

Annual Report

July 1, 2012 – June 30, 2013

Submitted by Antonia Kerney, Chairperson

Board Meetings

The following meetings were held during the year:

August 6 – 8, 2012 Board Retreat

October 2, 2012

February 5, 2013

May 20, 2013

Overall Goals

- Move Newsletter to Electronic format
- Update Brochure
- Bring in new members representing new Cities and Regions of WA
- Return to Destination Trips to increase fundraising
- Continue work on Partnerships

Marketing Report: Bo Du

The goal for the year was to focus on the website and newsletter, which was met by contracting with a single marketing consultant, kept on retainer. The website maintenance and timely updates were done in-house, with pertinent information that members and the public can use for their professional and personal education.

The Front & Center newsletter went to an electronic format that was emailed out to members 3 times this year. The information presented in the e-news links back to the website, so that both members and public can access information readily, thereby gaining more exposure to the association.

Although slow, WSASC's Facebook page has been updated periodically with more "social" information. Please send news and pictures of your senior center activities for our Facebook page, so that we can increase our "likes."

The brochure has been updated with the same consistent look of the website, with the purpose of branding ourselves and promoting our association to increase members and participation.

Membership Report: Kristy Dunn

Currently there are 87 members of which 22 are new to the association. 11 of the 22 new members represent new cities/regions of WA that have not been involved in the past 5 years or have never been involved with our association. (My records only go back to 2009.)

Membership rates changed in Jan of 2013 to make it more affordable for board members, volunteer coordinators, and retired folks to join our association. Their rate is \$25 for the year. Eight of the 22 new members took advantage of that discounted rate.

I contacted a few of the previous members to inquire why they were not renewing their membership and many told me that their centers and programs are still struggling from the economy. Where cuts have to be made, membership to this association is one of the first things to go. Some have elected to pay out of their own pocket so they can continue to receive the benefits from membership and others are hopeful that funding can be restored and then they will renew their membership at that time.

Fundraising Report: Sheri McConnaughey and Shelby Borden

The September trip to Winthrop raised \$1535. The Southern Charm trip has 11 people registered. The Southern Charm trip will profit \$1027.50. At this time we only have one person signed up for our fall trip.

Our numbers were up for the Seattle Mariner's Game trip thanks to Roxanne's crew, Oak Harbor had 41 seniors attend! This game also happened to be the game were Felix Hernandez pitched a historical no-hitter! We had 6 senior centers attend the trip, with a total of 82 participants! Hope to see some more groups this year!

Seattle Mariner's		
Center	Participants	Parking Pass
Enumclaw Senior Center	11	X
Renton Senior Center	10	
Puyallup Senior Center	7	
Auburn Senior Center	10	
Ellensburg Senior Center	0	
Oak Harbor Senior Center	41	X
Fife Senior Center	3	
Total:	82	

Partnerships Report: Joyce Schultz

During 2013 a Health Corner was created on the WSASC website for organizations such as The American Cancer Society, The Arthritis Foundation, Graham & Graham, LifeCare Connections to feed educational articles and materials as a resource for pertinent up to date information on senior health related topics and trends.

Conference Report: Christa Richardson and Bonnie McDade

Will be included after conference.

Treasurer's Report—Rocky Kirwin

