

September 13, 2011

TO: MRTA STAFF, BOARD OF DIRECTORS & MRTA MEMBERSHIP

FROM: LARRY BEAL, RETIREMENT PLANNING COMMITTEE CHAIRMAN

Two years ago when I assumed the Chairmanship of the Retirement Planning Committee Chairmanship I proposed a change in direction of the committee to Jim Kreider and the Officers and they approved and endorsed my idea. We felt by the time a person retired they had either planned effectively for retirement or had not, but they were retired. We determined a different direction would be more effective for our members and moved forward with that idea. We designated our committee as an assistant membership committee and decided promoting membership in MRTA was the best thing we could do for current retirees and future retirees. As a result of this concept we started manning exhibit booths at many of the educational conferences and conventions. We have found that this is a great way to spread the MRTA gospel and we have gained many new members via this process. Since most educational groups meet in the Lake area Betty and I have been able to man most of these exhibit booths at no cost to MRTA. When it has been impossible for us to do so or these conferences are outside the Lake area we have recruited Retirement Planning Committee members, MRTA officers or other MRTA members to help cover these events. In the past two years, MRTA has provided exhibit booths at approximately 35 conferences and conventions with the participant count being over 10,000 contacts. Although there is no way of determining how many members this has brought in everyone agrees it has given us many, many new memberships.

Another emphasis we have placed which really does fit the definition of retirement planning to recruit and urge those active teachers who are in the last one or two years of their career to join as associate members for only \$15 so they can keep abreast of retirement issues and legislation and receive all the important updates from MRTA & PSRS. This also, has dramatically helped with membership recruitment. Our philosophy is that we get them as associate members and our foot in the door when they retire we will get them as regular members and this has proven to be very true. Obviously, most of the educational conferences are held during the school year so the summer has been fairly quiet. We are geared up for the fall meetings and already have 4 very large conferences scheduled which have nearly 3,000 participants registered. They are the Missouri Middle School Association, the Missouri School Boards/MASA combined conference, the Missouri School Counselors Association & the Missouri State Teachers Association in St. Louis. Our committee always welcomes anyone who wants to help us man these booths if they are in your area or if you have suggestions for other conferences we could be attending. It is both a pleasure and an honor to serve as your Chairman of this important committee. Please contact me at any time you have a suggestion or comment which will even make this great committee greater.