

Administrative Report, January, 2021 — Tom Stewart

1. Taxes were filed on time in October (on extension of due date).
2. Unable to mail Carter Fund appeal as usual and substituted a letter of gratitude to all donors of last 3 years. Followed up by offering a private viewing of the Carter-funded film, "Saving Beauty."
3. Extended the biennial election through November this year and set terms of office to begin on January 1.
4. Realized a problem with mass emailing by any service last summer (filtered out as spam by many services) and have tried to remedy by using our own domain name in return address. Only partly successful.
5. Madeleine Woodward applied to be our website helper and was gladly accepted. She is knowledgeable and efficient, although she has to balance with school and other work. Paid hourly.
6. Although the money made on ads helped fund our newsletter this year, we don't have a good, formal system for promoting, pricing and billing for the ads. At least 4 people involved. We need to rebuild the system.
7. Tech Soup has saved us money on Quickbooks this past year, and QB has been renewed at the same low price. Now have added free copies of Microsoft Office for the president and treasurer. Other officers and directors can avail of it on request.
8. Now that Madeleine is handling website updates, we need more material from the chapters to keep the site timely. We want to interest and inform visitors from the public. For instance, suggested places where families can go to see native plants either in cultivation or easy walks in nature.
9. Insurance premium up significantly this year. We will remind them of our excellent "loss history" and consider shopping the coverage if they don't make some adjustment.