

District 10 Administrative Department Report to Fall Conference

Status of Upcoming District Conferences

Fall Conference 2006. Best Western Hudson House, Hudson Wisconsin; I only show this Conference to convey that this is the new “2 sessions per year” format for training incoming officers. I encourage any and all to feedback to the District Bridge your thoughts on how this turned out and areas for improvement. Your District Bridge has worked hard to incorporate the desires of the Squadron members for fewer District events, while providing enough time to properly ready the incoming Squadron Officers.

Spring Conference 2007. Holiday Inn, Conference Center and Water Park, Stevens Point, Wisconsin (Central Wisconsin). Starts 13 April 2007. Plans are going forward.

Summer Rendezvous 2007. Treasure Island Resort and Casino. We have not signed a final contract, as of yet, but a letter of intent has been signed. Planning will now go forward.

Fall Conference 2007. The Madison Sail and Power Squadron has agreed to host this event at the Wisconsin Dells. A conference team is being formed as we speak.

2006 Summer Rendezvous (Milwaukee). The rendezvous had 94 participants from 7 Squadrons of D10 and four members of D9.

I believe all attendees enjoyed the Friday cocktail party and cook out, the Saturday boat rides on Lake Michigan and the Milwaukee River, and the fabulous dinner, entertainment, and fireworks provided by Germanfest Saturday evening.

The Milwaukee Squadron was able to sponsor the rendezvous without using any of the District 10 funds allocated for this event, and has also absorbed the cost of the room and continental breakfast service provided to the participants of the special District Council meeting called by the District Commander. A job well done!

Port Captain Division reports that there are now 509 USPS Port Captains - up slightly from last year; more are always welcome.

Speaker's Bureau. The USPS® Squadrons, Districts and National meetings all have needs for speakers to supplement their program agendas. This Speakers Bureau is intended to provide a resource for meeting those needs. Any ideas for good speakers you have should be shared with other District 10 Squadrons and placed on the national website: <http://www.usps.org/national/boactact/speaker.html>.

The **Membership Manual** has been updated to include all changes from the 2006 Annual Meeting in Orlando as well as the August 2006 New York Governing Board Meeting. This major revision supersedes all previous editions. All Membership Committee Chairs should be familiar with this document and Squadron Administrative Officers should review the document and have some understanding of its organization and the new material covered in it. If you have not obtained a copy go to: <http://www.usps.org/national/membership/memcommanual.htm>.

Youth Poster Contest. The District had entries in each of the age categories at the National Meeting in New York. While we didn't win, we did make a good showing. I'd like to challenge each Squadron to submit Youth Posters to the District Membership chair for judging at the Rendezvous next summer at Treasure Island outside of Red Wing Minnesota. Go to <http://www.usps.org/national/membership/youth/poster.htm> to see the rules. The final awards will be made at the Norfolk Governing Board in September 2007.

USPS4Kids.com is a site designed to provide kids information about the wonderful world of safe boating. It encourages them to get their parents involved in this site and has specific items for KIDS of all ages. There are links to fun and games that re-enforce rules, terminology, techniques and most of all keeps them engaged in areas that teach safe boating habits. Go to <http://www.usps4kids.org/Default.htm>

Civic Service Award. If your squadron is involved in a lot of public service events and activities, why not turn these into a possible award? The award is sponsored by Boat US “in recognition of exceptional service to public boating and safety and service to the boating community” by squadrons and districts. This includes not only the usual boating classes and VSCs, but also public seminars and workshops, scholarships, courtesy marine patrols, media interviews, children’s safety programs, etc. The application, which is easy to complete, is due 15 November to Gail Nachman – No late entries will be accepted.

- D/Membership Chair solicits squadron entries and establishes due date to D/Membership Chair.
- D/C submits district and squadron winning entries to Gail Nachman
- All squadron entries will be submitted for review and inclusion in the final report for BoatUS
- Samples of forms are available on the Membership web page at http://www.usps.org/national/membership/distinguished_civic_service_awar.htm.

Power of One (POO). The **Power of One** is a USPS® wide initiative aimed at accelerating membership growth through a two pronged approach that will enable squadrons to dramatically increase new recruitments, while concurrently addressing the need to involve and retain existing members. This program was due to expire 20 September 2006. As of this date of this report, District 10 has 98 members who have qualified for this award. This participation represents a little under 4% of the National participation.

MIRA Award: is presented to the squadron or district, which has a program that was utilized to increase Member Involvement/Retention and has produced results. The MIRA Award application is available as a fill-in **Word Document** or as an **Acrobat Document** to print and fill in manually. Submit this form to your District Involvement Chair (Judy McMillin) **before** 30 June 2007. You may submit as many entries as you want, but the results of each plan must be measurable or demonstrable.

Membership Loss Rate.

National - For the year 2005, 20.04% of our members, on a national basis, decided not to renew by the end of the year. When considered with new members this resulted in a net loss of 5%. A series of retention and renewal tools are now available at <http://www.usps.org/national/membership/meminv/index.htm>

District - For the year 2005 our district had a net lost of more than 9% of its members. National statistics show the following:

Membership as of 12/31/05:	
DISTRICT TOTAL ACTIVE	1294
DISTRICT TOTAL FAMILY	171
District Total Membership	1465

Membership as of 8/31/06:	
DISTRICT TOTAL ACTIVE	1312
DISTRICT TOTAL FAMILY	154
District Total Membership	1466

Not bad performance, but not great performance. Now let’s look how we stacked up Nationally.

USPS[®] Year to Date (YTD) Membership Report By District 2006 -2007

Year over Year by District

08/31/2006 / 2005

DISTRICTS YTD

As a Percent

District	31-Aug-05	31-Aug-06	DIF	
1	1,188	1,127	(61)	94.87%
2	1,767	1,656	(111)	93.72%
3	1,965	1,859	(106)	94.61%
4	2,082	1,991	(91)	95.63%
5	3,745	3,558	(187)	95.01%
6	1,312	1,275	(37)	97.18%
7	1,275	1,264	(11)	99.14%
8	1,949	1,861	(88)	95.48%
9	2,504	2,355	(149)	94.05%
10	1,277	1,312	35	102.74%
11	448	380	(68)	84.82%
12	873	859	(14)	98.40%
13	1,137	1,033	(104)	90.85%
14	907	827	(80)	91.18%
15	1,123	966	(157)	86.02%
16	1,755	1,826	71	104.05%
17	921	894	(27)	97.07%
18	477	471	(6)	98.74%
19	829	797	(32)	96.14%
20	1,240	1,216	(24)	98.06%
21	1,228	1,172	(56)	95.44%
22	3,190	3,028	(162)	94.92%
23	1,018	986	(32)	96.86%
24	718	734	16	102.23%
25	839	849	10	101.19%
26	1,395	1,415	20	101.43%
27	1,628	1,615	(13)	99.20%
28	427	479	52	112.18%
29	1,074	1,009	(65)	93.95%
30	469	464	(5)	98.93%
31	479	418	(61)	87.27%
32	603	622	19	103.15%
33	710	697	(13)	98.17%
90	43	11	(32)	25.58%
99	87	92	5	105.75%
Totals	42,682	41,118	(1,564)	96.34%

We are one of “8” Districts that have grown from last year. Time to stop (for a moment) and smell the roses....that’s enough. We can’t let up. Retention and new involved members are the lifeblood of the USPS. Keep it up!

Member Benefits. The Member Benefit package is growing rapidly. The following are structured to the USPS MEMBER, and can only be obtained by a person with a current membership card. Some examples are:

Chase Preferred Mortgage Program for Members

West Marine and Boat US discounts

Discounts with Maptech

Discounts on computer software and hardware

10% Discount with DELL Computers

McGraw Hill On-line Store - Discounted Books

And on and on....

Visit http://www.usps.org/national/admin_dept/membenefits.htm to see what’s in it for you!

The national Member Benefits Committee encourages squadrons to negotiate their own member benefits and submit them to the national web site so they can be posted for others to consider.

Nice talking with you,

Al Harmon