

HOUSE OF GORDON USA COMMUNICATIONS REPORT 2012

This past year I moved the Annual version of *In the House!* to a smaller size to save money in the printing and mailing costs. The smaller size brought the project in at \$1.24/each which represents a 50% reduction in printing costs per magazine. Envelope costs were approximately the same so the savings on mailing was not as great, but the cost of postage was less, so still a good amount of overall savings compared to past years.

Thanks to John Lowry for his submission on the Las Vegas Games; to Thomas Gordon for his submission on his theater district ventures in New York City; and to Marcia Gordon McLaurin for her submission on the doings in the Gulf States! Due to a lack of response, yet again, from the various areas around the country the news section was not as large as we would have liked. I have been informed that some have complained that the newsletter is primarily an East Coast newsletter; however, I would point out that I can only print what is submitted! I cannot control what the conveners in other areas choose to do or in this case NOT do. Any member may submit material for publication and we strongly urge all members to submit their news – personal, familial, and clan society oriented – to the editor of the newsletter and to the webmaster for publication!

I have launched a House of Gordon USA Facebook Page giving us an official presence on Facebook as an organization. This will be used primarily for making official announcements to coincide with our website. The Facebook Group is going strong with 548 members. There is a good amount of interaction going on at the group. All are invited to join and exchange photos, links, ideas, thoughts and more. The YouTube playlist needs submissions from you all! Take your photos and make a video montage of them and send me a link to your YouTube submissions.

The website has done well hosting over a hundred thousand visits this past year, still averaging around 9000 visits per month.

Due to the change in the board of directors and the direction the clan has been moved in by the new board, the project for a small Gordon book on our history and heritage was postponed and will not be debuting at Grandfather Mountain as planned.

Communications in general have become increasingly difficult over the past several years due to the inability to get a current roster of members, and needed information to do the job adequately. The membership report has been inaccurate and has mis-stated the number of current members while perpetuating entry errors making it an onerous task to send out even an email blast. Changes in email and address have been submitted, as well as corrections, only to find the errors still in existence on the new roster when finally received. For the May 2011 "*In The House!*", I was given a figure for publication of 284 paid members through 2011. At that time I pointed out that the February 27, 2011 roster listed 367 paid members through 2011 representing a loss of 83 in a little over a month, presumably to death, yet there was no purge of members from the roster to correspond. (It is an error inherent with the way the roster is kept, and there were no deaths.) The October 2012 roster showed 469 members paid through 2011 or later. Yet at the AGM there were only 204 reported as being paid through 2011. While there may have been a few brand new members obtained between July 1st and the 1st of October, NOT a gain of 102 brand new members, nor an inexplicable loss of 163 (based on the February figure of 367) or worse yet a 265 member difference based on the 204 figure given at the AGM. This mis-statement of membership numbers resulted in improper certification of the last AGM quorum. An accurate, email verified roster is essential to doing the job of communications chair, and the smooth running of the House.