

Summary of Transferware Collectors Club Annual Meeting Survey – 2014

In January of this year, the TCC conducted a members-only survey via email to better understand member preferences with regards to our annual meeting. We all have our own ideas as to what might make a good meeting and what might result in increased attendance, but a member survey provides us with purely objective data which can then be utilized to determine the best direction for the club for future meetings. Here are some of the highlights from the survey:

- 78% of *past attendees* prefer continuing to meet in the third weekend in October.
- A *small majority of attendees* (61%) prefer to have the TCC handle all arrangements. 39% said they would prefer that the TCC negotiate the hotel rates and let them make their own reservations.
- For 69% of those who have *not attended* a meeting, cost and location are the major factors for not registering. However, comments indicated that travel to the location of a meeting was an important factor in the overall cost.
- Nearly half of *non-attendees* (48%) who chose to respond to the question about the time of the year would choose the month of October, if they were to attend. The remaining responses were inconsistent with no month other than October appearing to be preferred; some indicating that time of the year was not a factor in their decision not to attend.
- Reducing the length of the meeting by one day, or seeking lower cost hotels, would not appear to result in enough savings to make a significant difference for those who have never attended a meeting. Individual comments, as a whole, seem to indicate that cost is not a significant factor. One person anonymously said, "*Registration fees are not a factor in a decision to attend the annual meeting. I've encountered this question elsewhere before, and my opinion is that generally, if people can afford to collect transferware, they can probably make other adjustments to be able to afford to attend.*"

We wish to thank all who took the time to participate in this survey. While we are not able to provide you with the many individual comments given, for reasons of privacy, all of the survey data will be summarized and provided to future meeting planners to ensure continued meeting success. I invite TCC members to review the downloadable survey summary in an easy to read graph format, provided as a link on our website homepage.

Loren Zeller,
TCC President