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Keith Atkins

President

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February 2020

It is hard to believe January is gone just like that. Now here we are in February, just days away from Valentines Day, the day we associate with *love, romance, happiness*. I'm reminded of my elementary school days, when we took shoe boxes and decorated them with hearts to make our special box to collect Valentines from our classmates. We personally addressed Valentines to everyone in class, asking them to be our Valentine. Since I don't think I could possibly find time now to address over 1,000 Valentines to my Desk and Derrick family, I'll simply ask here...will you be my Valentine?

The ADDC Board is ready and will meet for the annual Budget and Planning Meeting, February 8, 2020. After this month's B&P Meeting, a summary of details will be posted on the ADDC Website for member review or publication in club bulletins.

Speaking of the website, if you haven't logged in and set up your login yet, here are some quick tips...

- If the email address you were using with the old website is no longer a good email address for you, please contact ADO so they can update your email address in the database so you will be able to complete your initial login. You can email ADO at ado@addc.org or call 405-543-3464.
- If your email address hasn't changed, or once ADO updates your account with a good email address, go to the website www.addc.org and click on *Member Login* on the right at the top of the web page. Your username for the website should be your firstname, a period (.), and lastname, ex. *keith.atkins*. Then click the *Forgot your password?* link under the *Login* button. On the *Password Reset* page, enter your username or email address then click *Reset my password*. Remember, the password used on this page must match the email address in the membership database, which is why it is important to have ADO update your email address if you have a new one since last year.

There is so much on our website to help clubs and members. The *Committees* area has committee guidelines and reports. The *News & Publications* area has monthly committee news, as well as the monthly ADDC President and Region Director newsletters for club bulletins. The *Clubs* and the *Region* areas have helpful information on club and region related issues. These are resources designed to help us. Let's start using them.

Continued...



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The Marketing/Publications Committee will soon publish our ADDC Blog. The blog is a way for us to post ADDC, Region, Club, or member news to get the information quickly to our membership. If you're like me, you aren't familiar with how a blog works, but I assure you, we will be passing along helpful information to guide us all into the 21st Century for real-time relevant communication of information.

Club presidents will soon be receiving information to share with their members, but I'm going to touch on it here so more members will have the very important information. ADDC has been receiving requests to pay for the unauthorized use of digital media, usually pictures, in publications posted directly to, or linked to the ADDC website. Most of us have believed if we find a picture on the internet, it's free for use in our club bulletins or other publications. We were wrong. There are online businesses that search the internet for images that have been used without the permission of the copyright holder. There are some websites that have pictures that are free to use. The information being sent to clubs will have information on these websites. The quality of the images may not be as good, but at least they are free and won't cost you, your club, or the Association a fine for illegal use. If you take a picture, you are the copyright owner. Posting that picture without your permission, equates to copyright infringement. If you post a picture that includes people, you technically must obtain their permission to publicly display the picture with them in it. The world is getting more complicated each day. Just be careful of what you publish in your club bulletin.

Sadly, we've recently learned of the disbanding of the Ohio Valley and Edmonton Clubs. We also heard the Red Earth Club in the Oklahoma City area will be voting on disbanding soon. These are challenging times for our organization. Please be vigilant in working on membership retention and recruiting in your clubs. It will be vital to our survival!

February 1 is the due date for membership renewals and dues to be received at ADO. Your club's membership chair is responsible for gathering renewal forms and dues so the club can submit to ADO. February 15th is the deadline to submit proposed changes to ADDC Bylaws and Standing Rules. March is D&D Awareness month so start planning your membership drive or other club marketing initiative now!

Until next month....

"Well done is better than well said." Benjamin Franklin

Keith