

ASTD Membership — A Vote For Yourself

When the need for increased dues was first proposed, there was little question of the need. The real question was, would an increase offset those who would drop out of the Society because of the added cost? Your Board, along with the majority of the Council, voted for this change—as you know.

The soundness of this move is being tested as this is being written. Very early renewals that have come in do not indicate a loss of membership, but are rather a vote of confidence.

In a December Newsletter to Region IV, I stated that despite the increase, I felt that new membership would more than offset dropouts and that our Society would wind up on October 31, 1960 with as many members as we had the previous year, that is approximately 3,800. ASTD has always had a steady growth, and 1960 should be no exception.

By retaining your own membership and encouraging others to join, you are not voting just for ASTD. You are really voting for yourself and the job that must be done to help develop and train the people needed to run our myriad organizations in business, industry, commerce, government and education.

Congratulations to those of you who have already showed your faith in yourself by renewing or joining for the first time! To those of you who are still undecided, consider your own future—do you want to go it alone or take advantage of the ideas and findings of 3,800 others?

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