

Membership Officer Report

by Ina Bendis
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WELL, we made it to 1,500 members far sooner than I had imagined – March 11, 2015, to be exact. What really amazes me is that as of this writing in mid-March, *we've added more than one new member per day during this 320/321 Vidya cycle*. Plus, the flow of long-lapsed members returning continues on.

You all know that we recently were able to take up advertising in the Mensa Bulletin again – and it would be natural to attribute this bizarre and wonderful success as relating to that fact. But so far, we don't seem to see the effects of that: my market research (comprised of asking each new Qualifier how they heard about us) informs me that only three of our new members saw our ad in the January Bulletin! Many new members came from Mensa in Deutschland (MinD), the largest European Mensa with over 10,000 members, a few read the Scientific American MIND article that mentioned TNS, and a few heard about us from friends already in TNS. Most, however, stumbled on us while just web-surfing!

So, a lot to ponder for your diligent MO: Should we advertise differently? Elsewhere? Are we hitting a “tipping point” that will lead to an even greater rate of growth? Only time will tell.

Regardless of the reason for this phenomenal phenomenon, I will say that Chip's (that's member Emerson Swan to the uninitiated) launching of our new website couldn't have been better timed. Thanks to his volunteerism of literally scores of *pro bono* professional hours taken away from his family and his web development consulting business, Qualifiers and renewing Members who make their payments via PayPal get their records updated as fast as electrons can flow over the Internet upon their hitting the “Pay Now” button; ditto for now-automated “Acceptance” notices for new Qualifiers and “Welcome to Triple Nine” notices for new members; ditto for notices of Pin and Certificate orders to the TNS volunteers who fulfill them; etc.

The automation of these and other functionalities, which used to need M.O., I.O., F.O. and other Volunteer time spent for each individual action, will make

ease the burden of our continued rapid growth on our Volunteers. And, as I've said time and time again in my little missives to you, our existence and ability to provide ever-increasing and valuable socialization opportunities to our Members (you!), yet still keeping Dues at an affordable \$10 per year, depends on our Members (you!) offering to volunteer your time, efforts and intellect.

One of the most helpful and “painless” ways you can “volunteer” your time, effort and intellect is to contribute to *Vidya*. An article sharing your expertise; a story from your life or your imagination; a poem; a photo; a drawing;... whatever. This will support our Editor Thorsten's own volunteerism for TNS, and will provide intellectual benefit and enjoyment to your fellow TNS members.

In memory of one of my favorite actors, and a genuinely **good** human being, Leonard Nimoy (AKA Mr. Spock), “Live Long And Prosper!”

Dr. Ina K. Bendis, Esq., TNS Membership Officer



New Website

by Emerson “Chip” Swan
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THE New Website is Here!
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And I have found my special purpose. It has been a long time coming, but it feels so worth it. The Triple Nine Society has a new website, built on tools that will take a huge load of the folks who maintain it. Jon Miles can finally relax a bit and turn his attention to the creative aspects of this technology. **Huge** thanks to Jon for all he has done to get us to this place. Having seen “under the hood,” I can tell you that Jon has put in much more effort than he ever let on about. But he wrote some really tight code, and it made the

job of implementing the new site much easier than it could have been.