

## **“S C C CHESS TALK”**

**The Newsletter of the SCARBOROUGH CHESS CLUB**

( **LARGEST** Chess Club in Canada; Only Club **OVER 100** Members )

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### ***ITEMS OF INTEREST TO CLUB MEMBERS***

#### **ISSUE #10 – April 1, 2000** **DID YOU KNOW ?**

##### **Decreasing S C C Membership**

This fact has been dealt with serially in Issues # 5 & # 7 of “ S C C Chess Talk ” :

Early to Mid-Nineties – Over **200**; Jan. 1, 1998 - **138**; Sept. 1, 1998 – **144**.

##### **Last Club Year** ( September 1, 1998 to August 31, 1999 )

61 SCC members did not renew their membership : av. non-renewal : 5/mo. (Jan. 1-Aug. 31, 1998 non-renewal : 3/mo.) This was offset by new membership (3/mo.).

##### **September 1, 1999** ( start of the current club year )

S C C membership had decreased to **118** members.

##### **How to Explain the Trend ?**

There are now new alternatives to club membership : the internet; tournaments held more often ; chess programs; etc. Other factors possible ?

##### **End of a Trend in 1999-2000 Club Year ?**

The downward trend for SCC stopped, and we have generally just held our membership stable : Oct. 1 – **105**; Nov. 1 – **105**; Dec. 1 – **101**; Jan. 1 – **103**. New membership has also remained stable : 3/mo. ( as in 1998&1999 !). But, slipping below **100** members is uncomfortably close ( do we want to have to advertise : **ONE** of Only Two Canadian Clubs **a bit below 100 members** ?! )

##### **February 1, 2000**

Membership has held in the same range : Feb. 1 - **101**.

##### **The S C C Question**

A decrease in membership has been a continuing trend at chess clubs across Canada. Can we at SCC reverse this trend for ourselves ? If we think we can start **INCREASING** membership, **how do we begin ? What do we do ??** ( How do we attract new / lapsed members at higher rate than approx. **3/mo.** ? )

For some ideas: See “ SCC Executive **Agenda** “ section of SCC bulletin board.

NOTE : Members/non-members may contact Bob Armstrong , Ed., directly, or through SCC e-mail , to 1. be added to the e-mail list; 2. Submit content ( fact, opinion, criticism – recommendations help ! ).