

ALTA Membership Committee Report

Chair: Betsy Russo

Staff Liaisons: Taylor Spolidoro & Cornelia Horner

Recent Meetings: April 11, 2018, Conference Call
May 21, 2018, Advocacy Summit

Future Meetings: Summer Conference Call(TBD)
October 9, 2018

Recent/Current Projects:

The committee made phone calls to several new members of ALTA from 2018. The goal was to make sure members are aware of their benefits and to find out why they joined. The committee is working on updating their purpose and scope that has not been updated in several years. The committee is also working on finalizing an escalator pitch to answer the question of *Why Join ALTA?*

Future Activities/Projects:

The committee had a great brainstorming session during our May meeting on ways to promote ALTA to potential members as well as existing members. The group will meet in the summer to discuss implementing some of our ideas in the next several months.