

## **NCSG Presidents Report, August, 2009**

At the time I write this report, the balloting for the recommended NCSG bylaws changes has a little more than a week left for consideration by the members. There is a required two thirds majority approval to advance these recommendations to reality. We will be addressing these changes should the membership approve this measure at the August meeting. All aspects of the changes with the exception of the board of director's movement will be included. Should the measure fail, all things bylaws related will remain as they are.

At the May planning meeting, this board identified a strategic plane for the direction of this association spanning the next five years. I look forward to hearing reports related to those elements at the meeting.

#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 overage (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)

We are budgeting the following primary contacts for the FY2010 year (note we currently have a prospect list of approximately 4,000 names):

- Quarterly direct mail postcards to all prospects with "Y2 Marketing" type message (4x annually)

- Quarterly direct mail postcards to all prospects as well as active members with “Leg Alert” theme (4x annually)
- Professional call center will coordinate phone calls with one of our Y2 mailings
- Sweeping Magazine overage to convention area prospects (1x annually)
- Expanded Sweeping Magazine “Progress Edition” to all prospects and active members (1x annually)

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