

President's Column

by David Campbell



A Chinese proverb states: “The best time to plant a tree was twenty years ago. The second best time is now.”

I have served on the BOD for fourteen years and have seen great ideas fail and bad ones pass. Luckily, mostly, it has worked the other way. During this time many ideas have been suggested to me to bring up as agenda items. This month I want to talk about one of those ideas, suggested by **Jerry Newhouse** one afternoon while he was giving me a ride to the airport.

Jerry suggested that, since we had given out 28-hand certificates for so long, it would be a good idea to do something else as an award. He suggested that we give out hats to market the ACC and also reward the recipient of the 28-hand. I happily took his idea and made it a proposal at the next BOD meeting. At the meeting the discussion then turned into what items we should use instead of hats and we ultimately decided on nothing because twenty-five people couldn't agree on one item that would make everyone happy.

A few meetings later we did ultimately decide to award pins for 28- and 29-hands, and I hope that some of you have started

getting them. The goal is to help market our organization and let people know we exist. Hopefully if you were lucky enough to get one of these pins you will proudly wear it and brag up our organization if ever asked about your pin.

There are probably many things the BOD could have or should have done years ago to help market our great organization. For whatever reason we didn't; we concentrated on regionalizing things and on rules and on other items that needed to be addressed. So now we hopefully can begin to focus much more on ways to attract and retain new members. The Marketing Committee has already started with some wonderful ideas, and many more are sure to follow.

For any of this to work we need everyone's help. We all know friends who play cribbage and are not members. One easy thing we can all do is call someone and ask them to go to a Grass Roots club and try it out. I personally plan on bringing my brother in hopes he has fun, and it will also give me the opportunity to hang out with my brother.

Happy holidays to you all. **CW**