



## CHAPTER REPORT FORM

CHAPTER #: 25  
CHAPTER NAME: Bluegrass Chapter  
CHAPTER LOCATION: Louisville, KY  
DATE OF THIS REPORT: September 29, 2011

### MEMBERSHIP

Year-End total Regular/Senior Members as of December 31<sup>st</sup> - 71  
Total Regular/Senior Members as of this report - 83  
Total Regular/Senior Membership Annual Growth Goal -  
(The total should be a specific number, i.e. obtain 100 members)  
Year-End total Regular/Senior Membership Goal 100  
  
1<sup>st</sup> Quarter Goal (Jan-Mar) 2<sup>nd</sup> Quarter Goal (Apr-Jun)  
3<sup>rd</sup> Quarter Goal (Apr-Jun) 4<sup>th</sup> Quarter Goal (Apr-Jun)  
**Total 25 new members**

Objective:

**Chapter 25 will replace the non renewing members of 2010 by the end of the 4<sup>th</sup> quarter 2011**

Strategy to achieve objective:

**The chapter board will work collectively to update and increase our statewide mailing lists of potential and previous members to market our chapter membership, chapter educational offerings and chapter meeting events. Identify and develop LPA & Utility Agency address/phone/email listing for promotion of meetings and membership incentives and educational opportunities.**

**Review opportunities of offering Chapter financial assistance of lapsed members due to economic related difficulties or challenges. Review opportunities of chapter sponsorship of non members that have attended our educational courses from 2010-2011**

**Review and investigate member referral incentives for chapter sponsorship or discounted IRWA dues for the following year.**

**Conduct an email membership campaign to all of our non-members and follow-up phone call invitations by chapter board members with a personal invitation of chapter membership and benefits and incentives.**

## **EDUCATION**

**1<sup>st</sup> Quarter Goal (Jan-Mar) 2<sup>nd</sup> Quarter Goal (Apr-Jun)  
3<sup>rd</sup> Quarter Goal (Apr-Jun) 4<sup>th</sup> Quarter Goal (Apr-Jun)  
Total of 5 IRWA Educational Class Offerings in 2011**

Objective:

**Increase awareness of our Chapter educational offerings both Classroom and Online courses to our base of members and non-members. Convert non members attending courses to members for future chapter educational offerings. Increase our SR/WA base of senior members and Career Path designations**

Strategy to achieve objective:

**Increased email awareness of chapter offerings with follow up calls to members and non members. Identify our current members and non member's educational record of completed courses to mentor and create individual awareness of career path designations and incentives.**

**Tie in a special offer for a (related) online course to membership after a course has been held in the classroom format to extend revenue to the chapter. Work with HQ to offer all first time chapter members who take an online course \$25 off that course. HQ will send out a post card with the offer with the chapter following up by email and phone contact when possible.**

## **COMMUNICATION/OUTREACH**

**1<sup>st</sup> Quarter Goal (Jan-Mar) – 2<sup>nd</sup> Quarter Goal (Apr-Jun)  
3<sup>rd</sup> Quarter Goal (Apr-Jun) 4<sup>th</sup> Quarter Goal (Apr-Jun)**

Objective:

**Review and utilize our chapter newsletter, website and chapter roster for add additional content to encourage career path and SW/WA designations highlight an incentive in the areas of education, membership chapter membership support activities. Increase our sponsorship within our newsletter and website to increase revenue opportunities**

Strategy to achieve objective:

**Ramp up chapter member and non member contact and networking via phone and or email. Identify those who have not attended chapter meetings in awhile with special invitation, maybe a free lunch?**

**Define and create a list of questions designed to solicit feedback, ideas, new member referrals, find out more member needs and information.**

**Continue to spotlight new member bios and profiles and chapter member recognition for employer, service, educational achievement, ect.**

**Review, Investigate and seek new chapter sponsors and advertising opportunities. Offer package sponsorship / advertising deal on all chapter venues, website, newsletter and chapter roster,**

**Review, Investigate opportunities to increase chapter meeting attendance and membership tie-in, such as bring a non-member to meeting and get their lunch free.**

**Create a Linked in group for the chapter with specific hot topic forums, with topics such as Relocation, Appraisal, Negotiations, Enviromental, and place on homepage of chapter website to encourage another level of connectivity for our members with collaborative information.**

## **CHAPTER WISH LIST**

**Chapter Chair position descriptions.**

**Small Jet with on call pilot to transport chapter board members to IRWA events to reduce chapter board member driving fatigue.**

**And of course World Peace.**