

**Region 1  
Fall Forum Chapter Report  
Chapter No. 42  
San Francisco, CA  
October 3, 2009**

**Primary Areas Served:** Santa Clara & Santa Cruz Counties in N. California

**Strengths of our Chapter:**

1. Our Chapter board is small which allows the opportunity to achieve consensus on important issues in a prudent and logical manner. This also allows us to be able to quickly adapt and adjust to issues or challenges that are brought to the board's attention.
2. Our membership attendance at the monthly luncheons has been steady. We have maintained a fixed location for the luncheons this year (while keeping the luncheon price the same) to provide consistency for our members after experimenting with different venues last year. As usual, pricing seems to be a key factor. We have continued to hold an annual barbecue that has been very well attended and definitely a favorite with the membership. Our speaker lineup has been excellent so far this year. Chapter 42 continues to use the evite system for invitations and reminders for meetings.
3. Our newsletter is reaching 100% of our members via e-mail and website which has eliminated our mailing costs and has helped bridge the communication gap for our members.
4. Chapter 42 just finished hosting Courses 900 & 901, which will assist to sustain the budget.
5. The groundwork has been finished for setting up our own Chapter website, and have it up and running with a link to the chapter newsletter.

**Weaknesses of our Chapter:**

1. It remains difficult to coordinate high attendance at courses 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. We see these issues as on-going challenges for revenue opportunities to the Chapter.

2. For the above reasons, we are having difficulty projecting future education classes at this time.

### **Goals of Our Chapter for Current Year:**

1. We hope to plan to coordinate at least two courses next year. With the help of our website, this will be a greater opportunity for membership and exposure to our wide area of responsibility.
2. Our Chapter is pursuing 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. We are currently engaged in soliciting members to volunteer to serve at all board levels in preparation for the upcoming election for new officers in 2010.

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

1. Our chapter is currently in good condition. 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.

### **Our Chapter needs assistance with:**

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. Essentially, if we are not successful in holding at least two classes a 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.