

2007 PSSNY Membership Committee
Meeting Minutes
Mid-Winter Convention: January 13, 2007

Attendees: Marty Irons (Co-Chair), Jean Cottrell (Co-Chair), Katie O'Malley (Membership Coordinator), Andrea Puglisi (CAPS), Frank Riley (PSSNY Board), Kelly Flynn (CAPS), Ben Gruda (NNPS), Phil Van Deusen (LIPS), Jon Gallagher (PSOC).

Agenda Topic/ Discussion:

- 1) **Review of 2006 accomplishments:** Katie provided a brief overview of the activities that she has completed since starting at PSSNY, which includes Member Mixers, sponsorship recruitment, renewal phone-calls, new membership brochure.
- 2) **Review of membership numbers vs. last year:** Katie provided a report for all of the affiliates. Overall we are at 72% of renewals as compared to this time last year. *Action Item: It was requested by Jean that when final notices go out this year that they are on a different color paper, such as pink or red to get the attention of the member. That may increase renewals from members that wait until the final notice to pay their dues.*
- 3) **Affiliate President Challenge:** Katie provided an overview of the affiliate president's challenge (see attachment). This challenge was well received by the affiliate presidents at their meeting on January 12th. In addition, we will create an Affiliate of the Year award that will not be based solely on increasing membership numbers, but what the society has attempted to do over the course of the year to bring in new members. *Action Item: Katie will draft the criteria for this award, which will then be circulated to the membership committee for final approval. Then applications will be taken and an award will be given this year at the Annual Convention.*

- 4) **Website/Database:** The committee was originally asked to comment on how well received the website and database are with members. During discussions, it was apparent that we would like to have better access to membership lists for each affiliate and a better way to register on-line. PSSNY is currently contracted with a company called Van Damm, who do not seem to be meeting our needs. *Action Item: Frank Riley offered to address the contract with Van Damm with the Board and Craig. If we are unable to renegotiate with Van Damm, then an RFP to computer companies should be sent out to secure a company who could assist us with our website and database issues.*
- 5) **New Member Benefits:** Katie has been looking for some new member benefits that will also benefit PSSNY, which include Travelocity, Go-Next and Lexi-Comp. The group agreed that of all of these, she should pursue discounts with Lexi-comp for members.
- 6) **2007 Membership Appreciation Events:** Katie shared with us her plan to require all the affiliates to plan a member appreciation event in the fall of this year. More details on how these will evolve are forthcoming. *Action Item: Katie will work with the Affiliate Presidents and/or the program chairperson for each affiliate to plan these events.*
- 7) **New Business:** We were unable to address new business at this time as time expired.

Next Meeting: Annual Convention in Lake George, we will have 2 hours instead 1 for planning.

Membership Report
Presented to PSSNY Board of Directors
January 12, 2007

Membership Numbers*:

We have **148 new members** so far for 2007 dues year.

Total Paid Members FY2006 = **3,147** vs. Total Paid Members FY2007 = **3,513**

Based on these numbers we are at **85%** of what we gained last year in new members and we are only half-way through out recruitment season.

****Please see attached spreadsheet for detailed report.***

Renewals:

As of 1/5/07 we have 1,943 renewals for 2007

Phone calls will need to be made to gain renewals as well as reminders at Affiliate Meetings/CE, etc...

Assistance from affiliates will be needed!

Direct Mailing:

The general PSSNY brochure has been mailed to the non-member names we had in our database system. These were mailed in December and we have approximately 11 new members from this effort so far.

The personalized invitations were all mailed out on January 3, 2007, so we have yet to receive a response- will track as they come in.

All affiliate presidents will receive invitations to distribute personally and "make the ask" within their hometown.

Affiliate Challenge:

See Letter attached, will present to Affiliate Presidents on Friday Jan. 12th.

New Member Benefits:

We are investigating new member benefits including: Travelocity, Lexi-Comp and Go Next travel.

GOALS:

JAN-FEB-MARCH-APRIL MUST focus on ***RETENTION/RENEWALS!!!***

January 12, 2007

Dear Affiliate President,

As we welcome in 2007 PSSNY is pleased to announce we have attracted ***148 new members for 2007*** to the organization! It is through the strong leadership and dedication of our Affiliate Presidents that our membership numbers will continue to grow and we can keep working hard for pharmacists at the state and local level.

While we have already added new members we can not get comfortable! We must continue to focus on **retention and attraction** of members to our PSSNY family. To help make this vision a reality we would like to announce the “**2007 Affiliate President’s Challenge**” starting today and culminating on April 30, 2007.

Each PSSNY affiliate will be provided with a specific goal to increase their “new” membership while all affiliates will be expected to have 100% renewal/retention of existing members! The affiliate to meet their goal first will receive a complimentary CE mailing for up to 1,000 pieces.

We will provide you with all the tools, brochures, invitations and information needed to help reach your goal. We need your commitment, energy and support brought back to your affiliate and board members to spread the word that the “challenge is on!”

The challenge will be monitored by PSSNY staff and updates will be provided each month on where each affiliate stands via email and in the membership section of the PSSNY journal. Don’t be the only affiliate not to meet your goal! Help us grow this organization and your affiliate today!!

Sincerely,

Katie O’Malley
Manager, Membership & PR