

2003 ANNUAL REPORT
SCHA Office
Diane Yenerall, Business Manager

On October 1, 2002, the SCSHA management responsibilities were transferred to our association management company, Craven Management Associates, LLC.

We have been engaged by SCSHA to provide financial management services, membership services, technology services and publications. In addition, we will help to administer the annual Convention.

Beginning to work with a new client is always an exciting time for us. In the short time that we have been involved, we have met with members of the Board on four separate occasions prior to Convention.

It is clear that you have a committed and dedicated group of Association leaders. Considerable time has been devoted to helping us gain insight and understanding of the dynamics affecting your Association.

The management of scarce resources is a fundamental challenge of any membership association. In recent years, a strategic planning process has begun in order to provide a longer term perspective. We hope to be able to provide management direction to help facilitate the Board in establishing appropriate priorities for SCSHA to help achieve its goals and objectives.

We have been encouraged by the significant increase in the number of visitors to the SCSHA website over the past four months. The website will continue to grow in importance as a tool for SCSHA to communicate with its membership.

We look forward to a mutually beneficial relationship with SCSHA. We are confident that we can help strengthen your association by working effectively with your membership, the various committees, and the executive board.