

## Membership Report for 2023

The AHCA membership is holding steady in the 2500 range. We have lost some members this past year but we have also gained some new members. The website is a huge benefit in attracting new members.

On December 1 of this year a renewal reminder will be emailed to all existing members that have an email address on file. For those members who do not have an email address on file, a hard copy of the reminder will be mailed through the post office.

Up for consideration again this year will be a decision as to print a hard copy of the membership directory or continue to rely on the information available in Club Express. One consideration that should be acted on is that each member should log in and decide how much of their information they wish other people to see on Club Express. The choices are many. In order to access that section once a person logs in, hold the cursor over their name in the upper left-hand corner, click on 'profile' then click on the section called 'Member Directory'. In that section, the member will be able to choose what information is visible and to whom it is visible.

With regard to printing a hard copy of the membership directory, Bev Sealand and I believe the cost will likely be \$15,000 to \$20,000 for 2024. I am not trying to talk the delegates out of voting to print the hard copy, but if there is to be a discussion this is an appropriate cost range to consider.

Now that we are online with the membership information, the responsibility falls to the member to maintain their current information on Club Express. Snowbirds can maintain two addresses in the system. Placing a check mark next to the second address will tell me they wish all post office mailings to go to that address. When they move back to the first address, then remove the check mark next to the lower address listed.

As membership director for AHCA, I receive about 25-30 notices per month from the post office that the *Marque* magazine was not delivered. The post office seldom returns the magazine. I usually get a copy of the back page with a sticker explaining why the magazine was not delivered. The magazines are mailed in the 'periodical' category which means they will not be forwarded. I have to pay the post office \$0.78 for every notice of a magazine that is not deliverable. On average, it costs AHCA about \$275.00 per year to be told the magazine is not deliverable. If the members would keep their addresses current, we could save that much each year.

If you need to contact me as the membership director, please email me. I don't respond to voice messages. I have bad hearing. Emailing also has the benefit of leaving a written tally of what has been discussed.

Happy Healeying,  
Mike Schneider  
AHCA Membership Director