

United States Power Squadrons Annual Meeting

February 22-25, 2017

During the annual meeting for the United States Power Squadrons (USPS), I met with the Chief's Advisory Board. Each area of support and each officer presented their status report and a summary of what was going on in their assignment. A great deal of discussion about up-coming issues and programs transpired during the day.

This group spent all day discussing the programs being currently and possibly for the future being offered to their membership and the recreational boating community. They shared ways for furthering the impact on safe boating within each squadron and district for USPS. Discussion about membership and how to grow it for the future was one of the key topics. They talked about the 'Each One, Reach One' recruiting program to help bolster their membership. They also have distributed pop-up banners to 100 squadrons as a test to engage more visitors to become aware and possibly join through their 'Welcome to the Neighborhood' program.

A new boat owner primer has been developed and being distributed. They are strongly pursuing an on the water training free to their members. They are working with two grants to have Spanish versions of the America's Boating Course for classroom and online training opportunities through their digital media library.

Merger of some committees will streamline the work they do in support of recreational boating. A new public affairs committee is being presented for approval. The concept of America's Boating Club was discussed with more to come later. A revamp of the member's and public websites is being developed and will be released soon. A purge of old data is taking place with the reformatting happening soon.