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December 1, 2009

**TO:** AU Club Secretaries  
**FROM:** Karen Clifton  
**RE:** 2010 Secretary Kits

Included in this **2010 Secretary packet** are several forms and information that should be helpful to you as you serve as club secretary. The **2010 Club Roster, Diploma and Band order forms are enclosed.** You will also find information regarding **Promotion.**

**ALIEN BAND REGISTRATION - Reminder**...if your club members are going to fly birds with alien bands (CU, IF or FMC) as old birds, they must be registered by January 15, 2010. Most members that fly with alien bands have only a few to register. We encourage club secretaries to ask club members for a list of the bands they wish to register and send in one master list and payment. This will be easier accounting and ensure members' birds qualify for national and club awards.

**AU LEADERSHIP SERIES (PROMOTE AND RETAIN)** - We had a good response from members requesting the **AU Leadership Series.** This was created to help members preserve, protect and promote the sport of pigeon racing using a multi-media approach in the areas of (1) Positive Organizational Environment and Sustained Membership, (2) Public Awareness/Education and Member Recruitment, and (3) Development of Youth Outreach Programs. **These materials are still available. Call today for your free copy and help recruit and retain club members.**

**ADVERTISING** - Information regarding advertising in the AU 2010 Centennial Yearbook is also enclosed. Many clubs advertise their special events and one-loft races in the AU Yearbook. There are numerous advertising opportunities (full and half-page ads, Breeders & Classified, and Honor ads). To take advantage of advertising opportunities in the AU Yearbook, please refer to the enclosed form and call today to reserve your ad space. Deadline for receiving Yearbook ads is August 1, 2010. This will be a special edition. You'll want to be part of history!

**Additional advertising opportunities...**Ads are now accepted in our quarterly newsletters (same pricing as Yearbook advertising). Up to four pages, first come first served, per newsletter. Ads for the January newsletter must be received by December 15; May newsletter ads should be received by April 15; and ads need to be received by July 15, for the August newsletter.

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For advertisers interested in direct mail sent to all AU members, we have new advertising. A sponsor or advertiser may provide a third page insert advertising services, races, or products. The insert will be mailed with every individual member ID card and information packet that is sent for an entire quarter (more than 2200 mailings). To schedule an insert, please call the AU office.

**LOBBYING ON YOUR BEHALF** - Your lobbyist, Greg Smith, continues to work on your behalf. He has had great success representing your needs so that shipping privileges are protected. Greg continues to monitor legislation that may impact the pigeon industry. With his assistance, we are able to stay informed and ahead of issues that may be detrimental to the sport. His efforts are supported through the *AU Legal Defense Fund*. We ask secretaries to share this information with club members and encourage continued support of the fund so that we may retain his service. With continued threats from animal rights groups and various government agencies, his service has become necessary.

**LOFT CERTIFICATION** - We continue to emphasize the importance of **loft certification**. Certification may be very helpful when dealing with city and state governments and is free to members. Most clubs have a committee that will visit members' lofts, go through a checklist and total the points earned. Those checklists are then sent to the AU office with photos. Once received, a loft certificate and decal are mailed to the member.

### **ORDER FORMS**

***2010 Membership Roster:*** Please take a moment to make sure members' names are properly spelled and that we have **current, accurate address, phone number and e-mail information** for each member. This will ensure members receive newsletters, mailings, supplies, ballots and ID cards. Please indicate on the roster if a member is an officer (specify which position), honor, lifetime or junior member. Dues remain the same: \$25 for adult members, \$10 for junior members (under age 18), and \$35 for a Family membership. If submitting a Family membership, be sure to list all family member names and indicate who is to be considered head of household. One quarterly newsletter, yearbook, and ballot will be sent to that family member; however, each family member will receive their own AU Member ID card. ***Rosters must be received by May 1 to avoid a late fee.*** As new members join throughout the year, please forward names and dues. Late fees do not apply to new members. Please call the AU office if you have questions about any of our membership opportunities.

***2011 Band Orders:*** Band orders are due by **March 31, 2010**. Shipping applies to each separate order.

***Club Diploma Orders:*** **FREE DIPLOMAS** are available to all clubs. (Restrictions may apply.) Please indicate the number of diplomas you wish to order, as well as the number of free diplomas to be issued (quantity of free diplomas depends upon the number of members in the club-see order form).

Please don't hesitate to call on us if we might be of assistance, or if you have questions regarding any AU member services or programs. We are here to help!

*We hope you and your fellow members will consider joining us for the AU's Centennial Celebration. That's right, 2010 is our 100<sup>th</sup> Birthday! Please join us for the 2010 AU Convention in Oklahoma City. For more information, see [www.pigeon.org](http://www.pigeon.org) or call 800-755-2778.*