

COUNTY LINE

FOR AND BY OHIO BEEKEEPERS

The County Line crosses again, but only to the secretary's, and a few select others, as our budget remains at nearly zero; so please, please spread the word among your members. Reproduce this so others can read, learn, or at least enjoy and poke fun at.

If you haven't noticed yet, **The Line** doesn't have a President's report, an Editorial, a Secretary's report, or anything else, by anybody of any authority what-so-ever. The Editor, Dr. Tew, oversees the production of the regular Newsletter, and lets the rest of us do this one — so, from now on this part of **The Line**, put out by the staff will be entitled: **STAFF STUFF!**

Last time we talked about dealing with new members — how to deal with a bashful rookie, and how to make sure you kept a new member interested, and paying dues for years to come. This time, we'd like to discuss some ways to get those new members. We may have been a bit premature last time, since we have already discussed what to do once you get them to your meeting, so backup just a bit and let's look at getting some new bodies to help with all the chores that need doing.

One thing we must mention. Elsewhere in this issue is the schedule of the next State meeting. Looking carefully, we see that there is a speaker who will talk on this same subject. If, and we hope not, we mention some similar ideas it is not because we have previously conferred, but just that great minds seem to come up with the same ideas.

The absolute best way to get new members is to go to their homes and drag them to the meeting by force. Since this doesn't work well, or often, you will have to resort to less direct tactics. So, let's look at some of these proven methods.

First, people who want to begin beekeeping very often don't know where to start. Where do they get equipment, who can teach them, what do they do with the bees when they arrive, where do they get bees in the first place, and certainly, who do you call when there is an (apparent) emergency? All very logical, and necessary questions for a beginning beekeeper. Without a place to go to find out the answers to these questions, that new beekeeper (and probably any new beekeeper) won't last a season before something else more interesting, and more accessible, comes along to take up the time and money that could have been in your coffers.

You have lost a potential member if you haven't done anything to answer those questions.

But to do this you have to have money — a budget, a '*New Member Program Budget*', in fact. How much? How much do you have, and how much can you afford. Well, what are your yearly dues? Let's say \$10.00/yr, and you want at least 10 new members. Your budget then is **\$100.00! That's right, \$100.00!**

So, where do you start? Best place — your regional or local inspector. They have, or have access to the names and addresses of every registered beekeeper in your area. Get that list, then write, call, visit, write, call, visit,

(More, next page)

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write, call, visit — persistence pays off. Some will welcome you with open arms, others won't. Don't give up.

What to write? Do you have a newsletter? No? You should! But if not, start one. Get a second class permit, or a bulk permit and get going. Getting the permit is the most educational, and most frustrating experience in beekeeping administration. But it's worth it.

Then get the list — on sticky labels if at all possible. Or, Xerox it onto sticky labels so you can use, and reuse them. This will cost you about \$10 -25, depending on length. Then start sending the letter, newsletter, hints, help, and more. Meeting invitations, what's happening, who to call, where to go, how to get there — make it simple, easy, and even simpler and easier. You want those new members to almost fall into you meeting.

Next time — more ways that work!

**NEXT STATE MEETING
OCT 22, MARION OH
BEE THERE**

For reservations in Harding Motor Lodge, call 614-383-6771. • \$34.95 single—\$38.95 double•.

OH ST BEEKEEPERS
DR. J. E. TEW
ATI
WOOSTER, OH 44691

JAMES THOMPSON 87T
8227 EBY ROAD
SMITHVILLE OH



Registration at the door, \$5.00, but lunch on your own

MEETING INFO...

WHEN: Sat., Oct 22, 1988

WHERE: Harding Motor Lodge, Marion OH614-383-6771

WHO: Gordon Rudloff, Glen Needem, The OH Honey Queen, Mark Bennet, Jack Kuehn, Steve Halcomb, and Featuring Mr. Robert Smith, President WGTE, Toledo, speaking on Ideas and Promotions for OSBA.

•IMPORTANT•

REGISTRATION INFORMATION

Meals: Must be prepaid to eat at the meeting Lodge. Cost — \$5.75 (in advance). Registration, \$5.00 (best paid in advance) . So — Send \$10.75 to:

William Conley
Treasurer OSBA
292 Fowles Rd
Berea, OH 44017

**BY OCT 7TH
NO LATER!!**

This should be a great meeting!

Find out the latest on mites from Glen and Gordon, what the Honey Queen is doing, What's new from Mark Bennet, of Dadant's, and Jack from OH Bee Supply, about the Peace Corp form Steve, and Finally, what can OSBA be doing to help itself, and beekeeping in OH. Don't miss this meeting, AND GET THE WORD OUT TO MEMBERS

