

# Azalea City Chapter 1044

## National Active and Retired Federal Employees Association

Valdosta, Georgia

Oct - Dec

Issue 4



### Officers

- Jean Price,  
President  
229-247-3282
- Judy Leonard,  
Vice President  
229-794-1456
- Dianne Harrell,  
Treasurer  
229-244-4570
- Eishnonia Jackson,  
Secretary  
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### Inside this issue

- President's  
Message
- Miscellaneous
- Treasurer's  
Report

## President's Message [...jeaninga4835@gmail.com](mailto:jeaninga4835@gmail.com)

Hello Fellow NARFE Members

Hope you are enjoying this beautiful fall weather as much as I am. After that long, hot summer, this is a welcome treat.

We are all aware of the recent debate over raising the nation's debt ceiling. I don't ever remember such a mess as what our country is in now. The enormity of our government's fiscal problems is far from being over. If the "Super Committee" is unable to identify possible cuts and reach a consensus by Thanksgiving, automatic across-the-board cuts will kick in. Legislators will continue to search for ways to fix our nation's financial problems—and we are right there for them to 'chop' away at our benefits.

What can we do? We are NOT going to sit back and let whoever do whatever. No, we are going to fight. How? By increasing our membership so that we can be strong—you have heard it many times, there is strength in numbers, so more voting power when talking with Congress. We want to get back those members who have dropped out, get new members, and keep the ones we have. We are going to fight back by being strong and fighting for NARFE's agenda. We are not going to be the lowest hanging apple on the tree so we can easily be picked off. We (active and retired) need to double our efforts to influence our legislators. Every member must continue to call, send emails and personal letters to our legislators. Express your concerns and ask them to support NARFE.

We in the Georgia Federation are lucky to have three individuals who have formed a Federation Membership Team. That team is concentrating on various ways to utilize the three "R's"—Recruiting, Retention, and Reinstatement. Those three members are Tom McKinney, Recruitment; Lynn Harper, Retention; and Kurt Schuler, Membership Advocate. This "dynamo trio" is working hard towards their goal which you will read about in articles throughout this newsletter. Three initiatives they have started are the "Dues Withholding Rebate Sign-Up Drawing" where the winner will receive \$100; a second is the "Three R's Logo Contest" where the winner will receive \$100 by coming up with the best logo utilizing the words Recruiting, Retention, and Reinstatement. The third initiative is a booth at the Georgia National Fair in Perry from Oct 6-16. Of course, this booth will require manning for several days and we need volunteers to man this booth.

If you know of a Federal worker, retired or active, who is not a member of NARFE, extend an invitation for them to attend our meetings; they are welcome at any meeting. Maybe eventually they, too, will become a member.

This is the last newsletter for this year. I hope you have enjoyed reading each one and I especially hope you will let Mel Willsie or me know your thoughts about future newsletters. Do you like the articles? Have you any suggestions as to what type of articles you'd like to see? Would you like to write an article to be published? I can tell you, it is no easy task to publish this newsletter, even though it is only quarterly, and any help will be appreciated. We hope to have some regular items next year such as legislative, sunshine and membership reports as many other chapters have in their newsletters. Again, your newsletter staff welcomes any comments you may have!

**SATURDAY MEETINGS?** In the past few months I have had the opportunity to visit several chapters in this region. I found they have basically the same problems that we have here in Chapter 1044—getting, keeping, and retaining members.

To try to eliminate this problem in our chapter, I need your help and your opinion. Do you think moving our meetings to Saturday lunch-time or early afternoon would be better for all of us? It would allow people to come who are still working and are thinking of joining but haven't because they cannot attend meetings during the work week; it would help those who are already members but can't attend the meetings during the workweek for whatever reason (transportation, babysitting, etc); and it would still accommodate those who attend regularly. If you don't like this idea, do you think maybe having one Saturday meeting each quarter would work?

We will discuss this subject at our November meeting to try to come up with a beneficial solution for all of us. Try to be there if you can, Ryan's at 12:30, November 10th. If you cannot be there, give me a call at 247-3282 and let me know your thoughts. After all, this is OUR chapter; we want you to be a part of it, be interested in it, and be happy about it.

### ***OCTOBER, NOVEMBER & DECEMBER MEETINGS***

#### **October**

Lloyd and Daisy Corbett have graciously volunteered to host a Low Country Boil at their home at 354 Pete Road, Echols County, on Thursday, October 13<sup>th</sup> at 12:00 noon. This will be our October meeting and third quarter fall social.

Since insurance open season is fast approaching, our speaker will be Mel Willsie, representative from Government Employees Hospital Association. We will have a short business meeting which will include presentation of a proposed slate of officers. Anyone interested in running for an office is asked to contact the Nominating Committee Chairperson, Carolyn Boles, at 242-2645.

In order to prepare enough food, Lloyd and Daisy are requesting that you call them at 229-412-2084 or 412-2138 by October 7<sup>th</sup> if you plan to attend. All NARFE members, guests, and prospective members are invited. **Directions:** From Perimeter Road. Go to US 94, turn left. Follow it into Echols County. Keep on 94 until the 2<sup>nd</sup> paved road which is GA 135. Turn right. At 2<sup>nd</sup> paved road (J. Frank Culpepper), turn right. At 1<sup>st</sup> paved road, go left (Wrights Chapel Road). Church is straight ahead, bear right this becomes dirt road (Pete Road). The Corbett home is down about 1/4<sup>th</sup> mile, grey house with black shutters. Flags will be out. From Lake Park: Follow GA 376 to Echols County; turn right on J. Frank Culpepper Road (1<sup>st</sup> paved road). Follow this about 4 miles to Wrights Chapel Road (2<sup>nd</sup> paved road). Turn right. Church is straight ahead; bear right this becomes dirt road (Pete Road). The Corbett home is down about 1/4<sup>th</sup> mile, grey house with black shutters. Flags will be out. Call above numbers if you get lost.

#### **November**

The November meeting will be back at Ryan's Steak House at the usual time of 12:30 PM, Thursday, November 10<sup>th</sup>. The speaker will be Charles Smith, representative from Blue Cross/Blue Shield. We will have a regular business meeting and vote for new officers.

## **December**

As was voted on in September, the December meeting will be held at Austin's Cattle Company at 2101 W. Hill Avenue on the 8<sup>th</sup> of December and will start at the usual time of 12:30 P.M. The menu will be the same as for Congressman Bishop (choice Luncheon Delmonico (from center of rib loin), Chicken Rio (8 oz boneless char broiled chicken breast covered with blend of cheddar and Monterey Jack cheese topped with fresh Pico de Gallo) or Gulf Coast Siesta (combination of grilled grouper and Austin's signature Fireside Shrimp). We will have a short business meeting, drawing for a one-week vacation, and installation of officers.

Following all this, we will have our Christmas party. A special thanks to Judy Leonard, who kindly arranged for us to have live music for our entertainment. Instead of exchanging gifts, we agreed to bring non-perishable foods to be donated to Second Harvest. Carolyn Boles will head up that committee and needs volunteers, so if you can help in that regard, give her a call at 242-2645.

As at all our meetings, all NARFE members, their spouses or significant other, and anyone eligible to become a NARFE member is invited.

## **CHAPTER HISTORIAN/SCRAPBOOK CHAIRPERSON**

One day about a month or so ago, I received a call from Dawn Taylor, daughter of Don and Neita Taylor. We sadly lost Neita recently. Many of you remember her; some of us never had the privilege of meeting her. Anyway, Dawn said she had several scrapbooks that Neita had done of various NARFE activities through the years, and wanted to know if we'd like to have them. I never knew this existed, but had wondered how or if our history was being kept somewhere.

As I began going through them, I realized how much they told about this chapter and how we needed to continue with this endeavor. I discussed it with another member and we both came up with the name of a person we felt would fit the bill—Kathy Andrew. I called Kathy and she said she thought that was something she could do and would enjoy doing. I'm going to call that position our Historian/Scrapbook Chairperson. Kathy, thank you for accepting that responsibility—I believe it will be a good move for our chapter.

Members, if you have anything you think Kathy could use, please get with her so we can continue this great tradition. Her phone number is 247-5758.

By the way, these scrapbooks will be available at the November meeting for everyone to see.

## **SUNSHINE FUND** By Dianne Harrell

You may wonder, "What is the Sunshine Fund? Where does it come from? What is it used for?" It is a fund set up to pay for cards, letters, memorial gifts, guest speakers' lunch, and free lunch drawing for the members of Chapter 1044. Where does it come from? At each meeting, a volunteer donation is given by those members attending.

Doris Kinsey is our chapter Sunshine Chairperson. She sends cards to members who are sick or in the hospital. She also sends a \$25.00 memorial gift in the name of a member who dies. This memorial gift is given to the organization, club, church, or whomever the family selects. The chapter also pays for our guest speakers' lunch out of this fund. We also, in order to encourage members to come to the next meeting, have a drawing for a free lunch. The member who wins the drawing must come to the meeting in order to receive the free lunch. The money in this fund is kept in the same checking account as the general fund, but a separate accounting balance is maintained.

## WIN A ONE-WEEK VACATION

Could you, a family member or friend use some time away? Would you spend \$20 to get away for a week? One of our members has recognized a way for us to earn money without much effort being expended and has donated to our chapter a week's vacation for which tickets will be sold with profits going into our chapter treasury to be used for expenses operating funds such as Alzheimer's Research, education for our children and grandchildren, etc.

Here is how it works: Tickets are \$20 each and will be sold up until our December meeting when the lucky ticket will be drawn. The winner will have his/her choice of one week at Wyndham Smoky Mountains in Sevierville, TN (Feb 10-17, 2012) **or** one week at Star Island, Kissimmee, FL (May 4-11, 2012). After the winner has made his/her choice, the remaining vacation will go to the NARFE member who sells the most tickets over 25. If less than 25 tickets are sold by any one individual, then the remaining week will go back to the donor.

That's all there is to it. It is a fabulous way to earn money for our chapter and for someone to enjoy a week's vacation where lodging will cost them a grand total of \$20. Each place has two bedrooms, two bathrooms, full kitchen, living room/dining room combo, and sleeps 4-6. Everything is furnished except food and YOU. With Christmas around the corner, it would make a great gift for someone.

Anyone can buy a ticket; they don't have to be a member of NARFE. The winner will be responsible for damages above and beyond normal wear and tear. ***Call Jean Price at 247-3282 for tickets or more info.***

### Things to Do In Sevierville, TN

Sevierville, Pigeon Forge and Gatlinburg are all in the Great Smoky Mountains where you can explore caverns, go fishing, hiking, horseback riding, golfing and all the things that go with outdoor activities. There are plenty of restaurants and shopping from high end outlet stores to boutiques to galleries, antique stores, flea markets, and a scrapbooking store that has the largest inventory in the US. Of course, country music abounds and there are many spectacular shows (to which you can get discounted tickets by visiting the concierge at the condo).

Pigeon Forge has Dollywood Theme Park, Dixie Stampede, The Comedy Barn, Titanic, Country Tonight, Black Bear Jamboree, Smith Family Theater, the Hatfield and McCoy Dinner Show, The Mystery Theater, Tennessee Shindig, Cirque de Chine and America's Hit Parade.

In Gatlinburg, you'll find the Great Smoky Mountain National Park, the sky lift, aerial tramway, zipline, and Ripley's Aquarium. If snow is what you like, you can go snowboarding and the Ober Gatlinburg Ski Resort and Amusement Park provides year-round ice skating. The Great Smoky Mountain Arts and Crafts Community is nearby. Since this is over the Valentine weekend, choose from many charming local chapels to get married or renew your vows.

### Kissimmee, FL

What can you do in Kissimmee? Everything ... hot air balloons, air boat rides, Walt Disney World Resort, Epcot, Universal Studios or Sea World Orlando. Something you hear little about is the Holy Land Experience, a living, biblical museum that takes you back in time to the land of the Bible. There are great restaurants, championship golf courses, festivals, dancing and night life ... and, of course, shopping.

## FEDERATION LOGO

The following excerpt is from a letter from Lynn Harper, Federation Secretary:

**Membership Marketing** is the cornerstone for NARFE membership growth. For 2011-2012, the Georgia Federation's goal is to bring our membership numbers from the current 7,800 to over 8,200 members. We can grow our membership through **Recruitment** of new members, **Retention** of current members, and **Reinstatement** of former members. Our marketing strategy includes development of a Federation logo that identifies the three R's of NARFE membership—**Recruitment, Retention, and Reinstatement**.

Our Federation logo needs to be straightforward and should appeal to prospective members, existing members, and former members. The main objective of our logo will be to leave the key message of **NARFE Membership** in the minds of the targeted audience. The new logo will be used on all GA NARFE Federation correspondence, posters, promotional items, etc.

We want YOU to design our Federation's membership logo. As an incentive, the Federation will award a **\$100** cash prize to the member who designs the winning logo. So put your creativity to work and design a logo in accordance with the guidelines reflected below. Entries should be submitted not later than **October 31, 2011** to Lynn Harper via e-mail at [lynnharper@msn.com](mailto:lynnharper@msn.com) or via mail at 57 Crab Apple Drive, Hawkinsville, GA 31036. All entries become the property of the Georgia Federation.

- Design should include either the NARFE emblem or the word NARFE
- The logo must incorporate the three Rs – **Recruitment, Retention, and Reinstatement**
- There is no hard and fast rule on the logo's size. We prefer that you create it larger than what will be displayed on stationary, cards, etc. That gives us the flexibility to scale the size up or down for various usages.
- Prefer that it be submitted in color and, if possible, submitted via e-mail.

Put your creativity to work and submit your Membership Logo design. The winning logo will be announced on **December 2, 2011**. That's just in time to do some Christmas shopping with your \$100 cash prize.

**RECRUITMENT BOOTH – GA NATIONAL FAIR:** We all want NARFE to continue to be a vibrant and effective organization that protects the earned benefits of active and retired federal employees. Now, more than ever, we need NARFE. As we all know, there is strength in numbers and we've got to do a better job at marketing NARFE membership. What better place to market NARFE than at the upcoming GA National Fair that will be held in Perry, GA Oct 6 – 16, 2011. People from all over Georgia, plus the Southeast attend this fair. Thanks to Larry Harper for coming up with the idea of having a NARFE booth at the fair. The Membership Committee presented this proposal to the Federation President and he said **"go for it."** The cost of the booth, plus insurance, is \$570.00; however, NARFE National has already informed us they will give us Matching Funds for our expenses. A variety of NARFE brochures, membership applications, dues withholding applications/case rebate program, NARFE bookmarks, pens, and etc. will be available at our booth. The booth must be manned by volunteers all the hours the fair is open. Letters and e-mails have been sent to Federation Officers and all chapters requesting volunteers.

**RECRUITMENT/RETENTION/REINSTATEMENT HANDBOOK:** We are in the process of developing this handbook for use by chapters because we realize that Recruitment, Retention, and Reinstatement are not simple tasks to accomplish. The handbook will provide chapters some tools to assist them in Recruiting, Retaining, and Reinstating members. It will be an adjunct to the Federation's current **Membership Plan for Recruitment, Development, and Retention**. It will provide a ready reference guide for the three R's. It will have sample recruitment, retention, and reinstatement letters; sample renewal reminders, renewal thank you letters; ideas for chapter programs; ways to market dues withholding; ideas for new member welcome packets; new member and exit surveys, and etc. More importantly, it will contain examples of

membership practices that have worked best in our chapters. We've requested that chapters submit their ideas to us by October 1.

**DUES WITHHOLDING CASH REBATE PROGRAM:** The Federation's Dues Withholding Case Rebate Incentive Program has been on-going since March 2011. The initial six-month trial period is scheduled to end **September 30, 2011**. Given the Federation's downward spiral in membership due to non-renewal of dues, I recommend that the program be extended thru the 2012 Federation Convention. As of September 22, a total of **twenty-eight (28)** had signed up for Dues Withholding under our Cash Rebate Program. That may not sound like many; but it's 28 more than we probably would have gotten to convert to Dues Withholding without a rebate program. I'm afraid many members are not aware of the program even though I've sent two letters encouraging them to disseminate the info to their chapter members. All of us, to include myself and the District Vice Presidents, have got to market this program. Face-to-face contact is the best tool for selling the program. We promoted the program at the Federation Convention and had a drawing for a \$50 cash prize for individuals who signed up for Dues Withholding at the convention and completed the DW Survey. Eileen Griffin from Chapter 2045 was the lucky winner. We have now upped the ante; the next drawing will be for \$100. That drawing will be held in November. We recommend another **\$100** cash drawing be held at the 2012 Convention.

**Lynn Harper**  
**Retention/Reinstatement Chair**

### **DUES WITHHOLDING WINNER**

As was published in our Apr-Jun 2011 newsletter, there was to be a drawing for \$40 that would go to a dues withholding NARFE member. The winner was Larry Humphreys. Congratulations, Larry. Because of his work situation and residence location, Larry is unable to attend our meetings anymore, but is still a member of our chapter. This contest was an effort to get members to convert to dues withholding if they are not already, or to reward those who are for being a dues withholding member. Thanks, Larry, for maintaining your membership with our chapter.

## **BY-LAWS**

There are two sections of our Constitution and By-Laws that need to be revised. In accordance with Article VIII of our Chapter Constitution, these amendments may be made by the concurrence of two-thirds of the members present and voting at any regular business meeting provided written notice of the proposed amendments is transmitted to all chapter members not less than 15 days before the meeting. Amendments must be approved at national headquarters before becoming effective. These amendments are presented in this newsletter for your consideration; voting will take place at our November meeting.

### **CONSTITUTION**

#### **ARTICLE I. NAME**

(Old) This chapter shall be known as the Valdosta, GA Azalea City Chapter, Number 1044 of the National Active and Retired Federal Employees Association, located in the city of Valdosta, state of Georgia.

(Proposed) This chapter shall be known as Valdosta Chapter 1044 of the National Active and Retired Federal Employees Association, located in the city of Valdosta, State of Georgia.

## CHAPTER BY-LAWS

## ARTICLE I. CHAPTER MEETINGS

(Old) Section 1. Regular meetings of Chapter 1044, National Active and Retired Federal Employees Association, shall be held on the second Thursday of each month at 12:30 P.M., Marco Polo Restaurant, unless a meeting is omitted by previous chapter vote or by action of the chapter executive committee, with due and reasonable notice to members. The regular meeting in November shall be the annual meeting.

(Proposed) Section 1. Regular meetings of Chapter 1044, National Active and Retired Federal Employees Association, shall be held on the second Thursday of each month at 12:30 P.M., at a local restaurant, unless a meeting is omitted by previous chapter vote or by action of the chapter executive committee, with due and reasonable notice to members. The regular meeting in November shall be the annual meeting.

**Retention: How Does NARFE Stack UP?**

*By NARFE National Secretary Elaine Hughes*

It certainly isn't news—we are all aware that membership remains a high priority for NARFE. You may say, “So here we go again...another tired and worn out message from National about how we all need to step up our membership efforts.” While a portion of our message remains the same, we are beginning to make significant progress in fine-tuning our message and our approach in enhancing NARFE's membership initiatives. As we move forward. I remain extremely confident that we can make a difference in our membership numbers, if we remain focused on our goals. In the last issue of Recruiting & Retention Journal, I wrote about the membership growth plan that was just getting off the ground. President Beaudoin had established two committees...one for recruitment and one for retention. As this edition goes to press, both committees continue to refine their plans for implementation with roll-out slated to begin in early 2012. The conclusions from the benchmark survey offer insight into the retention and renewal process. Using these findings, we compared how well NARFE National stacks up against other organizations with relatively the same characteristics. It indicates to us where improvements are warranted.

1. How many renewal contacts are made before a membership expires?
  - a. Survey results: Four to six time (45 percent)
  - b. NARFE: Three times prior to expiration
2. When do we begin the renewal process?
  - a. Survey results: Three months prior to expiration (35 percent)
  - b. NARFE: Two months prior to expiration
3. When do we end the renewal efforts?
  - a. Survey results: Three months after expiration (23 percent)
  - b. NARFE: Five months after expiration
4. What renewal options are offered?
  - a. Survey results: Installment renewal payments (46 percent)
  - b. NARFE: Offer several dues payment options
5. What marketing channels are used for membership renewals?
  - a. Survey results: E-mail marketing (88 percent)
  - b. NARFE: Invoice-direct mailing (initiating additional e-mail renewals)
6. What is the one top reason members do not renew?
  - a. Survey results: Perceived lack of value (36 percent)
  - b. NARFE: Unreported deaths/chapter requirement/lack of value
7. How long does the “grace” period extend beyond the expiration date?
  - a. Survey results: Receive services/materials three months after expiration date
  - b. NARFE: Receive final magazine three months after expiration date
8. How long does the reinstatement effort continue?
  - a. Survey results: Continue indefinitely (30 percent)

## b. NARFE: One-year reinstatement mailing, then random contact for reinstatement

As you can see, retention issues, options and efforts are primarily the same for most associations. You can also see a snapshot of how NARFE stacks up against other organizations. Is there room for improvement? Given our decline in membership for the past two decades, I would say, "Yes, definitely!" We are certainly in the early stages of focusing on specific strategies and tactics to improve and achieve success in membership numbers. As we all know, there are many more opportunities for our members, chapters and federation to engage in retention and renewal efforts.

### TREASURER'S REPORT as of August 31, 2011



<b>PREVIOUS BALANCE</b>	\$1,602.25
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**RECEIPTS**

Dues Collected	\$	68.80
Sunshine Fund		20.00
Ways & Means		<u>10.50</u>
Total Receipts		\$ 99.30

Total Receipts + Previous Balance	\$1,701.55
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**DISBURSEMENTS**

Office Expense	\$	26.75
Cost of Chapter Newsletter		109.91
Sunshine Fund		67.06
Dues Withholding Drawing		<u>40.00</u>

Total Receipts Plus Previous Balance

Less Disbursements Equal Balance On

On Hand As Of: August 31, 2011	\$1457.83
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Total Receipts plus Previous Balance

We have two funds (1) The General Fund and (2) The Sunshine Fund which we keep in one account.

General Fund Balance	\$967.64
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Sunshine Fund Balance	\$490.19
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### UPCOMING PROGRAMS

13 Oct	GEHA Open Season/Officer Nomination/Low Country Boil (Corbetts' home)
10 Nov	Blue Cross Blue Shield Open Season/Voting for New Officers
8 Dec	Installation of New Officers/Drawing for Vacation/Christmas Party

This newsletter was printed by Don Williams of Southern Printer Cartridge Supply at 229-245-0040.  
Please consider him for your personal or group printing needs.

**AZALEA CITY  
CHAPTER 1044  
MONTHLY  
MEETING**

Ryan's Steak House  
3286 Inner  
Perimeter Rd  
Valdosta, GA  
Second Thursday  
12:30 p.m.



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