

**Philana Thompson**

2022 ADDC President

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Happy New Year!

Time has been passing quickly and the last two years we’ve continued to live and work in a kind of social limbo, with more and more of our normally face-to-face interactions being conducted via virtual platforms.

Nowhere in our association activities has the pandemic been felt more acutely than in our in-person meetings at all levels! This in turn has made it more difficult for our clubs to attract members as well as to keep its current members engaged.

Our association is not the only one that is struggling with membership! From the changing dynamics of our association, and no doubt from your own experience, you can see that acquiring and retaining members are the big challenges for ADDC. These challenges have been growing as older members retire and potential new members don’t see the value proposition that our association offers.

The four main problems are: delivering value, engaging members, reaching millennials, and adopting leading edge technology. This list can certainly be expanded, but these are the top four.

We will be having our first in-person budget and planning meeting since 2019. Membership recruitment and retainment will be our top priority. We will be tasked with finding ways to help the clubs grow and prosper! I would ask that if you personally or your club have ideas and thoughts on how the association needs to help its clubs fulfill this huge undertaking please don’t hesitate to call me or email me directly.

Budget and planning will be held January 15th, 2022 in Albuquerque, NM at the Sandia Resort & Casino. This location is also where the 2023 Convention is set to be held.

Your regions are still needing volunteers to serve in committee roles! Please don’t let the fear of the unknown keep you from jumping in and lending a hand!

One last note that registration deadlines are quickly approaching for membership renewals and dues, proposed changes to ADDC Bylaws and Standing Rules, and 2022 Regional Director Nominations! Be sure to reach out to your regional directors or myself for questions or concerns.

Prayers and Blessings for a Happy New Year!

Philana