



Membership & Promotion

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Welcome to the second issue of the Membership & Promotions Newsletter!

Who Are We?

Adrienne "Annie" Rieck, Chair
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And a Cast of
Thousands!



A Message from the Chair

Hello One and All! You may have heard that Carolee and I have switched spots. We're still the same team and we continue in our dedication to increasing the membership of AVSA. I did some serious research into the Society's membership earlier this year. In the past 20 years, AVSA has lost over 60% of its membership – 12% in the last two years alone. This is not a gradual decline.

AVSA is not alone in this struggle to retain its members. Hobby clubs of all types are struggling with membership throughout the country. Please think seriously for a moment - what would you do if one day your dues went up but your magazine went down to five issues a year? Or fewer? Or ceased to exist . . . Sound dramatic? We cannot continue to take our national society for granted. We are headed down a slippery slope, but I *know* that if we all work together, we can get a foothold and start back up the hill.

For the past two years Carolee has been laying the groundwork. She built a strong team and the committee has created some excellent tools (like this newsletter), and now that we have a foundation, we're moving forward into an exciting, active phase. We **MUST** stop the decline in AVSA memberships, and *you* can help! You can start by sharing your enthusiasm for AVSA. Talk about it, encourage folks to join, because *there has never been a better time to join the national society*. AVSA's commercial growers are getting into the act – keep reading for more news!

We are at an exciting crossroads – You can help us move forward into the future.

— Adrienne "Annie" Rieck

Convention!!

How can the days go so quickly? If attending the national convention is something you have thought about but weren't quite sure about. We'd like to encourage you to plan now to attend in 2006 in Minnesota. Fabulous speakers, meeting new friends, plenty of tours, the national show and, of course, exceptional shopping! Once you attend, you'll be hooked!

M&P once again manned the membership table with able help from many volunteers and the local Hostess Chair, Holly Jerig. We got 13 new members during the hours the showroom was open on Friday and Saturday!

Is Your Contact Info Current?

ONCE MORE, WITH FEELING: *Please* check the AVSA website, www.avsa.org to make sure your affiliate's contact information is up to date. We talked about this last quarter and I decided I had better take my own advice. Imagine my embarrassment when I discovered that I, myself, was still listed as my former affiliate's contact . . . I was **SURE** I had changed that over – who knows what information was imparted if anyone called my ex-husband (I'm really embarrassed).

It only takes a moment, so please, take a look and make sure! ☺



Annie (L) and Carolee (R), ready to board the riverboat during the 2005 AVSA National Convention. We keep telling you how much fun Convention is! Plan now for 2006 in Minneapolis!

Is there something specific you'd like us to cover? Let us know!



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www.avsa.org

NOW What???

We've flipped! Really! Carolee is now the Vice-Chair of Membership & Promotions, and Annie is now the Chair. The 2005 convention report will be online sometime in June. You can keep checking the AVSA website at <http://www.avsa.org/NationalConvention.html>. We'll do it as quickly as we can!

Why Should You Join the AVSA?

Are you a member of the national society? Are all your affiliate's members also members of the national society? Probably not. Like we said on the front side, there has never been a better time to join the AVSA. Please read on!

Benefits of Membership

One of the best benefits of AVSA membership is our wonderful *African Violet Magazine*. Published six times a year, this magazine is well worth the \$25 cost of annual membership. Beautiful color photos, regular columnists, and all the information on our wonderful plants that you could possibly want.

Commercial Members Create Incentives

I'm very excited to share with you that some of our commercial members are creating their own promotions to help increase membership in AVSA. As of May 1st, new AVSA members can receive the added bonus of **10 free leaves** of the famous "Buckeye" series of African violets. Pat Hancock, renowned hybridizer of the Buckeye series, is offering **10 free leaves** to each new AVSA member joining the Society after May 1st! When you receive your first issue of the magazine, simply make a copy of your membership card showing your name, address, and membership number – found on the front cover of the magazine – and mail it along with a check or money order for \$6.00 to cover shipping to Ms. Hancock at 7132 Shurz Rd., Middletown, OH, 45042. Please note that this offer is for *new* members only ☺

First you Wanted me to Write, Now You Want me to Talk???

I hope you are taking the time each quarter when you receive the new AVSA member listing for your area to write a quick note of introduction and invitation. And yes, now I want to you talk about the AVSA too. I hope that you, or your club's designated AVSA Representative will take a few moments at your next club meeting and *talk* about the AVSA. Show the latest magazine – point out an interesting article – encourage people to ask questions, and most of all, encourage people to join the national society. You *can* do your part to stem the tide of dwindling membership.

If you don't have an AVSA Representative in your affiliate, we *highly* recommend that you consider making this one of your important chair positions. It is this person's job to talk briefly about the AVSA at each club meeting. They pass along information and news from national, and encourage national membership. If you would like more information on this topic, please email us: Annie97@aol.com or caroleecarter37@hotmail.com.

So – What are you Waiting For?

There's never been a better time to join the AVSA – a fabulous magazine, and 10 free leaves from Pat Hancock. What are you waiting for? ☺

Next Issue – What's Coming Up?

Our Third Quarter newsletter will be available in July 2005. We'll be talking about how to get some free publicity for your shows and events!