

Kent's Korner
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THE WRITTEN WORD

**"You can't depend on your eyes when your imagination is out of focus."
-- Mark Twain**

According to results of the 2018 GVR Member Survey, approximately 30% of GVR members do not use email or for whatever reason have chosen not to submit their email address to GVR's central database. I reckon that within 10 years or so, that number will drop to about 10%. In 15 years, it will likely be near 0%.

In this instance, what matters is today, not 15 years from now.

This morning I participated in my fifth Annual GVR Club Workshop. It was chock full of useful information for GVR Club officials. Frankly, I believe it was the most informative annual club workshop since I began working for GVR in 2014. I will find out how accurate my assessment is when GVR conducts an online survey of Workshop participants within the next week or so.

Questions from Club officials at the Workshop were helpful in many regards. Of course, it afforded us an opportunity to provide answers to specific individual or club needs. But it also allowed staff and other presenters to share information with a broader audience that may not have been anticipated in advance of the Workshop.

Several members from the audience asked where certain GVR information was posted, how to sign-up for activities or events, or who to contact for additional information.

In almost all cases, responses to questions referred to weekly e-Blasts or to the *GVRNOW!* newsletter.

That brings me back to the 'two-thirds-full' glass of members who use email to stay up-to-date on GVR news, activities and events.

I had the chance to catch-up with GVR Board Director Charlie Sieck earlier this week over a beer at a local establishment. Charlie shared a compliment - expressed to him by his wife - about the January 2019 issue of *GVRNOW!* Charlie said that his wife thought it was the best issue ever! I explained that it was certainly our largest, at 60 pages, because of the additional interview questions and responses we included from 2019 candidates for election to the GVR Board. Charlie replied that his wife's comments were about the entire *GVRNOW! newsletter*, not just the candidate interview questions.

We moved quickly from there to “how do we get *GVRNOW!* into the hands of all GVR members without dramatically increasing the expenses?” Charlie explained that he thinks that older GVR members are mostly the people who don’t use email, and that their information needs remain significant. He came up with an interesting idea that I think is worth a try: delivering monthly *GVRNOW!* newsletters to members’ homes who do not use email.

The operational framework for this extended outreach might look like this:

1. GVR could run a member database report to identify the members-without-email and their Green Valley home address.
2. The database report can be segmented by each Homeowners Association (HOA).
3. Coordinating with the Green Valley Council, GVR could reach out to the affected HOAs through their officers or Management Company to see if they would be willing to have their respective HOA voluntarily deliver *GVRNOW!* newsletters to the homes of GVR members-without-email, once a month.
4. GVR would print a sufficient supply of extra newsletters to meet the demand of home delivery, and either drop-off the newsletters to appointed HOA contacts or ask that they come to a GVR location to pick them up

I asked that colleagues on the GVR staff Leadership Team read my Kent’s Korner column so that they stay tuned-in about what is on my mind on any given Friday. I have not discussed Charlie’s idea with them yet, so this may be the first that they are made aware of it. I will sit down with staff leadership within the next couple of weeks to see if we can get some traction on this idea.

UPDATE on the “TASTES GREAT CHALLENGE”

Last week, I proposed the “**Tastes Great Challenge**” when I invited GVR members to find a for-profit or nonprofit active adult/retiree membership organization ANYWHERE IN AMERICA that offers at a lower cost as many opportunities as GVR does for recreation, sports and leisure. In the name of the winner (assuming there is one), I will personally make a \$100 donation to the GVR Foundation.

The deadline for entries was 4 PM, MST today. So far, I received one entry from a GVR member accepting the challenge. Another member wrote that they would work on submitting an entry if I raised the prize money to \$10,000. That is not going to happen.

Within the next two weeks, I will put together an independent panel of non-GVR members to judge the lone entry – and other entries if they were submitted before 4 PM, MST today, and will keep you posted on the outcome... Likely within an upcoming edition of *GVRNOW!*

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