

ATOS MID-YEAR ACTIVITY REPORT FORM (2011)

Name of Activity: New Membership Initiative

Committee Chair/Officer Name: Tim Needler

Date of Report: 12/31/10

1. Actions completed since the 2009 Annual Meeting:

- Worked with committee to implement New Membership Initiative which the ATOS Directors approved: First endeavor was announced in Jan/Feb issue of the Journal, a 50% membership discount for current members who bring in a new member who also receives a 50% discount for first year.
- Authored Director's Corner article focusing on the serious problem of membership drain for Jan/Feb Journal.

2. Actions begun but incomplete since the 2009 Annual Meeting:

- Investigated costs of advertising in "sister" publications (such as AGO, OHS, AMICA, THS) for the 50% new member initiative and plan to implement such ads, hopefully on a reciprocal no- or low-cost basis, to follow on the our internal membership initiative.

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

- Increase new memberships by 10%
- Decrease membership drop-outs

4. Amount budgeted for your committee: \$90

Amount expended by your committee: \$0

5. Comments: