

USPS Board of Directors  
Long Beach, Mississippi  
29, 30 and 31 May 2014

29 May 2014

Called to order at 0900

Attendees:

C/C Robert A. Baldrige, SN  
V/C Louie Ojeda, SN  
V/C Bob Brandenstein, SN  
V/C Gary Cheney, SN  
V/C Peter W. Mitchelson, SN  
V/C Robert C. Miller Jr., SN  
P/C/C John T. Alter, SN

Guests present:

R/C Bill Neef, SN  
R/C Kay Simkins, AP  
P/R/C Nigel Hargreaves, SN  
N/F/Lt Dick Gercak, AP  
Mary Catherine Berube

**Ratification of electronic votes:**

Upon motions to approve, which motion was seconded, discussed and voted upon by the Board of Directors, United States Power Squadrons, the following was approved on 2 May and 14 May 2014, respectively:

- 1) To grant provisional squadron status to the Mississippi Provisional Squadron to be located in the Gulfport-Biloxi area. With the consent of the district commander, this provisional squadron will be assigned to District 15.

- 2) To replace obsolete T12 light fixtures with current T8 fixtures at headquarters at a cost of approximately \$10,000.00, which will be a capital expense and have a payback of about 29 months.

**Action items approved:**

- 1) To renew the lease on the Ford F-150 truck for one year as a capitalized lease expenditure with a \$1 purchase option at maturity.
- 2) To amend the USPS Safety Award (attached.)
- 3) To appoint P/D/C John Miller Jr., JN, Hilton Head/26, as the interim staff commander of the Program Partner Relations Committee.
- 4) To appoint P/R/C Wayne Spraggins, SN, Berea/7, as an interim member of the Committee on Rules.
- 5) To appoint P/R/C Dick Carson, JN, Perdido Bay/15, as interim rear commander of the Basic Public Education Committee.

**Discussions:**

- 1) Mary Catherine Berube reported that lighting and fixtures will be upgraded at headquarters beginning on 2 June 2014, which will result in savings on the energy bill.
- 2) Berube reported that the Internet connectivity at headquarters is being upgraded to 10Mb to increase bandwidth and speed.
- 3) Berube reported that the E-commerce site replacing the existing Ship's Store site will go live in June 2014.
- 4) Berube presented a proposal to upgrade current membership cards to a permanent membership card at a cost of approximately \$1 each, plus postage. The Board agreed to begin replacing the current membership card with a permanent card in 2015.

- 5) Tammy Brown, headquarters marketing director, joined the meeting via conference call. She reported that requests for proposal to market USPS online courses were sent to three agencies, and the Marketing Committee workgroup selected Rinck Advertising of Auburn, ME. Rinck proposes to evaluate why online course sales are declining or not selling, to use Google Adwords and other marketing tools to increase sales, and to assist in monitoring and updating Google Adwords and other online resources. Currently, USPS is developing online courses with BoatUS Foundation with revenue and marketing efforts being shared between the two organizations. V/C Brandenstein will submit a proposal requesting that the Educational Fund and BoatUS Foundation split the cost to hire Rinck Advertising.
- 6) Brown reported that C/C Robert A. Baldrige, SN, asked the Public Relations Committee to develop a list of the top 10 ways to fill ABC classes. A call to action letter from C/C Baldrige and the list can be found at [usps.org/abc3](http://usps.org/abc3). Monthly updates featuring one of the ten items will be distributed via SailAngle and the USPS Broadcast. During the next several months, squadrons will be asked to share their best practices and experiences with other squadrons.
- 7) Brown reported receiving three proposals to develop a new logo with the primary objectives of continuing to build brand identity, awareness, and interest in USPS and its products and services. A committee will evaluate the proposals to determine the best agency to develop, test and launch a new logo.
- 8) Brown reported that the first session of a national public relations training program to reenergize squadrons and promote education will be held at Charlotte Harbor Yacht Club in Port Charlotte, Fla. on 24 – 25 June 2014. The goal is to have three squadrons in District 22 complete the training by the end of June 2014.
- 9) Brown reported that USPS participated in a Twitter chat on 20 May 2014 to support 2014 National Safe Boating Week. The chat lasted about 75 minutes and included representatives from the National Safe Boating Council, BoatU.S., American Canoe Association, National Oceanic and Atmospheric Administration, and the National Weather Service.
- 10) Berube reported that USCG grant proposals for 2014 were still under review.
- 11) Berube reported that all OTW Rollout Phase II Grant funds were expended as of 31 March 2014. The closeout report will be submitted to the USCG by 30 June 2014.

- 12) The balance in the OTW Rollout – Phase III Grant as of 30 April 2014 was \$195,520. Since the program's inception, 125 training events, 915 individual on-water training sessions, 662 student trainings, and 253 instructor-level trainings have been held.
- 13) The balance in the USPS Boat Handling Simulator grant was \$111,563. A sales and distribution update summary was submitted to the USCG grant coordinator on 15 May 2014. The team is in the process of developing instructor documentation and instructions on setting up the simulators. The project will be submitted for consideration of the 2014 NASBLA Innovations Award.
- 14) V/C Bob Miller, SN, reported that as of 30 April 2014 revenue exceeded expenses by \$26,800.
- 15) V/C Miller presented the first draft of the 2015 Budget. The Board will continue discussions during its July 2014 teleconference.
- 16) V/C Peter W. Mitchelson, SN, reported that issues with with SailAngle messages being blocked by some Internet service providers had been resolved.
- 17) V/C Mitchelson reported that testing of the new USPS website will begin in June with plans to launch the public site before the 2014 Governing Board Meeting in Crystal City, Va.
- 18) V/C Mitchelson reported that 20 percent of new primary members (non-trial members) who joined in 2014 did not have educational experience. Sixty-five percent reported taking a USPS course while 15 percent took a course from another source. In 2013, 20 percent had not taken a course, and 71 percent took a USPS course while 9 percent took a course from another source.
- 19) V/C Mitchelson reported that he was working with headquarters to add credit card processing to the new E-commerce site.
- 20) The Communications Committee reported that all districts have websites that conform with Web policies, but that almost 25 percent of squadron websites are either non-conforming or non-existent.

- 21) The Heritage and Protocol Committee is preparing a Secretary's Workshop Seminar for the 2014 Governing Board Meeting.
- 22) V/C Mitchelson reported Ship's Store gross sales of \$38,939 as of 30 April 2014 and a gross margin of 45 percent.
- 23) V/C Gary P. Cheney, SN, reported that the Membership Committee was set to launch "Each One Reach One," the 100 Day Membership Campaign, on 1 June 2014. The focus is to increase current membership or current member retention percentages during this period over the same period in 2013. Information is available on the committee website at [usps.org/national/membership](http://usps.org/national/membership).
- 24) V/C Cheney discussed a Membership Growth Plan outline submitted by the Membership Committee. The plan will be complete by the 2015 Annual Meeting.
- 25) The Member Benefits Committee is updating and reprinting the Member Benefits flyer.
- 26) The Leadership Development Committee will present three Leadership Development seminars during the 2014 Governing Board Meeting for \$99 each. The committee is also developing a Nominating Committee Manual.
- 27) The Board discussed the procedures used to develop a provisional squadron. V/C Cheney will ask the Squadron Development Committee to assign a mentor to each provisional squadron to guide the process.
- 28) V/C Bob Brandenstein, SN, reported on year-to-date educational sales. Through first quarter 2014, sales were up by 2.5 percent over the same period in 2013. He reported that sales from online courses were low, but anticipated an increase as more seminars are brought online in 2015. Online ABC sales are down about 4 percent from 2013.
- 29) V/C Brandenstein reported that the Hurricanes and Boats online seminar should be ready in third quarter 2014.
- 30) V/C Brandenstein reported that the Educational Department is considering ways to increase ABC online sales with the possibility of offering an E-student guide at a reduced rate.

- 31) V/C Brandenstein reported that the number of squadrons reporting that they proctored an online ABC3 exam is very low. He noted that only four states require a proctored exam and that the Educational Department is considering offering an online ABC3 exam.
- 32) V/C Brandenstein reported that a marketing website promoting the Boating Safety Virtual Trainer can be found at *usps.org/boatingskillsvt*. He reported that the BOC Committee is working on ways to incorporate simulator training with the Seamanship Course.
- 33) V/C Brandenstein reported that the Tall Ships Challenge Pacific Coast 2014 includes stops in Los Angeles, Calif., on 20 -24 Aug., San Diego, Calif., on 29 Aug. – 2 Sept., and in Dana Point, Calif., on 4 – 7 Sept. Estimated visitors range from 25,000 in Dana Point to 1 million in Los Angeles. He noted that this is an excellent marketing opportunity for USPS and that volunteers from districts 13 and 28 would provide assistance.
- 34) V/C Brandenstein reported that 135 squadrons are participating in the Brunswick Dealer Advantage Program.
- 35) V/C Brandenstein reported that discussions are ongoing with the Royal Yachting Association for USPS to become a testing center for RYA. He will contact the Canadian Power & Sail Squadrons to find out if they are interested in participating.

Adjourned 1600

30 May 2014

Called to order at 0900

- 1) V/C Louie Ojeda, SN, reported that the Board authorized the Government and Partner Relations Committee to support a bill proposed by Rep. Steve Israel from New York's 2nd Congressional District titled "Boating Occupancy and Teaching Safety Act." He noted that USPS will offer any and all services at its disposal to continue to serve the public and to work with all State BLAs to further USPS' mission.
- 2) V/C Ojeda reported that the Safety Committee rolled out a First Aid Support Team Program for districts and squadrons on 12 May 2014. Information is available at <http://www.usps.org/national/safety/cpr-1staid+.html>.

- 3) The Safety Committee reported that as of 12 May 2014, 1,764 vessel safety examiners had conducted 5,151 vessel safety checks, with 4,764 vessels passing inspection. Vessel safety examiners can now take the recertification exam online. Information is available at <http://www.usps.org/national/vsc>.
- 4) V/C Ojeda reported that a national meetings hotel request for proposal and a hotel contract checklist have been completed. The National Meetings Committee is in the process of negotiating hotel contracts for the 2016 Annual Meeting.
- 5) The Public Relations Committee is updating the PROLog and reviewing all public relations awards and criteria.
- 6) The Marketing Committee rolled out the new tagline "Come for the Boating Education ... Stay for the Friends."
- 7) The Environmental Committee is reviewing a proposed memorandum of understanding with NAMEPA, an independent marine industry-led association which engages maritime businesses, government agencies and the public to "Save our Seas" by promoting sound environmental practices.
- 8) V/C Ojeda reported that Marin/25 is in the process of dissolving.

Adjourned 1200

31 May 2014

Called to order at 0930

- 1) R/C Kay Simkins, AP, discussed a proposal from the Planning Committee on the costs and structure of national meetings.
- 2) C/C Robert A. Baldrige, SN, discussed BOD updates to the USPS Strategic Plan with R/C Simkins.

- 3) C/C Baldrige challenged the BOD to work on the message, delivery and to shape the path for a new membership growth plan by the 2014 Governing Board Meeting.

Adjourned 1200

V/C Peter W. Mitchelson, SN  
National Secretary



# United States Power Squadrons Safety Award

## Information and Application

“As Chief Commander of the United States Power Squadrons, we remain committed to the continued development and growth of an organization of more than 60,000 members with a rich and proud heritage of service to boaters. We are an organization that is committed to boating education and boating safety. We honor unqualified dedication to this commitment. Your courage is the legacy of our century and a guiding beacon for future generations of dedicated citizen/members.

Theodore H. Smith  
Chief Commander

## USPS Safety Award Overview

### Background

The USPS Safety Award is administered by the USPS Recreational Boating Safety Committee. Created in January 2002, this is a USPS award. The award recognizes devotion above and beyond the call of duty involving USPS members who engage in heroic deeds leading to the preservation of property, the environment or the rescue of people or animals.

### Award Program Purposes

- ▶ Recognize USPS members who engage in water safety related activities.
- ▶ Promote the sharing of boating or water safety stories/events.
- ▶ Recognize systematic training (CPR, First Aid, etc.) that assists in preventing personal injury, loss of property and/or damage to the environment or the recurrence thereof.

### Recipient/Conditions Eligibility Criteria

- ▶ The recipient must be a member of USPS.
- ▶ The incident must involve water-safety and/or be boating-safety related.
- ▶ The event involves the preservation of property or the environment or the rescue of people or animals.
- ▶ The event does not necessarily involve a life-saving situation except where the USPS member is significantly assisting in a life-saving event. Examples include:
  - (1) preventing further property-damaging situation without being a principal in the rescue as in placing a tow line on a disabled boat and keeping it at least off the rocks in heavy seas or winds until further help arrives
  - (2) putting oneself in a clear and present danger by extinguishing a fire on an

uninhabited boat and preventing a major fuel spill  
(3) assisting in the provision of first aid before a USCG helicopter or vessel arrives on the scene and taking charge of a victim.

### **Application Instructions**

The application is a letter signed by the person submitting the information. The letter should contain:

- The name, address, and telephone number of the person submitting the application.
- The name, address, position/title and telephone number of the individual being recommended for the Safety Award
- A description of prevailing conditions causing imminent danger to self in pursuing this act
- A description of the circumstances leading up to the event which placed the victim in a life-threatening position.
- A newspaper clipping or signed testimonial from an eye witnesses, or a video tape capturing the event, must accompany the letter.
- The letter must be typed in a font not less the 10pt and not exceeding four pages double-spaced total length.

If a Safety Award is granted, the recipient must be willing to sign a release authorizing the life-saving story to be published in the USPS national magazine, THE ENSIGN and/or on the USPS national web site. All submissions will be returned only upon request otherwise they become the property of USPS to be disposed of in due time

### **Application Evaluation**

- ▶ Submitted Applications will be reviewed quarterly with recommendations submitted to the USPS Chief Commander and Board of Directors for final approval.
- ▶ The Award is to be presented during a meeting as determined by the preference of the award recipient.