

USMS Convention—Dearborn, Michigan 2006

Committee Name: Workshop #4 – Using the Survey	Session #:	Report
Minutes recorded by: Tom Boyd	Date/time of meeting:	Thurs. 7-8:30 p.m.

Facilitator: Tom Boyd	Vice Chair(s): N/A
Number of attendees: 21	Absent: N/A Number of other delegates present: N/A
Committee members present (list all, including chair and vice chair): N/A	

Minutes

The meeting started at 7:01 p.m. and concluded at 8:28 p.m.

1. Tom Boyd presented information on the content of the surveys.
2. A question and answer session followed where people asked about what information was available about USMS members on different survey reports.
3. The group then went through an exercise designed to foster reflection on which segments their clubs currently serve, which segments they are best positioned to serve, and which segments they should pursue.
4. Discussion followed on how clubs might go about attracting and retaining members of specific segments.
5. The session finished with Tom Boyd giving some tips on how to implement strategic change at the club level.

Tasks for the Upcoming Year

N/A