



ASSOCIATION  
OF OLD CROWS



JOIN THE LEGACY,  
SHAPE THE FUTURE



# Membership Committee Report

- **Eric Colon**  
– **Membership Chair**
  
- **December 2024**

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# 2024 Membership Committee

- **Eric Colon – Membership Committee Chair**
- **Glorianne O’Neilin- Staff Liaison**
- **Myles Murphy – Northeastern Region Director**
- **Dennis Monahan – Mid-Atlantic Region Director**
- **Brandon Coleman – Southern Region Director**
- **Jim Utt – Central Region Director**
- **Mark Schallheim – Northeastern Region Director**
- **Amanda Brockermeyer – Pacific Region Director**
- **Wayne Shaw- MT-Western Region Director**
- **JP – International Region II Director**
- **Erik Bamford- International Region I Director**
- **Mick Riley – Appointed BOG**

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## 2025 New Membership Committee

- **Jeff Hughes- Mid-Atlantic Region Director**
- **Frank Ball -MT-Western Region Director**
  
- **Added to the committee to assist regional Directors.**
- **Northeastern Region - Nicole Zaretski**
- **Southern Region - Dennis Monahan**
- **Mt-Western Region - David Suggs**
- **Pacific Region - LCDR Jenny Reid**
- **International Region I - Mendy Erad**
- **International- Jeff Fischer**

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## Chapter of the year

### Issues with Current Chapter of the Program

- **Runs from June to June each year.**
- **Same 10 to 12 chapters submit each year.**
- **Too long and cumbersome**
- **Chapters do not feel it is worth the time to fill out (Can't compete with larger chapters- not worth the 200 to 400 dollars they get)**
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- **New Chapter of the year based off and aligned with 5yr strategy plan.**
- **Membership Committee decided to not make changes at this time. Create a special sub committee to review the chapter of the year.**



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# Chapter Presidents Meeting at Symposium

- **Chapter Presidents meeting held from 4:00 pm to 6 pm on December 10<sup>th</sup> right after the Board meeting and right before opening reception. Room Chesapeake - 4-5**
  - **Invited Billhighway to brief and be available for chapter questions.**
  - **Naylor will be talking to chapters about Guest writers for technical activities and history articles in the JED.**
  - **Table will be set for Regions to network with their regional director.**
- **Chapters more visible at Symposium - Table dedicated to chapters - Chapter rep to help man the table.**
- **Map of chapters.**
- **Chapter of the year awards - Asked to stand - Pictures of full group.**

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# Membership Numbers - 2025 Goals

- **Current numbers around 12,000 (3000 International)**  
**Comments - Organizations (Partners Groups - signing up but no filing their lists - this would gain about 2000 members)**

## 2025 Goals

- **Membership department new hire - Sr Membership Manager (Megan started December 6<sup>th</sup>)**
- **Membership Department split - Glorianne And Meron higher concentration on Chapters**
  - **Bring back monthly Chapter Newsletter**
  - **Presidents' meetings with the Chapter Officers**
  - **More regional travel/meetings with there chapter officers.**
  - **Concentration on Young Crows chapters (I.E Liberty University)**
  - **Continue revitalizing - about 8 inactive chapters currently**
  - **Continue Chapter growth - Areas that currently do not have a chapter**
- **Megan and Joe- Concentration on Recruitment and retention.**
  - **Quarterly Campaigns**
  - **New on Boarding campaign.**
  - **Deep dive into statistics. Where are we growing where are we loosing members**



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## **Recruitment Assistance at Symposium**

**If you see there is a back up/Line at the membership area in the crow's nest, please stop by to talk to people milling around the booth about membership benefits**

**Members will have a crow on their badge**

**Military can join for one year free**

**Industry can sign up for \$55 versus \$75 at the symposium.**

**Please engage Exhibitors on membership benefits. We will have a list of who is already a member. Staff will also be walking around to get Partner Members to fill their lists. They need to be a member to get the discounted rate.**

**Regional Directors - Please stop by the Chapter table and assist.**