

Vice President – Development Convention Report – 2006

This is brief summary of the highlights in this area. Thanks to the staff and the committees that have contributed this year.

Thanks to the Staff

Thanks to Taylor Payne, our Media Relations Director, who has kept us in the public eye, and has worked to make the magazine and other publications/communications better meet the needs of the organization.

Thanks to Jamal Smith, our Business Development Manager who joined the organization this spring. Jamal has come right on board—meeting the members and attending our competitions. He has been working on a marketing plan for the organization and has begun a plan for reaching out to more sponsors.

Lastly, thanks to Stephanie Crocker, our Membership Manager, who has through her enthusiasm and talents, helped the organization grow in membership, and has helped in the promotion of life memberships.

They are all great and we thank them for their efforts.

Committee Highlights

Each of the committees—Membership, Awards, and Image and Promotion—have their own reports. Please refer to them for more details. However, in the way of highlights for the year:

- We saw membership numbers increase almost 10% from last year.
- We saw new programs to drive new memberships.
- The Awards Committee has worked to document and review all of their award and processes for giving these awards.

Image and Promotion Committee Report

The committee was listed incorrectly in the Directory this year, so here is the list so you have the corrected information:

Chair:	Karen Rosolowski	
Committee:	Mary Butwinick	Robin Mizell
	Linda Loendorf	Lorraine Valerino
	Genie Matherne	Eugenia Gillan

Once the committee reorganization is done for USA Synchro (to be completed at this convention), the Image and Promotion committee will no longer exist; instead, there will be a Marketing Committee. Because of this planned direction, the vision for this year was to have the Image and Promotion committee to function like the new committee would—assisting the National Office in reviewing and implementing a marketing plan and providing input to publications and communications as requested. The committee did not have an opportunity to meet during the year, so not much has occurred along this effort; however, we did provide some input to the magazine. The committee will be meeting at Convention.