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Interim Executive Secretary
Judy Zelenski
February 9, 2006

First I want to express my appreciation to everyone who is helping me as I work with MPLA as Interim Executive Secretary – especially to Joe Edelen who has answered hundreds of my questions and who has voluntarily helped me with mailings, reports, and details considerably beyond his retirement.

A note about the financial reports: Because the audit for January 1 - December 1, 2005 has not yet been completed, the reports I'm providing have details only from the new bank accounts which were established in early November. Transactions occurring on the previous checking account, which was active until January 2006 in order to account for earlier checks and recurring payments, are not reflected in my reports. Finally, there is no year-end accounting in reference to the 2005 budget for the same reasons. You will see, however, the current state of MPLA finances reflected in the checking, money market, and CD balances. Since there is no joint conference this year it is clear that membership needs to be increased!

The following is a summary of what I've been doing:

- Set up two new bank accounts with 1st Bank of Lakewood.
- Set up PayPal for secure method of receiving credit card payments for MPLA memberships. The previous method was not secure, and Oklahoma State University's procedures do not allow for online credit card transactions. PayPal was chosen for its lower cost, security, and ease of use.
- Membership updates! I have been regularly updating membership and confirming renewals and new memberships. See the income and expense report for the distribution of memberships by check compared to credit card transactions via PayPal. REMINDER to officers and state reps: Please send your Board Choice membership winners soon.
- Set up new conference call account with PC-Conferencing. After considerable research, PC-Conferencing was chosen for its excellent rates. The upcoming Board Meeting via Conference Call will be through this company. The meeting will be recorded as no extra charge.
- Set up additional Bulk-Mail Permit through the Denver Post Office. Though the Post Office forms are virtually un-intelligible, bulk mail employees were all immensely helpful and helped me with every stage of the process.
- Solicited bids for newsletter printing and selected National Hirschfeld. The bid was the lowest and the firm is recommended by the Colorado Association of Libraries. The first job with them went very smoothly.
- Updated Merchant credit card services with PaymentTech and American Express. Since MPLA is now using PayPal these services may not be needed in the future, but the issue needs discussion later in the year to examine the long range implications.

- Continue to learn the MemberClicks services, especially using the database functions, the contacts functions, and the export functions. I updated the MemberClicks overview for publication in the February Newsletter, and will create further updates on searching tips.
- Exploring new services that MemberClicks offers, including list-serv options.
- Working with PR/Membership committee on membership growth.
- Working with Professional Grants Development Committee to set up procedures.
- Working with Administration Committee – participating in conference calls and follow-up.
- Answering many (hundreds) of e-mail inquiries regarding a variety of issues too numerous to mention. MPLA e-mails requiring responses or research sometime reach 200 per week.
- Compiling electronic communities survey. So far there have been over 200 responses in the first 10 days. The survey will end February 28. See the summary of responses received to date which I am sending separately.
- Accomplished my first bulk-mailing for the February 2006 issue of the newsletter. Since bulk-mail is not forwarded it is really important that MPLA members update their MemberClicks profiles to reflect current mailing addresses.
- Sent two renewal notices via MemberClicks to all who have been members in 2004 and 2005. Many e-mail addresses were no longer valid so I compiled the “bounce-backs” by state and forwarded to MPLA state reps for updating. I received responses from over half the state reps, which was greatly appreciated! It takes many hours to send requests and update responses. Again, this underscores the importance of members updating their MemberClicks profiles with current e-mail addresses.
- Financial Accounting. When the audit is received I’ll be able to provide detailed budget reports and financial statements.

Please let me know how I can continue to help,

Judy

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