

Web-master Marjorie Chan. Their hard work and active contribution have helped the Board make great strides in many areas.

It is fair to say that together we are paving new ground for Chinese language education here in America. I would like to conclude by thanking all of you, our members, for your trust and support during the year. Through our effort to expand our ability to serve members, build and strengthen the field, define standards for teaching and learning, promote research in language acquisition, linguistic analysis, instructional design, technological advancement, teacher development, and assessment, we are elevating the Chinese teaching profession.

Best wishes to all for a productive and fulfilling year.

Regards,

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## 2007 Executive Director's Report

The most momentous event for CLTA this year was that <clta-us.org> was "unveiled" on August 1, and simultaneously CLTA's new on-line payment system was implemented. Since then, about \$8,000 of the approximate \$30,000 in membership income for 2007 has been paid online, via PayPal. This service is particularly welcome to our overseas members, who are thus spared the rather onerous task of having to obtain a US-dollar check to pay their dues. Surprisingly, however, perhaps half of new and renewing members prefer to mail in a check; most of these first update their information online, and then submit a check for their renewal dues. The transition to this system has been relatively smooth, although "de-bugging" is still necessary on a regular basis.

The second most exciting event was that we broke the 500-member mark for the first time in CLTA history. At the time of the ACTFL conference, we had reached 515 members; by the time this newsletter goes out, 2007 membership will be something over 520.

total number of records in our database: 1,324  
number of addresses on CLTA listserv: 982  
number of current members (73 life): 515  
number of current institutional subscribers: 158

For comparison, consider the following figures:

2006 total records: 1,068  
2006 listserv addresses: 760  
2006 members (65 life): 481  
2005 total records: 905

2005 listserv addr: 664  
2005 members: 464  
2004 total records: 828  
2004 listserv addr: 669  
2004 members: 436

I look forward to your continuing support to "grow" our association. With the current levels of interest in Chinese nationally, let's set our next membership mark at an even 1,000 members by the end of 2008. If each of our current members can convince one or two colleagues to join or renew, we'll easily attain this goal. Please help us help us all!

## Fundraising Committee Report

The CLTA fundraising committee (Jerry Packard (chair), Songren Cui and Hsin-hsin Liang) drafted and sent fundraising letters to 1) Rosetta Stone, 2) Pimsleur, 3) China Books and Periodicals and 5) Berlitz. The committee also drafted and sent fundraising e-mails to 1) McGraw-Hill Higher Education publishers, 2) Pearson/Prentice Hall, 3) Fluenz, 4) Chinese-Tools.com, and 4) iMandarin. Those efforts yielded positive results from McGraw-Hill, who agreed to underwrite a "McGraw-Hill - CLTA Conference Fellowship" of up to \$2000 to sponsor the attendance of one deserving Chinese language teacher to attend the annual 2008 CLTA conference in Orlando.

In other fundraising events, the first of three installments of \$2,000 paid to CLTA in April of 2007 by Cheng & Tsui Company, the publisher of Integrated Chinese, for