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Dear CSF Members,

Happy New Year. It's only January, and your board has already met to begin planning for the year ahead. I am honored to serve with such an engaged and energized group of people, along with our remarkable staff.

Throughout our discussions, the overriding goal – whether we were discussing what's important now or into the future – was to *provide value and relevance to our membership*. These qualities will help ensure CSF's sustainability and viability. Be assured that the Board is open to new ways of thinking and experimenting with established traditions, yet is mindful of maintaining CSF's core strengths and values.

The following summarizes a few of the issues we discussed:

Technology: We plan to utilize technology to a greater extent, particularly with regard to keeping the website relevant and making it more user-friendly. Ever mindful of the financial constraints on our membership, our goal is to deliver more programming opportunities through webinars.

Financial stability: Currently, our financial position is solid, and we plan to ensure that it remains that way. At the same time, we recognize that expenses are an issue, so we are exploring alternative sources of revenue.

Annual Conference: Our signature event will continue to present quality sessions, along with innovative “add ons” that make the meeting unique and relevant. Additionally, we are looking at other matters related to how we deliver the conference such as length, the scheduling of committee meetings in conjunction with the conference, and funding, etc., keeping in mind that fresh ideas will draw new foundations and keep CSF members engaged.

Long Range Planning: Core values and strengths were discussed, which included, among other things, the relationships that have been established among CSF members. Maintaining relevance, improving diversity, increasing membership and financial sustainability are among the issues the LRP Committee will address.

Public Policy: We continue to feel the need to educate and empower our members about the importance of matters that have a direct impact on how we do business. We plan to employ several measures (website, educational programs, etc.) to assist in sharing any pertinent information.

Vail, CO, September 30-Oct 2nd – Once again, the Annual Conference will be offered at a reduced registration rate. Hopefully, you've already set aside the time to come and be refreshed and re-energized, intellectually and spiritually – mountains have that effect on people, especially with the fall colors.

Again, best wishes for a happy, healthy and fulfilling new year—*I look forward to seeing you in Vail!*

Dave

P.S. Although I will be sending you periodic updates via email throughout the year, if you have any questions or concerns in the meantime, please call (325) 676-7724 or send me an email at dcopeland@sipcotx.com. Our stewardship only works because of your help and guidance.