

AGM 2010 Presidents Report

Since being elected President the last quarter of 2009, our team of officers has been busy working on a number of critical elements to assure the ongoing success of the House of Gordon USA.

- **Membership Growth:** A great deal of focus has been placed on solidifying the existing membership base, as well as developing recruitment strategies to grow membership significantly. Our goal is to triple membership within 18 months – a very aggressive goal. We have allocated funds and have begun to develop support systems for our Conveners (the life blood of our membership growth), as well as recently appointed a new Quartermaster to begin to create a common pool of Gordon items that will help generate excitement about the Gordon family.
- **Membership Systems:** A new project is the “web enablement” of our entire membership system. Several membership organizational web sites exist which will assist in increasing membership communications, member to member communications and general information distribution. Stay tuned as we expand/launch these new services in the next several months.
- **Conveners and Regional Commissioner Expansion:** In addition to increasing support for our Convener’s, we are aggressively looking to add Conveners and Regional Commissioners to assist in covering those states not currently being covered.
- **Newly appointed Quartermaster - Clan Store:** We are happy to report that we have recently appointed John Gordon of Southern Illinois as our new Quartermaster. John also serves as the Southern Illinois Convener, and we thank him for his accepting these new responsibilities. John will be assembling all of the currently widespread House of Gordon materials into one storehouse, creating and maintaining an inventory, and will assist with the creation of a “House of Gordon” clan “store”. It is our hope that this store will be on line the first part of 2011.
- **New financial and budgeting systems:** In addition to computerization of our Clan Store and Membership systems, a key component will be the revised computerization and web enablement of our budgeting, forecasting and financial management systems. These new systems will help facilitate our national expansion, fuel growth and ease management administration of the House, so as to allow us to focus more fully on our key responsibilities: the member.
- **Increased communications with our International partners:** As you might have noted in our last newsletter, we are now part of an International House which includes Australia, New Zealand, Canada, the United States and just recently, the House of Gordon Russia. As we grow domestically, we are also growing as a House internationally!
- **Newsletter and mailing:** Unfortunately, mailing and printing costs have impacted the House of Gordon USA no differently than any other organization who issues a mass mailing. The most recent “In The House” was a beautifully produced piece that also demanded a beautifully large budget. You will see changes in this newsletter in the future, in its formatting, total number of pages, its overall production value, and potentially may require a premium for a printed version. Our electronic version, as always, will be in full color, and available for free distribution to our members.
- **Facebook and Web site:** Our Facebook site has enjoyed great popularity – and our web site continues to maintain a large number of ongoing and new visitors. An iPhone app is being investigated for use with the popular Apple phone, as a quick way to remain in touch with the organization and help bring a higher dynamics to our overall communications.

We will continue to accelerate our computerization plans, increase membership enrollments and work on ways to improve our services to our members.

We greatly appreciate the responsibilities and faith you have placed on us as an executive team, and will work diligently this upcoming year to future advance the ability of the fine House Of Gordon to become the premier Scottish Clan organization in the States, and ultimately, in the world.

Respectfully submitted

Kim William Gordon