

AMERICAN INSTITUTE OF CHEMICAL ENGINEERS



March 2, 1978

C A S T

Computing and Systems
Technology Division

Robert Harris
Chairman, CAST Membership Committee
SOHIO
Midland Building - 206 CB
Cleveland, Ohio 44115

Dear Bob:

Congratulations! The establishment of the CAST membership committee and the appointment of you as chairman was voted upon and approved in Atlanta. I was sorry you weren't able to make it to Atlanta, as CAST had a good meeting and considerable planning took place--including considerable membership planning.

There are two areas which need your attention--and will consume some of your time--between now and the June meeting. Both of these are requested by the executive committee and will be found in the Atlanta minutes when they arrive. They are:

- A) The establishment of a CAST information booth at the Philadelphia meeting. I see, as a minimum, the following activities for you:
- 1) All necessary contacts with National HQ to get table space, posters made (to direct potential members to the table), and 100-200 extra copies of the next Newsletter.
 - 2) Obtain and/or develop additional CAST material to hand out. Samples from other divisions are enclosed and Bob Morris is writing a CEP article, copies of which should be obtained from Bob when he completes it. I will need copies of this by April 30 to hand out at the local section officers meeting.
 - 3) Get CAST members to man the table starting Sunday afternoon and continuing through the meeting.
 - 4) Announce plans in next Newsletter (deadline: March 13 camera ready copy in Sig Lawrence's hands) this should help you to get volunteers for item 3) if you mention the need.

Since the Philly meeting will be the best attended of the year, all felt that a big membership drive would be most productive at this time.

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- B) Direct contact with potential members this spring.
- 1) Develop materials as in A2
 - 2) Decide on approach
 - a) CEP ad (freebie from Larry Resen?)
 - b) Direct mail contact all AIChE, or code 76, 77, etc.

Obviously, these activities will require your attention starting now, as they do not lend themselves to the "last minute" approach. You must appoint other members to your committee (see some suggestions attached) and get the ball rolling.

Bob, the Executive Committee is counting on you to get this all accomplished by June. I'd like a note from you (handwritten is fine) outlining your plans by March 15--and I'd also like to be copied in on all related correspondence (plus rough drafts of handouts, etc.). I'm counting on you to provide all the "drive" to get this done as I do not plan (nor can I afford the time) to act as an expediter. I trust you'll find this experience rewarding, and I can assure you it will be of great benefit to the CAST division.

Best regards,



Vern Sterba
Chairman,
CAST Division, AIChE

cc: W. Seider
R. Morris
S. Lawrence