



## Communication with members is key

*Joe Masi, Executive Director*

The AMM is always in a state of change. The staff and board are constantly looking for ways to improve our lobbying efforts, trading company sales, event agendas and most importantly our communication with our members. Over the last six months, communication has become a top priority for AMM staff and one that we need our members help with improving.

With the accessibility of technology increasing, the AMM has embraced several new ways of communicating. Not only does it decrease the amount of staff time preparing and distributing communications, but it enables our members to receive timely and up-to-date information at the touch of a button.

The AMM has almost completely stopped doing mail-outs, except for the distribution of our quarterly magazine. Instead, emails and faxes are now being sent containing all kinds of information – from our bi-monthly bulletin, to specials offered by the trading company, to timely and important information pertaining to our events. Along with these emails and faxes, all information is then posted on the AMM website. At the present time, this information is being sent to the main municipal email address, and sometimes the information contained in these emails and faxes is not distributed to council or other municipal employees such as public works managers. When the information does not get circulated, the AMM starts to receive phone calls about not sending out the information.

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To help distribute AMM information more thoroughly, the Website now has a subscription form you can fill out to receive the AMM news bulletin or news releases direct to your email account. (The links to the forms can be found right on the front page of the website: [www.amm.mb.ca](http://www.amm.mb.ca)). However, information regarding our trading company and member events are still being sent to the main municipal email account. I would like to encourage municipal staff who receive this information to please take the time to either forward the information, or copy and distribute a hard copy to other municipal employees and council. In this way, everyone will have the opportunity take advantage of the opportunities and events offered by our organization.

If you have any questions about receiving emails from our organization or how to find information on our website, I invite you to contact our Communications Coordinator, Cindy Miller at 204.856.2366 or [cmiller@amm.mb.ca](mailto:cmiller@amm.mb.ca).

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