

PLUSLINE REPORT
1996 – 1999
Notes on Attached Charts

1. **Cumulative** – Total 1998 calls more than doubled 1996. 1999 seems likely to equal 1998.
2. **Total Calls** – Each year has shown a significant increase, but so far 1999 is merely duplicating 1998. Note the huge volume in July, August, and September, 1998. This reflects major event registrations --, “The Great Controversy” (the play), the NAD Women’s Conference, and several other major events.
3. **40-Month Report** – Shows all 40 months in a single line with a mathematically calculated trend line.
4. **Calls by Union, Total Calls** – The **rate of growth** for the leading user, the Pacific Union, was much greater in 1998 than in 1997. The same was true in NPUC and Columbia Union. Both the **total usage** and the **rate of growth** more than doubled in Canada and the Lake Union in 1998, and dramatic growth continued in the Atlantic, Mid-America, Southern, and Southwestern Unions.
5. **Calls by Union, Calls Per 1000 Members.**
 - The calls per 1000 members were still highest in the Pacific Union, but the other unions were rapidly closing the gap. If Pacific, Canadian, and Lake Unions all grow at their 1998 rates during 1999, the calls per 1000 members will be: Pacific, 47.6; Canada, 49.5; and Lake Union, 58.3 -- making the Pacific Union third highest in usage per 1000 members.
 - The Pacific Union rate of 36.6 calls per 1000 means that a church of 500 members generated an average of 18.3 calls to PlusLine. A church of 100 members generated an average of 3.6 calls.
 - (NOTE: *The rate of growth* on the *Calls Per 1000* chart is slightly different from the rate of growth on the *Total Calls* chart. This is to be expected since the membership of the unions is changing, while the number 1000 stays constant. If, for example, the total membership of a union grew by 20 percent and the total calls grew by 20 percent, the rate of growth in total calls would be 20 percent while the rate of growth in calls per 1000 members would be zero.)
6. **Calls by Type** – The big news here is that the Seminar and Event registration fell well below the top two usages in 1996, but was the greatest usage by a significant margin in 1998.

SDA PLUSLINE 1996-99 CALL VOLUME CUMULATIVE

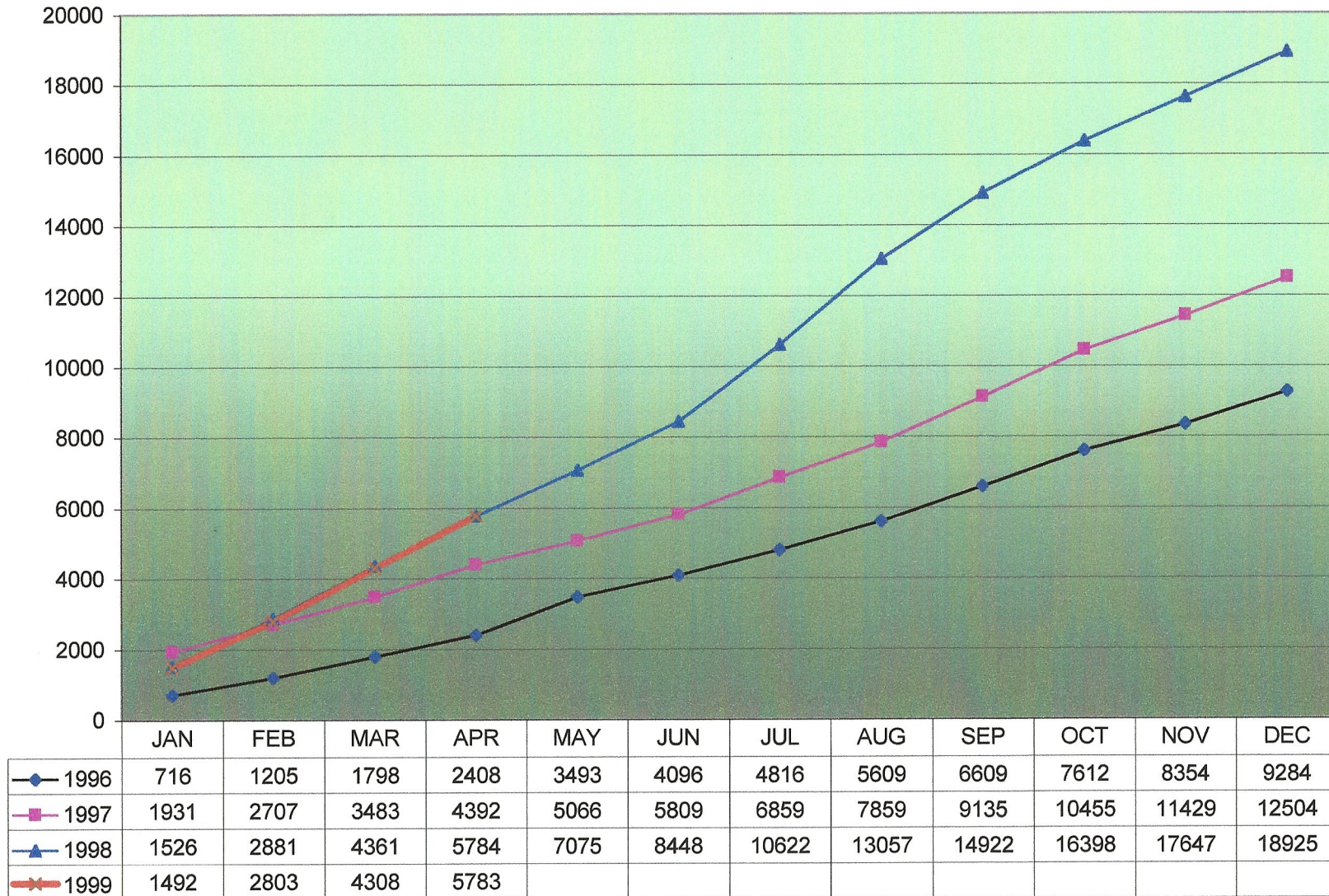


Chart1

**SDA PLUSLINE 1996-99 CALL VOLUME
TOTAL CALLS**

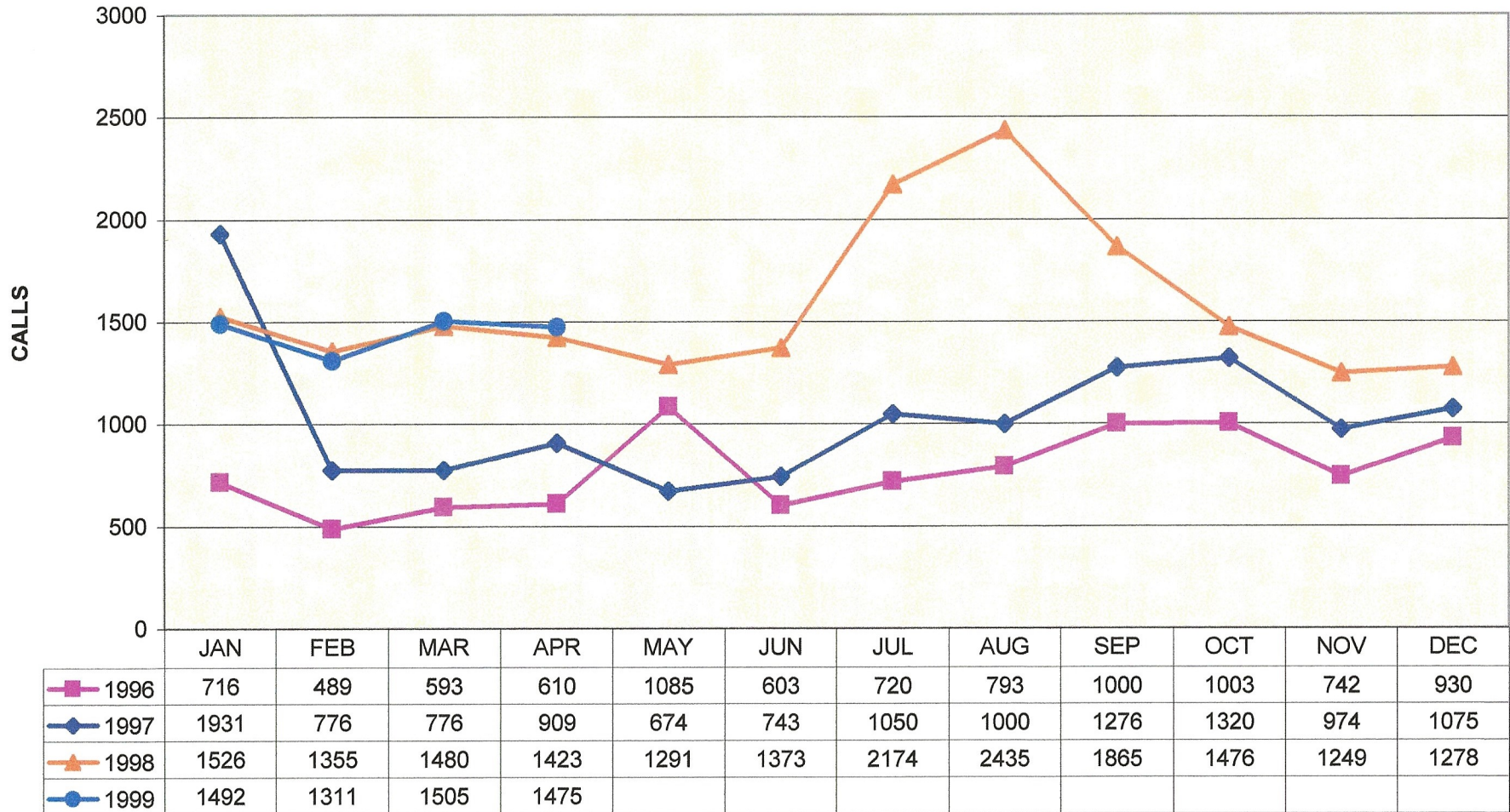


Chart 2

**SDA PLUSLINE 1996-99 TOTAL CALLS
40-MONTHS WITH LINEAR TRENDLINE**

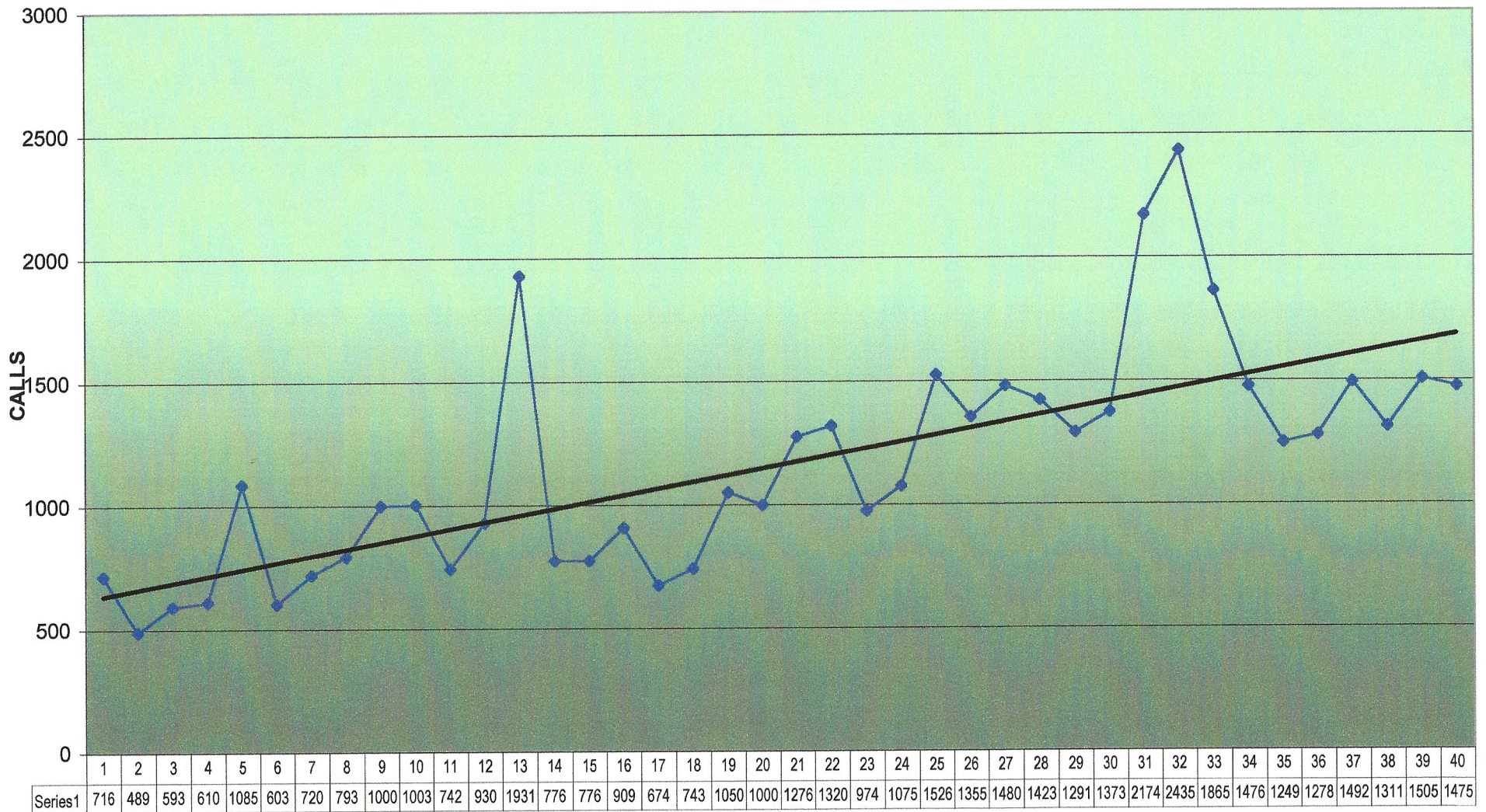


Chart 3

**SDA PLUSLINE 1996-98 CALLS BY UNION
TOTAL CALLS**

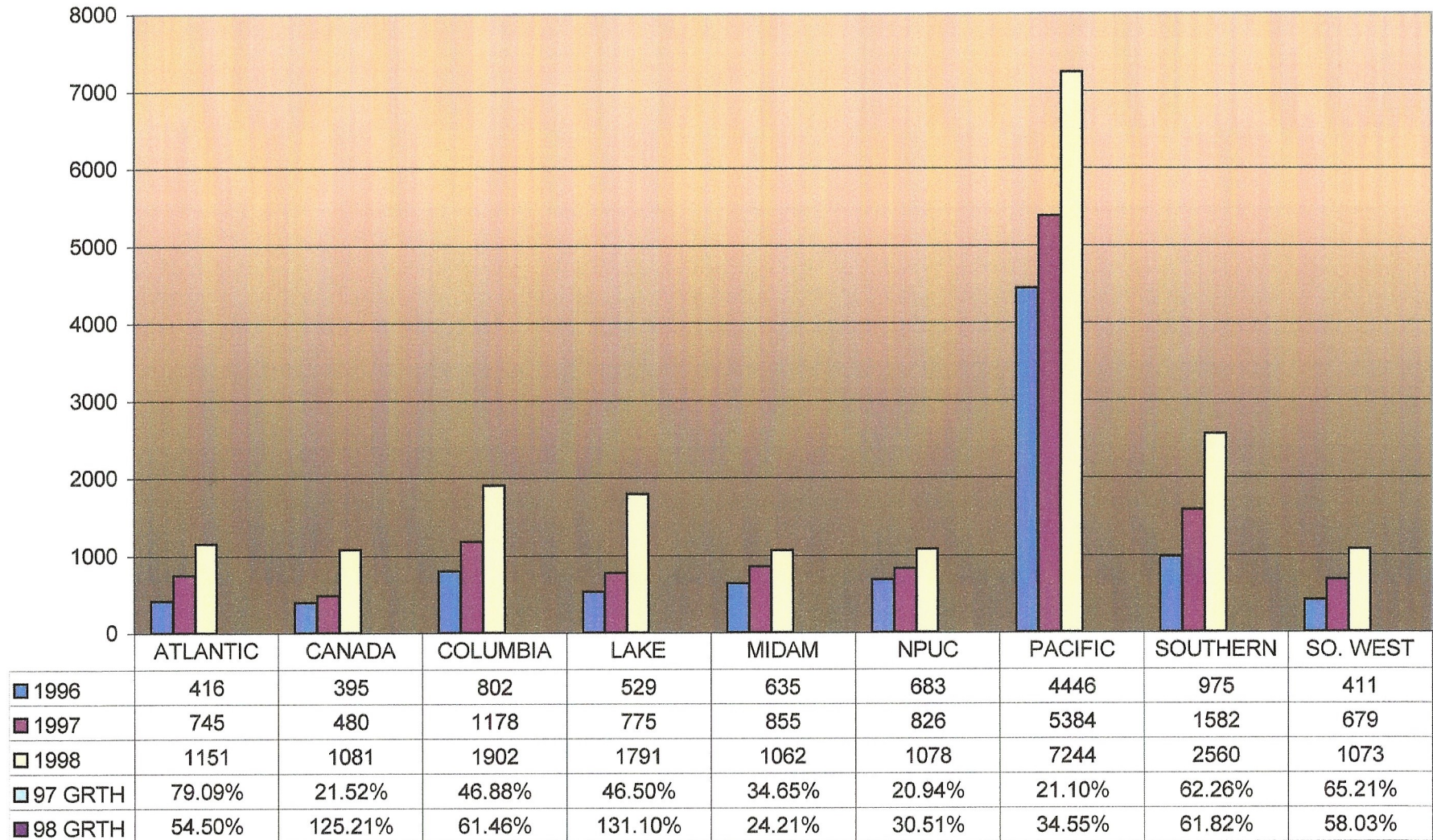


Chart 4

**SDA PLUSLINE 1996-1998 CALLS BY UNION
CALLS PER 1000 MEMBERS**

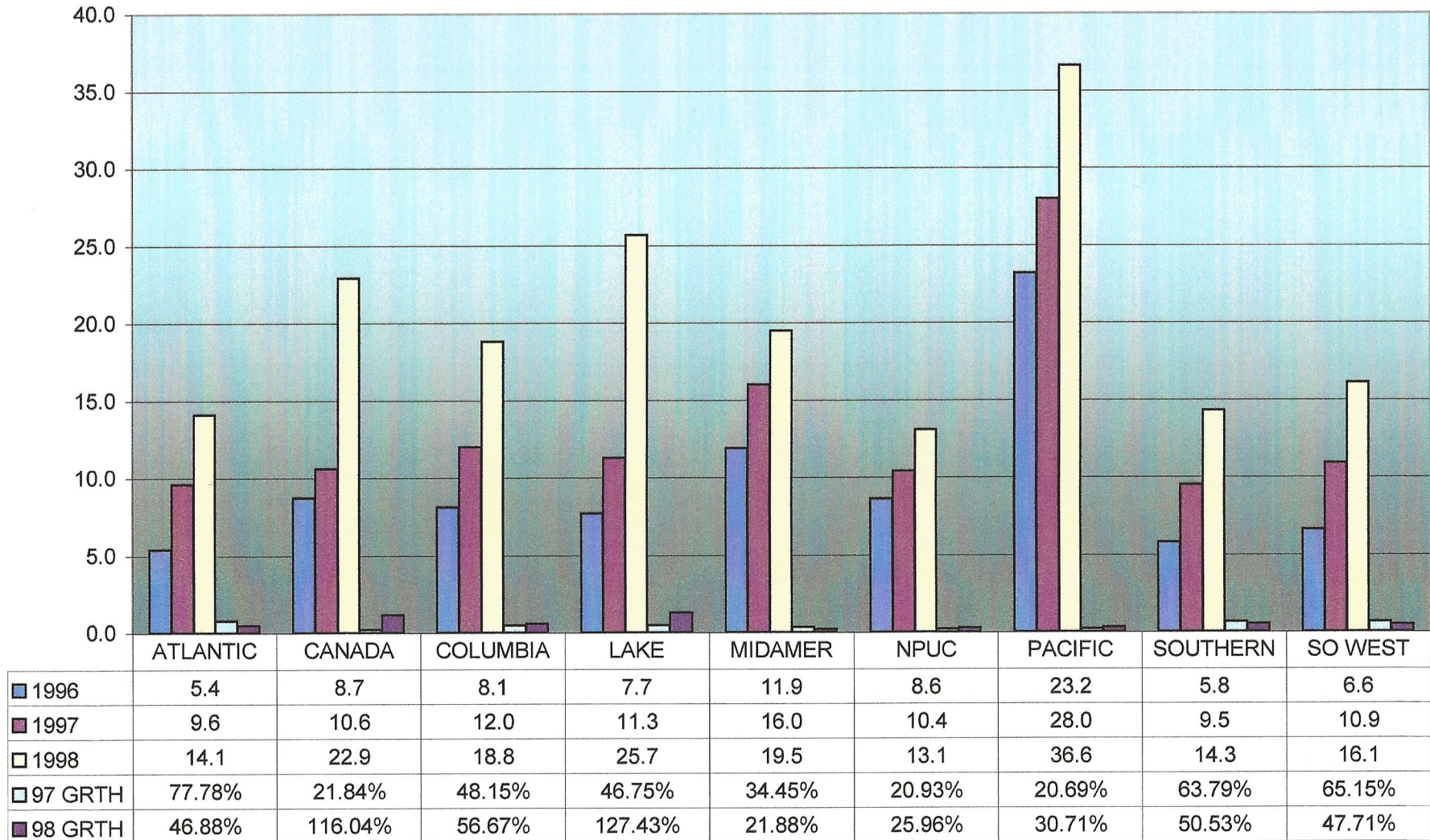


Chart 5

SDA PLUSLINE CALLS BY TYPE 1996-1998

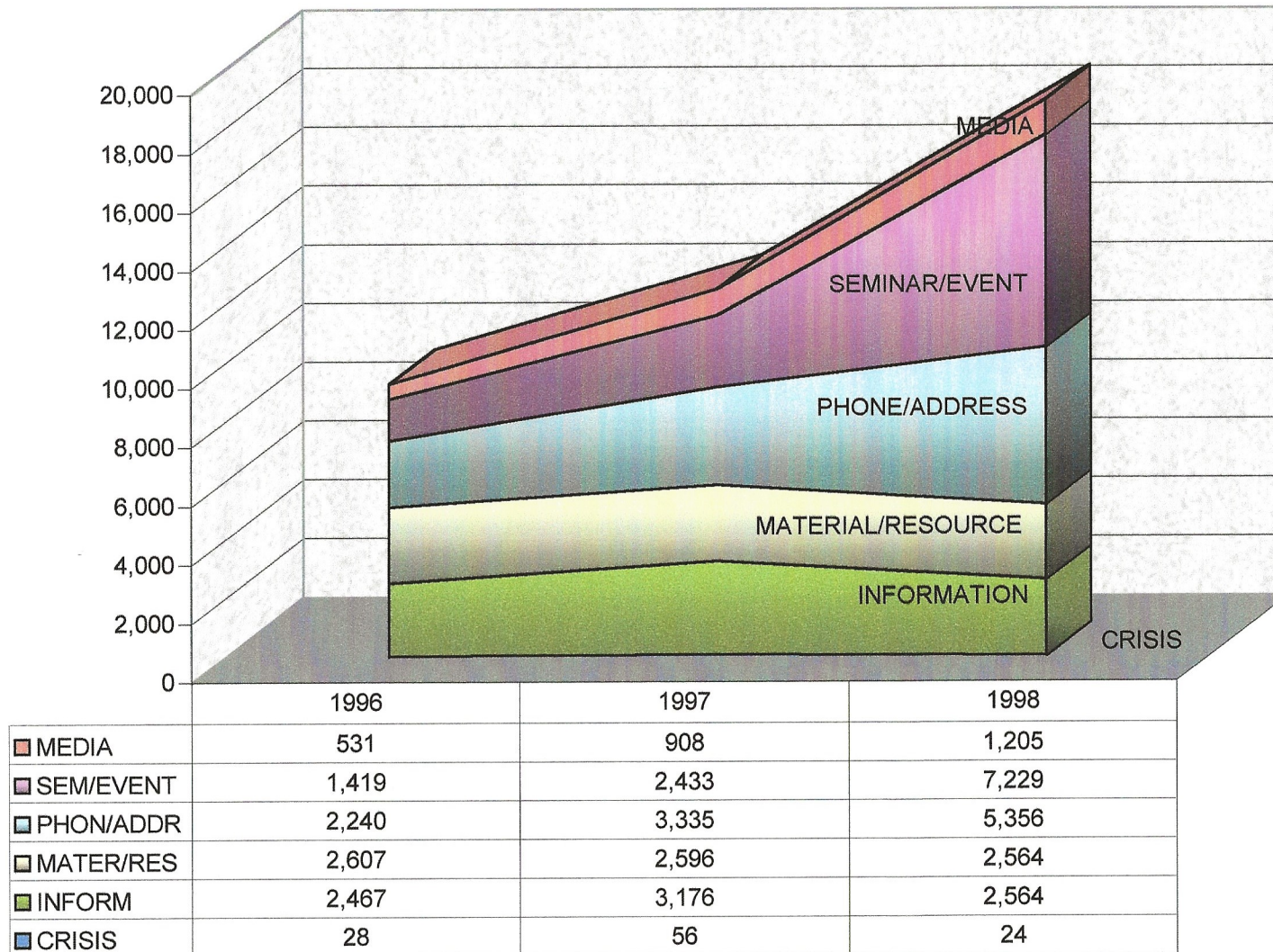


Chart 6