

What's in a Name?

More than one person has asked why the Association name was structured as it is. Some want it more restrictive, others less restrictive. Some wanted to know why "Alford" was first rather than "Association." Even the abbreviation has been a matter of concern.

Alford was selected as the first word because the surname should be in the most prominent part of the title, and that is the beginning. This also assures that the Association will be found in its proper place in indexes.

American was selected to emphasize that the Association concentrates on Alfords of this continent, or even this hemisphere if appropriate.

While it was possible to use "Alford Family Association of America," many would have wondered what to do with the word "of" in abbreviations.

It is possible to change the name, but it becomes more difficult as time passes. The name is registered twice with various government agencies, is in use on our bank account, and is about to be printed on our stationery. In addition, it has been mentioned in at least one published article by a statewide paper.

If a change is to be made, it should happen as soon as possible. It will require official action with the Missouri Secretary of State, will involve considerable time and expense, and will create some confusion.

If members have strong feelings about the Association name, they should communicate immediately with the President, Lodwick Alford. If the majority of members has no objections to the name, it will remain Alford American Family Association.