

# EDAA ANNUAL REPORT.....JULY 14<sup>TH</sup> 2010

AS REPORTED BY RON SCOTT

THE ECONOMIC DOWNTURN IN OUR NATION HAS HIT NON-PROFIT ORGANIZATIONS PARTICULARLY HARD. ALL ALABAMA BASED ASSOCIATIONS ARE REPORTING MEMBERSHIP LOSSES, SPONSORSHIP DOLLARS ARE DECLINING AND ATTENDANCE AT EDAA MEETINGS DOWN. SOME STATE ASSOCIATIONS HAVE RESORTED TO STAFF LAYOFFS AND USING RESERVE FUNDS TO MAINTAIN THEIR OPERATIONS. OVER THE PAST YEAR TWO YEARS EDAA HAS SEEN ITS MEMBERSHIP CONTINUE TO DECLINE AND ALSO SEEN OUR SPONSORSHIP DOLLARS RECEIVED FOR EDAA EVENTS DECLINE. IN SPITE OF THIS REDUCTION OF INCOME EDAA HAS MAINTAINED ITS PROGRAMMING AND ACTIVITIES AT THE SAME LEVEL AS YEARS GONE BY. YOUR ASSOCIATION HAS WEATHERED THIS FINANCIAL STORM BY TRIMMING ITS OPERATING BUDGET AND

BECAUSE OF THE GENEROUS CONTRIBUTIONS OF OUR MANY CONTINUING SPONSORS. THE STAFF, OFFICERS AND BOARD OF EDAA CONTINUE TO LOOK FOR WAYS TO MORE EFFICIENTLY OPERATE WHILE NOT LOWERING THE LEVEL OF PERFORMANCE OUR MEMBERS HAVE COME TO EXPECT AND DESERVE. FOR A SECOND STRAIGHT YEAR WE ANTICIPATE THAT EDAA WILL BE ABLE TO OPERATE WITHOUT HAVING TO DRAW DOWN MONIES FROM OUR MODEST RESERVE FUND.

DURING THE PAST YEAR EDAA HAS BEEN ABLE TO ACCOMPLISH SEVERAL THINGS OF NOTE. THE 2010 WINTER CONFERENCE WAS A RESOUNDING HIT WITH OUR MEMBERSHIP DUE IN LARGE PART TO THE EXCELLANCE IN PRESENTATIONS. OUR SUMMER CONFERENCE OVER THE PAST THREE DAYS HAS ALSO FEATURED AN OUTSTANDING LIST OF PRESENTATIONS.

2010 SAW ANOTHER SUCCESSFUL YEAR AT THE ALABAMA LEGISLATURE. DETRIMENTAL LEGISLATION WAS DEFEATED AND WE WERE SUCCESSFUL IN ASSISTING ADO AND AIDT WITH THEIR BUDGET CHALLENGES. OUR LEGISLATIVE VICTORIES ARE THE RESULT OF THE MARVELOUS WORK DONE BY OUR LEGISLATIVE CO-CHAIRS PEGGY SMITH AND ELLEN McNAIR WORKING IN CONCERT WITH OUR CONTRACT LOBBYIST JOHNNY CRAWFORD.

THREE NEW MEMBERS OF THE EDAA LIFETIME MEMBER TEAM WERE ADDED AND WHAT GREAT ONES THEY ARE, LAMAR SMITH, TED VON CANNON AND ANN GRADY.

THE JIM HAYS MEMORIAL SCHOLARSHIP COMMITTEE HAS DONE ITS WORK WELL BY SELECTING LAURIE SWIFT WITH COASTAL GATEWAY REGIONAL ECONOMIC DEVELOPMENT ALLIANCE AS THE SECOND RECIPIANT OF THE SCHOLARSHIP TO

THE ECONOMIC DEVELOPMENT INTENSIVE COURSE AT AUBURN UNIVERSITY. WE THANK EDPA FOR THEIR FINANCIAL ASSISTANCE IN MAKING THIS HAPPEN EACH YEAR.

EVERY ORGANIZATION NEEDS TO TAKE THE PULSE OF ITS MEMBERSHIP TO DETERMINE IF IT IS MEETING MEMBERSHIP NEEDS. EDAA DID THAT THIS SPRING WITH A MEMBERSHIP SURVEY. EDAA MEMBERS RANK VERY HIGHLY THE NETWORKING OPPORTUNITIES, PROFESSIONAL DEVELOPMENT OPPORTUNITIES, OUR LEGISLATIVE EFFORTS AND THE AMOUNT AND TYPE OF COMMUNICATIONS FROM THE EDAA OFFICE. THE RESULTS OF THIS SURVEY WILL BE POSTED ON OUR WEBSITE SOON.

IN SUMMARY, YOUR ASSOCIATION HAS WEATHERED THE ECONOMIC DOWNTURN DUE TO THE FINANCIAL GIVING OF ITS MEMBER ORGANIZATIONS AND THE MANY VOLUNTEERS GIVING OF THEIR TIME AND TALENT. THE

MEMBERSHIP HAS SPOKEN ON THE MANY PROGRAMS OF EDAA AND THEY ARE SATISFIED WITH OUR WORK. THAT SAME OUTREACH SURVEY HAS ALSO TOLD US THAT THE MEMBERSHIP WANTS MORE OPPORTUNITIES TO GATHER AS PROFESSIONALS TO SHARE AND NETWORK. MANY OTHERS ARE ASKING FOR MORE INFORMATION AND EDUCATION IN THE AREA OF RETAIL ECONOMIC DEVELOPMENT. THERE ARE MORE AND MORE CALLS FOR EFFORTS TO ASSIST OUR ECONOMIC DEVELOPMENT ORGANIZATIONS REPRESENTING RURAL AREAS OF THE STATE. THE CALL FOR HELP IN MENTORING THE YOUNG ECONOMIC DEVELOPMENT PROFESSIONAL IS ANOTHER ISSUE HIGH ON THE LIST OF PRIORITIES OF EDAA MEMBERS.

WITH THIS INFORMATION IN HAND THE STAFF, OFFICERS AND BOARD OF DIRECTORS WILL SEEK TO DEVELOP THE POLICY AND PROGRAMS THAT WILL MEET THE EDAA MEMBERSHIP NEEDS.

