

Chairman's Newsletter 2019



It doesn't seem all that long ago that my major task as Membership Secretary, other than encouraging graduating years to join the Association, was to manage the distribution of the annual Newsletter. Many hours were spent, after the purchase of envelopes and stamps, packaging and posting each year's issue. The benefit of the effort was to ensure that each member (hopefully) not only received but read the various reports and articles. We also invited our members to use the Newsletter as a vehicle to spread individual and graduating years' news and quite a few members and groups did.

Gone are those days! We now send news and information into the great electronic *ether* and, whilst we know how many or few website hits we get, we have very little feedback other than reports (which we prompt) of Year Reunions. There is no doubt that social media have taken over and we have to assume that there is the potential of a network of communication amongst our membership that passes us by and that could be of interest to the Association as a whole. It would be good to hear about the experiences and achievements of our graduates, not to mention any honours awarded.

With this in mind, my message for 2020 is for this reverse communication channel to be reopened as I'm sure that the Association at large will appreciate whatever news filters through to surprise, so please get emailing.

With best wishes for Christmas and the incoming year.

Ken Marshall, Chairman, BDAA