



Sierra Nevada Unit, WBCCI

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Jim Elmlinger, Region XII President
1135 N Fairview ST
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Dear Jim

Enclosed you will find the materials requested from the Sierra Nevada Unit for 2006. I have also enclosed a copy of a booklet we compiled celebrating the 30th Anniversary of the Unit, on for the 50th Anniversary of WBCCI and some other pieces

When I received the packet of materials from WBCCI for the incoming president, I must say I was a little dismayed. As the representative for Region XII on the WBCCI board I wanted to bring these policy issues to your attention. Earlier in the year I had asked about the need to increase membership dues. I was informed it was primarily because of increased postage and other management costs. If this packet is any example it seems to me effective use of resources could have made a greater impact on costs than increasing dues.

To include multiple copies of various pages, especially multiple copies of the Unit Planning Guide and Merit Award Program seems to be to be a significant waste of resources. One copy that could then be copied as needed by the Unit would have used a lot less resources and been more efficient and effective. With the technologies available today, I can't imagine the need to take the time to fill in the required information on each form. Why not fill in one form and copy as needed.

As to the New Officers Reporting form, why couldn't a simple request list be provided that asks for the name and contact information as well as the Unit office to which each officer has been elected then let the Unit provide the completed list to WBCCI. Same with the rally and event form, just list the information that is required and let the units provide the information on their own form.

Better yet would be to make more effective use of internet technologies. All of these forms can and should be made available on the website in both html and PDF format. People could print them off as needed, fill in the required information and mail them back to WBCCI. Nothing on the blank forms is confidential so there would be no need for any protection or security measures. Utilizing the website would decrease the distribution and turn-around time as well as costs for postage, paper, labels and time to assemble and prepare the packets. It would also assist WBCCI to serve it's international members more efficiently. Sometimes it takes up to a month for members outside the U.S. to receive mail. Utilizing the internet makes it possible for these members to receive things at essentially the same time as U.S. members. Snail mail could still be use for those few still without access to the internet.

As a dues paying member of this organization, receiving a packet such as this makes me very doubtful about the effective use of dues monies and the need for an increase. It also makes my job as a board representative of the Unit more difficult. It is hard to respond to concerns about

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the majority of dues going to headquarters rather than the unit when most of the efforts of the organization seem to focus on caravans and the international rally. Although open to all members, many of those who are still working, who have children, or have limited resources are unable to participate in these activities. Then there is the concern that direct benefits to the Unit and individual members seem so limited. Add to this, the apparent ineffective and inefficient utilization of available resources. All of these issues together make it difficult to encourage new members to join and some members to renew despite the best efforts of the local Unit.

Bottom line, although I do understand that cost increases that have occurred since WBCCI dues were last increased, I strongly believe that all efforts to ensure effective use of currently available resources should be thoroughly explored before initiating an increase. A plan for future growth, for making more and better use of current technologies, and a complete review of current operations - how they might be streamlined, revised, or made more effective should be the first steps. I also feel that these planning and review efforts need to be clearly communicated with all members as well as developing methods to encourage their ideas in suggestions before any changes are proposed or implemented. The more everyone understands the problems and the processes, the more they will accept the final results.

Times have changed and so have the communication methods. The growth and strength of WBCCI is in part dependent on it's ability to change with the times while still remaining true to it's mission and founding principals. It must meet the needs of members who have come to expect wider, more diverse opportunities for participation and involvement. Members who expect their association to utilize all the new tools available to keep them informed and enable participation in the most up to date, efficient, and cost effective manner possible.

As a proactive measure to revitalize our unit and meet the needs of current and potential members, we have been trying to implement these ideas on the local level. We also hoped to set an example of what a small unit, with very limited human and financial resources could do on it's own initiative. The results have been encouraging. There has been an increase in the number of members as well as increase in each members participation in Unit activities and management. We feel sure that if WBCCI adapted and incorporated some of these ideas on the national level, they too might reap benefits including more effective use of association resources and increased member participation and satisfaction.

Sincerely

Diane L Leipper, Past President SNU