

Headquarters Report

by Steve Trusty, Executive Director

There are a number of things to report.

Membership Management System

After the completion of a Workflow Analysis and extensive study, your Board approved the purchase of a Membership Management System. HQ has been working with data management through financial software since 1996. It served well when there were 554 members and 4 chapters, but is not designed to handle multiple chapters, growing membership and a growing conference. STMA will be able to provide even more membership services at the same time as duplication of staff effort is cut. The new system will enable staff to track demographics, membership categories, profiles, dues & payments (including Chapter dues), conference registrations and payments, booths, workshops, Priority Points, Referral Bucks, donations, certifications, and perform other related work flow tasks (including integration with the financial software). Additional Online Services will allow members to signup or renew membership, update information, and make payments in real-time via the Web. By using the Web, Chapter Administrators could even maintain their entire database on the site. This would assure that any time anyone (member, chapter administrator, or staff) updates a record, it only has to be done once and everyone will be working with the same updated data. Credit card processing will

be much easier for members and staff. Most importantly, staff will have much more information more readily at hand to assist all members. The Board is now deciding what kind of demographic information is appropriate and the policies for using that information. Watch for updates over the next few months. The first phase of the program should be operable by October 1.

STMA Audit

The independent auditor's analysis of the records for 2002 are nearing completion. This year, besides the printed form of the report that goes to the Board, they will be providing the report in a PDF format to be posted on the STMA Website for member viewing. Projected posting is the end of August. As added information, STMA saves considerable expense by scheduling the audit after the CPA's busy tax time.

Clarification on Membership Classifications

To better clarify the difference between Commercial and Professional members, the Board accepted the following recommendation of the Membership Committee. Companies or persons that are primarily selling goods or services should join STMA as Commercial Members. Persons working for those companies primarily in sales capacities should join as Additional Members from the same firm. Individuals that work 30 hours or more per week on day-to-day field maintenance should be considered Professional Members and pay the appropriate dues whether they are working directly for a facility or for a commercial provider of services to facilities.

Electronic Newsletter

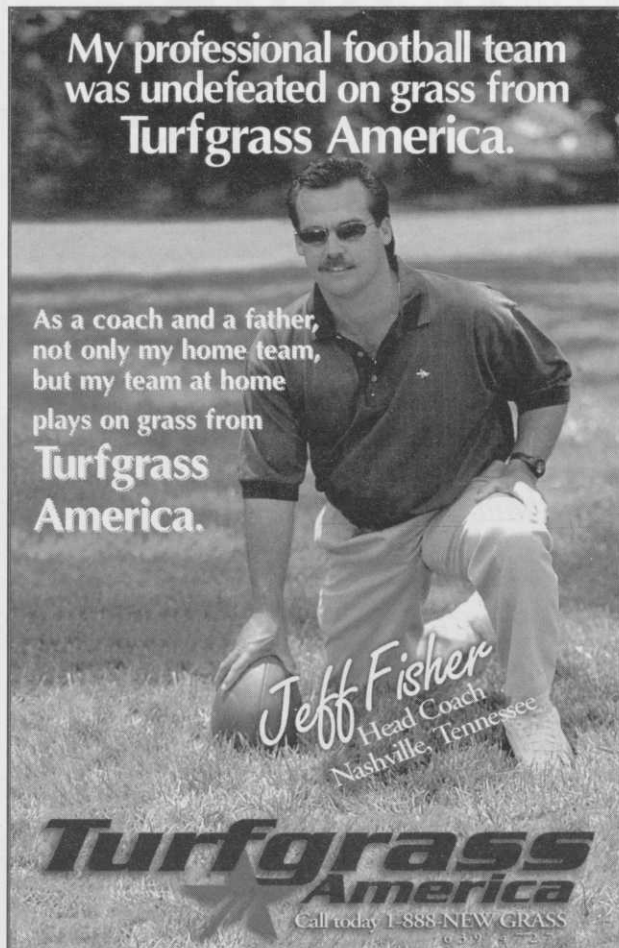
The Board plans to switch from the printed newsletter that you are now reading to a newsletter that would be sent electronically. Besides saving a considerable amount on printing and postage, the information could be much more timely. To give you a perspective of the time it now takes to get information out, I am writing this on July 25th. What date did you receive it? In order for you to get news on a timely basis next year, please make sure that you provide HQ with your email address.

We encourage your comments on an electronic newsletter and what you would like it to contain.

Personnel Changes

Rich King has left our staff. Stephanie Watts has very capably taken over the management of the Website. I again am temporarily handling the Trade Show Management along with the very capable assistance of Donna Lynn. As we get into the actual implementation of the Membership Management System we are analyzing the staffing needs and are actively looking for the right individual with Trade Show experience and the ability to assist in other needed areas.

Until next time, may you strive to make known that you are truly "Experts on the Field and Partners in the Game."



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