

La Societe des Quarante Hommes et Huit Chevaux

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Area 3

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Fellow TEAM Members,

We have 4 days left to make GOAL! From the results we are seeing, it is obvious that Area 3 has been working hard to secure the needed memberships, however we are still behind the Nationale average. If any of you have renewals that have not yet been submitted then by all means please get them in the mail today so that they will reach Voiture Nationale in time to be reported on the 19th! You see fellow Voyageurs, it's not as if 19 January is some magical date and if we have reached 75% everything will be perfect, but the Nationale Membership Team has set a series of goals to help us judge the progress of our membership retention efforts. The reasoning behind this is that it is easier to reach several small goals than it is to reach one large one, the end result is the same but we reach it in a more consistent way. As each of you know, lack of retention has been the major problem in our membership efforts for the last several years. As Nationale Membership Directeur Mike Wood has said numerous times, "Numbers don't lie, and the numbers prove that we are losing virtually the same amount of members to non-retention as we do to TAPS in any given year!" As members of the 2012 "I SALUTE YOU" Membership TEAM we must all work together to find a solution to this problem, the very future of La Societe depends on it!

100% RETENTION IS NOT OUR GOAL....IT IS OUR STANDARD!

This phrase is not just some catchy slogan that we dreamed up, it is an attitude! This attitude should be adopted by every member of this Membership Team, we should refuse to take "no" for an answer by asking "WHY" when we are told by any member that they don't plan on renewing, and continue to ask "WHY" until they either give us an acceptable answer or renews! And for the record, there is no acceptable answer for the question of non-renewals, there are merely objections, and objections can be overcome through communication. The issue of non-renewals does not raise its ugly head very often within the ranks of Grande Voitures or Voiture Nationale, but it does attack Voiture Locales with a vengeance, that is why the solution to this problem must be a "grass roots effort" at the locale level! Furthermore, that is the very reason that it is so important for you, as members of the Grande Membership Team, to maintain close contact with the Voiture Locales within your respective Grandes and to assist them in overcoming the most serious threat to the continued existence of our beloved La Societe. Please remember that you are not alone in your efforts Nationale Directeur Wood, the Sous Directeurs, and the entire 2012 Membership Team are only a phone call or an e-mail away.

Yours in Service to La Societe,
David L Smith
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Cc: All Required Recipients