

## Thar's Members In Them Thar Hills

Here are some suggested sources for new members that can be explored by your chapter. It is just a starter, but we have found that one lead uncovers another, so "it's a-prospecting we will go."

- A. Check individuals in your region who are not members of ASTD, but who attended the Milwaukee Conference. (Your Regional Membership Representative can help you with this source.)
- B. Chapter members who are not ASTD members. (Let's take a good look at your chapter membership list and compare it with the listing in the ASTD Membership Directory.)
- C. Other suggested sources of members. (These are rather general, we realize, but they're a starter anyway.)

Professional associations within your area.

Various societies such as Sales Training Executive Society.

Leads recommended by your Local Chamber of Commerce.

Areas that are high in potential yet relatively untapped, such as:

1. Banks
2. Insurance companies
3. Retail stores
4. Colleges and universities
5. Trade schools
6. Federal, State and Local Government Agencies
7. Military organizations.

Your Membership Committee has established a new membership quota for the period January to June 1955 of 300 new members. Your Regional Representative will be asking you to establish a quota for your chapter. All the ASTD Officers and Committees are ready, willing and able to serve you. We intend to keep a monthly "blow by blow" account of the progress made by each chapter.

Will your chapter be at the top of the membership drive list which will be displayed at the Los Angeles conference?

Your Membership Committee  
*Dick Guyon, Chairman*

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### MAIL YOUR REPLY CARD NOW!

Mr. Elmer Sproule, 1955 National Conference Chairman, reported on November 30th that over two hundred bosses' names had been submitted by the ASTD membership. As Pancho told us in the mailing we received from the Los Angeles Host Chapter, it is important that we get our boss' approval for attendance at the Conference in Los Angeles. Mr. Sproule's committee is planning to send personally typed individual letters to each of the bosses' names submitted via the postal card reply. If you have not mailed your card, please do it now! Take advantage of their offer to help you secure your boss' approval for attendance at the 1955 ASTD Conference in Los Angeles.