



LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX

Joseph Steil

Sous Directeur Membership Region 2

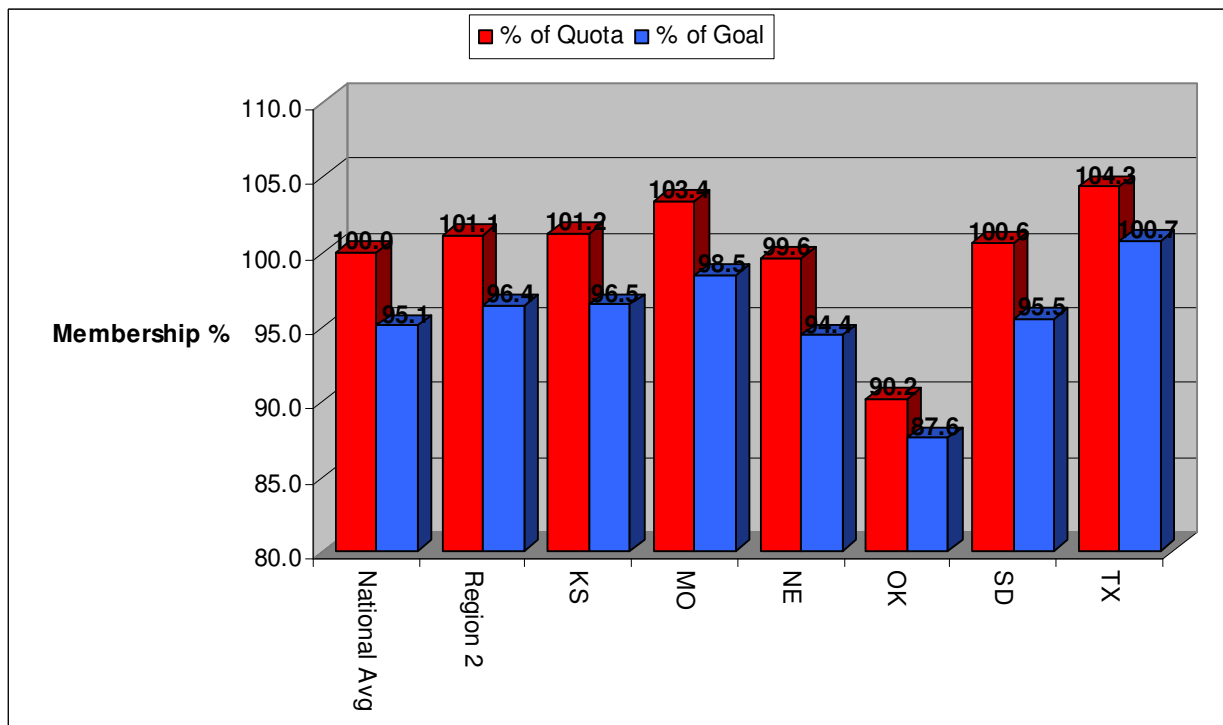
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July 2010

To Voiture Locale Chef de Gares, Correspondants, and Membership Directeurs:

This letter is dated July 2010, but I'm sending it during the middle of June. We are so close to the end of the membership year, that if I wait, it won't do much good. Region 2 is *inching* its way to 105%. As of 17 June, we were at 101.07%. The graph below shows percentage of Quota and percentage of Goal for each Grande in Region 2. We have four Grandes that are above 100%. Grande du Texas is now leading Region 2 with 104.33% of quota, Missouri close behind at 103.40%, Kansas at 101.24%, and South Dakota at 100.59%. Nebraska is just a tick below 100%. Oklahoma still has a ways to go! Out of 86 Voitures in Region 2, 49 have already surpassed 100%, and another 21 are above 90%! **Region 2 only needs 140 renewals or new members to reach 105% and 332 to reach 110%. WE CAN REACH OUR 105% GOAL WITH SOME ADDITIONAL EFFORTS! AND OUR 110% GOAL IS ACHIEVABLE!**



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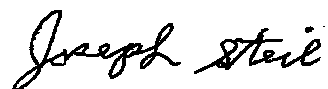
Last month I gave you the membership numbers for the last 9 years courtesy of Mike Woods, Nationale Directeur Membership. I'm giving you another look at the direction our organization is headed if we don't change course! We can't afford to lose any more members, much less 16,000 members like we have in the last 9 years! As I stated last month, if we make our 100% membership year after year, we are actually declining each year. If we make 105% membership each year, our membership stays the same. So we need to surpass 110% membership each year to increase our membership.

Year	Start	End	% Shown	Change From Previous Year
2001	51,536	50,450	97.9	-1,086
2002	50,358	47,688	94.8	-2,762
2003	47,558	46,131	97.0	-1,557
2004	46,046	44,108	95.8	-2,023
2005	42,484	42,749	100.6	-1,359
2006	40,729	40,525	99.5	-2,224
2007	38,589	38,851	100.7	-1,674
2008	37,045	37,128	100.2	-1,723
2009	35,229	35,456	100.4	-1,672
2010	33,713	?????	??????	????
Total Change from 2001 – 2009				-16,080

We can do it! 110% membership is within our reach! Keep ALL your Voyageurs involved with membership for the good of our organization! Work hard on your renewals as well as your new recruits.

Again, **Congratulations** on a job well done so far! **There isn't much time left** to make this a banner year for 40&8 membership. Thanks for your support of the Forty and Eight!

Yours in Service,



Joseph Steil
Sous Directeur Membership Region 2



cc: Chef de Chemin de Fer, Correspondant Nationale, Nationale Committee on Committees, Sous Chefs de Chemin de Fer, Nationale Sous Membership Directeurs, Region 2 Grand Chef de Gares, Correspondants, and Membership Directeurs, Nationale PR Directeur