

**Spring Forum Report
Los Angeles, CA
Chapter 42
April 4, 2009**

Strengths:

1. Our Chapter board is lean which allows us an excellent opportunity to achieve consensus on important issues in a prudent and logical manner. This also allows us to be able to adapt and adjust quickly to issues or challenges.
2. Our member attendance at our first monthly luncheon in February was well represented. Last year we selected a variety of venues for the luncheons, however, this year (while keeping the luncheon price the same) it was decided to return to one regular location. Pricing seemed to be a key factor. We will continue to hold an annual barbecue that has been very well attended and definitely a hit with the membership. As usual our speaker lineup is excellent this year, thanks to our Membership Chair, with Faith Roland, IRWA President, scheduled to speak at our April meeting. We continue to use the "Evite" system for invitations and reminders for meetings.
3. Our current newsletter is reaching 100% of our members via e-mail which has eliminated our mailing costs and has helped bridge the communication gap for our members. We anticipate going online later this year with our own Chapter website which will provide the communication link for our members.
4. We are coordinating 4 courses this year, which hopefully will continue to sustain our budget. Our Advertising/Professional Development Chair is successful in continuing to seek sponsors for our newsletter and support our Chapter.

Weaknesses:

1. It remains difficult to coordinate high attendance at courses, especially in this current economic environment, due to limited budgets for training with public agencies represented in our area. Additionally, finding "free" classroom space to hold courses is nearly impossible due to the same constraints. Most recently we had to cancel Course 303 which was scheduled for February due to insufficient registration. We see these issues as very threatening to revenue opportunities for the Chapter.

2. For the above reasons, we are having difficulty projecting future ongoing education classes at this time. Although, our Education Chair has done a phenomenal job of coordinating the courses that we are offering this year.

Opportunities:

1. We hope to hold the remaining courses currently scheduled this year (Course 303 scheduled in February had to be canceled due to lack of registrants). With the website coming up, this will be a greater opportunity for new membership and exposure to our wide area of responsibility.
2. We continue to pursue the opportunity that involves the recruitment and retention of both new and existing members. We realize that the strength of our Chapter lies in the strengths of our membership.
3. In an effort to be creative and provide further networking, we have continued our June BBQ luncheon at a county park that will enable members to bring guests in a nice outdoor atmosphere.

Threats:

1. Historically, our Chapter budget is small compared to other larger Chapters within our region. In order to maintain our stability it is critical to maintain at least a minimum fund balance. The largest revenue generator for the Chapter is conducting classes. Conversely, the largest expenditure by the Chapter is the costs associated with travel costs for 2 forums and the annual education seminar for 2 board members. These costs are even greater when the forums and seminars are held out of State as in the case of this year's annual education seminar. Essentially, if we are not successful in holding at least two classes this year, our budget may fall below the desired minimum fund balance.
2. One of the perceived threats to local Chapters in the retention and recruitment of existing and new members is the lack of advertising and awareness campaigns from the IRWA at higher levels throughout the industry. Without a rigorous campaign advertising the benefits of the IRWA there is the distinct possibility of a declining membership from both the public and private sector due to ongoing budget considerations.

General Condition of Chapter:

1. Our chapter is currently in good condition. Our account has remained healthy, with the only significant anticipated expenses being travel for conferences. Our board works well together and we continue to meet our chapter responsibilities. We are having good turnouts at our monthly luncheons and we plan to continue heading in a positive direction.