



THE AMERICAN SCIENTIFIC GLASSBLOWERS SOCIETY

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Executive Secretary Report

November 7, 2009

President and Members of the Board of Directors,

National Office

The National Office continues to fulfill the society's needs and they are not experiencing any difficulties in fulfilling those needs. The only difficulties arise when those with ASGS responsibilities do not fulfill their obligations.

I am continuing to monitor all incoming and outgoing email to the National Office. This allows me to evaluate the services delivered by the office. The services continue to be provided in a professional manner. I have had numerous productive conversations with Amy Collins on how we could improve our society. She plans to join the Society of Association Executives (ASAE) to gain insight on how to better serve our society. She has indicated to me that she is eager to assist the leadership administratively and financially.

Communication

Look at the leadership Yahoo Groups, I discovered that the members on the group were grossly outdated. With the help of Phillip Legge we attempted to update the ASGS-BoD and ASGS-Chairs-BoD. We determined that Phillip did not have access to the group ASGS-BoD, so we concentrated on updating ASGS-Chairs-BoD. Phillip sent out invitations which resulted in a mediocre response. I then sent a pre-invitation request explaining the reasons to accept the invitation. The results were again mediocre. At this time we are short 25% of those who should be members of the ASGS-Chairs-BoD Yahoo Group. There are numerous reasons that this method of communicating has not been effective. One of the main reasons is that some businesses and government employers do not permit emails from Yahoo Groups.

Due to this mediocre response, I recommend that we abandon this method of communication. I would recommend that individuals take the responsibility to form their own email groups in their own email program.

Promotion

Our webpage has successfully fulfilled our members needs for many years, it does not successfully market our society. With our declining membership, I recommend that we add a marketing area to our current webpage. I recommend that we use a web designer with marketing experience to assist in this endeavor. It is important that we successfully promote our society and our symposia.

Obligations

Again I am reminding board members that it is their responsibility to fill out the General Liability Coverage Insurance Request Form. The form may be found in the Director's section on the ASGS webpage or by contacting the National Office. Section Directors are responsible to insure that the forms are filled out and faxed to the National Office prior to your meeting. Please utilize the form to receive this important benefit for your Section and protect our society.

Respectfully submitted,
Edwin A. Powell
Executive Secretary