

Liaison Committee Report for March 2013

Chapter listing database is currently under review. Nothing new to report concerning this Database,

In speaking with several chapters and while preparing for our banquet this Friday March 8th a concern has been reiterated. A large part of our members are concerned and some are complaining about the online offering of the \$25 Bass Pro gift cards. To them it seems similar to the big cable company offering better deals to new customers and the heck with the ones who have been with them for the last several years.

Specifically speaking from this years banquet registrations almost 40-50% are coming in as “meal only” tickets because they bought their membership online to receive the gift card.

While I am very thankful for the support of Bass Pro, I feel this program is being misused. If statistics are that once we get someone in the door to a banquet they spend an average of \$110+ (I know this is probably an older figure from several years ago) why isn't this program offered to banquet attendees? I grasp the concept of gaining new members and ensuring funding support and all that, but this seems like poor business practice.

If someone joins online for \$35 they get their membership and a gift card. We are out the financial benefit of the \$25 gift card (although it didn't cost us anything-we didn't get anything for it either!) So in reality we are \$10 ahead. Now in scenario two someone buys their membership and attends the local banquet of their choice where they receive their \$25 Bass Pro card for attending and while there spend their extra \$110+ on raffles and other items. Seems like a win-win to me.

Someone needs to really push this issue to National and rework this program to benefit all concerned. For those who have not held your banquet yet, I am anxious to see if your numbers will reflect our trend and also to hear the feedback your committees get on this matter.

Respectfully,

Jay Montgomery