

DIRECTOR'S MESSAGE



One of the original goals of the National Tactical Officers Association was to provide the best training at an affordable price. Founder John Kolman recognized most law enforcement officers paid for their own training, and as such, he set the original dues to the NTOA at \$20 a year. Our goal has not changed, and we continue to look

for ways to provide value to our membership. We also have been working to ensure the sustainability and strength of this great association. I want to take this opportunity to bring you up to speed on some important updates.

At our recent board of directors meeting in Dallas, we discussed several important issues impacting the NTOA, as well as powerful strategic opportunities for our association's future. For some time, the NTOA board has been assessing the need to increase membership dues. As part of this process, we have been collecting relevant analytics and reviewing our own business practices to increase our efficiencies and maximize our limited resources.

Membership is the core of our association and dues serve as the primary source of funds used to fulfill the mission, operations and activities of the National Tactical Officers Association. Currently, revenue generated through our membership dues are not covering our basic operating costs as an organization. They haven't for many years. As we continue to expand our collective efforts to accomplish our mission "to enhance the performance and professional status of law enforcement personnel by providing a credible and proven training resource as well as a forum for the development of tactics and information exchange," the cost of doing business is increasing as well.

The last time dues were increased for individual and team memberships was in 2002, nearly two decades ago. Compared to other law enforcement organizations in the country, the cost of an NTOA membership remains among the very lowest. Therefore, after extensive deliberation, and following guidance from the American Society of Association Executives, which is the accepted and known industry standard concerning professional practices in association management, the board has determined a dues increase is necessary. This increase will allow NTOA to continue to effectively accomplish its mission as a national organization and support essential

strategic opportunities in the future. Beginning Sept. 1, 2019, membership dues will be:

US Individual (print)	\$50
US Individual (digital)	\$35
Canada Individual (print)	\$55
Canada Individual (digital)	\$35
Foreign Individual (digital)	\$35
Associate (digital)	\$50
Retired (print) NEW*	\$40
Retired (digital) NEW*	\$25
Fire/EMS (digital) NEW*	\$35
US Team/Agency	\$450
Foreign Team/Agency	\$500
25-year member	Free Digital for life

* Pending approval of Bylaw change – August 2019

Going forward, membership dues may need to rise incrementally on a more regular basis to cover anticipated inflationary costs. Making these small adjustments more frequently will provide the dues revenue needed to keep up with rising costs of operations while mitigating the need for a more drastic dues increase in a few years. Please know that these decisions are not taken lightly and great consideration is given to respecting the membership and its hard-earned income.

As your organization continues to grow, both in its membership, influence and advocacy within the law enforcement community, our goal will be to reduce our reliance on membership dues as much as possible as we continuously strive to develop non-dues revenue streams for your organization.

I would ask that you take a moment and review your membership benefits. I am confident that you will see its exceptional value relative to its cost. More detailed information on membership and pricing will be provided on our website and in our eNewsletters. Please feel free to contact our membership department with any questions at 800-279-9127 or membership@ntoa.org.

The NTOA truly appreciates its greatest asset, you, and we will continue to do our utmost to provide the best training to you all. We will work equally hard to provide great value for your membership and are extremely grateful for your continued support.

Thank you and take care,



Thor Eells
Executive Director