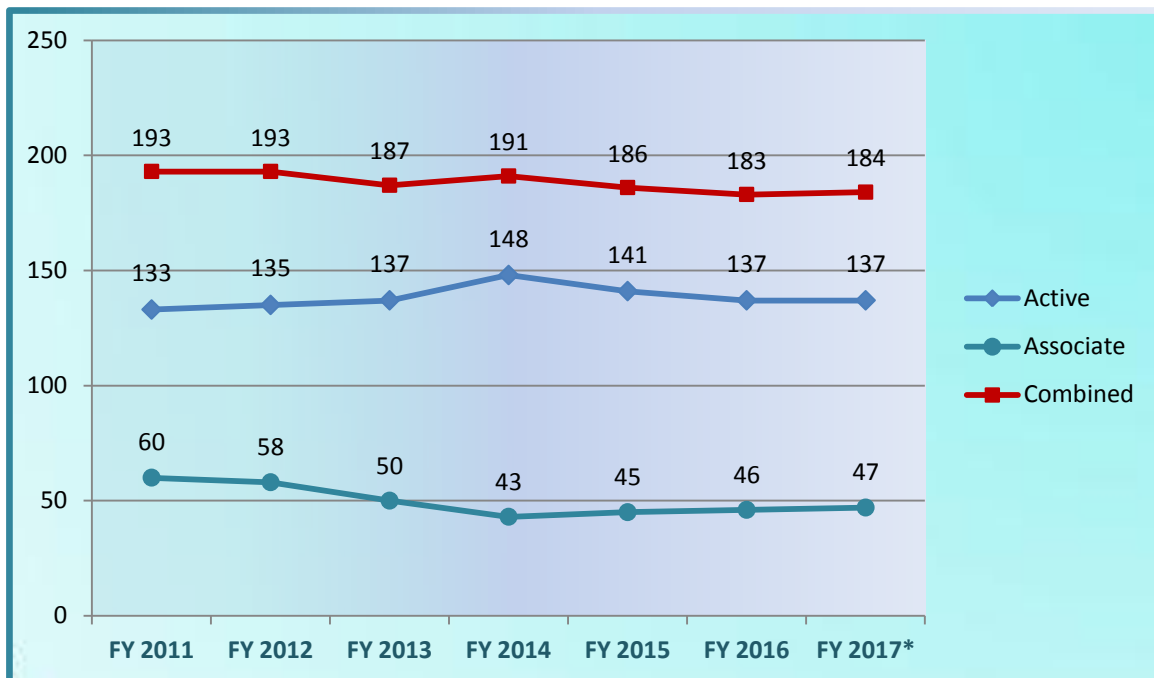


Membership Report

Following is an overview of membership activity since the release of the last Annual Report, including membership numbers and the activities of the Membership Committee.

Membership Numbers

The chart below shows ASTA’s historical membership numbers although all years except for 2017 are final numbers. The 2017 numbers will increase before the membership year is final on June 30, 2017 as suspended members pay dues to register for the Annual Meeting and new member applications are processed for companies to attend the meeting as well.



* As of March 1, 2017

Active Member Activity

During the membership year that ended June 30, 2016, ASTA added nine new Active members and lost 13, the majority of which were suspended for non-payment. As of March 1, 2017, ASTA has 137 Active members, including six new members. In addition, six active members have been suspended for non-payment and are not included in the total, however, we anticipate several will pay their dues to attend the Annual Meeting and thus be included in the final count. There are also a half dozen new member applications in process.

Associate Member Activity

Associate membership has been slowly increasing and we are up by one member since the last membership year. With additional membership applications under review, we anticipate at least three new members by the end of the year.

Membership Committee

The Membership Committee met throughout the year to continue work in a variety of member initiatives. Member retention remains a priority and the committee reviews regular updates on membership activity and is provided feedback from resignations whenever possible. The committee continues to focus primarily on enhancing membership value to aid in recruitment.

Business to Business (B2B) Data

In August 2016 a new business to business data search function was added to the online member directory. The search incorporates new custom fields to maximize the ability for members to find other members to do business with. To date, slightly more than half of ASTA member companies have submitted information to populate their custom data fields. Staff continues efforts to have all member companies to submit information.

Increase Individual Member Participation

Access to the member database provides members additional networking tools for seeking out other members. Regular requests are sent to member company contacts to include new and existing employees in the database. This allows as many company employees as wanted to have access to the member only section of the website and to receive ASTA information. Staff has also been encouraging members to upload their photos to their individual profile in the on-line database.

Member Needs Assessment

ASTA conducted a comprehensive Member Needs Assessment in the summer of 2016 and results related to membership issues have been shared with the committee. As ASTA's strategic plan is finalized the committee will be taking a closer look at specific projects and work for the coming year.

Social Media

The Member Needs Assessment included questions to gauge member interest in social media platforms as a communication tool with ASTA. The committee is looking at this feedback to consider future initiatives.

I would like to thank the members of the Membership Committee for their dedication and service.

Respectfully submitted,
Greg Sommerville, McCormick Global Ingredients
Membership Committee, Chair

Membership Committee:

Kerri Goad-Berrios, Kalustyan Corporation

Troy Dryden, Chesapeake Spice Co. LLC

Elizabeth Harszy, C.A.P.S. Inc.

Simon Orrell, Trace Gains, Inc.

Fletcher Sayia, A.A. Sayia & Co., Inc.

Sushama Srikandath, AVT McCormick Ingredients, Pvt., Ltd (Board Liaison)

