

COMMUNICATIONS REPORT 2008 AGM

Good afternoon fellow Gordons, I am very pleased that I could be here this year! I missed you all last year due to work considerations and have had a hard time being patient for this year's AGM to come around!

Our website is doing quite well with usage up 106% over last year and we are only half-way through the year! Year to date the website usage is up 335.27% over the same period last year. The five most popular pages are the ones we would expect:

1. The Home Page
2. The Membership Page
3. The Divisions Page
4. The Events Page
5. The Wall of Honor
5. The About Us Page

I have one of the most extensive listings of events on the web with each event's website/contact linked to the listing. The lists are divided by date and by geographic location on the events page, and by division on the division pages. Please refer people to our events listings as a reference and help promote our website! The one area of the events lists we need to improve is the response from our conveners as to which events they will be hosting a Gordon tent. This information is vital to getting new interested people out to the events we will be at. I receive inquiries every month for this information and can only refer them to the various conveners. Unfortunately I must report that I am aware of some who have missed out on events because we were unable to provide this information, either through the website or via email communication with the convener in a timely manner.

The most exciting development this year is the introduction of our Gordon Kid's Corner on the website! I firmly believe that giving our children a fun resource to learn about their heritage will help to engender pride in being a Gordon. As Americans of Scottish descent we have unique speech patterns, traditions, musical forms both vocal and instrumental, and beliefs that have been passed down through the ages. These traits have influenced American culture from our outlook on freedom to our belief in the importance of a free education and our inventiveness, ingenuity, and world view. This section of the website hosts coloring pages, puzzles, fun facts, recipes, a Highland Games 101 cartoon letting kids know what they can expect to see and do at the Highland Games, and links to Scottish themed games on the web that are kid friendly. Since this is a new section we will be adding more content as we go forward and I am asking all of you to consider submitting fun facts you may know about Clan Gordon and Scotland, kid friendly family favorite recipes and craft projects, as well as any puzzles you may have that are Clan Gordon or Scotland themed!

Our newsletter and annual edition have been very favorably received. I am always looking for people who are willing to assist by submitting articles and ideas. You may send your articles to me via email at lmtodd@comcast.net or via post at 1811 Aeronca Ave. Richmond, VA 23228.

As wonderful as our annual edition is, only the cover is in color, and much is lost when we format the rest of the publication for black and white printing. The annual edition is archived on

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the website in full color, but you have to wait to see it one year after publication. This is done so that our members have the benefit of exclusive access to the current publication. Therefore, I would like to propose that we sell advertising for the annual edition to offset the cost of printing so that we can print in full color! I am hoping that some of you, who have more time than I, will volunteer to solicit advertising for next May's publication.

My goal for the coming year is to return to the work I started 2 years ago on the Virginia Website building the Genealogy section. I am hoping to continue building pages for each sept with resource links that will assist those who are researching their lineage. I encourage all of you who have information available electronically to submit it either to myself or to the House of Gordon DNA Project so that we can begin to make this information available to others who are researching these same lines. It will greatly benefit the entire clan in our understanding of our links to each other.

Finally I am pleased to announce that I have created a resource CD for the various conveners with five sections:

- Coloring pages with 14 Gordon themed pages to print and hand out or set up a kid's corner in your tent.
- Kids Corner with the Highland Games 101, puzzles, and a Gordon paper doll that can be utilized in your tent or at Scotland/Tartan Week School Visits!
- Wall of Honor with everything you need to create your own wall of honor for your tent.
- Documents with the bylaws, membership application, scholarship application and 501(c)(3) document.
- Tent Resources with a new tent booklet you can print and have on display at your tent, a pamphlet, the bookmark, and a brief history booklet you may wish to use as a new member gift!

This CD will give our conveners the resources to make a more inviting and exciting tent display at a reasonable cost, incorporating various aspects and building over time. Some of these resources are online, but some are not and will not be. I am making this available as part of our new convenue's package, and will add more resources as John and the board determine what is most wanted and/or needed. And with regard to this I wish to also propose that we consider having high definition renditions of several of our clan insignia created for the use of our website, publications and members.

Thank you all for the opportunity to help build our family organization. I feel blessed to have so many friends among you all and hope that my zest for knowledge and innate curiosity has been put to use in a way that has returned the blessings to the clan.

BYDAND, and may God bless you all,

Lois Todd