

## Membership News from Jon Baake, Nov 1, 2019

Over the years we have had little knowledge about how new members learned of the NRHS. That information is critical to best publicizing the existence of the NRHS and to finding new members. In September the process for applying for NRHS membership online was enhanced by asking applicants to "Please tell us how you learned of the NRHS" The online registration form now provides the following check boxes:

- Trains Magazine
- NRHS Membership Brochure
- Train Shows
- Railroad Museums and Tourist Railroads
- Local Chapter
- Referral from a current Member
- Other

Since the revised form went into use in September, we have gained eight new members who indicated they learned of the NRHS through the following. The responses are greater than eight as some checked more than one box.

Trains Magazine (2)

NRHS Membership Brochure (1)

Train Shows (1)

Railroad Museums and Tourist Railroads (1)

Local Chapter (4)

Referral from a current Member (3)

Other (2)

In our continuing attempt to keep our name before the public approximately 7500 membership brochures have been distributed this year. They have gone to individuals, chapters, and approximately 80 railroad museums and tourist railroads. Wes Weis provided the contact information for most of the railroad museums and tourist railroads. I have approximately 1500 membership brochures on hand for distribution upon request.