



**CALIFORNIA WRITERS CLUB
CENTRAL BOARD MEETING MINUTES – FINAL
JULY 20, 2014
HOLIDAY INN EXPRESS, OAKLAND, CALIF.**

CALL TO ORDER: Meeting called to order at 8:34 a.m. by President David George.

ROLL CALL:

Berkeley – Linda Brown
Central Coast – Joyce Krieg
East Sierra – Donna McCrohan-Rosenthal
Fremont – Nancy Curteman
High Desert – Robert Isbill
Inland Empire – Judy Kohnen
Long Beach – Kathryn Atkins
Marin – Elaine Webster
Mt. Diablo – Judith Marshall
Napa Valley – Lenore Hirsch
Orange County – Jeanette Fratto
Redwood – David Ramirez
Sacramento – Margie Yee Webb
San Fernando Valley – Ray Malus
SF/Peninsula – Carole Bumpus
South Bay – David LaRoche
Tri Valley – Camille Thompson
Writers of Kern – Absent, Proxy held by East Sierra
Writers of the Mendocino Coast – Doug Fortier

A quorum was present.

PRESIDENT'S REPORT (GEORGE): The following accomplishments were noted:

- IRS issues resolved with no findings or penalties.
- Webmaster contract revised.
- Membership continues to grow, now standing at 1800-plus.
- New member of the Executive Committee, Ray Malus (San Fernando Valley).
- Nonprofit US Postal Service permit obtained.
- Revival of the *CWC Bulletin*.
- Increased quality control of the *Literary Review*.
- Scholarship program in the planning stages.
- Membership qualifications under review.

President's goals for 2014-15:

- At least two editions of *The Bulletin*.
- Scholarship program roll-out.
- Website review and restructure.
- Modernization of membership criteria.
- A plan to attract younger members.
- One new branch.
- Extensive use of The Forum for online discussion and business.
- Continued financial health.
- Line of succession for officers.

Action: George to distribute an email detailing responsibilities on The Forum. David Ramirez (Redwood) is the administrator and Bob Isbill (High Desert) is the moderator for voting.

Central Board Meeting Venue: Considerable discussion over President George's proposal to rotate the meetings between the northern and southern halves of the state. Concerns expressed over cost versus creating goodwill and general equity between the two regions.

Action: George to place the issue on The Forum for a vote in August.

SECRETARY'S REPORT (KRIEG): Draft minutes of Jan. 26, 2014, Central Board meeting were presented. The following corrections were requested:

- San Fernando Valley: On Page 2, under President's Comments, change "carrying" to "carry."
- San Fernando Valley: On Page 3, under New Branch Development/Action, change to read, "San Fernando Valley suggested Napa Valley and Writers of the Mendocino Coast write a narrative on how to start a new branch."
- South Bay: On Page 3, under *Literary Review*, change the number of submissions from 205 to 207.
- East Sierra: On Page 4, under NorCal Group, revise wording of motion to "Be it resolved that any or all . . ." (delete unnecessary "the").
- East Sierra: On Page 4, under CWC-South, add "and advice for writers" in the description of the CWC-South website.
- Sacramento: On Page 5, under California Bookstore Day, change final word from "participating" to "supporting."
- San Fernando Valley: Delete Attachment E – Insurance, as it was presented when the board had recessed for lunch and is thus not part of the official record.

Motion: To include Attachment E – Insurance as part of the official minutes of the Jan. 26, 2014, Central Board meeting. Made by Long Beach, seconded by East Sierra.
Aye 18, Nay 1. Motion carried.

Motion: To approve the minutes of the Jan. 26, 2014, Central Board meeting as corrected and revised. Made by Central Coast, seconded by San Fernando Valley. Passed unanimously.

Secretary Krieg presented minutes from four actions taken on The Forum since the Jan. 20, 2014, Central Board meeting: Advertising in the *Literary Review*, Ina Coolbrith Award, Non-discrimination policy, and Publishing Pathways. Without objection, these four documents were entered into the record.

Secretary Krieg distributed the Central Board roster and requested corrections.

TREASURER'S REPORT (PRESIDENT GEORGE FOR TREASURER SVITAK):

Central Board Operating Budget for July 1, 2013, to June 30, 2014, presented as Attachment A. Central Board Proposed Operating Budget for July 1, 2014, to June 30, 2015, presented as Attachment B. President George noted that the nonprofit USPS permit has saved the club \$400 in mailing costs for the *Literary Review*. He expressed thanks to Treasurer Svitak for the documents she produced for the meeting with the IRS. A variety of questions concerning the budget were raised, including:

- Roll over of any profits from either regional association from one year to the next.
- Funding for *The Bulletin*.
- Travel expenses for a Southern California Central Board meeting.
- Funding for the annual picnic.

Motion: To add a budget line for the annual picnic and authorize spending of \$400 for the event. Made by Berkeley, seconded by Central Coast. Passed unanimously.

Motion: Effective July 1, 2014, Central Board checks in excess of \$100 shall require the signature of two executive council members. Checks for amounts below \$100 which are budget line items shall require only the signature of a single executive council member. Made by Treasurer Svitak (in absentia), seconded by Mt. Diablo. Passed unanimously.

Action: President George directed that the Operating Budget for FY 2014-15 be placed on The Forum so that Treasurer Svitak can be present for the discussion.

Membership: In the absence of Chair Sharon Svitak, MRMS Chair Ray Malus (San Fernando Valley) presented Attachment C. Membership currently stands at 1,786. Counting dual memberships, the numbers stand at 1,853.

Member Record Management System (MRMS): Chair Ray Malus (San Fernando Valley) presented his report, included as Attachment D.

Action: All reps to let the branch boards know that MRMS has survey capability.

Action: President George urged all branches to embrace MRMS.

STANDING COMMITTEE REPORTS

Executive:

E-business: Secretary Krieg reported that four pieces of e-business have taken place since the Jan. 26, 2014, Central Board meeting: Advertising in the *Literary Review*, Ina Coolbrith Award, Non-discrimination policy, and Publishing Pathways.

Non-harrassment policy: Mt. Diablo suggested that the Policies and Procedures include a policy against harassment.

Action: President George directed that the issue be placed on The Forum for discussion and vote.

Public Relations: Chair McCrohan-Rosenthal (East Sierra) presented a report, included as Attachment E. Considerable discussion ensued over the issue of endorsements, the perception that CWC is "endorsing" certain products, services or events, and whether a disclaimer needs to be included with every discount offered by an outside vendor.

Action: Napa Valley to consult with an attorney who is on their board and report on The Forum.

Action: PR Chair McCrohan-Rosenthal to place the issue of endorsements on The Forum for further discussion.

Bylaws, Policies and Procedures, and Standards: Chair LaRoche (South Bay) reported making the following changes to the Policies and Procedures since the last update:

- Branch probation policy, if their membership numbers fall below 25.
- Dual membership dues increased from \$20 to \$25.
- Non-discrimination clause added.

Records retention guidelines: Mt. Diablo requested that this be added to the Policies and Procedures. President George directed that the issue be placed on The Forum for further discussion.

New Branch Development: Vice President Webb reported she has been contacted by three individuals interested in setting up a branch: Santa Monica, Vacaville, and West Los Angeles. Berkeley reported being in touch with a group in Mt. Shasta that might be interested in chartering, while President George has heard from an interested party in Palm Springs.

Action: President George directed that a manual be created on starting a new branch and put Vice President Webb in charge of that effort.

Literary Review: Editor LaRoche (South Bay) presented a report, included as Exhibit F. Two errors were noted in the section under “Acquisition and subsequent copy edit”:

- Elizabeth Tuck is from the Mt. Diablo branch, not Tri-Valley
- Elaine Webster (Marin) is missing

Action: President George directed Editor LaRoche to prepare a confidential report as to the number of submissions per branch versus the number accepted for publication.

CWC Bulletin: Editor Krieg (Central Coast) presented the Spring 2014 issue and requested direction as to whether the publication should continue. A lively debate ensued over the merits of print versus electronic publication and distribution. Redwood presented its proposal for an electronic newsletter, entered into the record as Attachment G.

Motion: To set aside \$5,000 in the budget for printing and mailing of the *CWC Bulletin* to every member twice a year. Made by Central Coast, seconded by South Bay.

Aye: 15, Nay 4. Motion carried.

NorCal Group: Chair Krieg (Central Coast) reported the group staffed a table at the San Francisco Writers Conference and held a highly successful Leadership Conference on May 2.

CWC-South: Chair McCrohan-Rosenthal (East Sierra) reported the group participated in the Riverside Dickens Festival in February, offering a workshop on “Dickens, *The Hunger Games* and Zombies” and a pass-out about Dickens’ connections to California. CWC-South has given mini-grants of \$250 each to:

- Orange County for Read Orange County.
- East Sierra for a family history project with the Historical Society.
- Long Beach for an open mic series at an independent bookstore.

- Inland Empire for a prison library project.

ELECTION OF OFFICERS FOR 2014-15: The slate presented by Nominating Chair Jeanette Fratto (Orange County) was elected by acclamation:

- President: Dave George (Mt. Diablo)
- Vice President: Margie Yee Webb (Sacramento)
- Secretary: Joyce Krieg (Central Coast)
- Treasurer – Sharon Svitak (Tri-Valley)

INA COOLBRITH AWARD: During the lunch break, the Ina Coolbrith award was presented to former CWC President Bob Garfinkle (Fremont) in recognition of his loyal service to the club.

OLD BUSINESS

Attracting Younger Members: A variety of ideas were presented, including:

- Offer free memberships to recent graduates (Berkeley)
- Seek grant money for a campaign to attract younger members (Berkeley)
- Create relationship with local community college (Redwood)
- Poetry slams are popular with younger people (Redwood)
- Active critique groups are a draw (High Desert)
- Be sure your branch has an active Facebook presence (High Desert and Napa Valley)
- See if your local Barnes & Noble will let you put up posters (High Desert)
- Set up an adjunct club with its own meetings and officers, as there is too little in common between 25-year-olds and 75-year-olds (South Bay)
- Meet Up is a good resource for reaching younger writers (Napa Valley)

Action: President George directed Berkeley to create a summary of the ideas and distribute.

Mini-grants: Berkeley requested a discussion of the possibility of CWC offering mini-grants to branches experiencing a particular challenge or need. Suggestions and comments:

- High Desert has received a grant from *Poets and Writers* for its literacy program in a local prison. The branch also has a donation button through PayPal on their website.
- Orange County received a grant in memory of a member's recently-deceased husband.
- Napa Valley was recently turned down for a grant because CWC was not seen as a "local" organization.
- Redwood has two professional grant writers as members.

Action: Anyone with suggestions is asked to pass them along to Berkeley.

Scholarship: Chair McCrohan-Rosenthal (East Sierra) presented a report, included as Attachment H. Much discussion over basic philosophical differences: one big statewide scholarship versus smaller grants at the local level. Inland Empire, Orange County and Redwood agreed to serve with McCrohan-Rosenthal to determine a solution.

Action: President George directed that a plan for vote be placed on The Forum by September.

NEW BUSINESS

Modernizing the CWC Logo: Secretary Krieg gave a PowerPoint presentation (Attachment I-1 and I-2) to open discussion as to whether the club should consider modernizing the logo. Berkeley and San Fernando Valley agreed to serve on a subcommittee with Krieg to look into this issue. There was general agreement to place the issue on The Forum for further discussion.

Membership Category Changes: In the absence of Allene Symons (Long Beach), East Sierra led a discussion of the proposed membership category changes that Long Beach had recently posted on The Forum. After considerable discussion, especially over the definition of the “Active” and “Associate” categories, President George ordered that a straw poll be conducted on The Forum.

Policy Regarding Central Board Reports and Records:

Motion: That all reports to be presented at a Central Board meeting be made in writing and presented to the Central Board representatives at least 14 days before the meeting so that they may be circulated to concerned parties, and that all reports be included in the record along with the minutes. Made by San Fernando Valley, seconded by High Desert. Passed unanimously.

Motion: That a draft of Minutes to be posted on the Forum not later than 14 days after the meeting – to be corrected and accepted not more than 14 days after posting. Made by San Fernando Valley.

Because of objections by the Parliamentarian that the PnPs demanded a longer period for consideration, and by the Secretary that she would not accept a fixed deadline, this was amended to: That a draft of Minutes to be posted on the Forum as soon as possible – to be corrected and accepted not more than 21 days after posting. Made by San Fernando Valley, seconded by South Bay. Passed unanimously.

Motion: That the Central Board formulate a policy to include written reports in the meeting minutes, and that the records be stored where it is available to members and reps. Made by San Fernando Valley, seconded by High Desert. Motion ruled out of order by President George due to its complicated nature. Motion maker directed to place the issue on The Forum for further discussion and to form a committee to explore the issue.

California Capital Book Festival: Vice President Webb (Sacramento) presented information on this upcoming event (Attachment J) and encouraged CWC authors to participate.

Motion: To approve spending \$175, half the cost of funding a CWC booth, with the Sacramento branch and/or NorCal Group paying the other half. Made by Sacramento, seconded by Central Coast. Passed unanimously.

Dorothy Blakely Memoir/Anthology Project: High Desert reported on this branch project that connects high school students with seniors to write their memoirs. The final product was a book, *Let It Be Recorded*, containing 34 memoirs written by the students based on stories told to them by local seniors.

Motion: That the CWC continue to support the Dorothy C. Blakely Memoir Project for the High Desert 2015 year in the amount of \$1,000. Made by High Desert, seconded by East Sierra. Passed unanimously.

Action: High Desert to provide CD to all branches with information as to how to carry out this project.

APPOINTMENTS

President George made the following appointments:

- *Bulletin* Editor – Joyce Krieg (Central Coast)
- Executive Committee Member-at-Large – Ray Malus (San Fernando Valley)
- Forum Moderator – Bob Isbill (High Desert)
- Finance – Sharon Svitak (Tri-Valley)
- Friends of Joaquin Miller Park – Linda Brown (Berkeley)
- *Literary Review* Editor – Dave LaRoche (South Bay)
- Membership – Sharon Svitak (Tri-Valley)
- MRMS Administrator – Ray Malus (San Fernando Valley)
- Picnic – Nancy Curteman (Fremont)
- Policies and Procedures – Dave LaRoche (South Bay)
- PR/Publicity – Donna McCrohan-Rosenthal (East Sierra)
- Scholarship – Donna McCrohan-Rosenthal (East Sierra)

Next Meeting: President George announced the next Central Board meeting shall be on Sunday, Jan. 25, 2015. After considering earlier comments about the merits pro and con of holding the meeting in Southern California, he has dropped that idea. The meeting will be held in the northern half of the state.

ADJOURNMENT: Meeting adjourned at 3:42 p.m.

Respectfully submitted,
Joyce Krieg
Secretary, California Writers Club Central Board

CENTRAL BOARD OPERATING BUDGET
July 1, 2013 to June 30, 2014

ATTACHMENT A

		Budget	1st Q (Actual)	2nd Q (Actual)	3rd Q (Actual)	4th Q (Actual)	YTD (Actual)
INCOME							
Donations		225.00					0.00
Membership Dues & Fees (1,730)		34,700.00	15,004.01	10,416.00	8,036.00		33,456.01
Life membership		0.00					0.00
Fundraiser		300.00					0.00
Interest		0.00				11.18	
Merchandise Donations		100.00					0.00
Literary Review (sales & ads)		1,000.00	156.42				156.42
Sales Tax Collected		200.00	216.08	188.00	7.00		
Miscellaneous		100.00	1,175.30		935.95		2,111.25
Total Income		\$36,625.00	\$16,551.81	\$10,604.00	\$8,978.95		\$35,723.68

EXPENSES

Administrative							
	Bank & Reg Fees	100.00		50.00	25.00		75.00
	Office Expense	150.00	33.75		6.54		40.29
	P.O. Box	320.00					0.00
	Postage	100.00		17.05	121.00	33.32	171.37
	Legal Fees	200.00					0.00
	Taxes	200.00	331.00			66.88	397.88
	Misc	100.00	83.45	421.90	118.87	100.00	724.22
Accounting		5,280.00	1,281.75	1,320.00	1,320.00	1,320.00	5,241.75
Insurance		3,600.00		50.00	3,661.00	25.00	3,736.00
Dues Refund		0.00					0.00
Meetings							
	Annual Mtg/Awards	500.00	95.00			60.08	155.08
	Lodging	3,000.00	1,711.14		1,629.12		3,340.26
	Facility Rental/Meals	3,000.00	1,913.20		1,798.24		3,711.44
	Travel	4,000.00	1,731.83		1,520.30		3,252.13
Membership							
	New Branch Devel	300.00					0.00
	MRMS Hosting	200.00					0.00
Publications							
	Literary Review	5,600.00	No Lit Review Published in FY 13-14				0.00
	LR Postage	2,000.00					0.00
Publicity							
	Education/Outreach	1,125.00	1,000.00				1,000.00
	Print, mail, advertise	250.00	75.56		287.70	2,878.34	3,241.60
	Website	600.00	600.00		300.00	150.00	1,050.00
	Signs at Mem. Grove	300.00					0.00
	Writers Conferences	1,500.00	250.00		400.00		650.00
Discretionary Fund		200.00					0.00
NorCal Group		2,000.00	580.00	182.14	445.05	2,167.95	3,375.14
CWC South		2,000.00	400.00	225.00	296.88	1,546.75	2,468.63
Total Expenses		\$36,625.00	\$10,086.68	\$2,266.09	\$11,929.70	\$8,348.32	\$32,630.79

Net (Income - Expenses) \$0.00 **\$3,092.89**

		as of 6/30/14	
CHECKING xxx6524	\$ 68,588.84	(adjusted bank balance)	\$2,466.97 (2008-2009)
CD xxx1140	\$18,136.15		\$5,300.44 (2009-2010)
CD xxx0786	\$5,355.16		\$6,520.32 (2010-2011)
	\$92,080.15		\$5.88 (2011-2012)
	\$17,902.02	(scholarship fund)	\$2,061.96 (2012-2013)
AVAILABLE FUNDS	\$74,178.13		\$1,546.45 (2013-2014)

CENTRAL BOARD PROPOSED OPERATING BUDGET ATTACHMENT B
July 1, 2014 to June 30, 2015

		<u>Budget</u>	<u>1st Q</u>	<u>2nd Q</u>	<u>3rd Q</u>	<u>4th Q</u>	<u>YTD (Actual)</u>
<u>INCOME</u>			<u>(Actual)</u>	<u>(Actual)</u>	<u>(Actual)</u>	<u>(Actual)</u>	
Donations		225.00					
Membership Dues & Fees (1,730)		34,700.00					
Life membership		0.00					
Fundraiser		300.00					
Interest		0.00					
Merchandise Donations		100.00					
Literary Review (sales & ads)		1,000.00					
Sales Tax Collected		200.00					
Miscellaneous		100.00					
Total Income		\$36,625.00	\$0.00	\$0.00	\$0.00		\$0.00

EXPENSES

Administrative

	Bank & Reg Fees	100.00					0.00
	Office Expense	150.00					0.00
	P.O. Box	320.00					0.00
	Postage	100.00					0.00
	Legal Fees	200.00					0.00
	Taxes	200.00					0.00
	Misc	100.00					0.00
Accounting		5,280.00					0.00
Insurance		3,600.00					0.00
Dues Refund		0.00					0.00
Meetings							
	Annual Mtg/Awards	500.00					0.00
	Lodging	3,000.00					0.00
	Facility Rental/Meals	3,000.00					0.00
	Travel	4,000.00					0.00
Membership							
	New Branch Devel	300.00					0.00
	MRMS Hosting	200.00					0.00
Publications							
	Literary Review	5,600.00					0.00
	LR Postage	2,000.00					0.00
Publicity							
	Education/Outreach	1,125.00					0.00
	Print, mail, advertise	250.00					0.00
	Website	600.00					0.00
	Signs at Mem. Grove	300.00					0.00
	Writers Conferences	1,500.00					0.00
Discretionary Fund		200.00					0.00
NorCal Group		2,000.00					0.00
CWC South		2,000.00					0.00
Total Expenses		\$36,625.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Net (Income - Expenses) \$0.00 \$0.00

as of 6/30/14

CHECKING	xxx6524	\$ 68,588.84	(adjusted bank balance)	\$2,466.97	(2008-2009)
CD	xxx1140	\$18,131.65		\$5,300.44	(2009-2010)
CD	xxx0786	\$5,353.03		\$6,520.32	(2010-2011)
		\$92,073.52		\$5.88	(2011-2012)
		<u>\$17,902.02</u>	(scholarship fund)	\$2,061.96	(2012-2013)
AVAILABLE FUNDS		\$74,171.50		\$1,546.45	(2013-2014)



California Writers Club
Membership Report for 2013 - 2014

ATTACHMENT C

The attached report was run on July 7, 2014. ("Last Yr" figures were taken from last year's report.) Branches routinely take liberties with dates when entering renewals, so in order to include all member entries, the date range was set as 06/01/2013 - 09/30/2014.

Total membership appears as 1853. This number is inflated, as it is the 'sum of sums', and so includes dual members multiple times. (The individual branch totals are correct.)

As of 7:07 am, July 7, 2014, our actual total membership (As shown in the corrected totals on the State map) was: 1786.

Membership in branches rose by 38 members.

Total Membership by 28 members.

Correct NorCal total is: 1372 (Last year: 1340)

Correct SoCal total is: 414 (Last year: 418)

Four Branches seem to be slightly beneath the required 'active ratio'.

Respectfully submitted,

Ray Malus
(for
Sharon Svitak,
State Membership Chair.)

Membership Summary (July 7, 2014 -- 7:07 am)									2014	2013	CHANGE
#	Branch	Members	Active	Associate	Ratio	Last Yr	Change	Sum of Sums	1853	1815	38
1	Berkeley Branch	106	45	56	44.55%	109	(3)	Actual	1786	1758	28
2	Central Coast Branch	96	48	45	51.61%	107	(11)				
3	East Sierra branch	27	15	10	60.00%	29	(2)				
4	Fremont Branch	57	25	23	52.08%	48	9				
5	High Desert Branch	109	61	45	57.55%	94	15				
6	Inland Empire branch	34	15	17	46.88%	47	(13)				
7	Long Beach Branch	54	26	28	48.15%	50	4				
8	Marin Branch	88	67	16	80.72%	86	2				
9	Mendocino Branch	74	35	24	59.32%	69	5				
10	Mt. Diablo Branch	142	92	41	69.17%	147	(5)				
11	Napa Valley Writers	65	31	27	53.45%	44	21				
12	Orange County Branch	43	29	12	70.73%	51	(8)				
13	Redwood Branch	272	151	89	62.92%	274	(2)				
14	SF-Peninsula Branch	105	78	23	77.23%	99	6				
15	Sacramento Branch	135	75	44	63.03%	139	(4)				
16	San Fernando Valley	72	31	38	44.93%	74	(2)				
17	South Bay Branch	196	98	79	55.37%	178	18				
18	Tri-Valley Branch	100	54	36	60.00%	95	5				
19	Writers Of Kern	78	40	36	52.63%	75	3				



California Writers Club

MRMS SYSTEM ADMINISTRATOR REPORT (07/01/2014)

During the year July 1, 2013 to June 30, 2014, MRMS functioned without incident.

Enhancements/Changes

During the year, MRMS was migrated to its own site. No problems were reported (except a few cases of 'stale' bookmarks and branch websites which had not updated their links. *[Multiple notifications had been sent out.]*)

Our MRMS log-on page is now the first Google listing for searches for "MRMS."

There were three major enhancements to the system which were produced and tested, but have not released to the production site. ("Cross-branch Directory Access for EC Members," "Member Verification for Outside Vendors," "Document Archive and Retrieval using the 'Document Vault.'") This was due to lack of follow-up and support by the requesters.

Two additional enhancements ("Inter-branch Member Transfer," and "Swap Primary/Dual Membership") were released, because they were deemed necessary, and are only accessible by the State Administrator.

In May, 2014, the way the 'Required Active' ratio is calculated was changed. Formerly, MRMS calculated the ratio of Associate to total membership. It now calculates the ratio of Active to Associate, as specified in the PnPs.

In June, 2014, both Member Edit and New Member were changed: Zip Code is now mandatory, and only US-5, US-9, or Canadian Zip Codes may now be entered. (Best practice for 'No Zip' is '00000'.)

Starting in (late) July, 2014, change notifications and new enrollment notifications will go to the branch Membership Chair and Administrators, as designed. (To ease the initial roll-out at some branches, these were temporarily re-directed to the State Administrator.)

There were also a large number of small enhancements — primarily cosmetic.

User Support

There are now twenty-two pieces of documentation — and nine video tutorials in both Flash and Quicktime formats — posted on the site.

On November 29, 2013 a thread was started on The Forum: "MRMS - better, stronger, wiser." Several suggestions/questions were received:

Can MRMS create Mailing Labels?

(Yes. Use the report generator. Send the result to Word or a Label Printer Program.)

The number of PEER Lists should be expanded.

(There are already 20 of them — one for every officer and director on the branch's board. They're just not visible to those outside the list.)

MRMS should be more Accessible in terms of ID, Password, and URL.

(The ID and Password can be anything the user chooses. The URL can be 'bookmarked'.)

Can MRMS do Mass Updates?

(Sorry no. It's a web-based data base application. For this you would need a spreadsheet.)

When I get a PEER List, I don't see the members' information, only the email addresses.

(This is the default — so you can copy/paste the addresses into an email BCC line. There is a button at the bottom/right, "Show Info." Click it to see the full user information.)

Can MRMS report recent members by period?

(Yes. Just set the date range in the 'Current Members By PayDate' report.)

In January, 2014, we started the *Tips 'n' Tricks* Newsletter. This was a monthly, three-page, educational e-publication to which members could subscribe. It was designed to increase user involvement with the system, and billboard lesser-known features. Initial distribution included the branch administrators and



Executive Committee. Five monthly issues were produced. It was discontinued due to lack of response. (Back issues are available on the site.)

During the year, over eleven hundred emails ('to' and 'from') were generated (mostly questions and answers) in support of MRMS users.

Cost

On February 2, 2014 we renewed our contract with Hypermart (our hosting firm) and our domain license (MRMSys.org).

Hosting: \$101.88. Domain: \$16.99. Total year cost: \$118.87.

Administration

The current State MRMS Administrator was appointed for a two-year term, beginning July 1, 2012. That term expires June 30, 2014.

At the time of this appointment, the Central Board agreed to instigate a search for a back-up Administrator. To my knowledge, nothing has been done in this regard.

System Usage

In the table to the right, you can see that System usage varies widely from branch-to-branch. In branches where members have been exposed to MRMS, it seems to be very useful to 25% -50% of members.

Legend:

= (just a counter)

Branch

Members = Total current branch enrollment.

Users = Individuals who have logged on

Pct. = Percent of total members who have logged on.

Total Logs = Total number of sessions by all users.

Login Stats for year - All Branches (July 8, 2014 -- 8:07 am)

#	Branch	Members	Users	Pct.	Total Logs
1	San Fernando Valley	72	33	45.83	941
2	High Desert Branch	109	30	27.52	503
3	Writers Of Kern	78	19	24.36	299
4	Inland Empire branch	34	8	23.53	37
5	Redwood Branch	272	47	17.28	618
6	Berkeley Branch	106	18	16.98	109
7	Napa Valley Writers	65	10	15.38	118
8	Fremont Branch	57	5	8.77	55
9	East Sierra branch	27	2	7.41	16
10	Central Coast Branch	96	7	7.29	20
11	Long Beach Branch	55	4	7.27	67
12	Tri-Valley Branch	100	7	7.00	536
13	Marin Branch	88	6	6.82	105
14	Mt. Diablo Branch	142	9	6.34	211
15	South Bay Branch	196	12	6.12	115
16	SF-Peninsula Branch	99	6	6.06	85
17	Orange County Branch	43	2	4.65	17
18	Sacramento Branch	135	4	2.96	152
19	Mendocino Branch	74	1	1.35	60
	TOTAL	1787	229	12.81	4063

Participation in Surveys

Unfortunately even in branches where there is active participation in MRMS, the survey facility is not well utilized.

For example, at San Fernando Valley, only 13 out of 72 members have participated. (18.6%).

Anecdotally, when reminded, members seem eager to participate. But that eagerness seems to dissipate on the drive home.

I believe this is another example where education and 'nudging' could help.

Legend:

Branch

Members = Total current enrollment.

Filed = Number of Surveys filed

Percent. = Percent of members who have filed

Branch Survey Results Report

Branch	Members	Filed	Percent
Global	1787	46	2.57
Berkeley Branch	106	2	1.89
Central Coast Branch	96	1	1.04
East Sierra branch	27	1	3.70
Fremont Branch	57	0	0
High Desert Branch	109	27	24.77
Inland Empire branch	34	0	0
Long Beach Branch	55	0	0
Marin Branch	88	0	0
Mendocino Branch	74	0	0
Mt. Diablo Branch	142	0	0
Napa Valley Writers	65	0	0
Orange County Branch	43	0	0
Redwood Branch	272	1	0.37
Sacramento Branch	135	0	0
San Fernando Valley	72	13	18.06
SF-Peninsula Branch	99	1	1.01
South Bay Branch	196	0	0
Tri-Valley Branch	100	0	0
Writers Of Kern	78	0	0

**Here is a list of the top twenty users of MRMS. I thank them.**

More important, these are involved and experienced users of MRMS. It is their opinions which are informed, and should be sought when questions arise about the system and its use.

Login Summary for year - All Branches (July 8, 2014 -- 8:07 am)						
#	Member	Branch	Last	First	Date - Time	Total
1	200051	San Fernando Valley	Malus	Ray	Tue, Jul 8, 2014 - 08:21:33 am	610
2	108072	Tri-Valley Branch	Svitak	Sharon	Tue, Jul 8, 2014 - 07:54:29 am	318
3	201037	High Desert Branch	Isbill	Robert	Sun, Jul 6, 2014 - 01:50:54 pm	224
4	103330	Redwood Branch	Rowley	Janice	Mon, Jul 7, 2014 - 02:50:56 pm	214
5	108099	Tri-Valley Branch	Cramer	George	Thu, Jul 3, 2014 - 02:05:26 pm	165
6	103115	Redwood Branch	McAuliffe	Karen	Mon, Jun 9, 2014 - 11:05:51 am	139
7	103239	Redwood Branch	Blaine	Skye	Wed, Apr 30, 2014 - 10:22:05 am	128
8	101005	Sacramento Branch	Grossenbacher	Gini	Sat, Jun 28, 2014 - 01:24:58 pm	126
9	111001	Napa Valley Writers	Baird	Vicki	Sun, Jul 6, 2014 - 07:09:19 am	105
10	201048	High Desert Branch	Margotta	Jenny	Mon, Jun 30, 2014 - 05:09:33 pm	104
11	104032	Mt. Diablo Branch	Dotterer	Marlene	Thu, Jul 3, 2014 - 06:57:28 pm	93
12	200059	San Fernando Valley	Polk	Andrea	Thu, Jun 26, 2014 - 04:41:42 pm	90
13	201060	High Desert Branch	Norris	Dwight	Mon, Jul 7, 2014 - 07:02:26 pm	89
14	106064	Marin Branch	Truax	Barbara	Tue, Jul 8, 2014 - 08:28:26 am	86
15	202037	Writers Of Kern	Raymond	Joan	Mon, Jul 7, 2014 - 01:36:22 pm	85
16	100017	Berkeley Branch	Caven	Kristen	Sat, Jun 28, 2014 - 10:07:00 am	77
17	200114	San Fernando Valley	Wosk	Gary	Thu, May 8, 2014 - 04:44:39 pm	71
18	102039	SF-Peninsula Branch	Miller	Elise	Mon, Jul 7, 2014 - 06:06:01 pm	66
19	110012	Mendocino Branch	Fortier	Doug	Sat, Jul 5, 2014 - 12:13:54 pm	60
20	202020	Writers Of Kern	Kelly	Patrick	Tue, Mar 4, 2014 - 01:48:47 pm	58

Respectfully submitted,

Ray Malus
State MRMS Administrator

July 20, 2014