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ARMA Calgary Chapter

Membership Director's Annual Report

July 1, 2008 to June 30, 2009

Respectfully submitted by Anna Grodecki, Membership Director

My commitment at ARMA Board started with the participation at the transition meeting in June 2008, where the responsibilities of the previous year's Board were passed to the members of the new Board.

Membership goals and objectives were established during the strategic session that took place in July 2009. They were aligned with the ARMA International goals and related to:

- 1) Continued growth of the chapter by increasing the membership
- 2) Retention of membership within the chapter and Association
- 3) Creation of Membership Procedures

At the beginning of the fiscal year (July 1 2008) the chapter started with 301 members. By the end of December 31, 2008 we increased the number to 306 and as of March, 2009 the number decreased slightly to 298,

Despite the difficult economic situation we were able to maintain the number of active members almost at the same level and according to ARMA International Statistics we are still holding the status of the largest chapter in Canada. This is an indication that there was also drop in the chapters following us respectively and we assume that this is also a result of the economic situation.

During the year the Membership was meeting its objectives by:

- 1) Providing a supportive role to new members by:
 - o Sending out welcome e-mails and letters
 - o Recognizing new members with pins at ARMA montly luncheons
 - o Helping students by answering their questions related to membership discount
 - o Providing feedback and help with any other issues they might have had

- 2) Maintain good relationships with the existing members by:
 - Reminding them about renewal of their memberships
 - Providing advice and act as a middle man between ARMA International and members
 - Presenting anniversary pins and congratulation letters at the luncheon in May, 2009

- 3) Support the Board by:
 - Maintaining the Chapter monthly lists and forwarding them to Board members
 - Maintaining the CAN-99 lists and forwarding them to Board members
 - Participating in Board meetings
 - Helping with requests received from Chapter President
 - Maintaining liaison with ARMA International on issues related to the implementation by them of a new database
 - Providing feedback to ARMA International on their initiatives and propose new solutions
 - Providing feedback on the content of the Chapter's new web site
 - Providing feedback to Chapter's newsletter

- 4) Promote ARMA by:
 - Setting up and assisting the booth at the AIIM Conference in November 2008: marketing the association to the visitors, handing out brochures, conveying the benefits of associations, gathering information of the potential members, following up with phone calls.
 - Promoting ARMA within my company, obtaining an approval for a new ARMA member
 - Obtaining financial support for covering the cost of the mail postage by KEYERA Energy

I would like to thank Jacquie McGowan who took upon my responsibilities during my absence and helped me through my first year of this appointment.

I would like to thank my colleagues for the privilege of working with them the past year in moving the Chapter forward and allowing me to contribute to the RIM profession in Calgary.

Anna Grodecki
Membership Director