

MEMBERSHIP EXPANSION: REACHING OUR POTENTIAL

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The Office of Membership, new this year, aims to decrease the large discrepancy between actual and potential membership in the CAA.

In the past months, foundations for a membership campaign have been laid. A document on membership policy was drafted,* a flyer, and poster were developed, and a program of presenting the CAA at related organizations was initiated.

The CAA Executive strongly endorses personal contact as the single most effective way in increasing membership. Will you help? The following are actions which you can take to augment membership through personal contact.

1. Tell a potential member about the CAA and ask him or her to complete the application form found at the back of this journal and to mail it to Deirdre Benwell.
2. Write me for the "invitation" to non-members which provides a brief background and goals of the CAA, lists nine benefits to members, and includes a membership application form. Distribute this to a colleague or organization you think should know about the CAA.
3. If you do not want to initiate a contact yourself, send me the name of the colleague or organization; I will send the information on.
4. Speak to a few colleagues in your local area about the possibility of setting up a regional chapter. Write to Alberto Behar (Safety Service Department, Ontario Hydro, 757 McKay Road, Pickering, Ontario, L1W 3C8) or Winston Sydenborgh (H.L. Blachford Ltd., 2323 Royal Windsor Drive, Mississauga, Ontario, L5J 1K5), who will provide you with the information on the origin of the Toronto Regional Chapter and the handling of programming, circulation, etc.
5. Write me that you are willing to act as a liaison between the CAA and another organization, institution, or geographical area. I will send you material which will help inform the liaison group. Please appreciate that if you do not do this, someone else might not either.

Complementing the above approaches are three challenging projects which require a joint National effort: the development of a directory of Canadian Acoustics Professions, the development of a directory of academic course offerings in acoustics throughout Canada, and the composition of an audio-visual slide presentation representing Canadian acoustics. If any of these projects interest you, write to me.

*Copies available from Annabel Cohen.