

SASS and What's Going On

During the TG meeting and then an Open Forum Meeting Misty Moonshine, the CEO for SASS discussed many of the things SASS is dealing with. She was open and honest in her discussions. She very responsive to comments, questions, and or ideas. At the Open Forum meeting the whole SASS Board was there. Tex, Judge Roy Bean, Justice Lilly Kate, Hip Shot and Misty Moonshine. Misty did most of the talking. The few times Justice Lilly Kate got up and spoke I would say she didn't invest any money in a personality. She did more harm than good.

Misty emphasized this, SASS is a business. Whether it's a for profit or non-profit corporation. It needs to be managed as a business recognizing our customers, SASS members must also be happy.

The Chronical; SASS did not want to stop producing the Chronical. But they realized that producing and mailing a printed copy each month was costing SASS more than it was taking in. In the beginning the revenue from advertisements paid for the Chronical. None of the members' dues paid for it. But as vendor advertisement decreased the costs continued to rise. Eventually it was costing SASS \$30,000 a month over the revenue from the vendors. So they went digital.

And then the problem raised its head. The membership, as she jokingly said consists of mostly old guys, and they want something to hold and read. They have not entered into the digital Era. And they recognized the paper copies of the Chronical are used for promotion for new members.

So the Chronical will be a digital version monthly with a quarterly printed version. If this proves to be a loss for SASS it may go a different route. And as Justice Lilly Kate said, 'if it costs SASS to produce the Chronical it will go away'. I felt so warm and engaged.

Membership Revenue; Misty reviewed the current membership mix for SASS. I didn't get all of the numbers but here's the really big issue. There is over 103,000 member numbers issued. There are approximately 20,000 active dues paying members, 7,500 Life members who pay nothing, and around 66,000 former or other members who are no longer involved. This means the majority of SASS's revenue is coming from 20,000 active dues paying members. Well there's your problem. That's why the increase in dues and the "Affiliation" fee. I went up and said the problem here was they both came about the same time. And a number of members who don't attend Regional and above shoots asked, 'what am I getting from SASS for my dues'? Other than the rules and the organization???? She said that they realize this and they are working on how to make members understand what they are getting. But they also hadn't raised dues in 10 years and the cost of doing business went up.

SASS and Founders Ranch; SASS leases the land and facilities from the owners of Founders Ranch. But SASS can use the facility as much as they want and hold whatever shoots they want. But shoots cost and so can SASS cover the costs of the lease with registrations, vendors, and other revenue to cover the lease without using SASS membership dues. Right now they can.

Membership; Misty went on to ask the clubs and members to do everything they can to attract new members. The increased revenue at least should offset the decrease in members as of now. If you get a

new member to sign up you get 3 months of SASS membership free and so does the new shooter. 4 new members and no dues required for that year. It doesn't apply to clubs.

The Convention; The 2015 convention will be their last. Attendance has dropped dramatically. This year it was 400 and they needed 600 to break even. When SASS signs a contract for a convention it is usually 2 years in advance. The hotel sets aside a block of rooms based on SASS's projections. If the hotel rooms don't get occupied SASS pays for them. Vendors have decreased as the attendance has. So they have lost that revenue also.

TG Summit; There was around 110 TG's at the meeting, and with Proxies, they represented around 225 votes. This is out of 700+ clubs. Some discussion on how to get clubs/TG's to vote. No real resolution other than SASS is going to confirm if in fact the clubs TG is active and why didn't they vote.

Summary;

SASS is seeing a declining revenue stream. Membership has to stabilize and increase to maintain the business. The old guys are riding off into the sunset so the future of SASS will depend on an influx of younger members. Just remember, SASS is a business and as such we need to try and understand their business decisions. Misty did say she will make sure the SASS decisions are communicated out better than they have been.