



It Starts with You. It Continues With Us.

PTG Membership Recruitment and Retention, A Chapter Leaders Checklist

Wondering why you've got people asking you about getting started in a piano technology career? Are you wondering how to respond? Are you curious about where these people are coming from? We've got answers. PTG is starting to see positive results from the [Membership Outreach and Retention](#) efforts. That means you might be seeing an increase in people interested in piano technology and the Piano Technicians Guild. As a chapter leader you might be wondering, "What do I do with them?"

Understand that aspiring piano technicians often learn much differently than in the past. The internet has opened up worlds of learning and networking for aspiring technicians. It's also left educational gaps. That presents you with opportunities. Nothing on the internet compares to the face-to-face learning opportunities available through involvement with PTG, especially at the local level. Community and connection are crucial to a technician's development.

You are the steward of our precious industry whose knowledge is invaluable. Chapters are where technicians learn from each other, build trust with each other, and strengthen the standard of our work. Please consider reaching out to the newer technicians, invite them to your shop or to share a cup of coffee, answer their questions, and invite them to your chapter meeting. Think about the resources that your chapter has and show them that the PTG can serve as a cornerstone for their career development.

Below are some ideas to get you started! We'd love to hear your ideas, success stories and failures at the [Chapter leader community](#).

Reflection – What Does it Mean to Be a Member of YOUR Chapter?

1. Activity – How active is your chapter? Do you have regular meetings? Do you have occasional special educational events? Do members communicate frequently?
2. Resources – What resources are available? Is there a chapter lending library? Do you have action models for practice and demonstrations? Are there technicals aimed at all skill levels?
3. People – Can you or other person(s) share stories about getting started as a piano technician? Is there someone who can provide an honest overview of the challenges and benefits of a career in piano technology and offer insight to beginners? Can that person talk about what PTG can offer and how it can help them advance?

So... Now What?

1. Communicate – Reach out to the interested member AND invite them to chat! Offer a phone call, Zoom call, or better yet, invite them for a cup of coffee or lunch. This real, interpersonal time is crucial. Take them seriously and offer a slice of your time to get to know them and help them get to know PTG. Invite them to your next chapter meeting! "I'll be there and would love to introduce you to everyone."
2. Chapter Activities – New faces, whether they be PTG members or folks just checking out possibilities, mean a new audience. If you've got new faces, think about the things that were appealing to you when you were brand new and things about the career you especially enjoy. Examples include... Tool Show-and-Tell, practice basic hands-on skills (splicing a string/hitchpin loops), Intro/Review of Aural Tuning presentation, walk through online resources available for PTG members on the website ([Journal Article Searches/education hub](#))
3. Follow Up! – Don't drop communication with a newbie after one chat, or one chapter meeting. And don't give up on those who are non-responsive or haven't made an in-person meeting. Some people need months or years to sit on the idea, before they're able to pursue a possible career change. A quick email or text saying, "Hey, thought about you, we have ____ coming up. Hope you're well!" can make all the difference. There's no formal guidelines or rules except to try and have technicians of all levels and skill sets interacting with each other. That's what PTG is about.

In Conclusion...

1. PTG has resources available for [Chapter and Chapter Leaders](#)
2. [Reach out to your RVP](#) and let them know you're hoping to reinvigorate your chapter. Ask them for advice on how to handle new people, based on your chapter's specific needs/strengths/weaknesses. Ask them to give the presentation on the Education Hub and other online resources. They are here for you!