

ALTA Membership Committee Report

Chair: Betsy Russo

Staff Liaison: Taylor Spolidoro

Recent Meetings:

February 13, 2019, Phoenix, AZ

May 6, 2019, Washington, DC

Future Meetings:

October 22, 2019, Austin, TX

Recent/Current Projects:

The Membership Committee has met twice in 2019. The first meeting was a full day meeting in Phoenix, AZ and the second was in conjunction with the ALTA Advocacy Summit. Specific projects include:

- Renewal calls in February to new members that had not renewed
- Revamped orientation for first time attendees and new members at ALTA SPRINGBOARD and ALTA Advocacy Summit
 - Used Braindates for new member/attendee orientation at SPRINGBOARD
 - Implemented a similar Braindate concept at Advocacy Summit
 - Both very well received
- Testimonial membership video
- Representing ALTA at state LTA Conventions and other industry events

Future Activities/Projects:

The next meeting will be held in conjunction with ALTA ONE in Austin, TX.