

The Most Bang for your STMA Buck!

by Mike Andresen, CSFM, Membership Committee Co-Chair

From the STMA office, Board of Directors and the membership committee I want to thank each and every person that took the time to complete and submit your feelings about STMA through the recent membership survey. The response was higher than anyone expected and the different committees are now taking the results and developing workable plans to help bring the strategic plan into adulthood.

The amount of feedback you provided by written comments was especially valuable to committees and makes this document-of-results a true gem for us to work from!



Nor-Cal Chapter Meeting - Networking at the Local level!

As co-chair of the membership committee, I can verify that the volunteer group of professionals serving on our committee has a mountain of great ideas to dissect and we are excited to see fruition of better, and new, initiatives in the near future. Every other committee feels the same excitement and is dedicated to helping STMA become the professional organization that you envision it to be. If you find yourself wanting to participate in this important step in the future of STMA, and haven't yet volunteered to serve on a committee, please call the STMA office and offer your service. Many hands make light work!

It is my honor to co-chair the membership committee with Kurt Nilsson, and I am grateful for the dedication of each person who has volunteered to serve with us. Without naming everyone, be assured

we've tried to assemble representation from all geographic and category memberships. We will be working very hard dissecting two major areas, member retention and member recruitment.



Networking on a Seminar on Wheels Tour, Tampa, Florida, January, 2001.

For member retention, we will be looking for ways to quickly involve each member into the STMA family. We want to make individuals feel connected to the organization from their first interaction with STMA, either at the chapter level or national level. Member orientation, as it relates to services, is a priority every member should be offered. Mentoring of new members is another priority item. Many of us know how to network with other members, but there are a lot of members who are intimidated by making that first call. This committee will work to help every member feel good about knowing where to go to get the answers they are looking for, and more importantly, having each realize that this is one of their major benefits from joining STMA! Other committees,

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