



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

Greetings SATW members,

Here in San Diego, a long, wonderfully wet winter is finally giving way to spring, and every minute of my spare time the last few weeks seems to be spent pulling weeds from the Lower 40. I swear, seeds left over from California's Mission era seem to have finally sprouted this year, and the canyons and mesas of my hometown are greener and more overgrown than ever. My sinuses, alas, are also abloom.



Meanwhile, SATW's Board of Directors has been busy tackling initiatives new and old, weeding through old systems and structures, and furrowing the ground for tomorrow's Society. I'll have an update for you shortly on the Midyear Board Meeting, held in sunny Montreal.

ACTIVES

WHERE IS THE VALUE?



Earlier this year we asked you to complete a survey designed to bring about more value to your membership and our conventions. About half of SATW — 529 members — completed the survey. This is an excellent response rate and it provided an answer to a question we didn't ask: Our members care very much about the direction of the Society! Further, the results helped us affirm long-held beliefs about what our members need from SATW, and it dispelled other assumptions that have cropped up from time-to-time. Some key takeaways:

- When discussing what provides the most membership value, our Active (Freelance and Editor) members rank two factors at the top of the list: being affiliated with an organization with high, verified standards, and the ability to network.
- When asked what would bring more value to their membership, Actives favor increased training and opportunities to earn money, along with better promotion and awareness of the SATW brand.
- Associates most value their access to qualified journalists, and would like to see even more Actives attending our annual conventions.
- For those who regularly attend our conventions, destinations are overwhelmingly the most important factor in deciding whether to register.
- Those who haven't attended a convention during the past three years cite timing and cost as the principle disincentives for registering.
- Younger members (by age) want to shake up the Society's chapter and council structure

Many other insights are found within the [2019 Member Survey Results](#) that you can access on the website (member login required*). I hope you'll take time to review the results — please feel free to share your observations at the upcoming chapter and council meetings. I would also like to offer special appreciation to President-Elect Jane Wooldridge for spearheading this survey and preparing the results. Thank you, Jane!

Happy travels to all...

David Swanson

SATW President

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