



by Richard J. Sklenar
ATOS Promotion Committee Chairman

The Detroit convention was an exciting one for many reasons, including the fact that the ATOS Board of Directors formulated plans to launch a fall membership drive under the direction of the Promotion Committee. The drive has two goals:

1. To increase the 1983 membership by 25% from the 1982 level of 5200. Doing so will increase revenue to offset a deficit budget and allow funding of other programs in addition to the magazine.

2. To have all current members renew not later than October 31. Doing so will eliminate the difficult and costly problem of mailing back issues to those who renew late. That problem is fully explained elsewhere in this issue.

ATOS is soliciting the help of its fifty local chapters and their members in reaching these goals. Most local membership drives will be in October (to coincide with public shows), but some chapters will participate at a different time. Chapters will be provided support materials with sample press releases, posters, samples of THEATRE ORGAN, brochures, other information, and guidance. A system of incentives will be suggested to reward volunteers who solicit new members.

ATOS dues for 1983 will be \$20. Most chapter representatives thought that this increase of about 1½¢ a day was *good* news, as the increased income will help us provide more programs for both members and chapters. Patrick Shotton, of the London & South of England Chapter, and Howard Reagan, of the Potomac Valley Chapter, were so pleased with that idea that they paid their 1983 dues while in Detroit. Following their lead will greatly help our staff volun-

teers and save about \$1800 a year in extra postage.

Members are reminded that dues paid to ATOS are tax deductible to the extent provided by law. Your chapter dues may also be deductible if your chapter is tax exempt. Check locally for this benefit of membership.

The ATOS board is also interested in chartering new chapters during the fall membership drive. Ten or more persons may petition to become a chapter. Information about this is available from the president's office as listed on page 3.

Those of you who are not affiliated with a chapter have not been forgotten — we need your help, too. If each of you would sign up *one* new member we could be well on our way to being the dynamic organization we should be.

The fall membership drive is exciting because of the opportunity it offers us to be growing, financially strong, innovative and forward looking. More important, it is exciting because it is our *first* attempt at utilizing our greatest resource — our volunteer members — in a coordinated national and international effort. We appreciate your sharing in this group project and we encourage and welcome your help.

PUBLIC RELATIONS HELP NEEDED!

The ATOS board believes one of its first priority jobs is to attract new members. If you have experience in marketing, public relations or publicity (preferably on a professional level), the ATOS Promotion Committee needs your help. Contact its chairman, Richard Sklenar, 3051 North Clark Street, Chicago, IL 60657, phone (312) 248-5744 days or 525-8658 evenings if you can assist our group in this worthwhile effort.