In business, new customers support growth - retained customers keep the lights on. In AIS, new members support growth - retained members keep the irisarian beacon burning brightly.

**Continuing High Priorities**

New Members: Providing a welcoming atmosphere and encouraging involvement.
Current Members: Providing prompt response membership services, and providing timely renewal reminders.

- **Membership Numbers**
  Membership numbers, new and total, are being monitored closely.

  The impact of COVID-19 plus the increased number and intensity of natural disasters is noticeable but cannot fully be assessed at this time.

  Many AIS members have been directly affected by one or both. This has led to many temporary and permanent relocations. It has also led to many unintended lapses in membership. An expanded grace period has been observed during this time to the relief of many.

  The good news: The positive impact of ZOOM presentations, as well as, the return of iris shows and sales, plus the first reactivations of CIP programs are all encouraging.

- **Life E-membership Add-on Status**
  The most outspoken quickly took up the offer, while many others also appreciated the choice and took up the offer.

- **Member Contact Information Update Quick Link**
  In progress: A quick, fill-and-submit, *Membership Information Update Form* is being added to the AIS website. This should make it quicker and easier for members to provide updated information without fuss or delay.

- **Mailing Challenges**
  The past 11 months have been plagued with a number of new mailing issues.
  - Many renewal notices sent in Nov 2020 for Dec expirations were never received.
  - Subsequent renewal notice deliveries have been spotty.
  - USPS information supplied on returned mail is increasingly unreliable, necessitating verification for all new address, forwarding, and non-deliverable information.

    We have a wonderful team of Regional Membership Chairs, Newsletter Editors, and RVPs who provide great assistance in this effort. They all deserve deer stalker hats!
  - Slower delivery, initiated Oct 1, 2021, has created a new timing challenge.

- **Most Frequent Member Assistance Requests**
  - Username and Password retrieval/testing/change
  - Missing and Damaged Bulletins
Submitted by: Pam Messer, AIS Membership Secretary, October 16, 2021