

## MEMBERSHIP SECRETARY'S REPORT

June 1, 2008 – May 31, 2009

### *Membership Statistics:*

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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

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June 1, 2004 - 1341 members

June 1, 2005 - 1315 members

June 1, 2006 - 1233 members

June 1, 2007 - 1279 members\*

May 1, 2008 - 1176 members\*

May 29, 2009 - 1147 members\* (paid memberships = 1121)

\* This total includes – Affiliates, Founding Members, Honorary, and 2 Utility records.

New Members 2007 = 76

2008 = 41 projected 15 more by December 2008.

2009 = 91

Discussion: The 91 figure above should not be taken as an uptrend. This figure is inflated by capturing a number of previous year's dropouts, more than normal gift subscriptions, and a large number of applications that came in after the reporting date in 2008 before the economic crisis. The President's emphasis on recruiting new members has helped reduce the loss.

Efforts were made by the President and myself to encourage activity related to new members. Local chapters were asked to make a special effort to welcome and mentor new members at their chapter meetings. A list of new members was sent to

each chapter. It was sorted by zip code to make it easy to identify location of the members. A letter was included requesting the chapter to invite the new members to meetings and welcome them.

Dropouts (non renewals) 159 drop-out members for 2008. This is about the same as last year. Net loss of paid memberships is 29, far less than previous years indicating AMICA may be down to hardcore, long term members who are committed to the organization.

Renewal notices (320) were sent to the previous year's dropouts (2007). This resulted in about 14 renewals from people who dropped out for one year.

Postal Rates have increased again. Both First Class letters are up 1 cent, but mailing costs for Bulletins, Membership Directories, Information packets are significantly higher—in the range of \$8 wherein \$6 was a usual figure in the past year.

Note: For future reference, all members who used Surface Mail are still coded in the computer as "S" but Queried to reflect Airmail. Retaining the "S" coding identifies those persons who may drop out with increased rates, and should a lower rate be instituted by the Post Office in the future it would be easy to notify members.

**Advertising** New applications are coming with the new, brighter brochure. AMICA's web site promotes applications, but needs a higher priority for the search engines. A search on "player piano" did not reveal AMICA until the 41<sup>st</sup> page. The applications from the web site tend to come in small bunches with long intervals between applications. Several 'old time' members re-applied after having found the site. Applications from the web site are increasing.

Submitted by

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