

September/October 2000

An Open Letter to WTCA Membership" by Roger Gibbs & Roy Schiferl

Dear WTCA Members,

At our recent Membership and Executive Committee meetings, we had a discussion about the increasing level of services that are being demanded by the WTCA membership. WTCA needs to begin considering future budgetary ramifications of our changing industry and the fact that many budgetary items within WTCA have not changed since 1983.

In the past two years, WTCA's staff has grown from seven to 20 full and part-time staff workers that are at WTCA's disposal to undertake work on your behalf. We have taken on *WOODWORDS* and BCMC in-house. Both of these membership programs are self-supporting, and without them we would not be able to take on the work we are doing today on behalf of all members and non-members. We have also increased membership services to a level never seen before. Our chapters need increasing support in order to be effective at the grassroots level. This industry's future potential is huge, and a big part of our future success relies on having an association that can help provide tools and services to help move the industry forward.

We believe that WTCA has only just begun to offer the support that will be essential to our industry's future. At this point, we believe our membership has two choices: increase revenue or decrease services. Our members who attend Board meetings strongly believe that we do not want to take a step backwards and decrease services.

We are now embarking on the task that has been given to our Membership Committee: to increase WTCA's ability to provide increasing services in the 2001 fiscal year. All areas will be considered for improvement, including a dues increase—something that has not been done since at least 1989.

We appreciate the support all our members have given to WTCA over the last 10 years and we are looking forward to providing each of you with a world-class organization whose goal is to unite and strengthen the industry and in doing so strengthen each of our businesses.

Respectfully Submitted,

Roger Gibbs

Roy Schiferl

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