

GB UPDATE – Sept 2023

“The United States Power Squadrons *is* America’s Boating Club”

That’s how most of those attending the annual Fall Governing Board Meeting in KansasCity, Missouri felt about our few days there. It was certainly reinforcing for me to see how enthusiastically our fellow boaters from around the country about their continued participation feel about our organization. It is also reassuring to me that the focus at National continues to be on how everyone can make our local Clubs successful. Here are just a few things that you should know in that regard, ideas and programs that we should consider in our Newport Beach, Oceanside, and San Diego Squadrons:

- National has approved and funded a Marketing Matching plan. Beginning with the new fiscal year, on Nov 1, National will match 50% of our local marketing costs (up to \$300 per annum). Spend \$600 in Marketing, get \$300 back. Hey, it’s a start!
- Need help with anything related to the National website? Contact Help@USPS.org and one of volunteer IT Committee members will get back to you.
- The purchase of a new dues management (et al.) software program – iMIS – was approved and funded by National. Among other cool features, such as event management (for SAOs and our DAO), this will allow Clubs to create an ‘auto-renew’ payment option. This will not only make it easier for Clubs to manage the collection of dues, but also help them retain members who forget that it’s time to renew and are lost. Stay tuned for more information about iMIS in The USPS Ensign and National news blasts. Like the Marketing Matching program, the kickoff beta-testing will begin with the start of the new fiscal year, and the plan is ‘go-live’ in 6 months. Some key features include
 - Pay dues/set up autopay
 - Branded microwebsites for each Club
 - NO COST TO DISTRICT OR CLUB for use of the software
 - Districts and Clubs can edit their dues amounts
 - Meeting registrations for Club and District activities
 - SMS texting by organizers about events, dues, classes, etc.
 - Communities (libraries) for storing online documents
 - Note (Cida, Doug, Jan, Jeff) HQ800 is not yet part of iMIS, but transition is planned
- One of the other District Commanders reported that a Squadron began a ‘10:1’ Membership drive. For every 10 new members that an active member brings in, that member will get their dues waived for the year. (Yes, Las Vegas SPS.)

- Cida, Doug, Jan, Jeff - also take note: The NEO (National Education Officer) announced the addition of several seminar updates, but most notably GPS and VHF/DSC Marine Radio. These two new, in-person seminars actually are now more up-to-date than the online versions. Hopefully this, along with our ABC Course offerings and Vessel Safety Exams, should help the local Squadrons recruit new members. They have successfully kept to their goal of at least one update/new seminar per month.
- The next USPS/ABC Annual Meeting is Feb 3-12, 2024 in Orlando and the next Fall Governing Board Meeting is Sept 22-29, 2024 in Pittsburgh.

Safe boating to all as we head into Autumn!
Allan

Allan T Bombard, SN-CN
Commander, District 28
District28ABC@gmail.com