This report contains the committee highlights of FY 2018 for the Executive Department. Attached are full reports as submitted by select committee chairmen.

Cooperative Charting Committee: R/C Thomas Peltier, SN

1. Completed 674 Geodetic Reports with 2132 items submitted, which represents an increase of 10% and 19% respectively from 2017 to 2018.
2. Completed 286 Nautical Reports with 781 items submitted, which represents an increase of 309% and 610% respectively from 2017 to 2018. (Note that this may be an anomaly due to issues experienced with the program operations.)
3. Signed a renewed three year MOU with the US Army Corps of Engineers.
4. Did not renew the MOU agreement with NOAA due to member liability issues. However, if issues resolved to both parties satisfaction then open to revisiting the opportunity.

Environmental Committee: R/C Richard Daybell, SN

1. Initiated the promotion of “Clean & Green Boaters” to be incorporated into educational programs as well as adoption by squadrons
2. Brochure and website updates continue
3. Worked with PACom regarding MOUs or other means of establishing relationships. Focus on the local level rather than national in scope.
4. R/C Daybell completes his term as committee chairman. He will be succeeded by D/C Steve Gatton, N, from District 32.

Marketing Committee: R/C Paul Mermelstein, SN

1. America’s Boating Club Marketing Guidebook continues to be updated and modified as new materials and programs are created; it is a living document.
2. Two grants were developed and awarded in 2018: Spanish Language Outreach, a USCG grant, and the Advertising Campaign Phase II, a combined Educational and Endowment Fund grant.
3. Ad/Marketing Communications Campaign worked with Director of Marketing, Tammy Brown, and Rushton Gregory to create and implement an advertising strategy. Phase I was completed and the work for Phase II has begun. Phase I involved the national announcement of USPS & America’s Boating Club dual branding with Phase II supporting the move to primarily America’s Boating Club. These are strengthening the name recognition and brand familiarization. The final Phase III involves targeted marketing with a call to action.
4. Spanish Language Outreach and Promotion developed with goal to commence advertising in the 1st quarter of 2019.
5. Participated in the Newport International Boat Show with booth space and offering of 5 modified mini-seminars. The effort was coordinated between the Educational Department, Marcom, and Districts 12 and 14. The measurement of success includes the fact that ABClub was asked to return in 2019.
6. Website Steering Committee organized to coordinate prioritization of website projects including integrating the “public” and “member” sites and messaging. Page templates and other background work mostly completed.
7. Education Department Support as needed with course and seminar development as well as the Learning Centers.
8. R/C Paul Mermelstein completes his term in 2019. Stf/C Shirley Heald, AP, from District 21 has been selected to lead the committee from 2019 – 2022.

National Meetings Committee: R/C Vincene Aquilato, S

1. Changes to scheduling and information gathering were implemented for the 2018 Governing Board Meeting in Minneapolis in order to simplify the staff work required. Modifications will continue to be made.
2. Numbers of attendees continued downward for both 2018 meetings.
3. More internal communications needed to promote the meetings and increase participation.
4. Costs of meals are increasingly affecting attendance at events as evidenced by the number of tickets sold.
5. Site selection for the 2020 Governing Board remains open. Discussions are underway.

Public Affairs Committee: R/C Pete TenBrink, SN

1. MOUs
   a. Developed draft MOU for possible new organization partner. Further efforts pending BOD instruction.
   b. Reviewed proposed “MOU” between State of Florida Dept. of Environmental Protection and USPS Districts in Florida for the Environmental Committee.
   c. Initiated effort to define a policy and procedure for development and administration of “local agreements” between individual USPS Districts/Squadrons and non-USPS entities. This policy/procedure will require BOD approval.
   d. Initiated project to establish parameters for the 33 existing MOUs.
2. USPS Liaison Function
   a. Internal PA-Com discussions to solidify role vis-à-vis USPS Liaisons.
3. Public Relations
   a. Maintaining new PA-Com FB page.
   b. Continued efforts to allow better use of social media.
4. USPS State Legislative Representative (SLR) efforts are status quo. I.e., there is little cooperation from Districts.
5. Government - No efforts currently underway.
6. R/C Pete TenBrink concludes his tenure with the PACom; he served as R/C of the former Government & Partner Relations Committee prior to taking the helm of the newly created PACom from the merger of three committees (Gov’t & Partner Relations, Public Relations, and Program Partner from EDU). Stf/C Bob Canfield, JN, has been selected as the next R/C.

Safety Committee: R/C Lorenzo Gonzalez-Aleman, SN
1. VSC Program: Stf/C Allan B Furtado, SN
   a. Ordered 35,000 2019 VSC decals for next year
   b. Found source of MARPOL, OIL and great lakes MARPOL decals and ordered 15000/15000/500
   c. VSC Totals
      - 1479 VEs (43 less than last year)
      - 26,842 Vessels inspected (568 less than last year)
      - 24,364 Decals awarded (767 less than last year)

2. Decal Awareness Program: Stf/C Robert Bales, AP
   a. Mailed 50,000 Vessel Examiner business cards to all VEs.
   b. Created a corporate account with Vistaprint for USPS.
   c. Designed layout & templates for general members/VEs business cards for Vistaprint web site.
   d. Posted Safety Committee “News Blast”.

3. CPR Program: Stf/C Jeff McKinney, JN
   a. Coordinated CPR/First Aid training at Annual Meeting, Governing Board
   b. Staffed Committee Booth at Annual Meeting
   c. Submitted 10 e-Blast messages to membership
   d. Promoted increased availability of Naloxone nasal spray (Narcan) for use by FAST programs

4. R/C Lorenzo Gonzalez is retiring this year. Stf/C Al Furtado, SN, of District 8 will take the helm.

Respectfully submitted,
Mary Paige Abbott
MARCOM Status Report - Annual

January 2019

America’s Boating Club Marketing Guidebook
- Updated Marketing Guidebook and associated marketing material to guide national committees, districts, and squadrons transition to branding as America’s Boating Club®
- Distributed to all squadrons, districts, and national committees in March
- Updated Brand Standards Manual
- Prepared latest updates to Guidebook and incorporated the Brand Standards Specifications for intended release around the Annual Meeting 2019

Grant Applications:  
- Developed grant application to USCG for Spanish Language outreach (Awarded)
- Developed grant application to Educational Fund and Endowment Fund for Advertising Campaign Phase II (Awarded)

Advertising Campaign
- Worked with Tammy Brown and Rushton Gregory to create and refine and advertising strategy
- Implemented advertising strategy. Results in viewership, hits, and click-throughs met plan
- Completed Phase I-A: Concurrent dual branding for name recognition and brand familiarization
- Starting Phase I-B: Transition to America’s Boating Club branding
- Developing Phase II: Call-to-action advertising promoting specific educational offerings, in concert with NEO, HQ, and Marcom

Spanish Language Outreach and Promotion
- Organized task force to begin promotion activities of Spanish language versions of ABC3 and the 6-16 Youth Outreach program
- Working with Rushton Gregory as ad agency
- Will begin advertising around February-March 2019

Newport Boat Show
- Through Rushton Gregory, contacted operators of the Newport International Boat Show to:  
  o Operate an America’s Boating Club booth and exhibit
  o Conduct five seminar topics, three and four per day, over four days
- Coordinated with the national Educational Department and Districts 14 and 12 to staff booth and seminars. Staffing included members from both districts, Educational Department leadership (Craig Fraser, Bob Rayburn, George Hallenbeck) and Marketing leadership, (Glen Sherman, and Paul Mermelstein).
- Conducted seminars for all days of the boat show and staffed a booth full time

Website Steering Committee
- Created a multi-disciplinary, multi-department steering committee
- Reviewed public site, identified issues that need to be addressed, created priority list
- Worked with BOD and ITCOM to obtain agreement to transition to Joomla-based site and integration with member site. Demonstration in Minneapolis was successful.
• Evaluated website performance and ability to keep non-members engaged. Determined significant shortfalls and identified content and design issues.
• Developed new content and worked with ITCom to update the site (ongoing)

Education Department Support
• Educational Products Development Strategy:
  o Provided marketing input and perspective to the Education Department for course and seminar development to meet the needs of our identified target markets
  o A conceptual strategy was developed and presented by Educational Department leadership to the committee chairs
• Learning Centers – Supporting Learning Center program with market strategy development and implementation

Respectfully submitted:

R/C Paul Mermelstein, SN
31 January 2019

Dear V/C Mary Paige Abbott,

In 2018, the Cooperative Charting Committee continued the process of rebuilding both the Nautical and Geodetic Reporting Systems. At years end, we manually processed 674 Geodetic reports (2132 items) and 286 Nautical Reports (781 items) which was a substantial increase over the volumes handled in 2017. See chart below.

For 2019, we will continue to refine our current programs & procedures working to make them more user friendly; thereby encouraging more members to participate. Currently, we are in the midst of working with NGS to see how we, USPS, can best serve them. During the past year, Stf/C Bo Ibach III, SN-CN, was instrumental in promoting wearing a Safety Vest while participating in the Geodetic Mark Recovery Program. Committee Members, Lt/C Tom Hancock, P and D/Lt Joanne Hancock, SN, traveled to D26’s Fall Conference to promote our Cooperative Charting program and presented a Cooperative Charting Seminar. A new incoming member D/C Greg Shay, JN-ACN will be introducing a magnetic sign, to be placed on your car that will notify observers that the occupants are working on the Geodetic Recovery Program.

Our monthly Conference Call, with all of our Committee Members continues to be a positive vehicle for keeping everyone up-to-date on events and changes and also for members to ask questions and/or make suggestions. The Conference Call conversations have resulted in program updates that have facilitated easier report processing and have been invaluable.

Respectfully submitted,

R/C Thomas J. Peltier, SN-IN
Cooperative Charting Chairman
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