

THE RUDDER

The Newsletter of the USS Continuum

JULY 2008



Recruiting Drive

At the last ship meeting, the crew discussed a Recruiting Drive that last until the Anniversary Dinner in December.

THE RULES:

- The new recruits must become active in the *Continuum* to be eligible to be counted. They become members by paying their \$10 + \$1 extra per member of each to the *Continuum* treasury.
- Members can recruit on an individual basis (i.e., outside of normal ship functions) or at any public event. However, for the latter, that member must talk to and convince the recruit to join, and that recruit must also credit the member as recruiting him or her.
- And, of course, new recruits can also join in the contest by recruiting others after they've become members.
- The winner of this contest gets one 2006 SF Challenge Coin (featuring FADM Les Rickard). If enough of our members are very active in trying to win this contest, we will add other awards because we **really do** want to grow as an organization and as a chapter of STARFLEET.

What constitutes a new recruit becoming active? The most obvious way is to come to the meetings and other events. However, there is no set number they must attend. We simply ask that they do more than just pay their dues and have their name on the roster because we need members who actively contribute to what the *Continuum* does. Even members who can't regularly attend our functions can still be made their presence felt through the listserv and other behind-the-scenes activities.

IDEAS ON RECRUITING

At heart, the key to recruiting is by being friendly. It's you welcoming people to join us and become involved. If you can do that (and I can't think of a single member of our chapter who can't), you'll have a real good chance in being a successful recruiter. But despite the fact we are recruiting as individuals in this contest, most recruiting is always a "team effort" and usually takes time (which is why we should start now). It is extremely rare that recruits join after just one event. It takes a good deal of follow-up before they're comfortable with the group to join it.

The *Continuum* has several flyers that feature some of the activities we do every year. I can print more of those if we need them. I can also print business cards for any member with your name, home phone, cell, and email address; there's also meeting times & dates and the ship's website. Business cards are available upon request, and I charge 50 cents per page of 10 cards just to cover the expenses.

Also, we have the contact information of several of our former members that still live in the area. (Former members are eligible to be "new recruits" for the sake of this contest). So for those of you out there who have been with us for a while: you have a particular advantage! You probably remember many of these former members and could encourage them to visit us once again. In fact, having different members contacting each them could prove to be very effective.

On a similar note, I can print out the contact information of the visitors we've had in the last couple of years as well if anyone would like to contact them.

Furthermore, STARFLEET has Recruiting tools in their Document Center at www.sfi.org that any SF member can download. They're .pdf files so you will need a Adobe Reader (which is free to download at www.adobe.com if you don't already have it). There's also a STARFLEET Academy course "College of Recruiting." All of these have good ideas to recruit new members.

We can also do more public events, but we need more crewmembers heading up the efforts, and not just the CO and XO. Nevertheless, both Bruce and Jay are here to help if anyone needs it.

Good luck to each of you!

Camping trip

For those going on the September 12-14 camping trip at the Florida Caverns State Park in Marianna, FL: \$20 per person is due by August 15 (the date of this month's ship meeting) to cover the cost of the meals for the weekend.

Candle Sales

Bruce showed the crew the information on the Candle Sales at the last ship and is looking to bring additional brochures and samples to us in the near future.

The proceeds for the sales will go to help the Ronald McDonald House as they build a new House that will be the temporary home for 551 more families annually. RMH is hoping to break ground for this new building shortly and be completed by 2010; they will need an estimated additional \$5 million to complete the project.

Plane Pull

We have recently received some information on the listserv about another RMH fundraiser coming up in November. According to the email from Ronald McDonald House,

“[the Plane Pull] is where teams of 20 pull a 727 Fed ex plane 12 feet in the fastest time ... Team registration is \$1000. That \$1000 breaks down to \$50 per person.”

We will provide additional information, including the exact date, time, and location, when it becomes available.

Anniversary Dinner

The *Continuum* is already making plans for our Anniversary Dinner to be held on Saturday, December 6. This will be the 15th anniversary of our ship's commissioning.

The location of this year's dinner is to be announced. In the past several years, it has been held at the Locklin Building at Santa Rosa Medical Center. However, Bruce reported that the Medical Center will be making some changes to the building sometime in the near future; it may or may not be available to us in December. Therefore, we have decided to look at different location.

Because this will be our 15th anniversary, we are also looking at having this year's event catered. We will also be sending out formal invitations to the Regional Staff, other chapter COs, and our former members.

