

NCSG Presidents Report, November 2008

With such a short time between now and our next convention, the success of this meeting and follow-through on action items will be critical to our success in Winston-Salem, next February.

As you all should know by now, the dashboard has been split out by association. No longer do directors from one organization have to receive e-mail concerning projects from the other. This change was intended to lessen the load on directors and increase involvement on the dashboard. As I write this report, we have three Directors that haven't logged on for nearly two weeks. This isn't bad, but it's also not what I'm looking for. At least once every seven days, all Directors must log in on the dashboard. If for nothing else, we should show the staff that each and every one of us is hands on and involved in the success of this organization.

Member numbers look to have leveled off some time ago. It's time for the membership committee to ramp up a game plan to reach new and former members. We must never become satisfied with the service we currently provide. We must, as we do in our own businesses, continue to look for ways to diversify ourselves and the products and services we provide. We have an attractive package assembled of current benefits and I'm optimistic that we have the people in place to think outside the box on this very important topic.

We must continue to increase the value of membership to the point that only a fool sweep wouldn't want to be a member. If we already have this established and believe we do, we must market this effectively in the future. We may want to think about incentives to new members and special offers to regions, like my own, that are lacking in membership.

I would like to hear some input from all Directors concerning membership and what can be done to grow our numbers. We are not going to help the chimney sweep industry if the people entrusted by the members to guide the future of this trade don't participate in this process.

I expect all Directors to participate in the BOD list discussion concerning the consent agenda after it is received next week. We will not only have discussions about important topics at meetings, we will be thinking about the advancement of this trade and the members we represent constantly. I'm convinced that we have the people in place to make a tremendous impact on the future of this industry and the people that rely on its success to live, profit and prosper well into the future.

Promoting the chimney sweep trade as a career is going to be a place to start for this team. We have arguably the best opportunity in many years to market this industry to returning veterans, and those young people not attending colleges.

The communication tools available to us today through My Space, Face Book, You Tube, Blogs, ETC., is the new media that must be utilized to reach the younger demographic of this industries future.

At the last two meetings, progress has been made on the "August West" type start up kit project. I want this to happen and happen soon. Since the demise of August West, and the start up kit that they use to supply, we have a golden opportunity to mimic their marketing on the internet and offer packages to start up companies throughout the world. We can invest in a dedicated web site and market packages that include discounts on education and equipment supplied by our supplier

members and education providers within the industry. We are to be in support of the sweep industry and we must make it grow to be successful.

I want to see us continue the association with our supportive supplier members in advancing our marketing of membership materials to their customer list. I want us to utilize every advantage to the fullest and get our message out.

I'm looking forward to a very productive meeting.

Randy Brooks
NCSG President