

MEMBERSHIP SECRETARY'S REPORT

Report period: June 1, 2006, to June 1, 2007

New applications have been numerous during 2006, and appear to be on a very positive uptrend. Applications were in response to the Chicago convention and to the Gift Memberships.

Membership Statistics:

July 31, 1999.....	1551 members
June 1, 2000.....	1494 members
June 1, 2001.....	1459 members
June 1, 2002.....	1375 members
July 15, 2003.....	1354 members
June 1, 2004.....	1341 members
June 1, 2005.....	1315 members
June 1, 2006.....	1233 members
June 1, 2007.....	1279 members*

*This total includes: Affiliates, Founding Members, Honorary, Utility, and "Dual Households" which are nonpaying members. The adjusted total for paid memberships is 1200.

Applications approved during the reporting period equal 76 (1 year). Net loss of memberships is 57, as compared to 82 the previous year. The Chicago convention drew many new applications. It also promoted renewals of members who had fallen off in previous years. The convention did not seem to affect the total number of non-renewals (133), which is rather high.

American Theatre Organ Society negotiations were continued and finally resulted in reciprocal advertisements in Bulletin and the ATOS publication. Ads were written to promote interest and applications. Once agreements were reached, the matter was turned over to the respective publishers to decide upon the size of the ads.

Other advertising possibilities are being explored. The plan is to secure more members by tapping into the interests of car collectors, vintage phonograph, and vintage radio collectors. Also explored was the possibility for entering the Bulletin into a publication show/convention. However, excessive costs prohibited entry of the Bulletin. It was not cost-effective, and the Bulletin would be viewed along with a thousand other publications.

Gift subscriptions were offered to the members again this year and 21 were processed. It appears that this feature should probably be continued, although it is extra work and extra cost to the organization. Two letters must be written for each gift, one for the award, and the other to the donor.

Postal rates have increased. This may affect AMICA in that Surface Mail has been eliminated. Surface mail was the cheapest rate for AMICA'S overseas subscribers, of which there are 32. Very preliminary estimates for replacement of Surface mail indicate the new rate will increase by about \$4 per mailing. This amounts to approximately a \$768 increase in cost above what was paid for Surface mail.

First Class rates have also increased and the new costs will be requested from Engler Printing after mail has gone out at the new rate. These new costs will be reported to the board-of-directors.

Misdelivered Mail problems are significantly improved after formal complaints were filed by me with the regional post office. New subcontracts were made and old carriers were eliminated.

Credit card payments continue to grow. Nearly all of the overseas members use credit cards to pay dues and convention fees. This is probably the main reason that "foreign" members continue to enjoy the benefits of the Bulletin and conventions. However, the credit card processing fees are around 5%.

Future planning for the board should probably include developing action plans for the organization with regard to membership numbers and budgets. As membership declines, the operating budget will also decline. This can be ameliorated by outreach to new potential members.

Submitted by:
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