

Highlands Chapter



Florida Society
National Society, of the Sons of the American Revolution

The Highlands Newsletter

Editor: Mike Flood



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President's Message
Members Bulletin Board & Special Events
Monthly Meetings Notice

September Issue 2015
<http://www.fl-genweb.org/west/sar.html>

President's Message
Woody Woodard
September 2015

September 19th, Noon at the Watering Hole we will resume our Regular Highlands Chapter meetings. I hope everyone has had an enjoyable summer. Our meeting schedule for the 2015-16 year is as follows: Sep 19, Oct 17, Nov 21, Dec 19?, Jan 16, Feb 20, Mar 19, Apr 16 & May 21.



We will hold our Officers Election at the April meeting to enable the members that go north for the summer to attend. At the May meeting, I will induct the Officers into their May 2016 – May 2018 offices.

Ron Yates has agreed to assist Mike with the Treasurers duties. Consequently I have appointed him "Assistant Treasurer". You will see his name from time to time as he helps Mike.

Hugh Catlett is back in town and will be inducted at our September 19th meeting.

Steve and Kim Whitworth and Luke and Susan Whitworth will be back in town in November. The two households are both eligible for our NSSAR flag certificates. I will order them so we can present them in November or December.

I look forward to seeing you at the Watering Hole.

All the Best
Woody

Dues Increase. Congress voted to increase dues from \$30 to \$35 for 2016. This is for regular members. The fee for Memorial applications will increase from \$380 to \$430 because under Bylaw 1, Section 6 (1) that amount is the application fee plus 10 times the dues. Junior member dues remain at \$5 and all other fees remain the same.

FACEBOOK

Plans should be instituted to aggressively manage the Sons of American Revolution Facebook page. Facebook is an effective means of communication, especially with younger members and prospects. A young member, someone in their 20's would be ideal to monitor and administer our Facebook page. If the Facebook Administrator constantly criticizes the kinds of posts, threatens Page members, and a free exchange of ideas, users will soon disregard the tool and it will lose its effectiveness. A fair way to administer the site is to approve new members, and then only delete irrelevant postings, junk advertising, etc. If a member's account seems to be posting a lot of this kind of information, or there are games requests, etc., then the member can be cautioned privately. And if it continues, then simply remove that person as a member. There should be a strategy for postings by the Administrator. This could include promoting SAR activities, SAR events, SAR youth programs, and points in history, for example. The page should be marketed to targeted groups. For example, compatriots going into schools could promote educators becoming members of the page as they could glean info about youth programs and history, for example.



WEBSITE Some groups create a separate webpage to target specific groups. SAR promotes lineage/genealogy, history, education, and patriotism/color guard. Create a page for each jazzy enough to attract youthful attention, for example. SAR.org could then focus on information for members while the other pages attract attention based upon their interests.

The same might be applied to a Facebook page.