

Presidents Report

November 2009

Following the favorable response to the proposed bylaw changes and subsequent approval of them by the membership, the board, along with our legal counsel, mapped out a path forward towards implementation of the changes. All changes were immediate with the exception of the reduction of regions from eight to six and the director responsibilities that relate to those new regions as well as the two new nominated and confirmed at-large seats.

The board and legal came to an understanding and consensus as follows: Directors Biswell and Dobbs will be presented by the Governance Committee to the board for confirmation to fill the two new nominated and confirmed at-large seats. Regions one, two, three and four will hold elections. Region five will be represented by director Maynard and region six by myself. The permanent supplier director seat will be filled by director Dimmitt and the two remaining at large seats will be held by their current occupants, directors Pilger and Priesing.

At the May planning meeting, this board identified a strategic plan for the direction of this association spanning the next five years. I look forward to hearing reports related to those elements at the meeting. I would like to see dates on any progress made relative to the following;

#1 on NCSG 2009 Annual Planning Document: Increase membership to 1500 by convention 2015.

Strategies may include:

*Ensure 10 points of contact to prospective members each year.

*Contract with a professional call center.

*Develop quarterly legislative alert mailings to prospective and active members.

*Develop a Sweeping "Progress Edition" to prospective and active members.

The staff has identified 14 current points of contact being utilized for prospective members:

- Sweeping Magazine coverage (2x annually, convention area prospects & all prospects from the past year).
- Convention promotion postcard (1x annually) and convention registration mailer (1x annually)
- Postcard from Stratus Insurance carrying NCSG message (2x annually)
- Email blast from Stratus Insurance carrying NCSG message (4x annually)
- Direct mail postcards to all prospects with "Y2 Marketing" type message (4x annually)

Specific strategies for this goal have been outlined and are being monitored on the company dashboard.

Admittedly, the majority of the effort will revolve around growing the membership and at the same time increasing the value of guild membership to increase retention of current members.

I look forward to a productive meeting.

Randy Brooks

NCSG President