



Membership Outreach Committee

Support ASTA's strategic goal of maintaining a united industry membership

Responsibilities/Key Activities

- Assist ASTA with member recruitment and retention
- Reach out to lapsed members and non-members
- Enhance the membership experience by identifying and responding to member needs
- Plan and participate in networking and education opportunities for ASTA members to increase engagement
- Strengthen ASTA's communications to the spice industry

Task Forces

- Task forces work on specific programs, and member initiatives, as needed.

Ideal Volunteers Candidates

- Commitment to finding solutions to furthering member engagement and addressing member attrition
- Ability to bring ideas for creating value for the association and identifying resources for education offerings
- Comfortable reaching out to lapsed and prospective ASTA members

Volunteer Time Commitment

- 1-2 virtual meetings quarterly
- 2 in-person meetings per year
- 1-year commitment

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For questions or to join this committee