

The membership committee is pleased to report a considerable measure of success in adding new members to the Association. Every college coach in the country has been contacted and many of the men in secondary schools. In the Fourth District alone over two hundred high school coaches were given information about and an opportunity to join the Association. Over a thousand letters were sent out by Committee members the country over urging the advantages of our banding together to make basketball a better game and to keep it in the hands of those most interested.

The delay in deciding the convention dates handicapped us somewhat in the final drive for membership and for attendance at this convention, but registrations indicate that we are to have one of the largest conventions to date.

Experience shows that personal contacts are the primary influences in interesting coaches to join associations and attend conventions. Hence any enthusiastic member becomes a salesman for the organization.

The two best promotional times are just as the season starts when every coach is interested in bulletins and information. Then at the season's end when they like to get together and pool their experiences and plan for the future.

From the membership standpoint the cooperation of every coach is needed to help make the bulletin a real news and educational agency. Our editor needs cooperation from every section in order to make the Bulletin indispensable to the Basketball Fraternity.

In every section, league, conference and college, our members should talk up the value of cooperative effort in building the future of our great game.

Two sections have this year more than doubled their membership and this has been partly due to the personal enthusiasm of those in the area already members.

The change in dues from straight \$5.00 to \$2.00 for those not able to attend the convention has helped keep our membership more stable. Formerly too often we found memberships being allowed to lapse where the members could not attend the convention.

More definite information concerning membership costs and privileges needs to be incorporated in next year's promotional literature.

The number of secondary school members is increasing and this represents a fine trend.