

SWOT EXERCISE AT 2011 ANNUAL MEETING – JULY 8, 2011

STRENGTHS

ACCEPTING MEMBER INPUT FOR DECISION MAKING

VOLUNTEERISM – LEVEL OF OFFICERS

WEAKNESSES

KNOWING WHO IS ATTENDING THE REUNION

IDEA – POST BOARD BY STATE WHERE MEMBERS CAN WRITE THEIR NAME

**DEVELOP A METHOD TO BRING CLASSES TOGETHER IN AN EFFORT TO
PULL THEM OUT OF THEIR HOSPITALITY SUITES**

CANAL RECORD – ONLINE

OPPORTUNITIES

ADD MEMBERSHIP CRITERIA TO FACEBOOK

CREATE A “SPONSORED MEMBERSHIP” BY AN EXISTING MEMBER

**PRESERVE OUR HERITAGE, ARTIFACTS, ETC. – AS IT RELATES TO THE
MUSEUM**

THREATS

AGING MEMBERSHIP

**FEDERAL CAMPAIGN FUNDING – CREATE A DESIGNATION FOR OUR
SOCIETY**

RESTRICTIVE BYLAWS TO MEMBERSHIP