

WAA Annual Business Meeting 2010

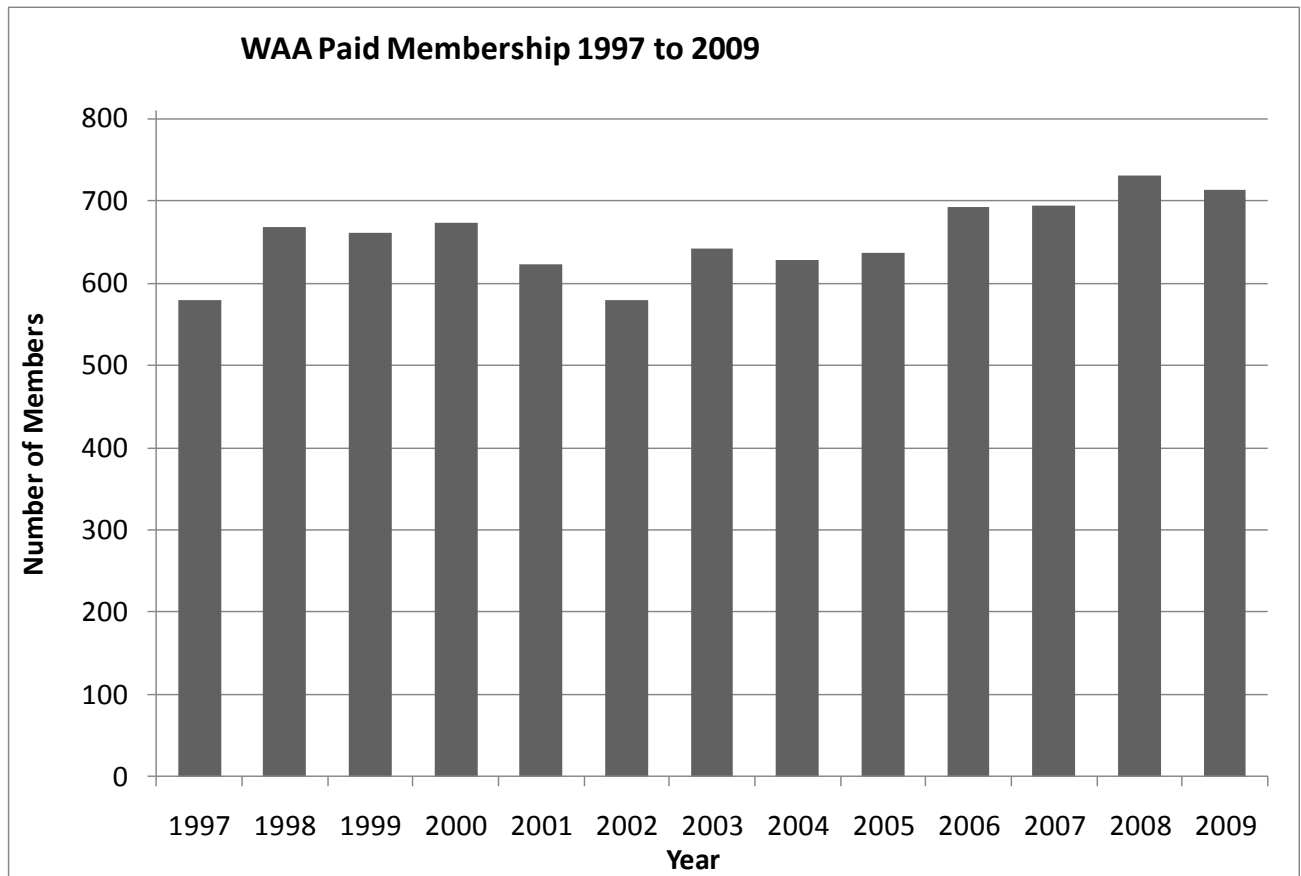
2009-2010 Database Report

Respectfully Submitted – Ernie Pearson – Membership Representative 1/27/2010

- At the end of 2008, WAA had 757 members (2008/09 Members)
- As of 1/27/09, WAA has 740 members (2009/10 Members)
- Membership was flat in all categories (except At-large and Affiliate) which is good considering the economy. Also, we suspect the 2009 membership may climb slightly to the 2008 level based on an upcoming ISA membership update.
- In 2009, WAA had 68 members that are new or returning after at least 1 year's absence, that compared to 117 last year
- As of 1/27/10, 462 Members have paid 2010 Dues, compared to 499 the previous year
- 2010 has ~26 Green Industry members requesting Free Newsletter Subscriptions
- We continue having a blast sending e-mail blasts, I forgot to keep track!

Please send all updated contact information to rhauer@uwsp.edu





Upcoming Activities Goals for 2010

- 1) Increase membership to levels at 2008
- 2) Maintain timely response to members inquires
- 3) Develop and implement survey and recruitment tools

2009 Membership Survey: Purpose

- Characterize membership satisfaction with the organization
- Rating of services offered (i.e., publications, conferences, awards, member ID
- Input into services not offering that WAA should/could provide
- Barriers to becoming a member
- Interest and barriers to becoming a board member

2010 Membership Recruitment

- Continue active recruitment of student population
- Direct mailing to targeted non-members
- Recruit a member campaign

Respectively Submitted, Ernie Pearson (Membership Chair), 2/7/2010