

2009 JULY ANNUAL MEETING SWOT EXERCISE

STRENGTHS

Reunion
Traveling Meetings
Social Connection/Volunteerism
Canal Record/Reporters
Museum
Website
Regional Representation

WEAKNESSES

Emails Not Combined w/Names in Directory
Same Fee Structure for Members in Same Household
Lack of Attendee List/Class for Reunions
Print Font for Printed Materials (Make Larger)
Communication/Security or Confidential Information

OPPORTUNITIES

Purchase a Location to Combine Museum/Society
Create a Building Fund
Creates an “identity” for our Society
Posting of Events on a Blog or Website
Registration Never Closes – Direct inquiries to a Source
Electronic Newsletter
Gift Membership for “new” members at a reduced rate

THREATS

Old Age
Aging Membership
By-Laws – Outdated?

7/10/09