

How to Find *Refreshing Members* for a Local Study Club By Judy Kay Mausolf

In the last issue of the Observer, I touched on the S.T.A.R.T.S. method of starting a local study club. In this issue, I will address in further detail the most important step, finding “*Refreshing Members*”.

How do you find *refreshing members*? Start by thinking about a potential core group. Who are five or six of your enthusiastic and motivated friends/colleagues in the dental front office/administrative industry? Ask them to become a part of your club as a board member or officer. It is essential to have the specialty practices such as Periodontics, Prosthodontic, Orthodontic, Pediatrics and Endodontics represented. They will be able to offer valuable information as well as be key in referring you to other potential members they have a working relationship with. There are four officer positions, president, vice-president, secretary and treasurer in addition to the regular board member positions. I suggest having at least six officers/board members to help with any study club administrative duties. Some examples of the duties are confirmations, nametags, greeters, seating arrangements, decorations etc.

Once you have chosen the officers and board members schedule a board meeting. The agenda will be to establish together a membership goal number and a potential members list. The membership goal will greatly depend on your meeting location limitations. I advise a maximum of 50 members to keep the atmosphere friendly and inviting. If you go much larger than that, the quieter and shy members can be overwhelmed and lost in the crowd. The potential members list should include all the connections each board member has to dental front office and administrative personnel.

The next step is to create two welcome letters describing the vision, objective, and goals along with agenda, dues and benefits of the study club. It is also important to ask if they know of any other team members from their office or another office who might be interested in the opportunity to join along with an R.S.V.P. Send one to the team

member you want to recruit and the other to their doctor. I suggest having the officer/board member who suggested the potential member to sign and send the letter. This helps to break up the workload of letters and follow-up calls. If there is no response follow up with an e-mail or call after two weeks.

You will be amazed at the response you will get from your letters and also by the word of mouth from your members. The friendships will grow and everyone will be excited to see each other and catch up. Before you know it, you be starting your own study club waiting list!

Our members say they could not imagine missing the benefits and experience of belonging to such a knowledgeable, inspiring, and fun group of women!

Learn how to start or be a part of your own study club. Join Judy Kay Mausolf at the AADOM Annual Conference in Tampa, Florida on September 26, 2008 at the Renaissance Hotel, International Plaza.

She will teach you her S.T.A.R.T.S method that includes sample letters, templates, and step-by-step instructions. Are you ready to discover how to transform your passion and ideas into a thriving and successful study club!