

OFFICERS' NEWSLETTER 95

BRANCH LIAISON SECRETARY

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205

That's the number of new members recruited in 2015

I am pleased to report that all the recruiting effort and initiatives has paid off and we have recruited more new members than in any other year in the 21st Century. This marks a 30% increase over last year's total of 159, a similar increase in 2016 would take us to 265. The challenge is on to see if we can sustain the momentum.

To all Branch Officers

I am sure that you are well pleased to hear from Alan that we have passed the 200 mark for recruiting new members during 2015. He tells me that this is the highest number since before 2001.

There is no doubt that the six articles in the Railway magazine, two further insertions in the 2016 Railway Magazine calendar, several press releases in other magazines and your individual efforts at branch level have certainly been very successful bringing in new members.

I feel that the society is really moving forward now and I hope that you do too. This year we are going to endeavour to widen awareness of the society amongst the enthusiast fraternity. I am looking forward to our further exposure in leading national magazines and to increasing our membership again over the coming year.

Do please continue to promote the special new membership offer – every visitor to an exhibition stand or at a meeting stand is a potential new member!

May I wish you a very happy and successful New Year.

Kind regards - Eric Palmer - Chairman Development Sub Committee.