




President's Report

2020 Spring House of Delegates Meeting
Mid-Atlantic District, BHS

State of the District

April 2020



Barbershopping in the time of COVID-19

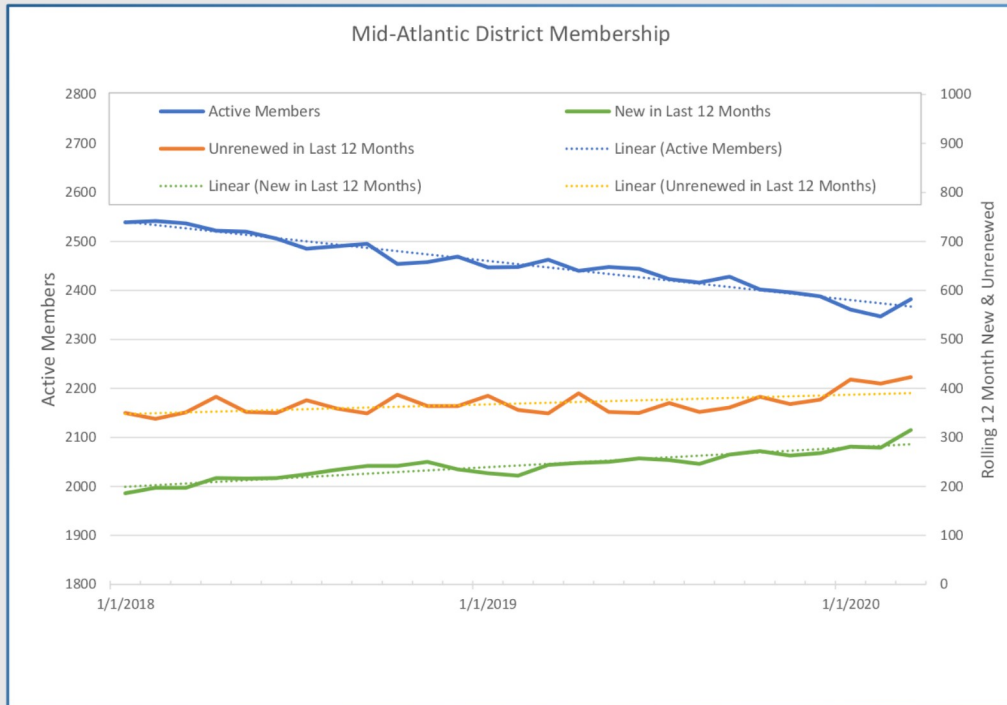
- All Districts' Spring Conventions Cancelled
- M-AD Harmony College East Cancelled
- International Convention Cancelled
- Harmony University Cancelled, online classes will be available
- Chapter meetings / rehearsals cancelled
- Many chapters continue with online rehearsals and meetings
- M-AD Fall District Convention planning continues

Society Membership

AS OF DATE	NEW IN LAST		TOTAL ACTIVE	LAPSED	EXPIRED
	12 MONTHS				
12/31/2017	1545		20240	108	1881
6/30/2018	2255		20178	718	1511
12/31/2018	2555		19845	1436	1909
6/30/2019	2616		19515	1506	1569
12/31/2019	2588		18986	908	3377

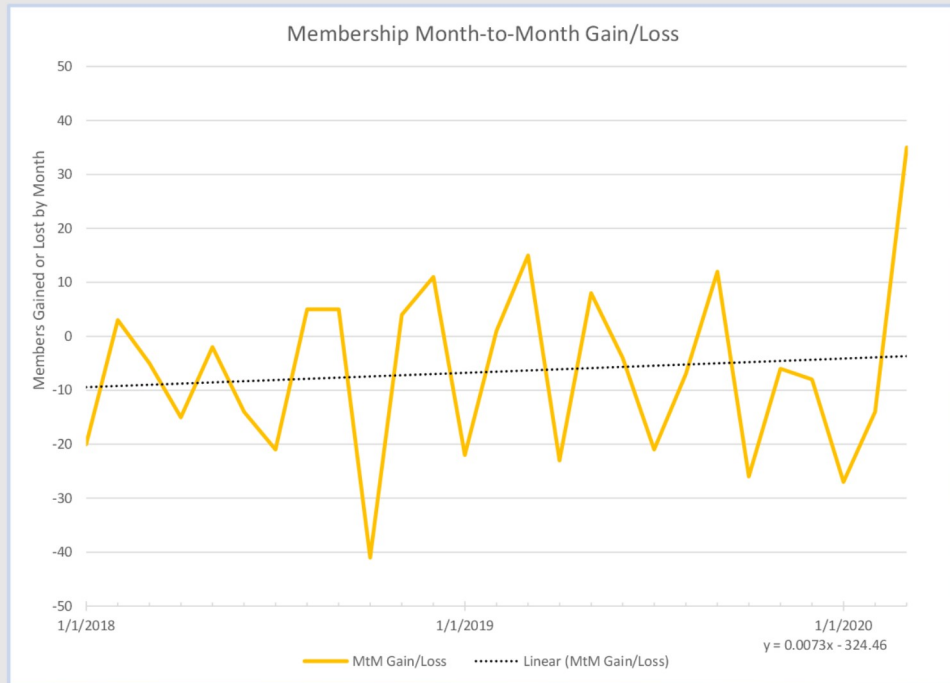
Society-wide membership continues to decline.

M-AD Membership Trends



Most recent data subject to change as lapsed & expired members rejoin.

Membership Month to Month Gain or Loss



Avg. Monthly Loss:
~6 members

Rate of change
~ **0.0** per month

Chapter Size

Largest Chapters

• Alexandria, VA	182 -
• Dundalk, MD	104 -
• Hell's Kitchen, NY	94 +
• Westchester County, NY	93 +
• Hershey, PA	81 +
• Richmond, VA	77 -
• Mt. Vernon, VA	65 -
• Fairfax, VA	63 -
• Frank Thorne - J	63 -
• Hamilton Square, NJ	57 -
• Lansdale, PA	57 -
• Hunterdon County, NJ	50 -

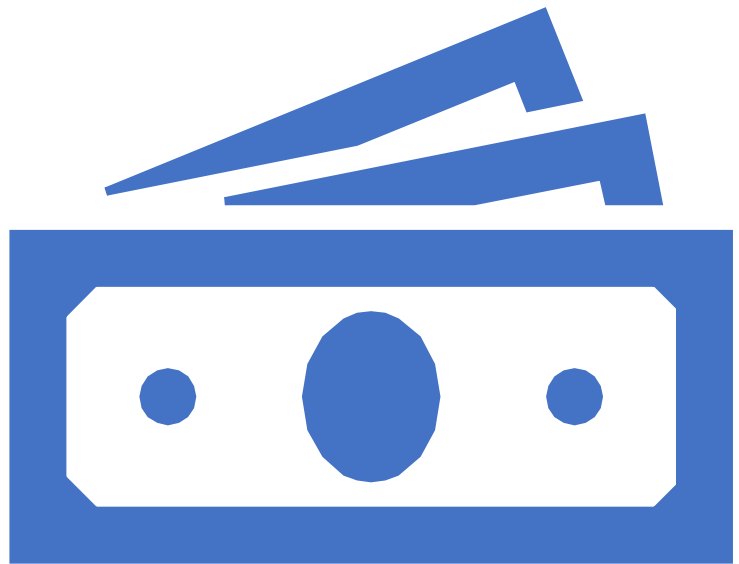
Active Chapters <= 12 Members

• Greater Atlantic City, NJ	12 -
• Montgomery County	12-
• La Plata, MD	11 -
• James River, VA	10 -
• Western Suffolk, NY	10 +
• Brooklyn, NY	8 -
• South Coastal, DE	8 -
• Sussex County, NJ	8 -
• Allegany County, MD	8 -
• Cape May County, NJ	7 -
• Easton, MD	7 -
• Somerset County, PA	6 -
• Tri-County, MD	6 -
• Winchester, VA	4 -

Source: Member Center, 3/31/2020

Areas of Concern

Financial Health of Conventions

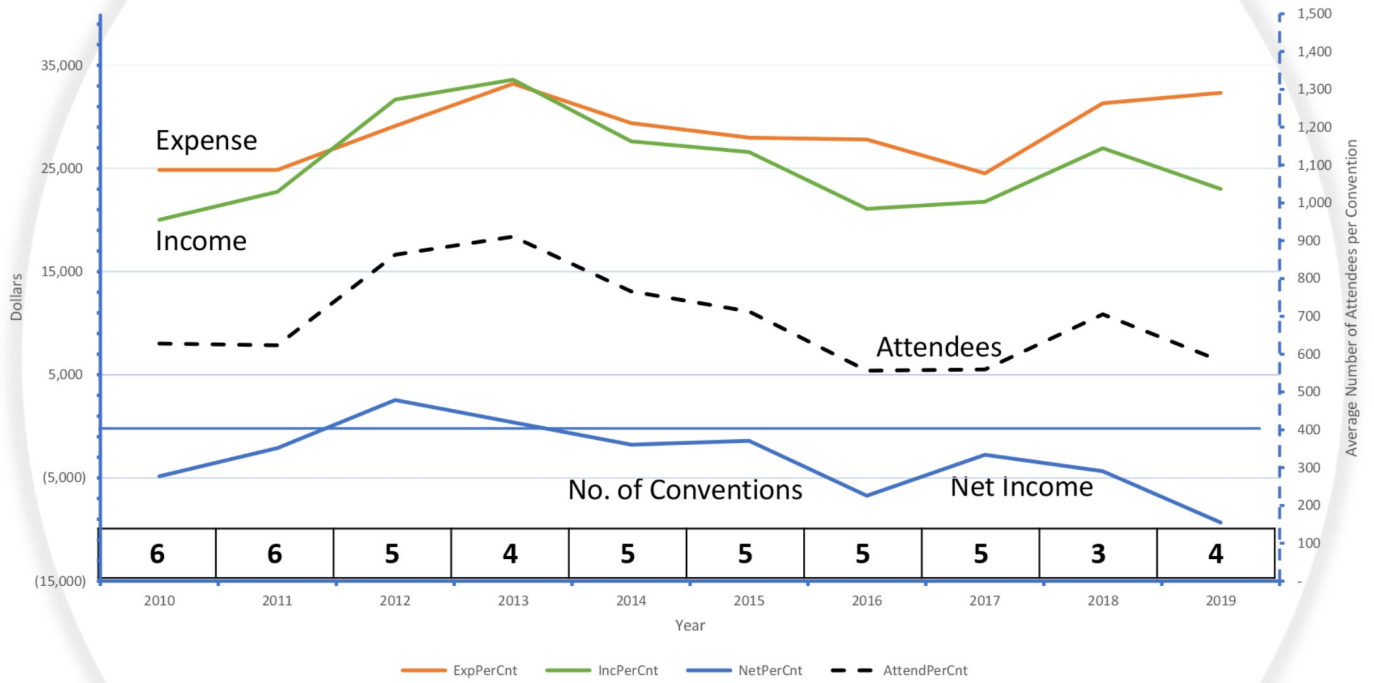


2019 Recap

2019 Financial Results

Conventions		
	Northern	\$ 11,237
	Central	\$ 9,465
	Southern	\$ 10,953
	District	\$ 6,815
	Total	\$ 38,470
All Other Areas		\$ 3,756
Year End	Total	\$ 34,714

Average Convention Income, Expense, and Attendance per Event Since 2010



A Look Ahead



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Financial Health

- We will likely end the year with a surplus, partially offsetting the loss in 2019
- New Endowment rules can provide more income, limited impact in 2020.
- Endowment Charter needs to be revised and updated – underway.
- YiH Fund: Income > disbursements
- We need to take a holistic look at both these income sources vs. expenses and establish uses consistent with their purposes in 2021.
- The financial realities we expected to face in 2020, will likely return in 2021.

2020 - 2021 Challenges & Opportunities

- Implement C&J changes resulting from EiH to Division, District, and International qualification contests
- Continue implementing changes to make our conventions more compelling, with increased attendance
- Implement financing changes (Endowment and YIH fund)
- Reinvigorate the Chapter Advocate program
- Update Contest Regulations to implement EiH changes
- Continue to develop the Operations Manual
- Others?

