

AMERICAN RACING PIGEON UNION, INC.

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December 6, 2011

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TO: AU Club Secretaries
FROM: Karen Clifton *KC*
RE: 2012 Secretary Rits

SECRETARY
BILL BARGER
3756 HACKETT AVE.
LONG BEACH, CA 90808
562-429-2188

The **2012 Secretary packet** is enclosed. The contents include information and forms that should be helpful to you as you serve as club secretary. The **2012 Club Roster, Diploma and Band order forms are enclosed.** You will also find information regarding **Sport Promotion, Advertising and our Lobbying activities.**

TREASURER
JOHN McSWEENEY
180 MAC COURT
GRAY, LA 70359
985-868-7237

ORDER FORMS

2012 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 March 31, 2012 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.

ZONE DIRECTORS

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2013 Band Orders: Band orders are due by **March 31, 2012.** Shipping applies to each separate order. Our 2013 stock bands will be pink, as we have had many members ask for our support of cancer awareness.

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 paid for by your club - see order form).

AU LEADERSHIP SERIES (PROMOTE AND RETAIN) - The AU Leadership Series 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. **Call today for your free copy and help recruit and retain club members.**

OVER



ADVERTISING - Information regarding advertising in the AU 2012 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, 2012.

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.

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. He will continue to lobby on our behalf as the USPS faces reduction in staff and processing centers. Greg also monitors 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.

PROTECT YOUR RIGHT TO RACE - Many members have asked for assistance in working with animal rights groups. Several simple suggestions are to always be positive and prompt when responding to lost bird calls, be good neighbors, and get your club involved in a local charity. Making a small contribution from a special race or releasing birds for a special occasion will go far to leave a favorable impression with the public in your community. You are the face of pigeon racing. Share your passion for the birds and the sport with others.

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!

Your AU staff wishes you a safe and happy holiday!