

# Chairman's Report

**Feb 2010**

Good afternoon Ladies and Gentlemen,

I would like to start by thanking you all for attending this meeting, and also thanks to those who attended the two meetings preceding the AGM. It is pleasing to see some new faces but also some of the old stalwarts of BSSA. It is this combination of experienced members coupled with some fresh ideas from newcomers to our hobby that makes BSSA what it is today. It is only with your presence that we can have a fruitful AGM as we need your input and view on items to be discussed.

A glance back at the past year saw its usual ups and downs.

We as Management Committee were elected by you the members. You have entrusted us to make the decisions needed throughout the year. Not all of you have agreed with all our decisions through the year. We did value your constructive criticism, and believe me we need people like you. Good fences make good neighbours.

I would like to ensure you that all decisions that were taken throughout the year by the committee were taken to the best of our ability. All decisions were discussed at length before a decision was taken, and all decisions were taken with you the members as first priority. There are numerous factors contributing towards success, but I know that the key to failure is trying to please everybody.

There has definitely been a big increase in enquiries from new potential members. Some members have indicated that they have sold everything they could but still have members and potential new members looking for birds. This augurs well for our hobby. However, we need to be able to supply these members with birds, and remain in contact with them then maybe they might join a club.

What appears to be working, are the promotional posters and our website. We get numerous calls from these 2 marketing tools. My concern is that we might become like a supermarket, advertising without having enough stock. Another initiative is the DVD for potential new members and the reprint of our Z-Folders. You all saw the last Bulletin printed in colour, for which we also got very positive feedback.

Two other items that we investigated is the ring manufacturing and also the current Show program. We are considering numerous avenues to supply a better ring for our members. Consultation with our current manufacturer also took place pointing out the current shortfalls in the quality of our rings. Regarding the current Show program we have investigated both the upgrade of the current program as well as the writing of a completely new program to suit our current and future needs.

**Change:** Most people are afraid of change. We must all remember that the only constant in life is change. I am not suggesting we reinvent the wheel, I am merely referring to changing the tread on the wheel to suit the need as required. No Society, club or business will be in business or in existence if there are no changes taking place. The shopkeeper cannot keep on buying the same products year in and year out and keep hoping the customers will keep on returning to buy. Likewise, changes are made here and there to things that we did in a certain manner in previous years. My request to you all is to consider the suggestions proposed by both MC and clubs, and ask yourself just one question: Will it be beneficial for the hobby as a whole? Only then cast your vote on the issue.

**Membership:** We do have new members joining month in and month out. It gives me great pleasure to sign the certificates of all the new members at our monthly meetings, but it is sad to see them lost to the fancy, due to a lack of communication. We have seen the usual upward curve of our membership during 2009 and the drop in membership of members not renewing before end of December. What can we do about this? I am a firm believer that the answer to this and most challenges in our hobby lies in one word: Communication. Communication from the Management Committee to clubs but also from clubs to individual members. A simple phone call from any club member can make a huge difference.

In conclusion I would like to congratulate the Champion of Section winners, Pierre & Maja, Maree Aviaris, and the Van Niekerk Broers respectively. Also to Pierre and Maja for being the SA Champions for 2009.

Lastly, to my committee. Each one of you contributed during the year, sometimes late into the evenings. Believe me this did not go unnoticed. To our outgoing President Pat de Beer for the role she played over the years. It is much appreciated.

Wishing you all a prosperous breeding season and may we all breed our fair share of quality birds.

Hope to see you all at our shows

I thank you

Deon Davie

(BSSA Chairman)