

What were you doing in 1984?

By Dax Cetraro, MTA President



In 1984, I was 10 years old and living in Bozeman. My dad, Mike Cetraro, whom many of you know, was running the Rialto, Village Inn Pizza's in Bozeman, Missoula, Helena and Plaza Royal in Butte. Oh yea, and MTA's dues were voted to be \$100 for all regular members.

Our Tavern Association dues have been the same \$100 for 34 years! And while I hope we always strive to remember that every dollar counts to our members—we work in a tough business after all—can you really imagine doing business the same way you did back in 1984?!

For example, what did you charge for a drink back then? What were you paying your servers? How about your taxes? Computers weren't involved in our bookkeeping then and video poker didn't pass into Montana law until 1985. Heck, we weren't even communicating the same way: cell phones, texting, emails were all non-existent.

On May 15, MTA will be sending out ballots for a much-needed dues increase. If the office has your email address, you will be asked to complete an electronic ballot, otherwise you will get a paper ballot in the mail. I urge you to approve the dues increases for all membership categories.

If we adjusted our 1984 dues for inflation, the present value would be \$245! The increase we are asking for is just \$25 for regular members. The MTA leadership takes this move very seriously. We don't ask for this increase lightly, but it has become critical that we increase our dues so that we can continue to provide ABL membership within our dues to all our members and we need to be realistic about future increases in our dues so that MTA can remain not only viable but strong and valuable to each of us who belong.

MTA is heading in a new direction this past year and it's exciting. We are planning things we never thought possible, like SWIG406 and our new association management system. Each of the strategies will ultimately provide more benefits and services to MTA members with the goal of helping make each of us more successful.

MTA is **OUR** trade association. It advocates for us, it provides us valuable services and opportunities and it helps us network with one another. Please support these dues increases and ensure that MTA continues its work for many, many years in the future.