

TO: SSA Board of Directors  
FROM: Denise Layton, COO  
DATE: February 2, 2015

**SSA Staff** - We have had a few changes in personnel in Hobbs. Rhonda Copeland decided after eighteen years she was ready to retire. She and her husband are soon moving to the Gulf coast. In recognition of Rhonda's long service to the SSA, the Chairman authorized me to purchase a going away present, which was presented to her as a thank you from the Board of Directors and staff. Although losing Rhonda is a great loss to our staff, I feel confident in promoting Kayla Owens to take Rhonda's place. I have worked at cross training employees, so it will be an easy transition for Kayla. As always, it upsets the apple cart when someone quits, but everything always works out, so I'm sure this will too. We now have five full time and one part time person.

Kayla has proven to be a valuable asset and I'm sure she will do a good job filling Rhonda's shoes. She is also starting to work on making improvements/corrections to our website, and if you notice anything which is out of date or needs to be corrected, please drop her a note and let her know. She will also continue producing eNews.

To take Kayla's place, I have hired a part time person, Melinda Hughes. She started a few weeks ago and will work 20-30 hours per week. She is assigned to work with Kayla in taking on the responsibility of Kayla's previous duties.

**Membership** - In the office, we are doing everything we can think of to gain new members and retain the ones we already have. We have been sending a list of members who have not renewed their membership to the proper regional Director, and I hope you have had the time to contact some of these people and hopefully convinced a few to renew their membership.

Bernard Smith couldn't be here because he is attending an EGU meeting in Berlin (as well as the IGC meeting in Switzerland). I asked him to bring back any information he gleaned from the meeting on attracting new members to the sport.

**Automatic Renewals**-Frank Whiteley asked me to report on our automatic renewal program, which was started a few years ago. We have 477 people signed up for automatic renewal. Of those, last year 147 had their cards declined for various reasons. So far, we do not feel this has been a help in retaining members as was thought when the program was started.

**2016 SSA Convention**-The SSA staff will soon start working with the local organizing committee in planning for the upcoming convention.

**Sailplane Tracker**-I sent a new agreement to Pedja Bogdanovich to renew our agreement with Tip Top. He has signed the Agreement and returned it to me agreeing to another two year term. I'm glad to have this Agreement signed for another two years as this has definitely been a big asset for our organization.

**Perlan Project**-The Perlan people have now acquired the LX9000 data loggers they plan to use on their record attempt, and we sent a check in the amount of \$9,495 (we pledged \$11,000) to fulfill our part of the agreement we have with them. In talking with Ed Warnock with Perlan, he advised they would soon start heavily promoting the project and will be attending various air shows and aviation events. He said he would send announcements to me and the SSA would be invited to attend the events if we have a representative in the area where they plan to be.

In return for the money we donated, they will place the SSA logo in a prominent place on the glider which we hope will generate some interest. It was decided the newer SSA logo would be used and I will send that to them as soon as they are to that point.

**Communication with other organizations** - I keep in touch with other air sports groups, to stay abreast of anything new they may be doing, and I have nothing to report at this time.

**Thank you**-Everyone here in Hobbs appreciates their jobs and enjoys working for the SSA. I, in particular, enjoy what I'm doing and appreciate all of you who have helped me improve along the way.