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2022 ADDC President

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February 2022

I had a goal last year regarding letters and that was to keep them short, sweet and to the point! This letter will have me moving away from one of those goals, short!

We have wrapped up the first in-person Budget & Planning meeting since 2019. The board worked hard, provided valuable input and feedback, and was well engaged. Please be on the look out for the highlights letter from your Regional Director in the next couple of weeks.

Things of note are this year we focused our strategic plan on goals that the ADDC committee's will be tasked with. Everything from education, marketing, technical and much, much more.

The budget vs actuals spreadsheet will be going out soon as well, what you will see is that we once again are estimating a sharp decrease in membership! The past years presidents continued to stress what our future will look like if we continue to have sharp decreases in membership decline! Keith, in his 2019 letter stated the following,

"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."

Those words have now come to fruition and we are well below 1,000! The last couple of years of being in a global pandemic have added even more stress to our organization. ADDC is not the only organization seeing the decline in membership, another world wide organization I am a member in is also struggling with these same things.

So how do we move forward? I have seen several concerns and comments, a few being "what does ADDC provide" and "how is ADDC helping?" The answer, WE are all ADDC, those of us currently serving in leadership roles on the association board, regional and club level are also asking these questions of ourselves and battling to find ways for us to not only gain members but retain the members we have! The biggest key, value! How does ADDC provide value, doing things we did in the past worked then, we now need to find new and inventive ways to add value! STEP outside our comfort zones!

Moving forward with the changes to the certification program is going to be a big VALUE add to our association. Folks have been working hard for years to add more components to the program in ways that addresses the changing world we live in now.

Another value add, is the student membership program! This was where we had the biggest questions about how is ADDC helping to increase our membership, I refer back to my earlier response, but in summary, by listening to the membership and making changes to the governing documents to assist clubs in expanding membership opportunities is how we as your current leadership help.

What other ideas, suggestions and opportunities can you suggest or add to help your fellow clubs, regions and your association move forward to the future and meeting our main goal of energy education! What can the leadership do by way of policy change or what can we add to help bring increased learning and membership opportunities! This is yours, mine and our association. It has done so much for me in not only my career but in my personal life as well. I want to share that.

To wrap up, this is also your reminder to get those club dues in soon. They are due by the 1st of February to remain in good standing.

Prayers and Blessing!

Philana