

# Secretary's Department Newsletter

## Department Personnel

### National Secretary

V/C Ernest G. Marshburn, SN  
[ns@usps.org](mailto:ns@usps.org)

### Assistant Secretary

R/C Frank A. Dvorak, SN  
[frank@amiwest.com](mailto:frank@amiwest.com)

### Special Assistant

P/R/C Anne E. Hall, SN  
[AEHall2195@worldnet.att.net](mailto:AEHall2195@worldnet.att.net)

### Headquarters Director

Mary Catherine Berube  
[berubemc@hq.usps.org](mailto:berubemc@hq.usps.org)

### Historian

R/C Charles P. Sadler, AP  
[dorcyhart@aol.com](mailto:dorcyhart@aol.com)

### Information Technology

R/C Angelo V. Giovanniello, SN  
[descon@worldnet.att.net](mailto:descon@worldnet.att.net)

### Operations Manual

R/C Peter W. Mitchelson, SN  
[EuroPWM@mindspring.com](mailto:EuroPWM@mindspring.com)

### Publications

R/C Robert D. Bair, AP  
[rbair@msn.com](mailto:rbair@msn.com)

### Ship's Store

R/C Ann T. Bailey, AP  
[annbailey@mindspring.com](mailto:annbailey@mindspring.com)

### The Ensign Committee

R/C Joyce Shaw, AP  
[odetojoyce@aol.com](mailto:odetojoyce@aol.com)

The Secretary's Department, under the direction of the National Secretary and the Assistant Secretary, consists of Headquarters and six committees. Each committee has a chair and assistant chair supported by committee members.

Although these members form unique committees, all the committees work together as a unit striving to produce the best products for USPS. This may be a reference manual, a set of newsletter guidelines, a better magazine, advanced communication methods or a new item of USPS clothing.

## ISLANDS OF ADVENTURE AND OPPORTUNITY

V/C Ernest G. Marshburn, SN

Welcome to the first edition of the *Secretary's Department Newsletter*. The intent of this newsletter is to reach to USPS members and offers the potential for improving communication at all levels ensuring that USPS members are better informed as a result. Communication is a top priority on the USPS agenda not only because it addresses fundamental issues about the way we share information but because it provides answers to basic questions such as who we are, what our goals are, where we are going, and perhaps most critical of all, "What's going on". In an age of anywhere-anytime communications, this represents the mission where "failure is not an option".

I have a favorite quote by Robert F. Kennedy who said, "Some men see things as they are and say why. I dream things that never were and say, why not?". As squadrons, districts and national become increasingly adept in using the Internet to promote their web

sites, we must begin turning the corner from simple advertising to strategic marketing. While the Internet is not the ultimate solution, it does represent another way to reach out and perhaps attract new USPS members by providing improved customer services. It also represents another example of how the Secretary's Department is and will continue to do "whatever it takes" to pro-actively enhance communications through USPS.

We hope that you will enjoy the first issue of the *Secretary's Department Newsletter* and offer feedback and suggestions for its continual improvement. These are indeed exciting times in USPS where our organizational commitment to excellence continues to be a top priority. Teamwork is that key to that success, so it is important that each USPS member participate in the success story. We simply need to keep in mind that success in USPS will continue to be a journey rather than a destination!



### A message from R/C Ann Bailey, AP

The Ship's Store Committee has really been busy since the Denver meeting. Due to health reasons Tom Governale had to resign, and our new Stf/C is Sarah McCurry.

We have updated the information for a new printed catalog to appear in the October issue of The Ensign. We have added some new exciting items to our inventory. Here are a couple of items. Our new tag line "America's Boating Club" will appear on the new unisex Tee Shirt and also on a ladies bright yellow Tee Shirt. Each will have the new logo. The same tag line and logo will be available on a new license plate. We have a special promotion in the September Ensign in addition to our special flyer for the Governing Board in Little Rock.

The district Merchandise Order Form has been updated with all new items and some reduced prices on jewelry because we have a new supplier. Each of our committee members have chosen a district to assist in ordering. We want very much for every district to have a successful sale and we want to help to achieve it.

Visit the Store at the Governing Board meeting or at our Website anytime; look for our new printed catalog in the October issue of The Ensign.

**"Our customers are satisfied customers"**

## NATIONAL HEADQUARTERS



The headquarters in Raleigh has continuous and busy schedules all year long. Each seems to have a different agenda and focus in addition to the everyday operations of a professional office with several identified departments. Mary Catherine Berube, administration director, is supported by willing and efficient co-workers. Employees, each with a personal e-mail address, have one or more assignments and handle the tasks in a productive manner and with expertise.

Daily there are routine phone calls, mail to sort and answer, faxes and e-mails with requests, bills to send, orders to fill and special assignments. Actually thousands of communications are handled each week. In addition, certain months mean special activities. In the month of July processing membership for the new year takes center stage. In August preparations for the Fall Governing Board in Little Rock are completed. The submission of merit mark recommendations follows. And this busy schedule goes on and on!

*The membership, and especially the members in the secretary's department, are proud of the accomplishments of the dedicated and hard-working headquarters staff serving USPS on a daily basis.*



## HISTORIAN COMMITTEE

On the historian committee web site can be found the Historian Report Form. Having this form available on the Internet will make submitting history information to headquarters faster and easier. Squadrons and districts are encouraged to use the electronic form. In addition, the form is being distributed on floppy disks.

In 1999 there were 193 history reports sent to headquarters for filing; however, during 2000 more than 200 reports have already been sent to headquarters in Raleigh. It is important that all squadrons and districts compile their history for when this important data is lost, it can never be retrieved.

The historian committee's web site has been revised and updated and features the historical print showing the beginning of USPS in Marblehead Harbor during 1914. All members should visit the site. R/C Charles Sutter, AP and Stf/C Edward Bauer, SN spearhead this important committee.

### KNOW THE SECRETARY'S DEPARTMENT ?

Find the BEST match! Your score \_\_\_\_\_

#### A. National Headquarters

##### 1. The official magazine of USPS

#### B. Historian Committee

##### 2. The "How-to-do" reference book

#### C. Information Technology Committee

##### 3. Supplier of USPS items

#### D. Operations Manual Committee

##### 4. Keeper of USPS Memorabilia

#### E. Publications Committee

##### 5. Support of electronic equipment

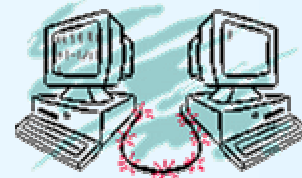
#### F. Ship's Store

##### 6. The hub of USPS data

#### G. THE ENSIGN

##### 7. Communication among members

## INFORMATION TECHNOLOGY COMMITTEE



The Information Technology Committee, better known as the ITCOM, has a slogan, "Dissemination of information is the key to the success of any program", and the products developed for USPS have accomplished that ideal.

The committee is under the guidance of R/C Angelo Giorvanniello, SN, chair and Sft/C Wayne Spivak, JN, assistant chair. The ITCOM pioneered the involvement of USPS in the Internet. Today the list of available features on the Web is most impressive squadron and district web pages, mailing lists, e-mail, national departments, news, software and the *PowerByte* publication to name a few.

The recognized achievement to improve the big picture in USPS was the installation of the AS/400 mainframe at headquarters which united squadrons and districts throughout the nation using DB2000. This program includes Merit Mark (MM) and the Biographical Data Upload (BDU). Squadrons and districts have the ability to download their rosters and also to upload specific entries pertaining to individual members. This service is available seven days per week, 24-hours per day.

The response in creating district and squadron web sites has been overwhelming, and 17 districts and 72 squadrons became winners of the Website Excellence Award in the year 2000.



## PUBLICATIONS COMMITTEE



The Ensign Committee is committed to creating the best magazine that gives knowledge and enjoyment, not only to the membership but also to the recreational boating population. The chairs of this committee are R/C Joyce Shaw, AP and Sft/C Ina Fay Zitter, JN. Within the committee there are many qualified individuals - feature writers, reporters, artists, consultants, district and squadron correspondents. The professional staff at headquarters, responsible for editing and publishing the official magazine of USPS, consists of an editor, an associate editor, an art director and an administrative assistant.

These groups and individuals team together to obtain articles, materials and photographs producing the most informative magazine that reflects the mission and values of the organization. The contents may include officers' reports, notices to members, actions of the Governing Board and department committee announcements.

At present the effort to obtain more advertising for the magazine is of prime importance. An ad may be as small as a business card, as big as a full page or just a section of a page. Yes, an ad is beneficial to both the person or company that advertises and the magazine whose circulation sends the ad to countless readers.

R/C Robert Bair, AP and Stf/C William Reasons, SN serve as chair and assistant chair of the Publications Committee respectfully. The committee is charged with assisting editors in improving the quality of USPS newsletters and maintaining a communication exchange among the squadrons and district editors.

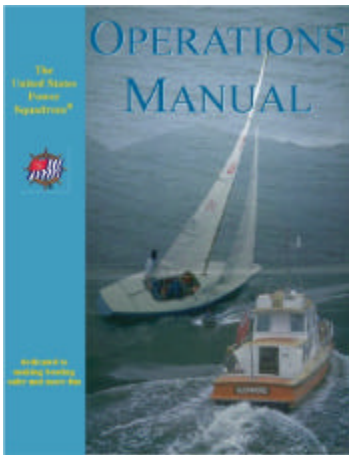
Big plans for the coming year are being developed within the committee.. The success of the guidelines prepared for the editors (available as a PowerPoint Presentation) has promoted the creation of a new guidebook entitled "How To Conduct Seminars and Workshops at District Conferences". This should be a new and exciting addition to any conference agenda.

Also a new logo for award-winning newsletters will be designed and available for the 2001 winners. Remember, in order to be considered for this award a squadron must submit four copies of the squadron newsletter and a district must submit two copies of the district newsletter to the assigned evaluators. Awards will be announced at the next annual meeting.

Editors will discover a wealth of materials on the committee's web site.

## OPERATIONS MANUAL COMMITTEE

The Operations Manual Committee Leaders are R/C Peter Mitchelson, SN and Stf/C Patricia Gagliano, AP. The complete 2001 Operations Manual, now available on the internet, can be viewed or downloaded as a complete document or in designated sections. This format is similar to the former publication with the familiar twenty-two chapters. All of the material, especially the USPS History, has been updated and is as current/correct as possible.



In addition, there are several added features—the appendices have been expanded and now contain eleven sections, some with multiple parts. Provided in detail are the policies of USPS, lists of manuals and publications, a description of the national funds and an outline of available forms and special dates. Of special interest will be the Tailor's Guide, a pull-out section, that describes all of the uniforms and includes illustrations showing the placement of insignia, stripes and pins. An added appendix is an outline of the Canadian Power and Sail Squadrons which reviews the similarities and differences between USPS and CPS. These new appendices were included in the Manual after requests from many of the members.

The Operations Manual has been called the "toolbox" for USPS and it contains the answers to many questions you may have about the organization.

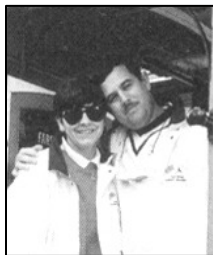
Remember: Each committee in the Secretary's Department has a web site available at

<http://www.usps.org/national/sec.html>

# Did You Know??

- That your laptop computer can become a GPS receiver, so reports P/C Dan Bartell, N, a member of the ITCOM? This portable navigational tool allows one to download software to the laptop and customize it to special requirements. On route use the GPS feature to manage itinerary changes, track progress, show latitude/longitude, heading and speed. Just “plug and play”, and take the hassle out of everyday travel.
- That in addition to usual table display at the national Governing Board meeting in Little Rock, The Ensign Committee plans to reproduce and distribute 100 copies of the new USPS Screensaver CD? Be one of the lucky ones; attend the meeting and pick up your screensaver!
- That the Publications Committee has a membership of 20 members? Each member has had experience in writing, publishing or has served as an editor of a newsletter? On the committee each serves in many capacities—as a helper, evaluator, teacher, advisor but most of all as a friend to the district and squadron newsletter editors. Working together they produce better and more interesting newsletters!!
- That after each national meeting (the two Governing Board Meetings and the Annual Meeting) the Operations Manual is updated to reflect the actions of that meeting? It usually means a change in the national bylaws, deletions, corrections or additions to specific sections of the manual. One action by the membership might mean three or four changes in the Manual. There is always the attempt to keep OM accurate and current.
- That the historical printing (85th Anniversary) by marine artist Donald W. Demers, now is displayed at National Headquarters in Raleigh? However, USPS members continue to have the opportunity to purchase a signed print. Only 2000 of these prints showing the 1915 scene in Marblehead Harbor, the birthplace of USPS, were made available. The print shows several Naval vessels and the yacht Elizabeth that belonged to founder C/C Roger Upton. What a keepsake! Consider purchasing one for your home, office or the squadron building.
- That the sale of merchandise at the Ship’s Store has increased to unbelievable totals? This positive report is due to the committee’s hard work in securing new and popular inventory, the new printed catalogue, availability of the district conference packages, and the “crew” who man the sale’s tables during all of the national meetings. Hats off to the success of this worthwhile and beneficial endeavor.
- That plans are now underway to remodel the Memorial Library at headquarters? The design calls for 11 alcoves where memorabilia (books, photos and artifacts) will be displayed depicting the history and development of USPS. The wealth of historical materials will no doubt be an inspiration to each and every visitor.

## MEET THE NATIONAL SECRETARY



V/C Ernest G. Marshburn, SN, a North Carolina native, works as director of strategic initiatives at East Carolina University (ECU). He has been a member of Tar River Squadron for over 15 years, serving as AO, XO and CDR.

After moving up the District 27 Bridge (serving as Secretary, AO, XO and CDR) Ernie spent 3 years as Assistant National Secretary before accepting his current position in 1999.

Like her husband, P/C Dianne Marshburn, AP has been very active at all levels of USPS and also served as AO, XO & CDR of Tar River Squadron.

Ernie is an avid sailor and introduced Dianne to the sport when both were ECU undergraduates.

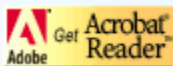
As if USPS and fulltime occupations did not take up enough of their time, both Ernie & Dianne do extensive volunteer work in their community.

### KNOW THE SECRETARY’S DEPARTMENT ? (ANSWERS)

A—6 B—4 C—5 D—2 E—6 F—3 G—1

### Do you have these helpful software programs?

Download them - they are free!



PDF Reader



Word Viewer



PowerPoint Viewer

**NEXT  
ISSUE:**

Look for the next issue after the upcoming Fall Governing Board in Little Rock.

### ACKNOWLEDGEMENTS:

Thanks to

Rear Commanders for providing information & articles,  
P/R/C Anne Hall, SN for acting as editor,  
R/C Peter Mitchelson, SN for getting it out there