

Executive Director Mike Chrisley's Spring Message

We've just completed another great convention in Virginia Beach, Virginia. If you were there with us we hope you enjoyed it as much as we did, even with the beautiful snowstorm! The city of Virginia Beach stepped up to the plate and delivered great service for our members from delicious food at all the meals to keeping us warm and dry in the buses to the convention center. If you didn't have the chance to complete a convention evaluation, please send a letter to my attention and let me know what we could have done to make this a better convention for you.

As a matter of fact we are interested in what all members need with regard to conventions. Of course we want to know what our attendees enjoyed as well as what they would like to see us do better, but we are also interested in why the members who are not at the conventions each year don't attend. We plan to send several surveys out over the next few months to see what would make our conventions more attractive to those of you who don't come. Please give us your honest feedback. We can't change to meet your needs if we don't know what they are.

We had a great year in 2009. We were able to make significant progress in our information systems and thousands of you are using the system now. Our intent is to take what is already a great member management system and make it even better. We have already reviewed a list of enhancements for the MMS and the committee will be prioritizing that list shortly. There are few limits to what we can do with technology. Don't worry ... if you aren't a techie we will still strive to give you the very best service we can with a format that is comfortable for you.

We were also able to make significant progress in capital replacements at the national office. Our office is operating as a more energy efficient building just in time for all the snow we've seen here in Southwest Virginia! The Capital Replacement Committee is working to prioritize the next round of improvements to make the building more efficient and bring us into compliance with access laws.

We are also studying ways to help mitigate risk in our clubs and at the national level to help reduce general liability insurance costs and provide best practices to our clubs in reducing or spreading risk.

Above all we need to remember that all the successes in IT, Capital Replacements, and Risk Management don't mean much if we take our eyes off the mission and purpose of Ruritan. We need to focus on increasing our membership, growing clubs in communities that need a Ruritan Club, and serving our communities. Thank you for being people of persistence ... keep on pumping.

Michael Chrisley
Executive Director
Ruritan National and Ruritan National Foundation