



FROM THE PRESIDENT AND CEO

SURVIVING THE STORM

BY ROB DINGMAN

It's probably more a demonstration of my skill at procrastination than something that would be considered useful preparation, but when I sit down to write a column I often review those I'd written the same month in past years.

In a May-issue column from two years ago, for example, I wrote about the impact of the global pandemic on the AMA. At that time we had no way of knowing what the impact to our organization would be. It was still early in the crisis when I wrote that column in March of 2020, and many thought the situation would be resolved within a couple of months. We didn't have the luxury of hoping the setback would be short-lived; we had to plan for the worst-case scenario and be prepared for whatever came next.

"WE CURTAILED SPENDING EVERYWHERE POSSIBLE WITHOUT DIMINISHING SERVICE TO AMA MEMBERS. IN FACT, WE INVESTED IN THINGS THAT BEST SERVE OUR MEMBERSHIP..."

In keeping with state and local directives the AMA offices were closed for a significant period of time, and those early months saw the cancellation of numerous events upon which the AMA relies to grow our membership. It was unclear how long this would last and, therefore, how much impact it would have on membership dues, our primary revenue stream. A reduction in the size of the AMA staff was prudent and unavoidable, and remaining staff was placed on a reduced work schedule.

Fortunately, the hiatus from AMA-sanctioned events didn't last too long, and although there were fewer

events that took place in 2020, we were ultimately able to get back to riding and racing, as well as growing membership.

One positive to come out of the pandemic was a forced reevaluation of everything we do and how we do it. That initial lack of events negated the need for much of our staff travel. Once events got back underway, travel restrictions and crowd-size limitations forced continued curtailment of such travel. Additionally, more meetings were done via Zoom and other telecommunications platforms, further limiting the need for travel, which saved the AMA a significant amount of money.

Our cost savings were not limited to travel. We curtailed spending everywhere possible without diminishing service to AMA members.

In fact, we invested in things that best serve our membership, including dramatically upgrading this magazine, and improving our Racing and Organizer Services, Government Relations, Information Technology and Accounting Departments.

Over the last several months, due in no small part to our Marketing and Member Services Department, AMA membership has increased and has exceeded pre-pandemic levels.

We finished Fiscal Year 2021 with contributions and revenues of \$12.5 million, an increase of \$940,177 over FY2020. Although our functional expenses increased slightly as

restrictions lifted, we still finished FY2021 with an increase in net assets from operations of \$867,802. This follows a cost-savings-driven increase of \$378,652 in FY2020. These two strong years helped position us well to navigate the uncertainties beginning to ripple through the economy in the post-pandemic era.

The motorcycle industry has thrived through the pandemic. You're aware of this if you have tried to buy a new motorcycle recently; sales are brisk and product availability is scarce. It is likely we'll see a cooling off of the economy as inflation rises along with interest rates.

As I pointed out in that 2020 column, there was no way to know what things would look like on the other side of the global health crisis. As we appear to be emerging on the other side, however, there is still no way to know what the future holds.

One thing is certain, however... the threats to motorcycling are not going away. We've got overzealous bureaucrats, unsafe ethanol-blended fuels, autonomous vehicles on our roads that have not been adequately proven to be able to detect motorcycles, and a lot more.

The AMA could not begin to address issues like these without you. I always say, if the AMA did not exist, we would have to invent it to promote the motorcycle lifestyle and help protect the future of motorcycling.

So thank you for your membership and your support of the AMA!

Rob Dingman is the President and CEO of the AMA, and a Charter Life Member