

# North East Region - 2025 Annual Report

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## Overview

2025 ushered in a new era of participation for the North East Region of CHS, and set a new standard of involvement in regional events that will be the building blocks for future growth in the New England and New York State area. The growth has been a slow and grueling process for this past year, but it has led to many thoughts and ideas (from watching other Regions of CHS and other Clans at events attended), and suggestions from within CHS and without, that will help streamline the operations in the forthcoming year. The Region currently has **39 Active Members**, with an email distribution list consisting of **74 Recipients** (*Members and Not-Yet-Members*).

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## 2025 Accomplishments

**Attendance:** Clan Henderson was represented at three events in 2025, and at each it was for the first time in approximately ten years. We attended the following:

- **Glasgow Lands Scottish Festival** - Florence (Northampton), MA - July 19
- **Quechee Scottish Games and Festival** - Hartford (Quechee), VT - August 23
- **New Hampshire Highland Games & Festival** - Lincoln, NH - September 19-21

**Appearance:** Each of the above listed events saw growth in the supplies received and the techniques used for setting up the tent to best represent the vision and mission of CHS.

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**Communication:** Active Members and those who have yet to join (met through events and marketing) have been emailed at a minimum of once per month (usually more often during the Games and Festivals season). All Passive members are contacted via email as the “Passive Membership” list is received.

**Newsletter:** A newsletter, ***The Nor’Easter***, is generated on a (roughly) monthly basis, and more often during the Games and Festivals season, less during the off-season. The newsletter is specifically geared toward the North East Region, however does contain information from the CHS as a whole to keep everyone apprised of the general goings on within the Clan Henderson Society.

**Current Participation:**

- **Convenors:** 2
  - **Bodyguards:** 0
  - **Regional Chaplain:** 0
  - **Promoters/Influencers:** 4
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## 2026 Goals

**Attendance:** Every attempt will be made in the upcoming year to attend a ***minimum*** of (1) event in every State within the Region. The following are repeat participation events (\*) and prospective new events:

- **Maine** - Maine Highland Games & Festival (Brunswick)
- **New Hampshire** - New Hampshire Highland Games & Festival (Lincoln)\*
- **Vermont** - Quechee Scottish Games and Festival (Hartford/Quechee)\*
- **Massachusetts** - Glasgowlands Scottish Festival (Florence/Northampton)\*
- **Rhode Island** - None Currently Scheduled In State
- **Connecticut** - Scotland Connecticut Highland Festival & Games (Scotland, CT)
- **New York** - Central New York Scottish Games (Syracuse)

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**Cost Expectations:** Based on 2025 costs-to-date, the following is a list of the estimated costs expected to be accrued for events during the 2026 calendar year (including out-of-pocket expenses):

- **Games & Festivals Fees:** \$800.00 Total entry fees for all events
- **General Supplies:** \$ 50.00 Consumable goods
- **Accessories:** \$150.00 Additional/Replacement Decorative Items
- **“Swag”:** \$250.00 Branded Henderson Items to Sell (if allowed)

**Communications Upgrade:** Enhanced “outreach program” aimed at getting the lesser represented members more involved and encouraging the yet-to-be-members to get on-board. These measures will include:

- **More interactive emails, and sent more often**
- **Implementing incentives for all members to “Reply” to sent communications**
  - **Possible “Points Toward a Prize”...accumulated for each response**
  - **Trivia Contests w/ “Henderson” branded prizes and baubles**
  - **“Show Up” awards at events (possibly linked to the “swag” line item in the *Cost Expectations* section above)**
- **Staying on-track and on-point with newsletters getting out in a timely manner and continuing to encourage “Active Participation”**
- **Better tracking of “Active”, “Passive”, and “New” membership**
- **Following up on communications in a more proactive and timely manner**

**The “Fresh Faces” Initiative:** The number of Henderson-curious folks that we have met at the events attended in 2025 has nearly ***doubled*** the size of the email distribution list from what it was just one year ago. The plan will be to get these new, and in many cases younger, folks more interested in the goings-on of CHS and ultimately guiding them to become active members. This will (hopefully) be achieved by continuing the line of communication with them in separate mailings, above and beyond just the distribution of emails they are included in that are also sent out to the current membership.

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## Conclusion

With this being the initial year of the resurgence of participation in the North East Region, the 2025 season was an overwhleming success...surpassing even my guarded hopes and expectations. That being said, however, there is still a great deal of room for improvement and a whole passel of work to be done to get ready for the 2026 season.

The biggest hurdle will be finding ways of getting the **98%** of the Regional members, who are currently non-responsive and/or non-present, excited in following the direction of the Region and becoming involved in the future growth...moreso *wanting* to become involved in said growth. The hope is that our attendance at more events next year and continuing (and enhancing) the “blitz” email strategy will eventually wear down the walls of resistance and potentially garner some excitement among the current membership.

Getting new people involved will be paramount to our success in 2026. Hopefully we will be able to bring in some younger and more energetic members to help grow the vision and the mission of the Clan Henderson Society.

Prepared by:

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