



Membership Report 2014 to 2015

As of September 28, 2015

October 11, 2015, 10:00 AM, Fort Yarocki, Torrington, Connecticut

| | |
|--|------------------|
| 2014 Members | 297 |
| 2014 Members who Lapsed | 40 (- 2) |
| 2015 New Paying Members | 41 (-12) |
| Previously Lapsed Members who Rejoined | 12 (+ 6) |
| Total New and Rejoined | 52 (- 7) |
| Current Members | 310 (+13) |
| Current Countries | 026 (+ 2) |

Prior 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 |

Current Year, **2015**, Distribution:

| | <u>Mail</u> | <u>Internet</u> | |
|----------------|------------------|-----------------|------------|
| Domestic: | 137 (44%) | 61 (20%) | 198 (64%) |
| International: | 58 (19%) | 54 (17%) | 112 (36%) |
| | 195 (63%) | 115 (37%) | 310 |

2015 Membership Report

Lapses, which had remained at roughly the same level as 2009 (54), declined to 42 last year and to 40 this year. The decline, I think, is due to lower dues, the consistent production of a good newsletter, and the addition of historical newsletters to the website. Also, membership is now required for purchasers of the R&O.

Membership declined by 4 (1%) in 2013, but increased last year by 17 (6%), and by 13 (4%) this year. We are stronger now at 310 than in 2010 by 62 members (25%).

Distributions of domestic (64%) vs. international (36%) and mail (63%) vs. internet (37%) members are similar to last year with a slight increase in internet.

I expect the 2016 membership year to be flat. In other words, we will turnover roughly 15% of the membership and will remain at our current level of 310. I continue to theorize that membership correlates with the available number of 101 Scouts and tends to shift as new buyers enter the market and motorcycles change hands.

This year we reduced our dues in all membership categories, and eliminated the distinction between domestic and international internet prices. I recommend that the dues for 2016 be kept at the current rates (US Mail \$20, International Mail \$25, and Internet \$15).

If the club is still running a significant surplus we might reintroduce multi-year renewal discounts. How about a 50% discount off the second year for a two-year renewal?

We recently posted WOW Volume 2, Number 1. It contained a list of the first 97 members of the Association. Nine of them have been constant members for 30 years now. I recommend that an "Honorary and Permanent" membership be created, that it should be a "Mail" membership, and that the nine constant members should be awarded that membership. How say you?

Cordially,

Jeff Alperin