December 2022

On the brink of a new year, it's always important to reflect on happenings of the previous year. As SPCN President, I am so proud of the successes we have had over the last 12 months. Perhaps the most impactful was the hiring of Summer Communications, Inc, as our web manager. With their guidance and ongoing support, we were able to refresh our SPCN logo and develop a new web site with improved user function and potential for future developments. Thank you to SPCN board members for the countless hours spent reviewing and discussing these changes. With the ongoing COVID pandemic, we successfully held our first ever hybrid educational meeting on November 4 with on-site attendees in Chicago and additional virtual attendees. Kelly Kirby and Michelle Steltzer were essential to the success of this meeting. We are so fortunate to have this level of expertise within SPCN, and the ability to share with members. An additional bonus for this meeting was the ability to claim CEUs. We hope to continue offering both virtual attendance and CEUs for future meetings. We welcomed two new board members at the meeting: Alicia Valentini as Vice President and Courtney Hogan as Secretary.

Looking forward, we will be communicating with the membership in early 2023 to better understand your needs from our organization. Our total membership increased by >25% over the last 6 months, and we want to continue to grow in numbers throughout this year. As a result of our improvements, we decided to move forward with the FIRST increase in membership dues since the organization was founded in 1985. At $30/year, this is a steal for membership, but you can save even more by opting for 4 years for $100.

Without each of you, SPCN would not be where we are today. Let's continue to make progress by setting some goals for 2023:

1. Continue to increase membership by running a heart month special for Recruit 2, Get One Free in February 2023. For each 2 members recruited (and paid), the current member will receive a FREE year of membership. New members will simply need to notify our Member-at-Large (Jo Ann Davis) who they have referred for membership. Membership goal by our 2023 meeting of 400 members.
2. Offer a survey to current members focusing on additional needs with goal of 40% response rate.
3. Offer research opportunities for current members to share surveys and questionnaires with SPCN membership.
4. Expand our social media presence
5. Celebrate and share milestones for our members (publications, presentations, promotions, anniversary dates, etc)

Wishing you a healthy, safe, joyous 2023!