Why join the Board?

There was no better recruiter than Harvie Jordan, one of the founders of AATIA. Harvie listened attentively to my objections, my long explanations about how little spare time I had, and how I really honestly just couldn't possibly be the next Communications Director.

I was the next Communications Director for a year and then President for two more. That all happened long ago, just after I joined the AATIA, when I was still a newcomer to the business. I am now President again, and am standing for re-election in 2018. Why? Because I realized during my earlier term that, if one's reason for joining the Association is to learn more about one's craft and advance in this profession, there is no better place to be than on the Board. I also realized that if one wants the Association to stay afloat, one must occasionally volunteer to take an oar into one's own hands.

I wonder what you think about when you think about the AATIA. Maybe you don't really think about it at all, you just come to the meetings. Fair enough. But somebody has to brainstorm with colleagues about what we should do for the next meeting, what kind of presentation we should arrange that might benefit the membership. Someone has to reserve a meeting space. Someone has to buy the snacks and bring them to the meeting. Someone has to post the information on the website and send it out in an email. Someone has to keep track of membership applications and help members with their online directory listings. Someone has to manage AATIA's money and make sure the bills for the website and other services are paid.

None of these jobs is really hard, or takes up that much time, compared to the rewards of seeing one's work come to fruition, of being part of something larger and more substantial than all of us individually.

The truth is that, like any association, the AATIA cannot survive if newcomers do not step forward and take over the reins. Please consider it.

Thank you for your time,

Tony Beckwith