DEAR SDDMA MEMBERS & FRIENDS,

The SDDMA board is always interested in fulfilling its charter to its members, so we are especially interested in how to best meet our members needs.

Not that anything needs fixing. But the old saying “if it ain’t broke, don’t fix it” is being replaced by “good is not enough.”

Now is a great time for any SDDMA member to get involved with your association. We are actively beating the bushes for new ideas and new committee members. Areas where we can especially use your energy and fresh outlook are:

• The education committee headed by Tim Malone
• The membership committee headed by Nina Hazard

Tim and Nina are both looking for members for their committees.

The education committee needs volunteers who are interested in building a new direct marketing learning program. In the past, the association had a classroom program; the new program could be either a classroom program or an online program. The opportunity to serve on the education committee is good for people who like to research and problem solve and are interested in transferring to others some of the combined knowledge and experience of our members.

The membership committee needs people who want to reach out to new prospects as well as to existing members who are up for renewal. The opportunity to serve on the membership committee is good for people who would like to communicate to others the benefits of joining SDDMA. It’s an especially good activity for members who want to extend their networking reach within the club.

Both committees are good trial activities to see if you’d be interested in running for an elected office with SDDMA next year. Both committee positions will also expand the depth and breadth of your networking connections in SDDMA.

Please raise your hand now—we really need you—especially if you’ve thought about getting involved and didn’t take the action before. There is nothing more magical than taking that one small step to further your goals.

Sincerely,

Maureen Murphy

P.S. You can find both Tim’s and Nina’s e-mail addresses on page 2 of this newsletter.

Maureen Murphy is director of direct marketing for Real Health Labs, a nutritional supplement company in San Diego, and SDDMA president. She may be reached at (619) 213-2268 or at mmurphy@realhealthlabs.com.