



Membership Report 2013 to 2014 (As of October 31, 2014)

November 23, 2014, 10:00 AM, Fort Yarocki, Torrington, Connecticut

2013 Members	280
2013 Members who Lapsed	42 (- 13)
2014 New Paying Members	53 (+16)
Previously Lapsed Members who Rejoined	6 (- 8)
Total New and Rejoined	59 (+ 8)
Current Members	297 (+17)
Current Countries	24 (0)

Prior Year, **2013**, Distribution:

	<u>Mail</u>	<u>Internet</u>	
Domestic:	135 (49%)	46 (17%)	181 (66%)
International:	55 (19%)	44 (15%)	99 (34%)
	190 (68%)	90 (32%)	280

Current Year, **2014**, Distribution:

	<u>Mail</u>	<u>Internet</u>	
Domestic:	134 (45%)	57 (19%)	191 (64%)
International:	55 (19%)	51 (17%)	106 (36%)
	189 (64%)	108 (36%)	297

2014 Report

Lapses, which had remained at roughly the same level as 2009 (54), declined this year to 42. The 25% decline is predominately due to the "renew for two" discount of \$10 and the consistent production of a good newsletter.

Membership declined last year by 4 (1%), but increased this year by 17 (6%). We are stronger now at 297 than in 2010 by 49 members (20%).

Distributions of domestic (64%) vs. international (36%) and mail (64%) vs. internet (36%) members are modestly but steadily trending toward international and internet.

I expect the 2015 membership year to be flat. In other words, we will turnover roughly 15% of the membership and will remain at our current level (297) or decline slightly. I continue to theorize that the club membership correlates with the available number of operational 101 Scouts and tends to shift as new buyers enter the market and motorcycles change hands.

We again gave out trial memberships to four persons who bought the R&O and were not already members. This year one of those converted to a paid membership. I'll continue to offer the trial memberships, but I don't expect many converts.

Last year we discussed our growing financial surplus and considered returning some of the funds to the membership. We decided to give existing members a break in the dues by implementing the \$10 discount for two year renewals. Roughly half the membership took advantage of that offer. While that reduced our income for the renewals and "gave back" some financial benefit to the members, it actually grew our surplus, at least in the short term. I think the time has come to reduce our yearly dues in all membership categories. The distinction between domestic and international internet prices should be reconsidered, and all other memberships should be brought in line with actual printing and mailing costs. And, assuming reduced membership fees, I would require membership for those who wish to purchase the R&O. What say you?

Irrelevantly Submitted,

Jeff Alperin