

United States Power Squadrons®

Sail and Power Boating
District 5



TO: District Commander J. Brian Becker, AP Squadron Commanders and Bridge Officers
SUBJECT: District Administrative Officer Report - Spring Conference 2009
FROM: D/Lt/C L. Chris Brown, IN

The District 5 Administrative Department excels only by actions within its committees. Below are some of the Administrative highlights and important commentary from the past several months.

MEMBERSHIP

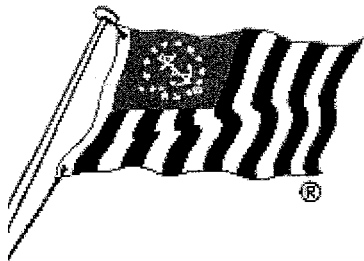
Membership Growth has been slow and steady across all squadrons since June-July of last year. After falling 5% from the national average, D/5 has recovered just below the national norm. From Aug-Feb, D/5 has grown 134 members (4%) in the district over this 7 month period. We can be very proud of this accomplishment, but we must go forward with a very proactive approach to membership retention in the months ahead to retain that pace of improvement. Without the headwinds of entire squadron losses and with the tailwind advantage of new squadron beginnings, I have confidence we can continue forward and again lead our District into stronger positive growth. We are the largest District and with your help we will stay the largest District in USPS, a challenge you cannot resist to accept. I am encouraged by these results counter to National recent published data indicating declines in recruitment due to fewer boating courses taught and new boats being sold.

Eight squadrons had positive total growth in 2008. It does not take too much to double that number; and, then, we will be well underway to achieve membership growth goals. The 8 positive squadrons will receive well earned awards at the Spring Conference ceremonies. For the squadrons that achieved this milestone, please ENJOY the moment and be proud of your accomplishments. Other special awards are also important to acknowledge unique squadron achievements. This year, awards will be presented at Spring Conference to two squadrons that through membership involvement activities sponsored outstanding (1) community affairs and (2) boating activities. Excellence in member involvement in whatever form is paramount to member retention, may we all strive to this goal of maximum involvement of our members.

One last note on membership: The "Power of One" program has been discontinued. But, please keep in mind, membership is still "EVERYONE'S RESPONSIBILITY." There is a new brochure titled "Learn from the Best" developed to assist in recruiting. See it on the website. The National Membership website has materials and ideas to help with recruitment and retention; visit it and explore it frequently. Special acknowledgements go to D/1st/U Phyllis Zindulis for two years service as D5 Membership Chairman and to PIRJC Roberta Dougherty for three years as National Chairman.

THE POWER SQUADRONS OF DISTRICT 5

ABSECON ISLAND - ANNAPOLIS - BLUE HEN - CAMBRIDGE - COLONIAL - DELAWARE RIVER - DELHIGH - DELSEA - DUNDALK ELIZABETH RIVER - HAMPTON ROADS - KENT NARROWS - KINGSWAY - MAIN LINE - MID-POTOMAC - MILES RIVER - NANSEMOND RIVER - NORTHEAST RIVER - NORTHERN NECK - NORTHERN VIRGINIA - OCEAN CITY - PATAPSCO RIVER - PATUXENT RIVER - PENNSWAYPOTOMAC RIVER - RAPPAHANNOCK - RICHMOND - ROCKVILLE - SALISBURY - SMITH MOUNTAIN LAKE - SUE ISLAND SUSQUEHANNOCK - TRENTON FALLS - VIRGINIA BEACH - WILMINGTON - YORK



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EVENTS AND ACTIVITIES

Preparations for the 2009 summer events are well underway and will prove to be another great year for boating fun and education on the water. The season begins with the NOAA workshop again held in the Norfolk-Portsmouth area May 2-4 under the leadership from DIU Steve Leishman and the Co-operative Charting Committee. July 17 marks the start of the D/5 Summer Cruise, headed by DIU John Wilmot who will lead the Southbound Cruise to Bay Creek in Cape Charles, Virginia. The July 23-26 Summer Rendezvous in Bay Creek, unique this year as it teams with another District - D/27, will provide an outstanding menu of activities from the combined efforts of both groups. I must agree with P/D/C Arlene Andersen who states, "This one you do not want to miss." DIU Bob Beltz promises FAIR weather this year for the Navigation Contest. There will also be an opportunity to cruise south on the ICW with the returning D/27 boats. The Sail Regatta and Fall Festival will be held in Herrington Harbor South Marina, MD, and will follow a similar format as last year with one exception; the new date of Oct 2-4 has been moved up one week from last year so as NOT to conflict with any Annapolis Boat Shows! Now let's make this the best sailboat turnout ever, and may the fish be present to be caught endlessly for our 2nd Fishing Derby. All these events are listed in the Mark 5 and D/5 Website and done to encourage camaraderie of all D/5 Squadrons together for fun and adventure. So, if you can, please plan your Squadron activities around these dates to allow your members to participate. Your District Bridge is trying very hard to select dates well in advance of your squadron planning. These dates and locations through early 2011 are posted in the new directory and the D/5 Website.

RECOGNITION AND AWARDS

MIRA applications will again be needed by May 15th. DIU Ray Reuter presented a great synopsis of this award at the Fall Conference Membership meeting. Contact him if you need any assistance. If you recall, DIU Guy Thompson presented the D/5 Kids Poster Contest winners at Detroit last fall and won all the honors - ALL the Honors. Although this may well be a hard act to follow, give the KIDS a chance and let them work on new posters for submission at the 2009 Summer Council. Submit them this year to DIU Carole Reilley - It's FUN for the Kids and you never know unless you try! Lastly, let's mention the Squadron Scrapbooks. Many squadrons prepare history filled scrapbooks, either electronic or hard copy bound versions, to commemorate a Commander's year. These are fun to do and records memories for years. If you want to display this collection so other squadrons and D5 members can view and enjoy, bring them to the Summer Rendezvous and perhaps win an award of excellence!

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OPERATIONS TRAINING AND LEADERSHIP DEVELOPMENT

The District OT Committee conducted two regional all day sessions in the southern Chesapeake Bay region. It is important that we offer these opportunities to D/5 members, especially fruitful to small and provisional squadrons and those just beginning to evolve. P/D/C Nitschke and Stf/C Richard Davis reported that several students included in the latest training were from the Colonial SPS. It is important to hear from you about your training needs, let's hear from you, tomorrow! Along these lines, National is redesigning their Leadership Development Course to suitcase into a shorter and easier to use version. It will be available later in the year and we propose offering the course for an "ON THE ROAD" D/5 training program. Let P/D/C Arlene Anderson know of your interest as a regional workshop. If you do not know the "10 Ways to get the Best out of your Squadron", then a Leadership Development Course might be very appropriate.

COMMUNICATIONS

We listened and we heard what you were saying! D/5 needs to begin to add more interactivity on the website. A website that can allow easy exchange of ideas among squadron members and leaders, such as a chat, blog, or similar network, might be a significant improvement. It's important to share squadron information freely and easily ask for help about things in day-to-day operations. Also, it would be nice to have easy, timely and up-to-date posting of activities by squadron members in D/5 on the Squadron Bulletin Board to facilitate locating and participating in intra-squadron activities. We have added DIU John Hall to work some of these issues with our webmaster DIU Gail O'Donnell. We may begin in small pieces, maybe bite size to start. Your inputs in this area, your expertise, too, would be important to these team members. We always need volunteers to help, everywhere. Be different, come on out and help us accomplish changes for the better in your District.

Chris

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D/5 Administrative Officer