



MEMCOMments Tips & Tidbits

News & Updates

INSIDE

2012 Governing Board	2
Involvement Ideas	3
8 Information Sites	3
Doing It Right Worksheet	4

Award Deadlines

1 December 2012

BoatUS

Civic Service Award
Squadron & District

15 December 2012

Finley

Sea Scout Award

15 December 2012

Doing It Right
Squadron & District

30 December 2012

Growth Award
Squadron & District

01 January 2013

Boarman

Youth Poster Contest

Very Important Member
Squadron Administered

Contact us at membership@usps.org

NMR Contest: A challenge was issued to all NMRs to provide one (1) photo of each squadron in their district to R/C Abbott. Photos are to show the squadrons in action. All photos will be displayed continuously during Governing Board. The NMR who first submits all squadron photos will receive a Digital Picture Frame! Deadline: August 22nd.

VSC New Member Recruiting Contest: Vessel Safety Examiners can win a trip to the Caribbean by successfully recruiting new members while interacting with the public during Vessel Safety Checks. The program starts in January 2013 and runs for a year. MEMCOM will assist with training the VSEs and providing materials (i.e. new member packet content lists etc). One extraordinary VSE will win, but we all benefit

through their efforts.

H0800 Update: In order to eliminate the confusion caused by automatically enrolling students registering online for boating courses & seminars as USPS University Members the practice has been eliminated. Instead it is up to the squadron to enroll those students they **find appropriate as 'UU' members**. To help understand how the 800 system uses certificate numbers and works with membership software to enroll students in UU and as Trial Members, it is recommended to read the new addition to the 800 Help Documents, **"800 Certificate Numbers, USPS University Membership, and Trial Membership**: http://www.usps.org/cgi-bin/nat/eddept/pages.cgi?tools/SEO/certs_and_membership:Y

Governing Board Ruminations

Detroit. A noun that causes discouraging facial expressions and negative body language. How that irks me.

I grew up in the Detroit area. We had a small Chris Craft cabin cruiser that dad kept in the boat house at Grosse Isle Naval Air Station. Boating and its associated industries helped shape my appreciation of the water and life.

My grandfather, a classically trained sea captain, owned among other things a small boatyard near Algonac, neighbors included Chris Smith and Garr Wood. Family lore has it that my great uncle originated the Boat Loan industry for Bank of the Commonwealth

(now Comerica Bank) during the depression to help Smith & Wood keep boats affordable, their businesses open, and employees working.

***When things get tough,
the tough get going***

I look forward to returning to Detroit, meeting with you and working together to strengthen our USPS Membership base.

I hope to see you there!
R/C Mary Paige Abbott, SN

"Coming together is a beginning; keeping it together is progress; and working together is success." Henry Ford (1863-1947)

Detroit Governing Board

September 02-09

Marriott
Renaissance Center,
Detroit, Michigan



*Per Stf/C Jim
Pahl-Washa, JN*

“The Retention and Membership Involvement presentation will center on providing membership renewal tools and the incentive of the 100th Anniversary Celebration to increase renewals through pride of membership and by ramping up member involvement and PR activities that reach out to current and past members, and the community-at-large.”

MEMCOM Highlights

Thursday, Sept. 6

0800-1600 MEMCOM Table with 4 easels will be staffed by our committee volunteers and located near the Sea Scout display and the VSC display. First Timers, Old Timers, and NMRs will find information here.
Location: Renaissance Foyer East

1030-1200 **First Timer’s Meeting** will be held in the NAO suite. Be sure to introduce yourself and offer assistance! Contact Cdr. Sami Lucas, N, for more information or to assist. (sami@bocoweb.com)

1400-1700 Squadron/District Officers/**Gen’l Members Meeting. Did you know** that this is planned and conducted by the **Admin Dept? Come learn what’s happen-**ing throughout USPS! Location: Cartier

Friday, Sept. 7

0800-1600 MEMCOM Table with 4 easels will be staffed by our committee volunteers and located near the Sea Scout display and the VSC display. First Timers, Old Timers, and NMRs will find information here.
Location: Renaissance Foyer East

0800-1600 D/C & DXO Meeting. The MEMCOM will make a brief presentation in the afternoon about the 2013 Jamboree and distribute selected material.
Location: Cabot

0800-1000 Admin. Dept. Open Meeting Learn the latest about on-going projects, goals, new opportunities with all areas of the department: Member Benefits, Leadership Development, Squadron Activities, etc.
Location: Mackinac East

1000-1200 Membership Committee Open Mtg. Focusing on Retention & Involvement

plus Recruiting Cyber and Trial Members, Youth, the 2013 Jamboree, and Awards.
Be sure to join us!

Location: Mackinac East

1200-1530 Admin Dept. Team Luncheon ALL are invited to attend this get acquainted, business and working luncheon. Cost is \$30. RSVP to R/C Steve Johnson, AP, (scj2@flash.net) by **August 25th.**

1400-1700 SERAT Presentation. If you **don’t know about it then come learn about** the newest member of the Squadron Activities Committee. Talk about member involvement and civic service; this does it all! Afraid to ask? SERAT = Squadron Emergency Response Assistance Team
Location: Mackinac East

Saturday, Sept. 8

0900-1200 and 1400-1630 Governing Board Meeting. Location: Columbus
NOTE: During the Administrative Department Report, V/C Louie Ojeda, SN, will be making two award presentations: a Finley Sea Scout Award and the 2011/2012 Selden Membership Involvement & Retention Award (MIRA).

1200-1400 **Member’s Reception & Luncheon.** Location: Renaissance Foyer East and Cartier, respectively.
NOTE: MEMCOM has requested a **reserved table for our First Timer’s and Finley Award winner.** Please advise Stf/C Wayne Partie (wdpartie@verizon.net) by **August 1st** if you have made a reservation.

Log onto the USPS website for more information and activity reservation forms. (www.usps.org/php/reservations/meetings.php)

NOTE: Locations may change; check first!

10 Member Involvement Ideas

1. One way to get new members involved is to find a project that they believe in—be it beach/marina clean-ups, taking the Youth Poster Contest into a school or children's group, doing Vessel Safety inspections, serve as a bartender at an event or prepare food.

How do you find out what they would like to do, you ask? **Talk to them!** Call them, if you need to leave a message, ask a question that requires them to call back the answer (i.e. "We want to make sure that we have your name tag prepared the way you like—Jack, correct?" - even if his name is Jim). And make sure to be around to answer YOUR phone when they call back!
2. The Youth Poster Contest is a fun project for young members, especially if they have children in school—they have the contacts. Most schools have \$\$ issues—so offer to provide the paper for the posters. The dollar stores carry it (and may even donate some if you are purchasing enough!)
3. Make sure to look through the Doing It Right (DIR) worksheet; it helps your squadron do a self-analysis of your recruiting AND retention programs. (See worksheet Pg. 4)
4. Everyone likes to feel important—show them that they are **WHEN** they bring in a new member by awarding them a Very Important Member (VIM) pin! With enough new members, your squadron may then win a Growth Award.
5. Has your squadron found a secret program that has **helped with member retention?** Please share your 'secret' with other squadrons by making a Member Involvement Retention Award (MIRA) submission next year.
6. Does your squadron work with a local Sea Scout Ship? Check out the requirements to submit one of your members for a Finley Sea Scout Award. Information can be found on the membership website.
7. Start a Mentor Program. Begin by asking for help with integrating new members into your squadron from your established members—make it a good age group mix. Give them a "to do list", i.e. contact new member/mentee prior to each event, provide activity previews, meet & greet mentees at activities & introduce them to others, etc. Mentors help the mentees feel like they BELONG!
8. **Host a new member potluck party at a member's home;** ask for volunteers to help with the Meet & Greet, set up & clean up, plan an activity for all to participate, etc.
9. Send your members postcards: with birthday wishes, to welcome a new member, to thank them for renewing their membership, with Get Well Soon wishes...**Hand sign them!**
10. **Try something new. Don't know what to try? ASK your members!** Get those who offer ideas to work on the activity.

Special Thanks to Stf/C Sandy Krupa, P!

8 Information Sites

USPS Membership Manual: The first resource for all membership committee people: squadron, district & national!
www.usps.org/national/om/pdfs/opsman23.pdf

New Member Handbook samples: Squadrons can adapt templates to their locale; a valuable tool for all members!
www.usps.org/national/membership/meminv/index.htm#New_Member_Welcome_Packet

Membership Forms: All are here for you! www.usps.org/national/membership/printable_forms.htm

On-Line Dues Calculator: Every little bit helps when computing your new member's dues. You can even compare your squadron to others across the nation!
www.usps.org/php/DHinders/natsec/dustable.php

Membership Status Reports: Monthly squadron & district information plus historical data. www.usps.org/x/x.pl/x/x.cgi?/membership/Member/members_only_page.htm

Cyber Member Recruiting Tools: Complete recruiting and transfer steps for squadrons incl. sample letters and scripts.
www.usps.org/national/membership/pdf_files/Recruiting_Cyber_Squadron_Members.pdf

Member Info by Name or Certificate/Information Center: Check on or look up HQ member info here.

www.usps.org/cgi-bin-nat/tools/pages.cgi?member:Y
Manage Your Member Profile: Direct members to this site to make contact and other updates to their personal data.
www.usps.org/cgi-bin-nat/tools/myprofile.cg

DOING IT RIGHT 2012 AWARD WORKSHEET

Squadron _____

District _____

Did your squadron:		Yes	No
1	Have a recruiting program?		
2	Have a 50% retention rate of new members from your ABC3 Class(es) or seminars?		
3	Use a renewal program?		
4	Have a new member orientation program?		
5	Employ a phone committee or email list to contact members about events?		
6	Employ a public class team concept that included P/R, Education, & Membership in the planning?		
7	Publicize your class in print media or by personal appearances?		
8	Teach at least two ABC3 Classes?		
9	Teach at least four seminars?		
10	Teach at least one ABC3 Class with table proctors?		
11	Teach at least four courses for your squadron members?		
12	Average 10 VSCs per Vessel Examiner?		
13	Have a program or public acknowledgment for National Safe Boating Week or its equivalent?		
14	Have an active Cooperative Charting program?		
15	Participate in a boat show booth?		
16	Hold at least two on-the-water activities?		
17	Hold informal social events (picnics, dinners, etc.)?.		
18	Hold General Meetings regularly?		
19	Frequently have guest speakers at General Meetings?		
20	Have an up-to-date website?		
21	Publish a newsletter regularly?		
22	Have at least three members of your bridge attend a Leadership or Operations Training workshop?		
23	Attend your District Spring Conference with 80% of your delegates?		
24	Attend your District Fall Conference with 80% of your delegates?		
25	Submit a MIRA Entry or Civic Service Entry? (Please fill in number if applicable.)		
26	Have another activity that should be considered for credit? Please explain on the back side or another sheet of paper.		

Email or mail this award to Stf/C Sandra Krupa by 15 December 2012.

Email - kruof2@tampabay.rr.com, Mail - 8950 Park Blvd #305, Seminole, FL 33777.