LCDR Lawrence M. Miller, MSC, USNR
National VP for Membership

Retention – Our Key to Success

No organization can exist without members. This sounds like a simple statement, but can be a huge problem. The data shows that we lose about 90 or so current members **EVERY MONTH**! No organization will survive if members are lost at this pace.

What we have to ask is, what do we have to offer **our** members that is different from other organizations? This brings us to Member Services. I know that LCDR Gail Hollsworth, National VP for Member Services, continues to work hard to offer our members benefits that cannot be found with other organizations.

This cannot be done in a vacuum. We need your help. So, this month, I would like get an E-mail from anyone who has an idea or a service that you think we need to add to our list of member benefits.

I need your help to retain our valuable members. At the Spring Conference, I have asked my stand-in to bring up my ideas on retention. They include a new program to offer a new kind of life membership. It will take everyone from budget and finance and the elected board to help me find the right mix to stop the bleeding of our membership. We need to retain; it is our **KEY TO SUCCESS**. ⚓

We are pleased to welcome the following individuals as our newest Life Members:

CDR Monica L. Allen-Perin, SC, USNR
LCDR Steven D. Bartell, CHC, USNR
CAPT Mark W. Bauckman, USNR
CAPT James D. Berens, USNR (Ret)
CDR Edwin H. Blackwell, USNR (Ret)
CAPT M. T. Bohannon, Jr., JAGC, USNR (Ret)
CAPT Frederick S. Bossard, CEC, USNR (Ret)
CAPT Paula C. Brown, CEC, USNR
ENS Stephen James Gustafson, USNR
CDR Pierre J. Heroux, Jr., USNR (Ret)
LCDR Colleen D. Horne, SC, USNR
CAPT Richard S. Kopp, USNR
CDR Dean L. Middour, USNR (Ret)
LTJG Teresa E. Namenek, NC, USNR
CAPT Jeffrey C. Nicholas, USNR
CDR Ron L. Page, USNR
CAPT Erik G. Pettersen, USNR (Ret)
CAPT Donald E. Pichler, MC, USNR (Ret)
LCDR David Peter Platte, USNR
LCDR Teresa L. Smith, NC, USNR
LT John F. Stuart, SC, USNR
CDR Michael M. Teague, USNR

From April 2004

TAP INTO A VALUABLE MEMBER SERVICE:

PROMOTION INFORMATION

Have a question about your promotional opportunity or the promotion selection board system? Remember, the Headquarters staff has significant knowledge relating to the promotion of Reserve officers and welcomes your call. Additionally, the Association is proactive when it comes to the promotional status of its drilling members. Based upon the data contained in our new information system, we inform members by E-mail or letter that:

- They may be inzone for promotion based on a zone estimate.
- Their name is on a list of officers selected for promotion (upon public release).
- Their new date of rank has been promulgated.