

Marketing and Growth Committee

By Don Covington

The marketing and growth committee is being re-evaluated and re-structured to better serve the needs of the organization. During the recently completed term of Past President Wagner, the committee allocated a portion of its operating funds to the CFA webmaster in order to facilitate the updating of the CFA website, which is seen as a major communication tool to attract potential members, particularly among younger Fans who utilize the worldwide web as their primary source of information.