Summary of M&CC conf. call January 20, 2015  5:30 pm MST

On the call were:  Beth Anderson, Barbara Jackson, Angela Whitlock, Brenda Black, Emily Dent, Katie Carruth, Becca Lasich, Sheila Bowen and Jodi Jordan. Sharon submitted some ideas via e-mail, they will be posted at the end of the summary.

(If not coming to San Antonio, please have a proxy and correct forms) Brenda has Savannah Angell as proxy and Karen Moller has Debbie Tores as proxy.

Membership Wrangler—Marie Pyeatt was unable to be on the call because of an emergency with her freezer.

- “ancw”wrangler@ancw.org. Did or could this happen Decided it was the ancw.org causing the problem, and to leave it the same.
- How does the committee want to proceed? Decided to get a better handle on the membership and move forward when things progress to a more effective data base.

Review Wildly Important Goals or Plans of Actions

Membership:

1-Improve & streamline memberships; Beth read a sample e-mail to send to the state presidents to get a response before convention. It really covered three issues, the need for a uniform annual renewal date, asking members to pay more if wanted a printed quarterly newsletter and tiered payment plan for dues. Discussed the cost of the newsletter is annually $9,000. CO has decided to drop their newsletter, **CA sends out three printed and mailed newsletters per year**, WY does two newsletters and two postcard reminders, OK does one a year. It was decided to do two printed (Spring and Fall issues after conventions) and Summer and Winter electronically. Does this need to be a recommendation?

a. Proposal for anniversary of dues uniform between states. Twice a year? Or once a year?
   ANCW’s fiscal year ends September 30 and begins October 1. Discussed at length. All agreeable to have a regular schedule, different dates and reasons were discussed. Option will be available for ANCW to collect for the states and get checks back to them as a service, and/or encourage renewal by individuals. Reviewed how states collect now from those that were represented from the committee. It is a general consensus to keep local groups at the local level. After more discussion we decided to bring it up at the caucus meetings at San Antonio, after our committee meeting and before the executive meeting. We want to have slides of how membership data comes to the ANCW office to show at that meeting also. We will encourage a standard drop down menu for a standard spreadsheet that each person or state membership chair can enter on the website. (Do we need to make this as a recommendation to the board to have the office do the drop down fillable menu?)

   1. Brenda made a motion for the following recommendation: “Motion for One Annual Dues Deadline ’Motion for the Membership and Communications Committee to recommend that an annual deadline for ANCW dues be set for Oct. 1, to align with
ANCW’s fiscal year. " Seconded by Angela. Unanimously accepted by the committee. A delinquent date will be added if it is not in the bylaws, and an emergency by-laws change will need to be presented to change the by-law that states “dues are due on the anniversary date when membership is received”. We need to clarify if this is just for ANCW members or for the Affiliate dues also to be due October 1.

b. one fee for membership and a quarterly electronic newsletter; and one fee for membership and the mailed quarterly newsletter. Members would have the option to opt. out of the electronic newsletter. It was decided to do two printed newsletters (Spring and Fall issues after conventions) and Summer and Winter electronically only issues.

c. Discussions on the membership issue ... have ideas for the phone call to address these:
   1. Melodi Molt’s proposal, ANCW collect and trickle back to state and locals, reminders to go out with brand boards? Not all states have brand boards. Discussed at length and decided for the committee members to research how we could implement this and present at national convention in February.

2- credit card annually deduct; yes this is still NO Beth brought up that this was presented by Wanda Pinnow, past Membership Chair and encouraged us to look into it again.

3- Increase membership 1%, total members July 2014 = 1654; total members 12-9-14 = 1458. total members 1492 down 5% 1-7-15

Communications:

1- E-news out bi-monthly; 941 members receive the e-news of 1492 = 58%
   a. JR & Collegiate articles in e-news? Yes Becca will be the liaison for this and meet with them at San Antonio. New Collegiate/Campus Events Working Group Manager is Gabriella DeSimone.

2- Increase circulation of on-line newsletters to 3%; 61% increase now = 113;
   a. Received the printed newsletter = 1379

3- Jodi list from Royalee from Summer convention for the Colligates. Yes Jodi will work on this to have at convention.

4. Provide banner/poster templates for states to use at beef events.
   a. Office needs to outline the do’s and don’ts according to ANCW guidelines. Katie will get these to Beth before convention.
   b. Suggested website didn’t give any help except in the look of the logo.
   c. parameters for the use of these banners/posters ready to submit at convention.

Newsletter -- Brenda and Jodi will be Editors for the Spring issue. Sheila and Beth will be Reminder Police, for the spring issue. Everyone but Sheila and Sharon on the committee after national convention, Karen Moller and Kaye Nelson coming on. Karen and Kaye will be included in the next conference call on January 20, 2015, Tuesday at 5:30 pm MST.
E-news – **Beth** will write an article explaining the e-news naming contest for the spring issue (forgot to discuss this).

1. E-news cub reports, Gabriella DeSimone is the new Collegiate/Campus Events CattleWomen Working group manager. Bea Jai Merriman Junior CattleWomen working group manager.

Assignments for San Antonio:

**Katie** bring the Platinum Spurs pins from the office! Yes she has them.

Platinum Spurs Reception  Feb. 4th in Patti’s room at the Marriot Riverwalk, at 7:30 pm Wednesday

Take minutes: **Angela Whitlock**

Write/print proposals: **Beth** will put on her laptop/print at the ANCW office area

Write article for the newsletter of the Convention Highlights: **Emily Dent**

Cards for other committee chairs & working groups & State Presidents: pass out at first meeting

a. **Barbara Jackson** will print candy bars for cards (53) Thank you Brenda for designing them!!!

b. **Beth** will pick up candy bars (53)

**Brenda** and **Jodi** will be Editors for the Spring issue. **Sheila** and **Beth** will be Reminder Police, for the spring issue. **Sheila** and **Beth** will send the articles to **Jodi** first, **Jodi** will send the articles to **Brenda** by February 27th, **Brenda** to Layout by March 6th.

The following is a tentative 2015 newsletter schedule:

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<th>Sept-Oct-Nov</th>
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Recommendations to be finalized in February will be:

1. Recommendation of two printed issues of the newsletter = Spring and Fall; and two electronic only issues = Summer & Winter. **All issues will be available electronically.**

2. Parameters for the use of the ANCW/STATE banners/posters.
3. Renewals uniform once a year, October 1. "Motion for One Annual Dues Deadline ‘Motion for the Membership and Communications Committee to recommend that an annual deadline for ANCW dues be set for Oct. 1, to align with ANCW's fiscal year. “

4. We will encourage a standard drop down menu for a standard spreadsheet that each person or state membership chair can enter on the website, or present as a recommendation.

5. Work on Melodi Molt’s proposal. The Committee members will research how we could implement this and present at national convention in February.

Table for later—

1. Opt out fee for electronic quarterly newsletter; one fee for membership & electronic newsletter, one fee for membership & mailed newsletter.
2. Membership Wrangler phone contacts to non-renewals.

Next conference call on March 17, 2015, Tuesday at 5:30 pm MST.

Ideas from Sharon:

prizes are always good, some people like recognition like the platinum spurs club. Maybe the state that has the most increase in membership or strongest retention gets a free membership they could use in their state for someone, or a free registration to summer conference. Hall of fame works for some people. maybe members could pay for someone else's membership in a memorial/honor club, like we see for our state's cowboy hall of fame or the local church bible camp. just thinking out loud, may not be good ideas, but may get someone else thinking of something better. Maybe some testimonials of people in state that can share why they belong, value received, etc. could be put on the webpage, as well as membership brochure. like I said, maybe someone will get a better idea from my ramblings.

sharon