

National Treasurer

Report to the Members, 39th AMM

I am very pleased to announce that your association is on sound financial footing, and is expected to once again finish the year “in the black.” As of August 2011, we earned \$20,513 more in ordinary income than we did over the same period last year. As a percentage, this represents a 12.9% increase, keeping pace with the 12.2% increase in ordinary expenses. Our resulting net income was \$17,741, an increase of 7.7% over the same period last year.

Our financial health this year was in large part due to the devotion of our active members, and the success of our recent new initiatives. We raised an additional \$7,480 over last year with the Annual Fundraiser, an increase of more than 24% - huge thanks are due to all who supported this! Memorabilia sales were up more than 32%, as folks logged into our new online store; and our new Life Member Reserve Harvesting program yielded an additional \$12,585 for the general budget. Our shift to electronic distribution of the NEWSLINER was delayed for several months while we updated our database of member-email addresses, costing more than \$4,800 in overtime pay as our National Office staff diligently worked to implement our new Avectra suite of services. Notwithstanding these challenges, by the end of August we realized \$12,601 in savings of NEWSLINER expenses. These should rise next year, with even more savings as we rely less on the post office.

Having said all of this, there was a disturbing decrease in income from member dues, across the board. Regular member dues collected dropped a staggering 9.6%, and retired member dues similarly dropped by 9.5%. This is troubling, because we have traditionally counted on dues for approximately 75% of our income. As we search for additional sources of income, we strive to use them to better our Association services and maintain or even reduce the cost of membership. This is difficult when much of this money is diverted to cover short-falls in membership dues income. Personally, I believe some of this may be as a consequence of “growing pains,” as we transition to electronic means of communication (and folks get used to using the website). But clearly each and every one of us, as members, need to devote ourselves to fixing this in 2012. Between serving warrant officers and retirees, I would estimate our potential pool of members to be 75,000 to 100,000 – as individuals, we need to reach out and try to sign up every single one of them!

On the subject of membership, your Association now offers associate Small Business Memberships, at the chapter level! These are a great tool to increase membership and solidify relationships with local businesses. The most obvious candidates for these memberships are folks who have likely been loyal supporters of Chapter-level fund-raising activities for years. For example, if you have a series of local businesses that for years have sponsored your chapter’s golf tournament or casino night, they would probably be flattered if asked to become Associate Members of your Chapter. Couple this with a discount on future sponsorships of your events and these memberships will sell themselves, while cementing your relationships in future years, and potentially raising chapter revenues by hundreds

of annual dollars (and tens of thousands at the national level). I encourage you to read my article describing this program in the October 2011 Newsliner, and aggressively market this program, as we endeavor to raise memberships in general during 2012.

I personally owe a huge debt of gratitude to many who have worked hard to plan, refine, approve and implement the new programs we have implemented over the past couple of years. I would be remiss if I did not first recognize the hard work done by the headquarters staff and my long-suffering finance committee. They are Theresa Casteel, Herb Rundgren, Bob Scott, Charlie Wigglesworth and Gerry Wentworth. Some of them helped me hatch new initiatives – all worked extremely hard to make them succeed.

Thanks are also due to Frank Meeks and Dave Welsh, without whom we would not have a website. In the future, when you are online shopping for memorabilia, updating your member data or performing many other tasks once done via regular mail, just remember they made it all easier through a lot of hard work! Thanks to Mr. Mark Grapin, who initially briefed the concept of Small Business Memberships to the Board of Directors at the April meeting. I am also truly grateful to the President, Vice President, Secretary and Regional Directors for unanimously supporting all of our initiatives over the past couple of years.

All told, 2011 was a year of positive – albeit tumultuous – change. As such, my final thanks go to each and every member of this association. Thanks for your patience and continuing support as we move forward. I firmly believe we have set ourselves up for even greater success in the coming years, if we all work together. I know our members will continue to recruit new members and support the Warrant Officers Heritage Foundation, Scholarship Fund and our Annual Fund-Raiser. At the national level we will continue to aggressively seek innovative revenue producing and cost-cutting strategies. In the final analysis everything we collectively accomplish is...

FOR THE CORPS!

CW4 Jack Du Teil
USAWOA National Treasurer