

VICE PRESIDENT MESSAGE/PREM REPORT



Publicity, Recruitment, Extension and Mentoring (PREM) are the four cornerstones on which *Powertalk* International can grow and thrive. **What can we do as members to help PREM?**

First, each council should have a member assigned as the PREM committee chairman. If you don't know what your council is doing, ask that person. For Council 2 it is Irene Osuga and for Council 4 it is Ethel McLeod-Day.

Unfortunately Council 1 does not have a PREM designee, so it normally falls upon the shoulders of the Vice President.

To answer my own question, there are a lot of things that each club member can be doing to further the PREM effort. I'd like to ask you to go on the *Powertalk* International website under resources and click on PREM. You will find a number of PREM tools and ideas. Specifically you can read the ITC *PowerLines* which is a bi-monthly PREM newsletter with practical ideas and information from members around the world.

Since the P in PREM stands for publicity, let's discuss what we can do in regards to publicity. The *Power Lines* newsletter presents both a bookmark and poster (samples are provided in the newsletter) that you can prepare and distribute to your libraries, schools, local bookstores, etc. Of course, ask first if you may display them at their location. Prepare the bookmark on colorful paper so it is inviting. Make sure that you have contact information. As a club assignment, if you choose to do so, have each club member list places where he/she will leave these bookmarks. Get a commitment from the member to do so and please email the list.

Prepare the poster to display at your club and council meetings and any special occasions you might have. Reach out to community groups, business organizations and non-profit organizations. Prepare a poster that says, "**OUR GOAL IS TO HELP YOU REACH YOUR GOAL.**" Display this poster wherever you can. You never know where you might find potential members.

Did you know that your club could be a 20/20 club? Increase your membership by 20% or reach 20 members during the course of the year and you will qualify. You will find the application form in the **Resources** section under **PREM>Target Twenty**. **LET'S DO IT!**

Shirley Figenshu

SPR Vice President