

**Region 1
Chapter Report Form
Chapter No. 2**

Primary Areas Served: San Francisco Bay Area/Santa Rosa

Strengths of our Chapter:

Our Chapter is a large Chapter with a strong core base of members who have a wide range of experience. Our membership numbers have remained strong and have seen a slight increase in membership with the addition of several new members this year. The Chapter's financial strength continues to be stable due to conservative spending.

Weaknesses of our Chapter:

The Chapter is facing a potential issue with the current economic crisis. Some of our members have lost jobs or become products of downsizing. Funding for professional memberships and training budgets for employees may be reduced due to the economic down turn. Our primary source of income is through classes and therefore dependent on the number and participation of classes held each year.

Goals of Our Chapter for Current Year:

Our chapter is in the process of developing a website for our members to keep up to date on current happenings, networking opportunities, luncheons, and educational events. It is also our Chapter's goal to have more educational opportunities to reach out to our membership.

New ideas, successes, recommendations to share with other Chapters:

Advance marketing of classes has proven to be successful. Our chapter has prepared separate flyers to e-mail to our members to announce courses and educational events. Scheduling a core course close to the end of the fiscal year has proven to be successful so that any surplus training funds can be used before the end of the fiscal year.

Our Chapter needs assistance with:

We need assistance with how to get chapter members to participate on our Executive Board. We have had empty Board positions for quite some time and have difficulty recruiting new Board members especially given the economic conditions. What are other chapters doing? What are their outreach methods? How is records/history/information passed along from Board to Board?