



# Secretary's Department Newsletter

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## Secretary's Department COMMITTEES

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

### Flag & Etiquette

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

### Historian

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

### Information Technology

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

### Operations Manual

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### Publications

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### Ship's Store

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

### The Ensign

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

### Headquarters

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

### Editor/Web Publisher

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## Greetings from the National Secretary



It is hard to believe that three years have passed since I first assumed my current position. In looking back 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.

### Three Years in Review

One of the department's finest achievements was the development of software and procedures for a voluntary test of headquarters collection and anniversary billing of member dues (VHQAB). The test began with three districts, and this next year it has been expanded to eighteen districts. Mary Catherine Berube, Kathy Kesterson, Lena Padro from headquarters and R/C Robert Baldrige, N, Assistant National Secretary, R/C Ed Duda, AP, R/C Peter Mitchelson, SN and P/D/C John Bradley, SN are all to be congratulated for a task well done.

We have a **Secretary's Manual** to help district and squadron secretaries perform their duties. R/C Pat Gagliano, AP performed the initial work on the manual, with editing and formatting done by Betty Anderson and Louis Maassel, SN respectively, of the Publications Support committee. A special thank you to all three for their fine efforts.

Many changes have taken place 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 was responsible for this upgrade. Next, headquarters was upgraded to a high-speed communications link that allows for a faster response to customer needs, and more recently long distance and local telephone service have been combined with Internet service at a considerable savings in cost. Wireless Internet access is also now available at headquarters. 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 wrote the software needed to perform this task and with the help of Ed Duda implemented it on the headquarters computer system.

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## Greetings from the National Secretary



*The Boating Course Assistant (BCA) can be downloaded from the BPECom listed on the [Educational Dept Home Page](#)*

A new USPS® national web site was 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 D/Lt/C Ken Guscott, JN and P/D/C John Bradley, SN, as this program is now essential to districts and squadrons.

Another one of Ken's creations the **Boating Course Assistant** is helping us realize our goal of a boating course student database. We currently have a database of people that have taken our boating course but did not become a member that numbers over 27,000. This is thanks to the efforts of the headquarters staff. With BCA, squadrons can administer their boating courses more easily and at the same time provide headquarters with the names and demographics of everyone taking the courses. This database will be a valuable asset in the future.



**The ENSIGN** committee under the able leadership of R/C's Joyce Shaw, AP and Ina Fay Zitter, JN has had a very successful three years. A contract was negotiated and signed with Alliance Publishers, a seller of media advertising. 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*. Also, an ad hoc committee has been created to investigate ways of improving advertising revenues. Hopefully we will ultimately realize increased revenues from these actions.



*Historian Com Information and forms can be found at [www.usps.org/national/historian/](http://www.usps.org/national/historian/)*

R/C Ed Bauer, SN and the late R/C Charlie Sutter, AP have led the effort to completely revamp **The Historian's** web site. With the upgraded web site squadron historians now have the ability to prepare their histories online. Also, the historians report form is now compatible with DB2000.

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

**The Operation's Manual** committee led by R/C's Peter Mitchelson and Pat Gagliano has completely revised the operations manual to reflect the major changes that were made in the USPS organizational structure. The manual has been 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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R/C Anne Schreitmueller, JN

R/C's Bill Reasons, SN and Anne Schreitmueller, JN, of the **Publication's** committee, have reported an excellent response by the squadron newsletter editors to the advisor service provided by committee members. **'The Distinction in Journalism Award'** continues to be a sought after award. Committee members work with squadron and district newsletter editors to help them improve their product. Committee members are also working with those squadrons that do not currently have a newsletter to encourage them to start one.

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## Greetings from the National Secretary

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 has mentioned more than once just how time saving the introduction of the inventory control software, bar code reader and point of sale computer has been. This has brought the committee into the 21st Century in terms of inventory control and sale of merchandise. Recently, the Ship's Store has expanded into the sale of books and art works.

The **Flag and Etiquette** committee under the leadership of R/C Jim Williams, JN joined the Secretary's Department in January 2004. During the year several new squadrons and two districts received approval of their new burgees. The committee also authorized several 50-year burgees and one 75-year burgee. The committee has a handbook entitled 'How to Fly Your Flag' that can be purchased through Ship's Store.

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.

Last but by no means least is our department newsletter editor D/Lt/C Gloria Schulke, AP. She has for these past three years created a newsletter for the department sometimes under trying circumstances. Her efforts are greatly appreciated.

I complete my term of office at the annual meeting in January. It is hard to believe just how fast three years can go. Many people were involved in making this a successful three years. To each and every one of you in the Secretary's Department thank you for the tremendous effort you have made on behalf of our department and our fellow members in USPS. Best wishes to each of you as you continue working in the department and especially to Robert Baldridge as you take over the department leadership.

*V/C Frank A. Dvorak, SN*

# Happy New Year!



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**National Headquarters**  
**Raleigh, North Carolina**





## POWER BYTE

### Advertising and Websites

We all hear about the thought that USPS® needs to do more advertising to get our organizations name in front of the public. The response is, where's the money? Well we all have a way of greatly increasing the amount of exposure we can have with the public. That is the increase in the number of web sites, maintained by the squadrons, all over the United States.

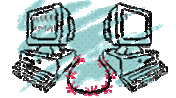
At present, we have approximately 359 web sites on the World Wide Web. All of these web sites are extolling the virtues of the USPS, giving boaters and non-boaters alike some idea of an organization dedicated to enhancing the enjoyment of sailing on the waterways of the nation.

How big is the exposure of this form of advertising? One squadron has actively developed external links to its website and since April of this year has

experienced over 1600 hits. These hits have resulted in additional people taking their BoatSmart® course, and have directly resulted in an increase in membership. If the number of web sites representing USPS multiplies that one squadron's experience we have the potential of over 547,000 visits by people, who may be unfamiliar with our organization.

Does your squadron have a web site? Is it actively managed to assure all the events your squadron is planning are announced to visitors of the web site? Here is an opportunity to further the cause of the USPS without significant monetary outlays. Give it some thought; we all need to work on membership recruitment..

*P/C Bill Miller, P*



## INFORMATION TECHNOLOGY IS CHANGING

### (or From Chalkboards to PowerPoint)

Information technology is changing, for the better, the look and content of USPS classes, both internal (Advanced Grade and Elective) and external (Squadron Boating, BoatSmart and ChartSmart).

Many of our squadrons are now using notebook computers with projectors in lieu of static overhead slides. This enables the instructor to better control the presentation, and enables him-her to present a more interesting lesson. The laptop/projector duo is also available at squadron and district social functions to show slide shows of past events.

PowerPoint enables an instructor to include, in the slides, film clips (can be of local harbors, boat launch areas, bridges and navigational landmarks) as well as teaching aids such as animated knots where the entire class can see a knot tied, repetitively, on a large screen. The generic slide show presentation can be easily edited to reflect a local unit and area which generally perks up interest in the material.

In many cases students can now be steered to local USPS websites for additional information on the lessons being taught, or to external sites that specialize in the area under discussion (i.e., weather, radio, marlinspike etc). At the beginning or end of class VCR or DVD film can be shown such as "Welcome to USPS" to give the audience a fast paced introduction to all that we do, and they could do if they joined our ranks. If you throw in a wireless mouse,

the instructor has mobility of motion and is not tied to the projection equipment.

GPS has moved from a specialty navigational option (Lor an A or C) to almost a commodity item. It is now included in many cars, recreational vehicles and boats as optional or even standard equipment and is also used by casual hikers and campers. It is now used in the military at all levels of command, and our new veterans will have had, in many cases, a wealth of hands on experience with the technology. The established reliability of GPS has earned it a firm place in our USPS charting education, and its inclusion and emphasis in our advanced grade and elective programs shows our group is moving forward to embrace technological advances while still providing the necessary skills to navigate using a course plotter, dividers and a paper chart.

To sum up, the times are changing and with information technology at a pace that would seem like science fiction even ten years ago. We (United States Power Squadrons) have a lot of archived knowledge that this technology explosion is helping us present to our students, who are also our future members. Bring it on!

*By: P/C Bob Payette, P – Information Technology Committee, and New London Power Squadron*

*With P/C Jack Kurrus, SN - Instructor and member NLPS Education Dept.*



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### National Meetings Calendar

<b>2005</b>	Annual Meeting Rosen Ctr, Orlando, FL	5—9 January
	Spring GB Adam's Mark, Charlotte, NC	1—5 June
	Fall GB Hilton, Portland, Ore.	6—11 September
<b>2006</b>	Annual Meeting Rosen Ctr. Orlando, FL	4—8 January
	Fall GB Grand Hyatt, New York	15-20 August
<b>2007</b>	Annual Meeting Adams Mark, Jacksonville, FL	20-25 February

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