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Hello NCLA Family!

Our next meeting is right around the corner. Time seems to be moving faster than ever, and I wanted to take a few moments to share some updates directly with you all.

In the days before the internet, our meetings were the primary way to share information. Today, answers to almost anything are readily available online. So how do we cut through the clutter to attract new members? While sharing knowledge has always been a major draw, it was never the only one. If you speak with long-time members, they will tell you about the strong camaraderie we have always shared. When I ask new members why they joined, the most common answer is that we feel like a family.

To foster that family atmosphere, I have asked Reid to create an informal space at our upcoming meeting where we can simply gather, chat, and catch up. Moving forward, I plan to make this a staple at every meeting. As with everything Reid handles, I know it will be great.

I have also been working with Roy to develop high-demand classes that benefit everyone. We are offering both free classes (included with membership) and premium paid classes designed to deliver deeper value. We welcome your input, so if you have an idea for a class, please let us know—we will do everything we can to make it happen.

Here are a few more updates from around our organization:

- Johnny continues to do excellent work with his fundamentals classes and is on track to maintain that momentum.
- Waldo is working on creating our best trade show in years. We are on track to host the most vendors we have seen in over a decade, including both longtime partners and new groups.
- Jennifer and John are keeping our finances on track to ensure the long-term strength and future of our association.
- Debbie and Belinda are keeping us focused and ensuring that every decision we make serves your best interests.

Finally, the biggest thank you goes to all of you. Without our members, this association would not exist. I am deeply grateful for this community and honored to serve as your president.

Thank you, and I look forward to seeing you in November!

Best regards,

Brandon Whigham
President, NCLA