

## Membership Committee Report July 2016

It is never easy to take over a job from someone else, but when it is because of a loss such as we had, it only makes it harder. Sharon and I are doing our best to step into Cathy's shoes but we know that we deal with things differently and hope you will bear with us as we perform our jobs.

There were several glitches in the lifetime membership sale and we are still dealing with some of them. If you hear of anyone who has not received their certificate, pin, or card or if there was something wrong, please let me know. I will do my best to get the correction made as quickly as possible. Correcting the smallest mistake can make a big difference to the member where it relates to being active. If a member is disappointed with something, they will probably be less interested in being involved at any level.

National is expecting to roll-out the real-time rosters at this Leadership and Educational Conference in Tucson. I hope as many of you as can, will attend the session explaining this so we can really be knowledgeable when it goes live.

The membership committee has had one go-to-meeting where we discussed several issues that have presented themselves. Probably the biggest item we continue to face is recruitment and retention. This problem is nationwide and everyone needs to be actively working on it. If a member joins for one year, what are YOU doing to get that person to stay in your chapter when that year is over? Most persons who are involved in retention will tell you that the member must be involved to be interested in continuing.

I am looking forward to immersing myself in this job and working with the National office as we move forward. I thank the committee members for continuing to work hard in our endeavors to increase our numbers of happy, productive members.

Respectfully

Cecilia Essenmacher/Co-Chair