

Membership Committee Report April 2016

9,082 Members

The Membership Committee met several times since our last meeting via Go To Meeting to discuss the "Once in a Lifetime" sale and other matters.

The sale ended on December 31, 2016. The final numbers have been tallied. The totals of new members joining during the sale were 613. Members upgrading from annual or 3 year memberships to life were 938. A total of **1,551** life memberships were processed during the event.

The National Membership Department was overwhelmed with VVA and AVVA life memberships. They have been working diligently to catch up on processing memberships. Hopefully by the end of April they will be back to normal operating procedures.

The National Office has asked that everyone refrain from calling staff members. Over their many years of service, the some staff members have great relationships with our members. Members call them directly to discuss membership and other issues. This is very distracting when they are entering data, therefore, the department hired a new staff member who will handle all inquiries. We welcome Khaila Hamilton to the staff. You may contact her with any questions by email @ khamilton@vva.org If it is important to speak with her she is @ extension 120.

In the near future the National Office will be going to Real-Time Rosters. More information will be given at the April Board of Director's meeting. Watch for information from your Regional Directors concerning rosters.

Retention of members is becoming a major issue. The committee continues to explore what we at the National level can do to assist with renewals.

Respectfully

Cathy Keister/Co-Chair