



To: NADE Board of Directors
From: Terri Klubertanz
Date: February 15, 2023
Subject: NADE Retirees Committee Mid-Year 2023 Report

I received the NADE retiree email list from the previous NADE retiree chair, Donnie Hayes, and have been in communication with everyone on that list. I also found an email list from when Marty Marshall was retiree chair and communicated with everyone on that list. In addition, I requested from the Membership director a list of email addresses of any members who identified as a NADE retiree member and have been in communication with everyone on that list. I did find out that there are a few individuals, who though retired, pay the full membership rate so they don't show up on the NADE retiree membership list. That's great that we have the additional income from those individuals and it's really appreciated. However, I would encourage the Board to see if a method can be devised for those individuals to somehow self-identify as a retiree so they can be included on the retiree membership count.

I have also reached out individually to a few retired individuals who I knew were previous NADE members but weren't currently showing up as a member to see if they would consider re-joining NADE. As of the end of January 2023, at least two of those individuals have rejoined NADE, and I'm hopeful more will follow suit.

I have merged the three email lists identified above, edited out those whose emails were no longer active, added new individual retiree email addresses as I've been made aware of them, and created a new email list of NADE retirees. I also created a Google email account with a separate NADE retiree email address to make it easier to identify NADE retiree communications. Currently, there are 75 names on my retiree contact list. Not all of these individuals are currently NADE members but I am hoping to entice them to re-join NADE by continuing to communicate to them NADE's activities, the benefits of being a retiree member and how they can support NADE in their retirement.

I am still thinking about whether it would be beneficial to create a NADE retiree FACEBOOK group when I have time to research and figure out how to go about doing so. I am hopeful that more retirees will consider joining NADE and am looking for more ideas on how we make our presence more visible on social media and the internet. Any feedback from the Board on this idea or any other ideas on how to enhance retiree membership is greatly appreciated.

Thank you for the opportunity to serve.