

## ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: Membership Growth Test

Committee Chair/Officer Name: John Apple

Date of Report: January 20, 2010

1. Actions completed since the 2009 Annual Meeting:

- 7/20/2009: A report of 10 new ATOS memberships was received from the approximately 330 letters sent to non-ATOS members from 5 ATOS chapters (0 from Garden State, one each from Manasota, Motor City, Orange County; 7 from Atlanta).

2. Actions begun but incomplete since the 2009 Annual Meeting: None

3. Goals to be reached by the 2010 Annual Meeting:

- Discuss, decide and execute the method of contact of additional non-ATOS chapter members for ATOS membership.
- Research the continuation of the reciprocal ads in the ATOS journal and other organizations.
- Insure that ATOS brochures are available at 2010 ATOS convention public events.
- Discuss other means of gaining new members within and outside chapters.

4. Amount budgeted for your committee: To be given at mid-year meeting

Amount expended by your committee: To be given at mid-year meeting

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

- The greatest success of new members resulted from a personal note from the chapter president (Atlanta) in our letter.
- Thanks to Tom Garver and John McCall, committee members, and Ken Double, president, for their advice and work.