



How to build a better Branch

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Ned S. Banton ~ Growth and Membership Committee

In this document, we are focusing on Branch luncheons, as one of the key elements to having a successful Branch. As an example the subject comes up quite often on how do we get interesting speakers (a key element of our meetings)? Some of the answers to this are some of the simplest. Did you know that almost all TV and radio personalities have in their contracts that they must make at least two free public appearances a year? The way to book them is to decide on who you want, call that TV or Radio station and ask for the P.R. Department. Be flexible with some dates and alternatives who you might want.

You will find that many large companies, especially utilities, have a Public Relations Department that willingly offer speakers. Most provide interesting talks regarding R & D objectives and, if informed in advance, will not present a forceful company commercial. Larger newspapers have speakers available and offer worthwhile talks on current events.

Another source that is used by several Branches is NASA who has their own "Speakers Bureau" department and they will find the right speaker for you. Their topics are wide ranging and always interesting. They can be reached by contacting:

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Branches from several Areas in greater Sacramento have successfully operated a Speakers Bureau for several years. The Little Sirs trade Form 40 information. Meetings are held each month where a moderator presides and Little Sirs may attend to share ideas and further evaluate speakers.

A couple of Branches have cautioned about having doctors speak as they can sometimes leave you a little depressed. Sports personalities, players or coaches, have proven to be popular with our audience.

Regardless of whom you have on your program it is advisable to control the total luncheon so it is completed from beginning to end not to exceed one and one half hours. Music before the meeting creates a favorable atmosphere. Announcements should be brief and held to a minimum.