS POSTED TO THE MEMCOM WEBSITE:*

*1<sup>ST</sup> PLACE – NORTH OLYMPIC SAIL & POWER SQUADRON. SUBMITTED BY P/C SANDRA THOMAS, AP*

*2<sup>ND</sup> PLACE – ATLANTA SAIL & POWER SQUADRON. SUBMITTED BY P/LT/C PATTI PRICE, SN*

*3<sup>RD</sup> PLACE – MINNETONKA POWER SQUADRON. SUBMITTED BY 1/LT KINGSLEY M. ONDICH, P*

HONORABLE MENTION – ST. LUCIE RIVER SAIL & POWER SQUADRON. SUBMITTED BY  
CDR. JOHN GOEBEL, SN

DISTRICT WINNER: DISTRICT 22. SUBMITTED BY D/C SUE LOMASTRO, AP

GROWTH: DISTRICT & SQUADRON

*SQUADRON GROWTH PERCENTAGES CONTINUE TO DECLINE. THE ABILITY TO GROW  
MEMBERSHIP IS NOT ENCOURAGING UNLESS SQUADRONS EMBRACE BRAND CHANGE  
AND LOOK FOR MEMBERS IN A MORE BROAD RANGE OF AGES AND RECREATIONAL  
BOATING DEMOGRAPHICS. IF THEY FOLLOW THE TARGET MARKETS THEN WE SHOULD  
SEE IMPROVEMENT.*

FINLEY SEA SCOUT:

*AWARDS WERE PRESENTED AT BOTH THE 2017 ANNUAL MEETING AND THE DALLAS  
GOVERNING BOARD TO ACCOMMODATE SPECIAL CIRCUMSTANCES*

*ANNUAL MEETING: FOUR AWARDS WERE PRESENTED BY C/C LOUIE OJEDA, SN, AND P/C  
BRUCE RODGERS, SN-IN:*

*CDR. ADAM TUNKS, N, FROM D21 DALLAS SAIL & POWER SQUADRON*

*LT. LAWRENCE JAMES BEHRMANN, SN; STEVEN ALEXANDER BEHRMANN, AP; AND LT  
MICHAEL S MANIKINS, AP, FROM D21 HOUSTON SAIL & POWER SQUADRON.*

*KEITH CHRISTOPHER OF BSA/SEA SCOUTS ASSISTED.*

DALLAS GOVERNING BOARD:

*TWO MEDALS WERE AWARDED TO CHARLES AND ROSEMARY DOOLIN. PRESENTED BY  
V/C LEE POPHAM ON BEHALF OF P/C BRUCE RODGERS. KEITH CHRISTOPHER OF BSA/SEA  
SCOUTS ASSISTED.*

YOUTH POSTER CONTEST:

*THIS PROGRAM CONTINUES TO BE POPULAR, BUT THAT DOES NOT NECESSARILY  
TRANSLATE TO MEMBERSHIP. THE CONCEPT MAKES SENSE AS A COMMUNITY  
OUTREACH PROJECT, BUT THE TIMING OF IT HAS BEEN QUESTIONED. MEMCOM WILL  
IMPLEMENT A CHANGE IN THE OVERALL SCHEDULE TO MOVE THE AWARD TO THE FALL  
GOVERNING BOARD MEETING. THEREFORE, THE 2018 WILL BE THE FINAL TIME THE  
POSTER CONTEST IS JUDGED AT THE ANNUAL MEETING. THE 2018 CONTEST THEME  
WILL BE ANNOUNCED IN ORLANDO WITH THE NEW SCHEDULE. FUNDING OF THE CASH  
AWARDS HAS BEEN SECURED THROUGH A GRANT FOR THE NEXT 4 YEARS.*

BOATUS CIVIC SERVICE AWARD (NOTE: 2016 FINAL YEAR MEMCOM ADMINISTERED AWARD)

*THE 2016 AWARDS WERE MODIFIED TO RECOGNIZE MORE SQUADRONS FOR THEIR  
SERVICE AND TO ELEVATE THE RECOGNITION BY USPS TO A TOP TEN AT THE THURSDAY  
NIGHT AWARDS BANQUET.*

SQUADRON:

*MINNETONKA POWER SQUADRON OF D10.*

DISTRICT

*DISTRICT 22*

## First Timers: # of Attendees

### ANNUAL MEETING:

*ORLANDO WAS A LARGE GROUP EXCEEDING 60. P/C LYNDY LEQUE COORDINATED.*

### GOVERNING BOARD:

*DALLAS HAD ABOUT 35 ATTENDEES (NOTE: OVERALL ATTENDANCE AT DALLAS WAS DOWN DUE TO HURRICANES HARVEY AND IRMA). P/C SANDY HOWD COORDINATED THE EVENT.*

SPONSOR: MCGRIFF, SEIBELS, AND WILLIAMS

## Communications

### NEWS BLASTS:

*COMMITTEE MESSAGES WERE INCLUDED IN NEARLY ALL NEWS BLASTS*

### WEBSITE:

*HOME PAGES WERE COMPLETELY REDESIGNED AND ARE UNDER CONTINUOUS UPDATING*

### CONFERENCE CALLS:

*5 MONTHLY COMMITTEE MEETINGS AND 2 SPECIAL EVENT MEETINGS WERE HELD*

### MEMCOMMENTS NEWSLETTER:

*THIS TOOL HAS BEEN DEACTIVATED.*

### THE ENSIGN MAGAZINE:

*NO ARTICLES WERE PRINTED. WORKED WITH HQ STAFFER YVONNE HILL TO HAVE AWARD PROGRAM RESULTS PUBLISHED.*

## Squadron Development/Leadership Committee

### Seminars & Training

LD 101-103

*LD 103 WAS LAST HELD AT THE 2017 ANNUAL MEETING WITH SUFFICIENT MEMBERS ATTENDING. SUBSEQUENT OFFERINGS AT NATIONAL MEETINGS WERE ELIMINATED.*

OT3 SEMINAR

*THIS SEMINAR WAS PRESENTED BY 19 DISTRICTS TO 77 SQUADRONS INVOLVING 230 MEMBERS. ADDITIONALLY OT3 WAS CONDUCTED AT THE DALLAS GOVERNING BOARD WITH 11 MEMBERS FROM 10 SQUADRONS PARTICIPATING*

LDP SEMINAR

*3 DISTRICTS PRESENTED THIS SEMINAR TO 11 SQUADRONS WHICH INVOLVED 45 MEMBERS*

NOMINATING COMMITTEE SEMINAR

*THIS SEMINAR WAS HELD AT THE 2017 ANNUAL MEETING; AN OVERVIEW OF THE MANUAL WAS HELD ON THE CRUISE FOLLOWING THE 2017 ANNUAL MEETING; AND THE SEMINAR WILL BE CONDUCTED AT THE 2018 ANNUAL MEETING. NOTE: CURRENTLY THERE IS NOT TRACKING METHOD IN PLACE FOR THIS SEMINAR NOR MANY OF THE OTHERS THAT DISTRICTS AND SQUADRONS CAN CONDUCT ON THEIR OWN. WE WILL ADDRESS THIS IN 2018*

OTHER SEMINARS

*THE COMMITTEE CONDUCTED TWO SEMINARS AT THE DALLAS GOVERNING BOARD WHICH INSTRUCTED ATTENDEES ON HOW TO USE THE NATIONAL WEBSITE STARTING FROM THE CHIEF COMMANDER'S PAGE AND DOWN. WE TOUCHED ON EACH AREA WHERE A MEMBER COULD LOOK TO FIND THE PROPER INFORMATION, EVEN TOUCHING ON HOW TO UPDATE DB2000. IT WAS A REMARKABLE LEARNING EXPERIENCE; MANY MEMBERS AT ALL LEVELS OF ENGAGEMENT DO NOT KNOW HOW TO EVEN LOG ON.*

### Developing New Squadrons

*DREHER SHOALS CONTINUES TO GROW, CURRENT MEMBERSHIP IS 43 UP FROM 25. OTHER POSSIBILITIES INCLUDE:*

*KENAI, AK – ANNETTE FERGUSON OF D16 IS WORKING WITH THEM*

*GRANBURY, TX; LAFAYETTE/HOUMA, LA; LAKE TEXOMA, OK; AND BAKERSFIELD, CA*

*A HEALTH ISSUE INTERFERED WITH BAKERSFIELD; R/C GEE HAS OFFERED SERVICES FOR TEACHING ABC3. THE OTHERS HAVE 4 OR 5 PEOPLE AND ARE WORKING MARINAS TO ADD MORE. THERE IS AN OPEN DISCUSSION ABOUT AN OPPORTUNITY IN TAWAS, MI.*

### At Risk Squadrons

*WORKING WITH D32 D/C STEVE GATTON TO SUPPORT THREE SQUADRONS*

## Dissolutions

*WORKING WITH NEO AS NOTIFICATIONS OF POTENTIAL AND ACTUAL DISSOLUTIONS ARE LEARNED. MEETING WITH D11 D/C LINDA PETRILLA TO DISCUSS REBUILDING THE DISTRICT. THE DISSOLUTION PROCESS NEEDS TO BE FORMALIZED WITH REGARD TO STEPS TO FOLLOW WHEN ENTERTAINING VOLUNTARY DISSOLUTION.*

## Provisional Squadrons

*CURRENTLY THERE ARE NO PROVISIONAL SQUADRONS IN USPS*

## Awards & Contests

### Leadership:

*THIS AWARD HAS BEEN RESTARTED AND WILL BE PRESENTED TO TOP THREE DISTRICTS*

### Operations Training:

*THE TOP THREE DISTRICTS OF 2017 WILL BE AWARDED AT 2018 ANNUAL MEETING*

### BoatUS Distinguished Civic Service Award

*THERE WERE 16 SUBMISSIONS WITH THOUSANDS OF HOURS OF SERVICE. THE TOP TEN WERE SELECTED BY USPS AND SENT WITH A SYNOPSIS TO BOATUS FOR SELECTION OF THE TOP SQUADRON. THE TOP TEN WILL RECEIVE PLAQUES FROM USPS AND ALL OTHERS WILL RECEIVE A CERTIFICATE. WE DID NOT RECEIVE A DISTRICT SUBMISSION THIS YEAR ALTHOUGH ONE DISTRICT HAD VERY GOOD SQUADRON PARTICIPATION WHICH INDICATES THEIR PROMOTION AND SUPPORT. THAT DISTRICT MAY BE RECOGNIZED.*

## Communications

### News Blasts

*THE COMMITTEE SUBMITTED AT LEAST 20 DURING 2017*

*ADDITIONALLY, SQUADRON SUPPORT TEAM SENT OUT MESSAGES TO EACH DISTRICT AND SQUADRON COMMANDER WHICH CONTAINED OFFERS TO ASSIST WITH REVITALIZATION, NEWS FROM NATIONAL, A SYNOPSIS OF THE DALLAS GOVERNING BOARD MEETING AND THE AMERICA'S BOATING CLUB GUIDE BOOK FROM MARCOM*

### Website

*WITH THE ASSISTANCE OF THE ITCOM AND CARL FILIOS THE COMMITTEE WEBPAGES WERE COMPLETELY REVISED AND UPDATED. MAINTENANCE IS ONGOING*

## Conference Calls

*THREE FULL COMMITTEE CALLS WERE HELD PLUS R/C AND STF/CS PARTICIPATED IN 4 MULTIPLE NATIONAL COMMITTEE CALLS*

## Other

*OFFICERS GUIDE CALENDAR: UPDATED; FURTHER REVISIONS TO BE DISCUSSED AT AM  
MATERIAL UPDATES: OT3 AND LDP SEMINAR MATERIALS UPDATED IN 2017; THIS IS ONGOING AND NEED TO INCORPORATE AMERICA'S BOATING CLUB*

## 2018 Goals:

### Web Pages:

*ONGOING*

### Leadership Tools and other presentations page:

*CONFORM TO AMERICA'S BOATING CLUB GUIDE BOOK*

### Squadron Development Manual:

*TO BE UPDATED*

### Operations manual:

*UPDATE TO REFLECT THE COMMITTEE REORGANIZATION*

### Developing a New Squadron Webpage:

*COMPLETELY REWRITE AND POST*

### At-risk section of Squadron support:

*EVALUATE, ELIMINATE DATED MATERIALS, UPDATE SQUADRON PERTINENT MATERIALS*

### Stationery:

*D/C SUSAN DARCY IS UPDATING THE DESIGN & LAYOUT AS WELL AS LINKING PAGES TO THE SECRETARY'S DEPARTMENT TO INCREASE AWARENESS AND USE OF THIS TOOL*

## NAO Contributions

### Streamlined & reorganized department committees:

*VERTICAL INTEGRATION FOR SQUADRON EASE OF USE; EXPANDED COOPERATION BETWEEN DEPARTMENTS, AND REASSIGNED AWARD RESPONSIBILITY*

### Membership Renewal Notices

*REWRITTEN FOR HQ BILLING*

### Administrative Department home page

*REFORMATTED, CALENDAR AND LINKS ADDED*

## America's Boating Club Ad Hoc Committee

*PARTICIPANT, PROVIDED LEADERSHIP, AND ASSISTANCE WITH SURVEY, NEW TAGLINE DEVELOPMENT, NEW LOGO CREATION, BRANDING DETAILS, AND SUPPORT OF DUES INCREASE TARGETED FOR STRATEGIC MARKETING COMMUNICATION PLAN IMPLEMENTATION FOR 2018*

## Active Duty Military Test Program

*INTRODUCED AND APPROVED, COORDINATING WITH EDUCATIONAL DEPARTMENT TO PROVIDE 1000 AMERICA'S BOATING COURSE MATERIALS AT NO COST TO SQUADRONS TO ENCOURAGE EXPANSION OF BASIC BOATING COURSE MARKETING IN COMMUNITIES WITH A MILITARY PRESENCE. IN SUPPORT OF THIS PROJECT, NAO PREPARING A CROSS-REFERENCE MATRIX OF USCG STATIONS AND USPS SQUADRON LOCATIONS IN ORDER TO TRACK ACTIVE PARTICIPATION. PROGRAM TO BE SOCIALIZED AT 2018 ANNUAL MEETING. NEO PURSUING AN EDUCATIONAL FUND GRANT TO FUND THE 1000 COURSE BOOKS AND RELATED MATERIALS. WORK IN PROCESS.*

## Endowment Fund

*CREATION SUPPORT; WORKING WITH LAWCOM WITH REGARD TO DONATION AND FUNDRAISING NEEDS AND PLANS FOR FILING AND PLANNING PURPOSES. WORK IN PROCESS*

## New Member Booklet

*SENT TO ALL NEW USPS MEMBERS; REWROTE CONTENT, REVISED LAYOUT AND DESIGN TO INCORPORATE AMERICA'S BOATING CLUB AND REDUCE COSTS, NEW DESIGN WILL ACCOMMODATE TRADITIONAL PUBLISHING AS WELL AS ELECTRONIC DISTRIBUTION. TO BE INTRODUCED AT 2018 ANNUAL MEETING AT WHICH MINOR ADJUSTMENTS CAN BE MADE PRIOR TO FULL IMPLEMENTATION. DESIGN COMPLEMENTS NEW WEBSITE AND OTHER MARKETING MATERIALS.*

Working with nominee for NAO to ensure smooth transition.

Other miscellaneous tasks and programs as requested.

#END#