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Keith Atkins
President
c/o Murphy USA Inc.
PO Box 7300
El Dorado, AR 71731-7300
870-866-8686
keith.atkins@murphyusa.com

January 2020

Happy New Year to all my Desk and Derrick family!

2020...are any of you as mesmerized by that number as I? Twenty years ago, the year 2000 was a huge milestone in our history in many ways...the end of the 1900s, the Y2K computer issues, having to learn to start writing the current year with "20" instead of "19" as we had all our lives. But today, 2020 is just a cool number to see and say, I guess. For ADDC, it hopes to be a year of continued recovery and regrowth, provided we all set our minds to and make a commitment to invest a little extra time into this organization that we all hold so dear.

Your 2020 ADDC Board will meet for the annual Budget and Planning Meeting, February 8, 2020. At this meeting, we will review ADDC Committee plans and funding requests, set membership and revenue goals for the year, approve a balanced budget, and strategize on ways to strengthen the Association. As we have in the past few years, we must focus on two critical areas of concern: **revenue and membership.**

Though our revenue and spending have been a main concern of the membership over the past couple of years, the biggest reason for our financial struggles have been the yearly loss of members. We had 1,487 members in 2017. We lost 291 members in 2018, ending 2018 with 1,196 members. Anticipating another loss, the 2019 Board budgeted for 1,080 members. We ended 2019 with around 1,123 members. That seems like a great number since we budgeted for 1,080 members. But considering that we gained over 100 new members, we actually lost nearly 200 members in 2019. Previous Boards attempted to tackle our shrinking membership numbers through marketing strategies that unfortunately did not solve the problem and ended up costing us a lot of money. We can't fault them for attempting to solve our shrinking membership. Finding a way to stop or significantly slow our shrinking membership numbers is the only way to save our Association. We need to find ways to regain the support of our industries and to attract members to ADDC. What can the Association and our clubs offer members that will keep them engaged and provide the educational experience that they and their employers expect for their financial investment? This needs to be an ongoing discussion throughout the Association. Please discuss at your membership meetings, board meetings, etc. Share any great ideas with your Region Director so they can be passed along to the ADDC Board. One thing that each of us can do for now is encourage our 2019 club members to renew!

Continued...



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If we can just stop losing members and stabilize, we can buy time to turn things around. If we see another year of typical membership loss, we will drop below 1,000 members soon and that is a milestone we do not want to see! If each of us commits to recruit one new member, we could double our size and create a huge positive impact on ADDC. If only 25% of us succeed, we still can see a significant improvement and benefit with 300 new members. This IS NOT impossible.

The nearly 400 loss in members equates to a yearly revenue loss of \$22,000. But we were spending more than we were taking in, which ultimately led to yearly net losses. The 2018 and 2019 Boards worked diligently to find ways to cut our spending and for 2019, we should show incomes in both the ADDC convention and the Association's funds! The 2019 transfer of our Association Distribution Office responsibilities to the management company *Charity Rising* cut the cost of our ADO from \$68,000 to around \$32,000. The realignment of regions and eliminating the office of Vice President and position of Executive Assistant significantly reduced the administrative costs of the Association by reducing travel and room costs for board meetings.

In addition to these cuts, this year's Budget and Planning Meeting is being cut from two days to one day, reducing the cost of the hotel by one night. This will be a challenge, but your 2020 Board is committed to limiting the meeting to business that can't be handled by electronic means or during our monthly Board conference calls. But there's more...beginning in 2021, the ADDC Board Meeting at Convention will be moved from Tuesday to Thursday, reducing the Board's hotel costs by two nights. This change can't be implemented until next year because of the impact to the convention hotel room nights contract obligations that are negotiated up to two years before the convention date. The contracted room nights for the 2021 Convention in New Orleans have been negotiated with fewer nights on Monday and Tuesday since the Board won't be required to arrive until Wednesday. We truly feel we have accomplished a lot of what the membership has wanted to see over the past couple of years and that with everyone's help, we can continue to see our Association rise!

Please be aware of quickly approaching deadlines for membership renewals and dues, proposed changes to ADDC Bylaws and Standing Rules, and 2021 Regional Director Nominations. Until next month....

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