

The Sales Promotion Association of Baltimore

The Oldest Sales Promotion Association in the United States
Founded in 1940 by: Maurice Miller, Glen Hanna, William Thomas and Edward Starkey
Meeting Friday at The Country Club of Maryland, Noon, Weekly

MEETING MAY 4 2007

Prior to the general luncheon, the Board of Directors met for the monthly board meeting. Issues discussed were the necessity of considering raising dues to accommodate the increased cost of our weekly lunches, as well as other increased costs, and the desirability of having an operating budget that had a larger margin, in order to provide for unexpected or mutually desired expenses. It was unanimously agreed that dues should be raised to \$125.00 per quarter, effective with the last quarter of 2007. It was also unanimously agreed that billing should be bi-annual instead of quarterly, effective with the first half of 2008, in order to be more efficient. It was recognized that the percentage of increase in proposed dues was simply commensurate with the percentage of increase in costs over the same period.

Another proposal concerned the possibility of Tuley Wright (yours truly) taking over the weekly newsletter from Ted Prevost, who has graciously handled this responsibility for a much longer period than is generally expected from members. In fact, our esteemed colleague Ted has handled this responsibility for over 15 years (!) whereas most responsibilities have been rotated numerous times. Let's all thank Ted for service above and beyond the call of duty in this regard (I suspect this isn't the first time he's heard that). This is the first newsletter Tuley has done.

It was proposed that our final meeting will be June 8, and that in accordance with usual custom, there will be no meeting on May 25, the Friday prior to Memorial Day Weekend.

General Meeting

The proposals of the Board were brought to a vote, and were approved by voice vote without dissent.

We discussed the fact that attendance has been much improved over the past year, particularly since our move from L'Hirondelle to Country Club of Maryland. This has been a mixed blessing, from strictly a budgetary standpoint, as increased attendance

results in increased expenses. This is one of many reasons that increased dues were felt to be necessary.

Nick Tsottles brought his son Adam as a guest. Adam, who has recently graduated college, is now employed as a cost/benefit analyst for a waste management company, analyzing the potential profitability of various stops or clients.

It was pointed out that leads per meeting in 1990 were 35, and are now closer to 10. In that vein, leads at this meeting were 11 and thank yous were 8.

Speaker at our next meeting is guest speaker Robert (Rocky) Worcester, head of Maryland Business for Effective Government.