

2001 REGION SEVEN RECRUITMENT MANUAL

Volume 2, Issue 1

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WELCOME

**This Recruitment Manual Is a
Compilation Of SFI Recruitment
Resources And Information
Gathered From The Members Of
STARFLEET, Region Seven. It Is
Intended For Applicable Use
and Implementation.**

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USS NORTHSTAR NCC-10462
DIR. OF RECRUITMENT SVCS., SFI-R7**

INTRODUCTION

The purpose of this handbook, is to provide useful information to Starships, Space Stations, Shuttles, pre-shuttles, Commanding Officers, Recruiting Officers and everyone else interested in how to recruit.

The information in this book comes from many sources. Much of it is based on our own successes and failures both in Starfleet and in my

professional career. A great deal of the information comes directly from the Ships of Starfleet and their COs who have been out there on the front lines for many years. That's what really makes the thoughts and ideas contained in these pages so important. They come from Officers just like you with similar experiences and ideas.

When launching a new ship, a CO frequently has absolutely no idea where to start when it comes to building membership. He/She talked to all his/her family and friends and he/she's made the rounds of his sphere of influence. They've gotten enough people together to launch a ship. Now in which direction do they go? Or

"The information in this book comes from many sources. Much of it is based on our own successes and failures"

maybe you're a little further down the road and in command of a good, steady ship that's been around for a dozen or so years and the CO is just plain tired of looking at the same dozen or so faces at meetings. How do we attract new faces?

It is the hope and purpose of this manual to start you off on a new path and, perhaps, to offer you a renewed sense of the path you're already on in your search for new members. If something you read here makes you say "I should have thought of that!", or if something stimulates you to say "I'm going to try that!", then **GO FOR IT!** And if you see something that makes you say "I like that, but I'd do it like this....", that's great, too. All of these ideas are designed to be molded to fit your recruitment needs.

We offer a special word of thanks to Commodore Fell and the SFI Recruitment staff.

TABLE OF CONTENTS

What Is Recruitment	3
First Contact Etiquette	3
Who We Are · What We Do	4
Getting Out The Word	5
Recruitment Stations	7
Public Relations Check List	10
Surveys	12
Quartermaster Order Form	13

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What Is Recruitment?

The word "**recruit**" comes from the French and Latin meaning "to grow again". "To provide with new members or employees. To enroll or seek to enroll. To replenish." In one sentence, Recruiting means growing or replenishing by seeking to enroll new members.

In Starfleet, this means going out into the real world and finding others who just might be interested and are willing to sign up and serve on a fictitious Starship. It means to explore strange new worlds. It means seeking out new fans. To boldly go where no fan association has gone before!

If your ship is going to continue to grow you will need effective recruiting. Whenever you talk to someone about **Starfleet**, you're recruiting. Whenever you make an appearance in uniform, you're recruiting.

The way you represent your Ship and **Starfleet**, both orally and visually, it will make a great deal of difference in how we're perceived and, like it or not, perception is important to most people. To be effective, you must be creative, energetic, confident, perceptive and interesting. You must show a skeptical public that you represent an organization worth belonging to.

First Contact Etiquette.

Don't **disparage the competition**: You will never make your Ship look more appealing by disparaging another Fan Association. If you can't say something positive and affirming about affiliate and/or equal groups, then don't say anything at all. On the other hand, if you know another Star Trek/Sci-Fi fan organization in your area hasn't been forthright with the public and your potential recruit mentions this issue, you should acknowledge you are aware of the issue then immediately spin the conversation around to accentuate **YOUR** Ship's activities.

Be **selective in choosing your "first contact" team**: We probably have a member or two who would not be a good choice for a "**First Contact**" scenario. If you have a member who has a tendency to rub people the wrong way or is overly aggressive or doesn't understand the recruitment concept, this is most likely not the person that you want your potential recruit to meet first.

If at all possible your "**First Contact**" team should be lead by your Chief Recruitment Officer and her/his team of **experienced** individuals. Recommendation: assign your "**problem officer**" on the next Recruitment Away Mission to learn how vital this mission is to your Ship. Have them become familiar with all of your Ship's recruitment materials and assign them to assist with recruitment table set-up and observe how things should be done.

Boarders: You may have heard of Starfleet's "thirty mile rule". As far as I have been able to determine, this, indeed, once was a rule but it is now more of a "rule of thumb". In cases such as NYC and Philadelphia, we recommend these Ships coordinate their recruitment efforts in one large presentation and event.



Who We Are And What We Do.

The most important aspect of effective recruitment for any organization is a thorough understanding of what the organization is and what it does. Essentially, Starfleet is three things:

- A fan association.
- A service organization.
- An educational organization.

A s A Fan Association,

We are not a "fan club". There are hundreds of Star Trek fan clubs around the world.

We are the OLDEST AND LARGEST FAN-RUN STAR TREK ORGANIZATION in existence. We are a registered international not-for-profit corporation. Without any other consideration accounted for, this sets us apart from "fan club" status. As a fan association we engage in activities and events similar to those of other fan clubs. But there's far more to Starfleet.

A s A Service Organization,

What truly sets Starfleet apart from any other Star Trek group is our dedication to community service and charitable efforts. From its in-

ception, Starfleet has been a strong proponent of the "let me help" concept. We know that we can't single-handedly bring about the utopian society of Star Trek's twenty-fourth century, but we can make the twenty-first century world we live in a little better place for others and for ourselves by our efforts.

Starfleet supports a number of national and international causes and charities. Individual Starfleet chapters and members are involved in countless local and/or regional charity efforts. Whether it be by donating blood, food drives, highways clean-up projects, tree planting, fundraising or voter registration, Starfleet makes a difference and it's a difference we can promote and be proud of.

A s An Educational Organization,

Another area in which Starfleet sets itself apart from the ordinary is in its support of education. No other group known of offers the financial support we do for our Scholarship Fund. Our scholarships are awarded to members studying in many different fields and are often endowed by the Trek stars they are named for. No other Star Trek "fan club" can make that claim. Additionally, there is a growing number of Ships that make endowment of a "textbook scholarship" at a local community college as one of their annual service projects. This is a simplistic overall look at the organization. These are some of your "selling points".

Build on them and adapt them to your particular situation. What makes Starfleet so attractive and popular is its diversity. There's something for almost everyone. Whether you're recruiting one-on-one or participating in a big recruitment drive, acknowledge this point. "Look at how we are different and what we have to offer."

Of course, the actual direction that any given Ship in Starfleet takes is a matter of the choices made by its command staff and membership. Many Ships choose a more social format. Others choose the service driven approach.

The best situation is a balance. Ships who incorporate a



Getting The Word Out!

The following are simple ideas that come to mind when preparing your recruitment Away Team. Remember, adhere to and follow your local laws as they pertain to your Ship's location state/city.

Bulletin Boards: Lots of places have bulletin boards where flyers can be placed. They include grocery stores, community centers, laundromat, schools, day cares, student unions and comic book stores. These are great and **FREE** opportunities to advertise you're next meeting and/or event.

Flyers aren't the only form of a notice you're limited to when posting information on a bulletin board. One inexpensive way is the use of index cards. Print up or type the information you're trying to convey. Keep it short and simple (your next meeting/event, time, date, place and contact information. Use bright colors to attract attention. Always check with the establishment to determine policy on posting, then follow up from time to time to make sure your posting hasn't been defaced or removed.

A little more elaborate version of this idea is to make up a **recruiting poster** for your Ship. Standard **8½ x 11** piece of paper brightly colored with tear-off-tags containing you Ship's contact information. At the top, have something like "**Be More Than You Can Be - Starfleet**" or "**Starfleet Wants You!**" to draw attention to your flyer. Then fill in the basic information about your Ship. The use of graphics like a picture of your Ship or Shuttle will go a long way.

Lets talk about your Ship's **advertising ads**. Some of have reported on how their ads don't seem to be attracting attention, try this.

Blatant Advertising - Mission Alpha: Print up/create an 8½ x 11 flyer with your **Ship's name, address, telephone number, address and URL. Add in when your meeting dates are (ie. every third Friday of the month at xyz location).** Now, contact the community affairs department of the newspaper your current ad is in (don't talk to the ad people).

Tell the community affairs people who you are and tell them about your community service activities. Then tell them you would like to take out a full-page -or- half-page -or- quarter-page ad but can't afford the price. Then ask, "Would you help us get free ad space if we volunteered some time at your offices/next community event/etc.?"

Don't take "**NO**" for an answer. Explore every possibility. Don't let them off that line before you at least get them to connect you to someone who can help. The newspapers are running a business where they need your dollars to keep themselves in that business. They will do everything in their best interests and helping their local community is in their best interest.

Covert Advertising - Mission Beta: Pick up a box of Avery Business Cards 2 x 3½ Laser 5371. Print up some with you **Ship's name, address, telephone number, address and URL. Add in when your meeting dates are (every third Friday of the month at xyz location).**



Getting The Word Out (cont.)

Now, go to your local Barns & Noble bookstore or neighborhood bookstore and find the Science Fiction section. Once there, simply slide one or two cards in between the books lined up on the shelves. Find the Science Fiction magazines. Flip through it. Find the subscription form and slide your Ship's card in behind the subscription form. Be sure to take some of those 8½x11 flyers with you. Some bookstores like Barns & Noble have bulletin boards where you can leave a few flyers.

Blatant Advertising - **Mission Gamma:** Get a new wallet. In this wallet carry 50 of your new advertising cards. Carry this wallet with you everywhere you go. Wear your Comm Badge or any type of Star Trek pin everywhere you go.

When you do this, you're sharing something incredible about yourself. Sometimes the person who notices your pin or badge will not be a Trek fan but will know someone who is. Hand one of your cards anyway and invite "the friend" to your next meeting and/or event.

What about **FOLLOW-UP**. How many of you call your crew

on the telephone the week before your meeting to remind them? This may make you feel awkward. Here is how to get past that. Call during regular business hours when most people are at work. Leave a message on your crewmen's home answering machines.

("Hi, this is CPT. John Doe. I wanted to remind you that this Saturday is our next meeting and "we" [don't use "I"] look forward to seeing you there"). When you use "we" it will leave an impression of group attendance. If you happen to catch someone at home, you don't have to have a lengthy conversation.

Just do your reminder and move on quickly. (**"Hi, this is CPT. John Doe. I only have a quick moment to remind you about this Saturday's meeting. "We" hope you can join us"**). If you have a large calling/ mailing list, split it up with your Senior Staff. Make this a part of their regular duties. As representatives of their departments, they are responsible for continued communication with their departments; reminders included.

Ship Merchandise: Here's another idea that's extremely effective. Put your Ship's logo on T-shirts, Sweatshirts, watches, mugs, pencils/pens, frisbees or what ever comes to mind. Some of the most effective recruiting devices you will ever find are those you wear. A variety of "Fleetwear" is available from the Quartermaster. Another resource for recruitment is your Commbadge. Wear them wherever and whenever you can.

Monthly Mailings: Do you send monthly mailings each and every month? This doesn't have to be a chore. Stop by your local tourist/novelty shop and pickup a stack of post cards, print up labels with your next meeting date and/or event reminder on the appropriate side and drop it in the mail.



Recruitment Stations.

A **Recruitment Station** is essential anytime you are working in a public venue. It can be as simple as a folding table or as elaborate as your imagination and resources will allow. Either way, there are some basics to include and remember.

F **lags, Banners and Signs:** Identify yourself! Regulation **Starfleet** flags can be purchased through the **Starfleet Quartermaster**. Check with the **QM** for prices and details. If you have a really nice setup someplace, dressing it out with an American flag, the flag of your state and a **Starfleet Flag** can really add to visual impact. Please familiarize yourself with proper flag etiquette.

You can seriously offend some people, and make yourself look extremely bad, by improperly displaying the flag. Some Ships have their own Ship Flag usually containing their logo on a solid colored background. Seek out Ace

Banner at acebanner.com for great prices and setup of your Ships flag and or banner. Same thing applies to banners. A lot of Ships have made their own. If you're lucky enough to have such talent on board, utilize these Officers.

A banner can be professionally made at your local sign shop. They are generally not expensive if you keep them simple. A nice, simple banner might contain a **Starfleet Logo, your Ship's name and Registry Number and your city and state**. Done on vinyl, these are durable, easy to care for and can be used for many purposes. Consider having smaller banners made with just the **Starfleet Logo** and some with your Ship's logo. They work well to dress out an area or fill in spaces in a display. If you get involved in parades in your area the flags and banners make for an impressive color guard unit.

Use signs to tell people who you are and what you're doing. Have some sharp looking permanent signs on hand to identify your Ship. Again, using appropriate logos and fonts, run something up on a computer that displays your Ship's name, location, **Starfleet** affiliation and contact information. Print it out on standard 8½ x 11 or enlarge to legal size or even up to 11 x 17.

Laminate it and you've got a great permanent sign. Another effective idea is to print up a list of all the community projects your Ship is or has been involved with. As before, enlarge it and laminate it. A posted list of your activities will "validate" your work in the public eye.

You'll be amazed at the number of people who will say, "**I didn't know you guys did all that**" and will look at you a little differently. Office supply stores carry nifty, inexpensive little clear plastic display stands to put all this neat stuff in. Look into Office Max, K-Mart, Staples, Quill and Wal-Mart for poster frames to store your larger pieces. Professional signage or computer generated graphics make an even more impressive presentation. The following is a list of **Primary Materials** that must accompany every **Station**.



Recruitment Stations (cont.)

M **e m b e r s h i p**
A p p l i c a t i o n s : A supply of **Starfleet** membership applications is of course the most important thing you want to have at your **Recruitment Station**. Take it one step further. Have your supply of applications with your Ship's name on it. This will increase the number of individual you can recruit assigned to your Ship. In cases such as NYC and Philadelphia, These Ships can display a blank membership application and information about other Ships in their immediate sectors.

M **a i l i n g L i s t F o r m s :** These forms will allow you to gather contact information about your potential recruit like their telephone number, address and mailing address. Some will be reluctant to give out their home telephone numbers. One way around this obstacle is to reassure the individual their telephone number will only be used for updates and meeting announcements. If the individual is still reluctant, then try to get their address. Continuous contact is what you're striving for, and let them know that.

C **u r r e n t C a l e n d a r o f E v e n t s a n d N e w s l e t t e r :** The importance of having your activities readily available to see is a valuable commodity when it comes to affective recruitment. When an individual shows an interest in your Ship, they want to know what it is you actually do. If your Ship is one that dispenses monthly newsletters, a supply of these will add to the overall balance of your recruitment table.

R **e c r u i t m e n t S t a t i o n :** There will come a time when you will be totally involved with the setup of your **Recruitment Station** that you can easily forget some of your recruitment materials. It is times such as these when a **Chief Records Officer** will accentuate your **Recruitment Away Team**. This Officer will be instrumental in keeping track of all of your Ship's documentation and making sure your **Recruitment Away Teams** have all the necessary materials available.

You don't have to have an enormous amount of information on our table. You want to be able to engage those showing an interest in a conversation. They won't have a reason to stop and talk if they can just pick up what they need.

A **c c e n t u a t i o n :** People are attracted to colorful eye-catching displays. You will want to have a conversation with the USS SOVEREIGN. Another affective recruitment tool is to "**Accentuate**" your **Recruitment Station**. If you have a Playmates® version or another kind of model of your Ship, display it proudly. If you have standup cardboard-cut-outs of Picard, Kirk, Sisko or Janeway, place them on either side of your **Recruitment Station**.

Use just enough dressing to fill in spaces. You want to enhance your **Recruitment Station's** Star Trek effect and atmosphere.



Recruitment Stations (cont.)

You can have your favorite Away Mission/Event pictures enlarged very inexpensively at **Kinkos**. Remember to laminate these items for future use.

Attitude: Your attitude and appearance while "on duty" at your **Recruitment Station** counts for 99% of your overall success. Here is your chance to become a character right off the set of your favorite Star Trek television show. You are an actor and "all the world's a stage". When you are in uniform (costume) and out in public, **YOU** are on stage. You're out there, you're dressed up, you're surrounded by props; they're looking for some level of performance. When you're at your **Recruitment Station** stage, you are presenting **Starfleet and your Ship** to an audience.

The **Three P's**: There are three things you should do two months in advance before you walk through the doors where your

Station will be set up.

Preparation: Call your Chief Recruitment Officer and your Chief Records Officer in for a meeting. Talk about what materials you'll need for the **Recruitment Station**. Talk about who will assist manning the **Recruitment Station**. And Talk about what your recruitment goals are.

Professionalism: Have your Chief Recruitment Officer hold an orientation for both Officers who have and Officers who've never manned a **Recruitment Station** before. Go over everything step-by-step with them and what they will need to know. Get your uniforms **dry cleaned**, polish your Pips and Comm Badges, shine your shoes. Go through your personal grooming rituals one at a time giving each it's own personal attention. Try to have a miniature first aid kit and a miniature personal hygiene kit available as well.

Presence: Once your **Recruitment Station** is set up and ready to go, become larger than life. Attract all the attention you can. Have your Chief Communications Officer send a press release to your local newspapers and television news programs advising them of your **Recruitment Station**. Take pictures of yourselves in action at your **Recruitment Station**. If you local media does not attend, then send copies of your pictures along with another press release describing the pictures.



Public Relations Check List.

Word of Mouth: Have a good relationship with area chapters. Good word of mouth does wonders. Don't bad-mouth other groups, or it will come back to haunt you.

Press Releases: Send press releases to newspapers, radio, and local cable stations monthly. State that you are a non-profit or at least not-for-profit recreational/community service organization. All public media have an obligation to donate a certain amount of their resources to advertise community events. Take advantage of this. Be sure to send your Press Release one month before the date of your event.

Cable TV: Find out if your local cable provider will do 15 - 30 second spots highlighting your club. Find out if they do any interview programs or allow the creation of a half-hour program that can be used to highlight your club. Find out about area courses for using the equipment and producing a show for public access TV.

Flyers: Put out flyers where possible. Have all your crew be alert and check out places where they shop (including grocery stores!), eat, purchase books, etc. for bulletin boards. Ask at these establishments if you can put up your flyer first (out of politeness and to make sure it isn't torn down).

Trek Shops: Go to any place that sells Trek merchandise and ask if flyers can be put up. If not, ask if they can keep some behind the counter to give to people who purchase Trek merchandise.

Applications: Find out if you can leave applications at libraries or any other place where you see organization applications lying around.

Business Cards: Nice, neat little things with ship contact information and logo. Give them out to people you talk to at conventions. Some places have business card boards instead of places for flyers. Add your card to these boards. If you print your own cards, put a description of your chapter on the back!

T-shirts: Wear them like a walking billboard. If you can, learn to silk-screen them yourself. It'll be cheaper.

Go online: Use the Internet to your advantage. Make up a mini press release and online form to post to various Star Trek newsgroups. Ones to post to: alt.org.starfleet, rec.arts.Star Trek.fandom and whatever local, miscellaneous newsgroups you are aware of.

Conventions: If you hear about a convention, send someone there with a handful of flyers to put out. If you can get a recruitment table, all the better.



Public Relations Check List (cont.).

Have raffles, giveaways, photo albums, video (see below) and a display of sorts as space permits to draw attention.

Starfleet: The Video. Produce a video of your club. It can contain tapes of events (edited to cut down on dead time); home-grown advertisement of your group, and anything else that you think will draw attention and is legal to show in public. (Don't use copyrighted stuff either unless your club has the copyright!) Show the video at your recruitment table to draw attention.

Community Service: If you participate in a community service event, find out if you can get a recruitment table or a place to put out flyers and applications. Wear uniforms and/or T-shirts to advertise.

Public TV & Radio: Help out your local public TV and/or radio stations. For the marathon during pledge week, suggest having people in uni-

form for breaks around science fiction shows. Offer to man the phones (even at night) in uniform. Donate a membership or two to be sold during their auction. Raise money for challenge funds for your local station. Great exposure.

Contact your local Trek station: Depending on the size of your area, you may need to team up with other Starfleet and science fiction groups for this suggestion. Get to know the programming and promotions people at the stations that carry TOS, TNG, DS9 and VOY. Help to promote their product and maybe once a relationship is formed, they may give you extra exposure and get you in on other events.

Co-Promotion Opportunities: Look to local theaters for premieres of science fiction or space-related movies and find out about events at local planetariums and museums. Contact their promotion department and offer to help with advertising. Developing a good relationship will go a long way towards increasing exposure.

Be your own PR person: Don't wait for the media to show up to cover your event. Let them (local TV, radio, newspaper) know that an event is going to occur. If they show up, great. If not, write your own story about the event (including pictures or video tape if possible) and send it to the local newspaper. They may even print it.

Some local newspaper have a "Community Calendar" section for pictures of local events. Submit something!

Mutual cooperation: Become friends with other local organizations. You can help each other out with advertising.



Public Relations Check List (cont.)

K **Keep Your Eyes and Ears Open:** Always carry a few flyers and/or applications around with you. You never know if you may run into someone who is interested in Trek. You may find yourself somewhere and see an opportunity to put up flyers.

Surveys (cont.)

crew wants to do all the more easier. You can even fill it out for the prospective new member by asking them the questions. The **Survey** will put you in touch with your crew in a way you didn't think about.

Your Comments.

I am very much interested in hearing from you. I want to hear about what recruitment methods you've used and what worked or didn't work for you. Please email and/or write your comments to:

Commodore Michael A. Figueroa
Director of Recruitment Services, SFI-R7
649 Prospect Place, Apt. #B3 · Brooklyn, NY 11216
recruiting@region7.com

Surveys.

One obstacle **Recruitment Officers** have at a recruitment drives is getting information about individuals who've expressed an interest in our organization, and evaluating their level of interest. One method that can help in this process is the use of a **Survey**.

The benefits of the **Survey** are beyond valuable when it comes to planning and implementing your Ship's events, and the **Survey** makes information gathering about what your

One Ship's Success Story.

My friends, Some of the recruitment successes I have had as the Commanding Officer of the **USS NORTHSTAR** have been to have new members choose a department before the individual turns in or mails in one our mailing list forms. We ask the question **"If Starfleet existed today, what department do you see yourself in; what would you be doing"**. The answer to this question immediately tells us what they are interested in doing and it helps us to engage them through our scheduled activities and Away Missions. This also helps the new recruit find and feel a tangible connection to our Ship. Another success has been to convert the SFI membership application to suit our needs.



One Ship's Success Story (cont.).

Where it asks, **“I prefer to choose my chapter later”** we've covered that line with a label with our Ship's name. In our minds when the potential member/first time attendee beams onto that transporter pad, we see it as they have come aboard to join.

I understand some of you are stationed in rural areas of the quadrant where the nearest port and your meetings are what seem like light-years apart. A difficult situation? Yes. But, a solvable one.

Can't bring the mountain to you? Well, you're going to have to go the mountain. What does this mean? Here is an example. The USS Someship is located in Anytown Maryland where their meetings take place at the home of their CO. The Someship's members can't or are unable to get to the CO's, but are conveniently closer to the city's local community center. What has to happen? Well, since the crew of this Ship can't get to the Ship's event/meeting, then the Ship must make a minor course correction and meet-up the crew. Good Luck.

**Region 7 Quartermaster:
quartermaster@region7.com**

Item	Qty	Price	Total
R7 Patches		\$5.40	
R7 Baseball Cap		\$6.50	
R7 Pens		.95¢	
R7 Watches		\$26.90	
1701 Coat Rack		\$37.41	
1701 Mail Box Topper		\$34.36	
1701-D Coat Rack		\$37.41	
1701-D Mail Box Topper		\$34.36	
<i>Let the Quartermaster know if you would like to see the following items added to the QM store.</i>			
<i>R7 Sweatshirt, R7 T-shirt, R7 Banner,</i>			
<i>R7 Mouse Pad, R7 Key Ring, R7 Windbreaker,</i>			
<i>R7 Mugs, R7 Lapel Pin</i>			
All prices include sales tax		Total	

Ship to:

**Send Orders To:
R7 Quartermaster
4219 E. Cheltenham Avenue
Philadelphia, PA 19124**

