

# AHS 2.0: Modernizing Benefits and Membership Structure

By Mike Hirschberg, Executive Director

The Vision Statement for AHS International is: "To provide global leadership for scientific, technical, educational and legislative initiatives that advance the state-of-the-art of vertical flight."

In pursuit of this vision, we are modernizing our infrastructure, expanding membership benefits, enhancing collaboration with the scientific and technical community writ large, and realigning our membership structure with these initiatives and the norms of similar technical societies. As part of our efforts to provide more value for your membership, AHS has been greatly expanding our services over the past 18 months. This includes increasing *Vertiflite* to six times a year, much improved web and social media capabilities, development and expansion of Members Only sections of the website, the addition of the AHS Online Store, and many other improvements.

The Store ([www.vtol.org/store](http://www.vtol.org/store)) features more than 5,500 downloadable pdfs from nearly every AHS Forum and many specialists' meetings, dozens of proceedings CD-ROMs, and 16 books available for online purchasing at our lowest Members Only rates ever. Many members have already been taking advantage of frequent purchaser points to get additional products for free. We currently have 19 years of *Vertiflite* available online for free to members and will have the remaining 39 years available by December. We are continuing to add more content to the Store and, beginning in January, we will be cutting the rates for AHS Members to download papers from \$20 to \$15 each. We hope that you have been taking advantage of our free Paper of the Month and seeing what else the Store has to offer.

We are cutting the registration fees across the board for the Annual Forum, held this year on May 21-23, 2013 in Phoenix, Arizona. In fact, we are also featuring a brand new benefit for longtime members: for every five years that you have been a member, you will receive a 5% discount on attendance at Forum 69. If you have been a member for 20 years, for example, you'll be able to register at 20% off.

We hope that you feel that your membership in AHS is even more rewarding than ever, and an indispensable part of your career. We have many new features planned for 2013, including a Career Center, more online content and new capabilities to fulfill our Vision. Stay tuned!

All of these modernization and enhancement efforts require operating capital, so we have evaluated our competitive posture across similar engineering societies. The facts reveal that AHS has by far the lowest rates of comparable engineering societies, as shown in Table 1, and offers comparable or better services.

**Table 1. Dues comparisons for engineering societies as of November 1, 2012.**

<u>Society</u>	<u>Regular Member Dues</u>
AHS	\$65
AIAA	\$110
ASHRAE	\$190
ASME	\$144
IEEE	\$185
RAeS	\$335
SAE	\$79

AHS has had a relatively complex membership dues structure with differentials for age, location (U.S. vs. International), etc. To continue expanding our services and benefits, we have simplified and restructured our membership dues. Effective January 1, 2013, AHS International is changing its individual membership dues rates – this is the first time that dues have increased for regular U.S. members since 2003. The simplified new dues rates for all members (U.S. and International) are given in Table 2. We believe the new rates structure postures AHS for the years ahead, and still provide the lowest cost and best value when compared to similar technical societies.

**Table 2. AHS International dues effective January 1, 2013.**

<u>Type</u>	<u>Annual Cost</u>
Regular	\$80
Uniformed Military	\$45
Retired over 60 yrs	\$45
Member under 30 yrs	\$45
Student	\$25

This new rate structure is badly needed to attain our Vision, and significant effort and consideration was involved in the development of the realigned dues. As we launch the new membership rate structure, we are offering a renewal promotion to those members whose rates are increasing: renew now at 2012 rates through the end of the year. You can even choose to renew for multiple years. Renew by December 31, 2012 to lock in today's rates for up to three years! Log in to [www.vtol.org/My-AHS](http://www.vtol.org/My-AHS).

We value your feedback on how we can make your membership more valuable and more relevant to your needs. Contact me at [hirschberg@vtol.org](mailto:hirschberg@vtol.org) or 703-684-6777.

