

"Presidents Special Memo - 8/05"

Dear Soda Members,

After reviewing the financial statements from SODA, I have had to come to the conclusion that we will **NOT** be able to hold a conference for **2006**, or if we do hold a conference, it will have to be scaled back a great deal.

Let me give you my reasons:

First, as you are all aware of we have a new site that replaced our old SODA site with a new web host. The cost for making this change was expensive but needed for SODA to continue to serve this industry.

Secondly, renewal of memberships are down for the 2005-06 year. As you may be aware, SODA Board Members are not reimbursed for their time spent as a SODA Board Member.

Thirdly, our new web-site was hacked and several people who had purchased insurance from our site had their credit cards used for other purposes. I instructed our executive director, Don Aselin, to make restitution to those people for what they had lost as a result of using our services.

Lastly, I felt that if we could not do a good conference with all the bells and whistles that our membership has come to expect, that it may be wise to wait a year to improve our finances and to be able to hold a good conference.

The cost of holding a conference becomes great with the rental of conference rooms, exhibit booths, rentals of audio visual equipment, and speakers.

Sincerely,

Bob Papich

SODA President
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Note: If you have comments or some genuine input, please contact me as soon as possible.