

Secretary's Summary

Dues and Fees

When the Association was planned, the registration fee of \$10 and the annual dues of \$8 were set arbitrarily. As the new year began, the situation was reviewed and it was decided to retain the \$8 dues, limiting any needed increases to not more than \$1 per year.

Dropping the \$10 registration fee was considered, but it has been decided to retain it until more is known about the Association's financial operations. Our only source of revenue is through dues, registration fees, and donations. Until a reasonable determination is made on annual expenditures, the registration fees will be kept to generate some revenue.

As AAFA gains more experience with budget and financial management, the Secretary and Treasurer will conduct an annual review to determine if a recommendation should be made to change the fees and/or dues. The inclusion or absence of a statement concerning fees and dues in the bylaws will determine who has the authority to set the fees and dues.

Founding Membership

It was originally announced that founding memberships would be offered only in 1987 and to those who had participated in Gil Alford's program or those who were connected with one of the several Alford family reunion groups.

Since the Association was so slow

and late getting organized in 1987, it has been recommended that founding memberships be extended through 1988. Any Alford descendant making application during 1988 will be considered one of the founding members. Note that an extension of founding memberships beyond 1987 borders on violation of the Articles of Incorporation, Article IV. However, if the group officers are agreeable, then it is doubtful that the State of Missouri is likely to be concerned.

During 1987 the Association registered 42 members or member families. It is hoped that this number can be duplicated in 1988, doubling the membership—assuming that all those who registered in 1987 will renew in 1988.

Expansion Efforts — 1988

The potential for membership in AAFA is 8000 Alford families whose names and addresses are available. Unfortunately, about 25% of these addresses are inaccurate.

The cost of using this list to reach potential members is high, especially considering the 25% rate of inaccuracy. Of the remaining 75%, a response generally comes from less than 10%. However, some of the Association's best members have enrolled after being contacted by this method.

Gil Alford has recommended that in 1988 we contact the Alford families in Mississippi, where he and some others have been doing work in

preparation for the publication of *About Alford's of Mississippi*. This will be a Gil Alford product, but it will be reviewed and sanctioned by the Association. Gil is willing to split the postage costs of this expansion effort with the Association as long as he is given equal space to solicit input for his Mississippi book in the expansion letter. [See "Expansion Projects," pg. 7.]

Gil also recommended that in 1988, the last year in which founding membership will be available, AAFA send an invitation to all Alford families residing in Missouri. It seems appropriate that those living in the state in which the Association was founded and is registered be given an opportunity to become founding members. Again he will share postage costs if joint communications are sent out. [See "Expansion Projects," pg. 7.]

One further method of informing potential members of our Association is being used. When Alford reunion groups send invitations to their family members, the Association can offer to pay 50% of the postage costs if an invitation to join AAFA is included with the reunion invitation. This targets groups highly likely to be interested in membership, and the addresses are usually good! So far two reunion groups have participated in this offer, and a third is considering it. All officers and members are encouraged to take advantage of this offer in their own reunion groups.