

Council Reports- August 9, 2017 Best Western Hotel, Wilmington, NC

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1. President's Report

Weeden Rockwell Nichols, B.A., B.S. M.A.P.A., F.S.A. Scot.
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DATE: 7 July 2017
TO: Council and General Membership, Clan MacLeod Society USA (CMSUSA)
SUBJECT: President's Report

As I may have stated previously, it is my opinion that there are many right ways for one to be the president of anything. We've had a number of good presidents, whose methods, emphases, and visions varied greatly from one to another. The right way for a particular incumbent depends upon the individual's own attributes, qualities and characteristics; the nature and purpose of the organization; any current trends or problems affecting the organization; the condition of the society and economy in which the organization lives and works; and, probably, upon many other factors.

Here is my vision and understanding: We value our Scots and MacLeod heritage, whether, as individuals we are ¼ Scots, or 1/128 Scots. Why we value this heritage varies from individual to individual, but we belong to this organization because we recognize ourselves as “family” relative to each other. If we are not family, there is no purpose or value to a family organization called Clan MacLeod Society USA.

During the Highland and Scottish popular enthusiasms (precipitated by Braveheart, The Highlander, etc.) of fifteen years ago, or thereabouts, clan societies in the US enjoyed surges in membership. This constituted a mixed blessing. I say “mixed” because members who were among us on the basis of fantasy may have complicated the already complicated business of being family and strengthening and maintaining our connections and relationship to each other. We are now a smaller organization and, in my opinion, a tighter family.

I'm not claiming to be one of the many good presidents to whom I have referred above, or that my way of exercising the office is one of the good ways to do it, to which I have referred. Nevertheless, I will state that I see it as my duty to preside at meetings of Council and General Membership; to represent CMSUSA in the worldwide MacLeod family; to be attentive to the routine organizational business of CMSUSA; to be alert to problems and to be instrumental in solving them; to be personally responsive to all contacts regarding anything pertaining to Clan MacLeod, whether by members or non-members; and to be as physically present and supportive as I am physically able, throughout the geographical expanse of the United States. During this brief four years, without any motive of self-aggrandizement, I try to be the face and voice of MacLeod in the USA. I do not wish to impose a burden on those who follow me in this office. They must find their own way.

This year, I represented us (CMSUSA) in February at the Associated Clan MacLeod Societies meeting in Edinburgh and at the Scottish Clan MacLeod Society AGM banquet in Edinburgh; supporting the South Central RVP at the San Antonio Scottish Games in April; also in April, supporting the Nebraska Commissioner at Omaha in the first stage of expansion of the Omaha Scottish Games into “Games and

Festival” event; supporting in May the Northeast RVP and Upstate NY Commissioner at the Finger Lakes Scottish Festival & Games; and supporting in July the Washington State Commissioner at the Skagit Valley Scottish Festival and Games. We have scheduled, in the remainder of the year, supporting the Upper Midwest RVP at the Minnesota Scottish Fair and Highland Games in July; presiding and participating in the CMSUSA AGM at Wilmington, NC in August; supporting the Southwest RVP at Estes Park in September; supporting the Pacific RVP at Ventura in October; and presiding and participating at Council in Alexandria in December. When I say “supporting” I don't mean Rosalie and I are much help in a physical sense. We're lucky if we are able to physically support our own physical selves. The point (my point) is to be as present to our MacLeod family as possible, because it is a family I love, and because I want our closeness and sense of family increased in every way possible.

2. Vice President - John W. MacLeod

Vice-President's Report

The past year has been an eye opener for me. The position of Vice-president is not challenging but the following term of office can be as easy or difficult as the dynamics of the membership and council allows. My task, over the next two years, is to become more familiar with our wide-spread RVPs and their aides. Getting to know everyone and seeking their input into what we can do to improve the society will be a top priority. The question that I present is: what can we do to draw younger members into the society. I know that younger members are struggling with everyday life and may not have the time or funds to take on major roles in the society but we can encourage them to contribute in ways that do not impact them financially or take away from other activities in which they may be involved such as children's sports/arts endeavors.

I must admit I will not travel as extensively as Weeden has done but I will visit each region during my tenure as president of this society. I will coordinate with RVPs to schedule travels around contiguous regions so that I may attend functions with them without crisscrossing the nation multiple times.

I continue to support Ann in the Southeast Region. This will necessarily reduce my availability for travel until we can find a willing and able replacement RVP for the Southeast Region.

Respectfully submitted,

John W. McLeod

Vice President, Clan MacLeod Society USA

3. National Secretary – Sandy McLeod

AGM – National Secretary Report – Wilmington NC 2017

The SOP was modified due to the change of hotel for the Winter Council Meeting in Alexandria. We could completely change to a different time, date or place, as long as all council members are electronically notified within a reasonable time frame and the event posted on the website.

If you have not written a job description for your current council position, please do this by the 2017 Alexandria meeting. Think in terms of what you would have liked to know when you took over the position. Right now we have posted descriptions for:

Treasurer, RVP – General, RVP Coordinator, Newsletter Editor, National Secretary, South Central RVP.

RVPs should include who helps you at which game.

Below is the link to the current job descriptions. If you have written one, please review what is posted. You may send them to me as a Word document. I will add the date and send them as a pdf to Ian Good.

<http://www.clanmacleodusa.org/rvp-resource-library.html>

When we sent out council packets to the newest RVPs, reports from the last two years for these regions were not available so couldn't be included. Any hints that you could give the next person would be appreciated.

If people have mementos, letters, stories, etc. about John MacLeod of MacLeod which they want to archive at Old Dominion, send or give them to me at either the AGM or Alexandria. On the trip back from Alexandria 2017, we will stop at Old Dominion to give them the last 2 years of Clan MacLeod files.

Sandy McLeod

4. Treasurer – Richard MacLeod



Clan MacLeod Society, U.S.A., Inc.

WILMINGTON, NC

AUGUST 10, 2017

REPORT OF THE TREASURER



Attached is a balance sheet that shows we have \$107,373 in various accounts as of June 30th. That total is comprised of a life member reserve of \$77,000, \$2,032 of AGM fees temporarily being held at PayPal, \$3,625 being held for the South Central Region, and \$24,716 in unrestricted funds.

BUDGET REPORT

Attached is a report showing the amounts approved by Council for 2017 and the amounts spent to June 30th. There are some significant variances, but as this is an interim report, that is to be expected. There is nothing unusual to note.

INCOME TAXES

The 2016 income tax return has been filed as well as a report to the State of New York, where we're incorporated.

FAREWELL

Well, hopefully not farewell. Cindy and I do not plan to just disappear. I've served under four presidents and after 15 years as treasurer it's time for me to step down. It's been an honor to have been able to serve our Society. My thanks to so many of you for the support you've given me over the years.

Respectfully,

Richard A. MacLeod, Treasurer

CLAN MACLEOD SOCIETY, U.S.A., INC.
BUDGET VS ACTUAL AS OF JUNE 30, 2017

	APPROVED BUDGET	ACTUAL 6/30/2017	POSITIVE (NEGATIVE) VARIANCE
RECEIPTS:			
DUES	18,725	7,197	(11,528)
INTEREST	950	531	(419)
DONATIONS		225	225
MISC.	2,500	2,500	0
TOTAL RECEIPTS	<u>22,175</u>	<u>10,453</u>	<u>(11,722)</u>
DISBURSEMENTS:			
ACMS DUES (892 x \$1.00 @ \$1.25)	1,115	1,061	54
ACMS MAGAZINE (892 X \$8.35)	7,448	7,202	246
NEWSLETTER	5,000	5,370	(370)
SECRETARY ACCOUNT			
Printing/Supplies	800		800
Postage	1,000	351	649
Office/Computer Supplies	100	34	66
Misc	100		100
ADMINISTRATION			
Meeting	750		750
Misc	500	50	450
PROMOTIONAL/OTHER			
Presidential Allocation	1,750		1,750
Regional VP Allocations (13 Regions x \$200) + (892 x \$3)	5,276	3,472	1,804
Publicity Allocation	475	475	0
Migration Project	1,000	750	250
AGM Memorial Lecture	750	750	0
Service Awards	100	100	0
Internet Manager	0		0
TOTAL DISBURSEMENTS	<u>26,164</u>	<u>19,615</u>	<u>6,549</u>
EXCESS RECEIPTS/(DISBURSEMENTS)	<u>(3,989)</u>	<u>(9,162)</u>	<u>(5,173)</u>

CLAN MACLEOD SOCIETY, USA, INC.

BALANCE SHEET AS OF JUNE 30, 2017

ASSETS

Unrestricted Funds:

Schwab	10,609
PayPal	3,105
Secretary's Account	11,002

Total Unrestricted Funds 24,716

AGM Holding Account 2,032

3,625

SC Region Holding Account

Life Members Reserve:

Schwab (Compass Bank) 1.30% CD Due 8/31/17	19,000
Schwab (GE Capital) 1.40% CD Due 9/19/17	28,000
Schwab (American Express) 1.55% CD Due 10/23/17	16,000
Schwab (Ally Bank) 1.25% CD Due 11/13/18	<u>14,000</u>
Total Life Members Reserve	77,000

TOTAL ASSETS

107,373

- Long Term Investment and Counsel Opinion



Clan MacLeod Society, U.S.A., Inc.

Richard A. MacLeod, Treasurer
32758 Cable Parkway Dowagiac, MI 49047
(630)605-3219 clanmacleod@yahoo.com



INVESTMENT OF LIFE MEMBER RESERVE

Our by-laws (Article IX.2.B) require that life member dues be held in an interest bearing account which shall serve as a Contingency Fund. Withdrawals from the Contingency Fund, other than that of interest accumulated, can be effected only with approval of three quarters (3/4) of Council. Those funds are currently in CD's earning from 1.25% to 1.55%. Our life members age from babies to elderly. Some of the funds currently in the Life Members Reserve will likely remain there for over 80 years.

Virtually any investment advisor will recommend that funds invested long term should be at least partially invested in common stocks. That's because numerous studies have shown that although returns will fluctuate and at times be negative, over longer periods of time stocks have a higher rate of return than fixed income investments. If we accept that some of our funds should be invested in equities, the next question is how.

I was going to offer several alternative investment options, but my report started to degenerate into an investment seminar. We do not have the time at an AGM for a lengthy investment discussion and with a group as large as Council we would have a hard time reaching a consensus. My personal recommendation would be a Schwab Target Index Fund. These funds are geared toward retirement accounts, but can be used for any purpose. They are offered with target dates of every five years, currently up to 2060. The longer the target date the more aggressive the investment policy. Index funds are not actively managed, but instead attempt to match specific indexes, such as the S&P 500. The advantage of index funds is that the fees are lower. Also most managed funds are hard pressed to beat index funds over time when investment fees are factored in. A further advantage of a Schwab Target Index Fund is that once a decision is made to invest in one, the investment needs very little monitoring.

John Tutterow, our legal counsel, has advised me that Council must change the by-laws if it desires to invest the Life Member Reserve in anything other than interest bearing accounts. See his advice below.

As an aside, we use PayPal for online renewal of memberships. So at any time we have funds that are held by PayPal. Council has never approved the use of PayPal and I think it would be appropriate for them to do so.

RECOMMENDATIONS

- 1) Amend the by-laws to allow the Life Member Reserve to be invested in other than interest bearing accounts.
- 2) Accept my recommendation to invest in the Schwab Target Index 2060 Fund or appoint a committee of three to come up with specific investment recommendations.
- 3) Formally authorize the use of PayPal.

RAMacLeod

Richard A. MacLeod
Treasurer – Clan MacLeod Society, U.S.A., Inc.

ADVICE OF COUNSEL

Rich (and company)-

I understand the real concern at hand is not what my old email below means, but is whether or not the language in the current ("new") Bylaws requires a Bylaw change to allow the Treasurer (or anyone) the discretion to invest the Society's contingency fund into anything other than an "interest-bearing account".

On that subject, a few main points:

- 1- Yes, the current Bylaws require a Bylaw change / amendment / repeal / revision / etc., before the contingency fund can be invested in anything other than an interest bearing account. See Bylaws, Articles VIII and IX.2.b.
- 2- No, changing the investment criteria of the contingency fund given in the Bylaws CANNOT be done by a simple motion and approval at a Council meeting. A simple Council vote CAN change the investment plan of all other assets of the Society EXCEPT the Contingency Fund. See Bylaws, Articles VIII and IX.
- 3- Yes, what CAN be done, which is actually a bigger freedom, is that the Council can change the Bylaws that give the requirement of an interest bearing account to some other language with only a Council vote (wow, some lawyer did us huge favor on that one). See Bylaws, Article VIII, specifically VIII. 2., "Adoption and Subsequent Amendment or Repeal. Any By-law adopted by the Council may be amended or repealed by the members and, unless otherwise provided in the Certificate of Incorporation or the By-laws adopted by the members, any By-law adopted by the members may be amended or repealed by the Council."
- 4- Therefore, IF the Council wants to allow the Contingency Fund to be invested in some kind of account that is not an interest-bearing account, I recommend that the Council AMEND the current Bylaws with as small a

change as possible, in this case, simply STRIKE THROUGH the words in Art. IX.2.b. that read "an interest bearing" and add in the new words "a separate".

5- The total language change would be from "shall be held in an interest bearing account" to "shall be held in a separate account". That way the contingency fund can be invested however the Council may direct - including if the Council wishes to give full discretion to the Treasurer or whomever. It still requires those funds be kept, or at least be tracked, separately from the other funds of the Society, but gives the freedom to invest however the Council wants.

Make Sense? Bottom Line: Council can't change the investment of the contingency fund under the current bylaws, but it can change the bylaws to allow Council to change the investment of the Contingency Fund.

Pros: no publication required, no full membership vote required, no waiting on an AGM to vote, etc. Just make the Bylaw change at a Council meeting. (That easy? Wow, that lawyer really did hook us up)

Additional Recommendation: inform the membership at the AGM, or in the newsletter if you want, and ask the membership to affirm or ratify the change made at the AGM. That way anyone opposed can have their say. However, none of this is required under the Bylaws, but is recommended to ensure full transparency and gain membership support for the change that has been made, if it's already made.

Any questions or concerns please let me know.

-John

John Tutterow
Platte City MO

5. Vice President of Membership – Anne L. MacLeod

Clan MacLeod Society, U.S.A., Inc.

REPORT TO COUNCIL
August 10, 2017

	Jun 2014–May 2015	Jun 2015–Jun 2016	Jul 2016–Jun 2017
Deposits	18,194	18,677	19,132
Transfers to Treasurer	17,700	21,200	14,250
Postage	672	887	835
Printing	0	0	0
Office Supplies	32	0	34
Miscellaneous	0	0	0
	\$704	\$887	\$869

Region	06/30/10	05/31/11	05/31/12	05/31/13	06/30/14	05/31/15	06/30/16	06/30/17
New England (1)	92	65	64	34	66	55	63	54
Northeast (2)	69	52	45	68	41	41	40	50
Mid-Atlantic (3)	101	96	90	86	76	84	87	90
Carolinas (4)	113	109	108	99	105	103	105	109
Southeast (5)	107	89	90	98	117	103	103	103
Gulf Central (6)	58	55	48	45	52	41	46	52
Great Lakes (7)	129	130	120	108	102	96	88	107
Upper Midwest (8)	25	25	19	18	22	27	28	22
Missouri Valley (9)	62	50	47	43	41	43	47	46
South Central (10)	90	96	111	120	123	105	86	75
Southwest (11)	86	85	69	61	51	50	54	50
Pacific (12)	94	89	74	80	69	69	71	77
Northwest (13)	67	56	45	41	43	36	43	49
Canada & Overseas	11	9	9	7	6	9	7	6
TOTAL	1104	1006	939	908	914	862	868	890

6. VP of Regional Coordination - Robert J. McLeod

Report of VP Regional Coordination

SOP for the presentation of the McCrimmon Quaich has been written and will be available on the Clan MacLeod USA website upon approval

There is an opening for a RVP in the New England Region resulting from the untimely death of John Stewart MacLeod. Sandy and I will be representing Clan MacLeod at the Loon Mountain Games and hopefully identify some candidates to fill this position. Emails will be sent to members in the region letting them know of our presence.

RVP Tex McCloud has agreed to develop a forum, server list, or internet group for RVP's . This will allow RVP's to list questions, suggestions, etc. for other RVPs comments; to distribute information as well as to tap into knowledge of experienced RVP's. Hopefully this will also become a vehicle for the 13 RVPs to get to know each other better.

The upcoming AGM and NAG for 2019 and 2020 are still undecided. During the AGM committee members Franklin Wyatt, John Norman, and myself will further discussions as well as entertain a proposal from Dorna Caskie.

In order to "keep my hand in" Sandy and I will continue to host the Myrtle Beach and Wilmington games as our schedule allows.

MACCRIMMON QUAICH AWARD

The MacCrimmon Quaich is an award that is presented at one game in each region where there is significant piping competition. It is up to the RVP to determine which game in his or her region is the most appropriate venue. The competition must be sanctioned by the United States Pipe Band Association. Presenting this award is one way that Clan MacLeod sets itself apart as an active supporter of Scottish Highland arts and culture.

THE AWARD: The award itself consists of two parts, the ceremonial Quaich and the presentation metal. The ceremonial Quaich always stays in the possession of the RVP or his or her designee. The metal is sent to each RVP annually by the piping director, and is presented to the winner.

SELECTION: The award is presented to the winner of the Grade 1 Level, amateur Piobaireachd competition as determined by the judging staff at the games.

PRESENTATION: If at all possible, the recipient should be presented the award at the MacLeod tent holding the ceremonial Quaich in the presence of the RVP or their designee. This presentation is to be photographed.

AFTERMATH: After completion of the games and as soon as practical, the following should occur:

1. The name of the recipient, and the name and date of the game is to be sent to the piping director.
2. The ceremonial Quaich or its base, depending on local custom, is to be engraved with the recipient's name and the year.
3. The photograph and awardees information is to be included with the RVPs semiannual submission for the newsletter.

GENERAL RECOMMENDATIONS: Just a suggestion from experience. Once the games get underway, you will be very busy at the tent and the judges will be quite occupied with the pipers. As early as possible in the day, or the day before if judging is being organized, you should go to the judge's tent, introduce yourself, and explain that we have this award to present. Even though you might give this award every year at this game, you should do this step as a reminder. I also like to walk over in mid-afternoon to ask if a selection has been made yet. It probably has not, but it a good way to make sure they don't forget about the award.

7. Internet Editor – Ian Good



Clan MacLeod Society, U.S.A., Inc.



AGM - Wilmington, NC
August 2017

To: Clan Council, and CMSUSA

Subject: CMSUSA Website report

From: Ian Good, Internet Editor

Date: July 16, 2017

Overview

Information contained in this report represents the period of November 21, 2016 – to - July 15, 2017. Also contained is a brief overview of some of the numbers from January 2017 to July 15, 2017 for a review of Year to Date Activity.

The site shows consistent growth from new and returning users, while increasing the time the users spend on each of the pages they visit, which is positive. Since the CMSUSA website was first re-built /re-launched in April 2012, to its current version, our website has received 25,804 visitors (equates to avg of 409 visitors each month for the last 5 years 3 months – vs avg 387 visitors each month in last report: increase). The last 7 months have seen an avg of 507 users per month.

Future focus will be to:

- Work with our new Clan Chaplain to create a new page for him.
- Work with all RVPs to update their individual pages for 2017 events
- Integrate any new Regional Social Media Sites into the Regional pages
- Continue to maintain the content with feedback and requested items

If there are desired changes, or any other feedback, please send them to me and I will be happy to review and incorporate them.

Costs

The next renewal of the site will be 2018. There were no other costs associated with the site maintenance or updates since the last report in Alexandria, VA.

Definitions

Below are some definitions of terms utilized within this report:

- Sessions - A session is the period of time a user is actively engaged on our website
- Users – that have had at least one session within data range new or returning users
- Pages Views – Total number of pages viewed of a single page are counted
- Page sessions – Average number of pages viewed during a session. Repeated Views of a single page are counted
- Average Session Time – average length of a session

Website Statistics

Below are details for each set of monitored items, representing the highest percentages, or top segments for each category.

Audience Overview

- From April 29, 2012 (site initially launched), to July 15, 2017 CMSUSA website has received 25,804 visitors
 - Averaging 409 visitors a month for the past 5 years 3 months (increase from 387 since last report)
 - Last 7 months – Avg 507 users per month
- Google Analytics from November 21, 2016 to July 15, 2017
 - Users 4,489
 1. 3,075 New users – 68.50%
 2. 1,414 Returning users – 31.50%
 - 12,298 Page Views
 1. 2.74 pages per session (slight increase from 2.56)
 2. Average Session time is 2:34 (slight increase from 2:10)
 - **Since January 2017 (note: for avg = used 6.5 months since only 15 days in July)**
 1. 3,549 Sessions (avg 546 month)
 2. 2,475 New users (avg 380 month)
 3. 2.72 Pages / session (increase from 2.39)
 4. 9,670 Pages viewed
 5. 2,475 New users / 69.75%
 6. 1,075 Returning Users / 30.3% Returning users (in line with current trends)

Audience Location

- Of the visitor sessions (new /returning) below are the Geography of our visitors by Country and by cities within the USA. There were 106+ countries represented. The largest represented countries continue to be a majority of where we have ACMS societies.
 - Top 10 Countries
 1. United States = 3,482 -- 2,313 New
 2. Russia = 441 -- 295 New
 3. United Kingdom = 149 -- 105 New
 4. Canada = 97 -- 70 New
 5. Brazil = 33 -- 33 New
 6. Not Set = 30 -- 26 New
 7. Australia = 25 -- 23 New
 8. China = 23 -- 23 New
 9. Germany = 21 -- 18 New
 10. Netherlands = 15 -- 15 New
 - Top 10 US States –
 1. North Carolina (268) -- 152 New
 2. Texas (246) -- 158 New
 3. New York (236) -- 99 New
 4. Florida (226) -- 168 New
 5. California (224) -- 175 New
 6. Missouri (185) -- 47 New
 7. Virginia (170) -- 124 New
 8. Illinois (144) -- 68 New
 9. Massachusetts (134) -- 117 New
 10. Washington (116) -- 77 New

Pages

- Below is the data pertaining to the pages viewed the user navigations
 - 9,670 Page Views
 - 7,773 Unique Page Views
 - 1:30 average time on a page
 - 50.86% Bounce Rate
 - Top 8 pages viewed
 1. Home page = 4,445
 2. Genealogy = 805
 3. Join / Renew = 783
 4. Events = 701
 5. Photos = 425
 6. AGM 2017 = 402
 7. Regions = 301
 8. Links = 265
 9. Septs = 262

- o Navigation Summary (this represents what page a user started with and what their next visited page was from the previous page). Below are the first 10: (many clicked the same link they were on)

PREVIOUS PAGE	NEXT PAGE PATH
GENEALOGY	Events
MO VALLEY	Join
JOIN	Genealogy
AGM 2017	Photos
PHOTOS	MO Valley
EVENTS	Regions
CAROLINAS	Links
REGIONS	Carolinas
LINKS	Home

Device Category

- The three types of devices are broken down by the type of device the users is found to be using during their session. There are three categories: Desktop, Tablet, Mobile. With the increase in tablet usage, this category will continue to outpace Mobile users and may in time replace Desktop as the number 1.
 - o Desktop = 2,974 / 2,043 new
 - o Mobile = 1,068 / 745 New
 - o Tablet = 447 / 287 New
- o Top 5 Mobile Device (non-desktop) used. Apple devices continue to lead this category:
 1. Apple iPhone
 2. Apple iPad
 3. Not Set
 4. Samsung Galaxy S6
 5. Samsung Galaxy S7

Browser and Operating System (OS) Summary

- The two top browsers are the two most popular pre-loaded Browsers onto any user's PC or device. The remaining correspond to the top devices OS used outside of a desktop user's browser:
 1. Chrome = 1,942 - - 1,406 New
 2. Safari = 1,096 - - 723 New
 3. Internet Explorer = 498 - - 305 New
 4. FireFox = 396 - - 256 New
 5. Edge = 233 - - 139 New
 6. YA Browser = 97 - - 82 New
 7. Android WebView = 44 - - 36 New
 8. Google = 41 - - 0 New
 9. Opera = 35 - - 34 New
 10. Safari (in app) = 33 - - 32 New

8. PUBLICIST REPORT - 2017

Judith MacLeod...judyanaperville@aol.com

We place ads in the following 3 PUBLICATIONS:

THE HIGHLANDER-magazine

SCOTTISH LIFE-magazine

SCOTTISH BANNER-newspaper

We are no longer a part of COSCA. Under Pres. Weeden Nichols leadership, the council decided that it did not serve us.

Both the Scottish Life Magazine and the Scottish Banner newspaper are now offering Links on their website to all their advertisers. This is new and a great way to get interested people connected to our Clan MacLeod USA website.

No articles were submitted or published during this annual time period.

Respectfully Submitted by,

Judy MacLeod

Publicist, Clan MacLeod Soc. USA

9. Clan MacLeod Migration Director Report – Ann McLeod

The Clan MacLeod Migration focus during the year 2017 remains on increasing and correcting information currently stored in our genealogy database. We have now reached a total of 52,100 names many of these have at least one source documented. We are still using the program Family Tree Maker to track our data and using the Tribal Pages website to make this information available to our members.

The Family Tree Maker Program that we have used to track the data has undergone many changes in the past two years. This was driven by the sale of Family Tree Maker to MacKiev and its later upgrade to 2017. Although these changes were mostly resolved with no major issues, we did take the opportunity to buy another program known as Legacy to ensure that we had a viable backup for the Clan data. The Legacy program has been reviewed as a first class genealogy tool and the best one available. The Clan MacLeod information is now being backed-up not only to our previous locations (using Family Tree Maker) but now also to the Legacy program on a monthly basis. As we learn more about Legacy, it may prove to be the best program for our use but will require a lot of work to make that transfer.

The Clan MacLeod Genealogy database continues to grow, in depth and content, based on such things as: information provided by Clan members, published family histories, county histories, newspaper articles, obituaries, and other genealogy websites. It is important to remember that we simply do not have the time or ability to do actual genealogical research. However, where possible, as we add information, we are attempting to document the source(s) of the information. Although we are not offering significant genealogical research for our members, we are attempting to help them pursue specific information if possible.

Our Clan members continue to be able to access our database on the internet at: www.clanmacleodusa.tribalpages.com. This database is protected by a password that is provided to our members in our newsletters. For those who request access to the information, but are not Clan members, this has provided us the opportunity to explain how they can join the Clan. Another positive attribute of placing the information on the Tribal Pages website is that people with an interest in the surname MacLeod or one of the Septs are stumbling upon the website and asking for more information. This gives us an opportunity to discuss the Clan with them and invite them to join us. The ability to join the Clan for only \$25.00 a year is an excellent opportunity for people to learn more about their own family history. Hopefully this also provides us time to convince them that they should join the Clan. We have now received 2109 unique website visitors. We are extremely grateful to the Dunvegan Foundation for their financial support enabling the USA Migration Database to continue to grow in both size and accuracy. Their support has allowed us to gain access to several programs that have enabled us to not only add many names to our database but to also document sources, such as newspaper articles; genealogy records such as birth, date, marriage dates, migration records; etc. Our near-term goal for the next year is to focus on more communication with Clan members and Highland Game visitors to gain and document more of their family history.

Respectively submitted by,
Annie M. McLeod, Migration Director, Clan MacLeod Society USA

10. Dunvegan Foundation - John B. MacLeod

THE DUNVEGAN FOUNDATION OF THE CLAN MACLEOD SOCIETY, USA, INC.

CHAIRMAN
JOHN B. MACLEOD
1718 PRISCILLA DRIVE
SILVER SPRING, MD 20904
(301) 622-5945
BLACKOLAV@GMAIL.COM



THE SOCIETY
FOUNDED 1954

THE DUNVEGAN FOUNDATION
FOUNDED 1960



Chairman's Report

August 10, 2017
Wilmington, North Carolina

To preserve, protect and promote the unique heritage of the Highlands and Islands of Scotland, as reflected through the history and migration of Clan MacLeod, by pooling our resources as a tax-exempt organization, to enable the support of activities which further these goals.

As in years past, I'm happy to report the Clan MacLeod Society, USA, continues to lead the way among American clan societies in doing its bit to preserve, protect and promote the heritage we share with Scotland. Its continuing success is made possible by the generous contributions of members of the Society and an endowment that continues to grow through that same generosity.

This year, your Dunvegan Foundation funded projects totaling \$30,916. This is about the same as last year. Considering fluctuating markets and a sluggish economy, this remains a significant amount, and one in which the Society can take pride. You can find a list of specific grants on the reverse.

Please note the CMHT Challenge Grant funds at the bottom. This is not a new item; it is an item we have had difficulty getting transferred for the last several years. It represents accrued interest on funds the Dunvegan Foundation holds in trust for the Clan MacLeod Heritage Trust, our counterpart in the UK. We will continue to work to keep this important support to the ACMS on track.

Although I am unable to deliver this report in person, the other trustees and I would be delighted to answer questions at meetings like this one, whenever you think of them, or whenever you see any us.

Burning while I see,

John B. MacLeod

11. Youth Coordinator and 21st Century Report – Sasha MacLeod

Youth Coordinator Report

Since the last report, the “Next Generation” section of the newsletter has been launched. This section includes bullet points about various projects and events that pertain to the youth, as well as a story and craft for the younger ones. The feedback on this new section has been positive.

With Parliament coming up, there have been questions about the North Room Group (NRG). Discussion was held about a partial scholarship for any Clan MacLeod USA youth who would attend the NRG as well as some offers to fund the scholarships. To date, there has yet to be any applicants to join the NRG for the 2018 Parliament. If anyone knows of someone who may be interested in going to Parliament and being a part of the NRG, have them contact me as soon as possible.

We are working to develop new ideas for growth among the "Next Generation". We will continue our efforts to work with both our members and those from other national branches of The Clan MacLeod. All ideas and suggestions are welcomed and encouraged.

21st Century Committee

I am pleased to report our Facebook pages have gained popularity and are continuing to grow. It is an encouraging sign that progress is being made.

In the last report I was still trying to find the best price for stickers with the social media logos to help promote our endeavors. After speaking with a few companies, I believe the following prices are the best for our minimal needs while still giving us a good product.

- For small stickers (3/4" x 3/4") they are 13.00 for a set of 500.
- For larger stickers (1 1/2" x 1 1/2") they are 18.00 for a set of 500.

If anyone is interested in a whole roll or just part of one, please contact me. Sharing the roll would help cut down on the price and I will gladly help facilitate any sharing. The Missouri Valley Region is now using the stickers on our handout packets and it seems to help people be able to find us after the games and connect with us.

The monitoring of twitter continues, and although our regional twitter has not seen growth, there are several other clans that have recently gotten onto twitter and the hope is that interest will grow. Other clans appear to be more successful when a national page is used instead of a regional page. I will continue to watch the trends and report back in the near future.

As always if you have any suggestions or questions please contact me. I stand ready to serve and am committed to the Clan MacLeod's success.

Hold Fast and Shine Brightly
Sasha

12. Awards – Franklin Wyatt III



Clan MacLeod Society, U.S.A., Inc.

The Society Founded in 1954



August 15, 2017

To: Members of Council and AGM Participants
From: Franklin Wyatt III, Chairman Awards Committee
Subject: Awards Committee Report

This year there were a total of 44 individuals recognized for effort put forth for the Society. 11 shall receive Certificates of Service. 33 shall receive a letter of recognition since they are repeat recipients. The Certificates of Service shall be mailed out after the AGM. The winner of the Clans Person of the Year Award shall be announced and awarded at the Presidents discretion.

This is the Awards Committee Report.

Respectfully Submitted,
Franklin Wyatt III
Chairman Awards Committee

Dorna Caskie	Ann M. McLeod
Joanne Crook	Bruce S. McLeod
Bonnie MacLeod Denka	Cecil McLeod
Moreau P. Estes V	Cynthia McLeod
Ian Good	Donald C. McLeod
Sharon Grenet	Don Mack McLeod
George Grintion	Doug McLeod
Gordon Lewis	Jeff McLeod
Jack Lewis	John W. McLeod
Diane MacAskill	Karen McLeod
Lloyd MacAskill	Katherine McLeod
Anne L. MacLeod	Priscilla H. McLeod
Eugene MacLeod	Col. Purdy B. McLeod jr.
James Blount MacLeod	Robert J. McLeod jr
John MacLeod	Sandra J. McLeod
Linda MacLeod	Paul McVay
Sasha N. Macleod	Weeden R. Nichols
Cheryl McCaskill	Marianne O'Loane
Lonnie F. McCaskill III	Tim O'Loane
James "Tex" McCloud	Brenda Strickland
Matthew McCloud	Franklin Wyatt III
Sue McClure	
Karen McDonald	

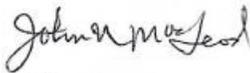
13. Nominations – John Norman MacLeod

NOMINATIONS REPORT

August 7, 2017

After 15 years of service as the CMS treasurer, Richard MacLeod has decided to step down. The society is so grateful to Richard for all his work!! We have asked Kris McFadden of Utah to take on this job. He will take on this position on an interim basis until we can get him officially nominated and on the ballot at the next AGM. Richard and I have talked to Kris several times recently to explain the work the Treasure's position entails. Richard has sent a variety of the many reports he'll need to know about to do the job. I'm sure he will do a great job.

We need to also discuss the New England region VP position.



John N. MacLeod

14. Newsletter Editor – Dorna Caskie (verbal only)

15. Chaplin – Robert Lewis (report in Alexandria)

16. Legal Counsel (See Treasurer report)