

## Members —The Life Blood of AAPB



For years, AAPB has developed and nurtured a core set of services that are valued by its members. Such services include two outstanding publications: a scientific journal, *Applied Psychophysiology and Biofeedback* and a clinical journal, *Biofeedback*; a highly-regarded annual conference; the TeleSeminar series; Clinician's Tool Kit and a host of other important member services.

As with any business, it is important for AAPB to evaluate its members' needs and to fully understand how interests change from time to time. In our rapidly changing world, it should be no surprise that member interests change quickly as well. In the world of AAPB, members are faced with new and exciting equipment options every day. How we communicate with our members and with each other is also changing rapidly. As younger practitioners enter the field, what mechanisms will best serve their needs educationally? How will we reach and engage them and how will we take advantage of new media opportunities that are presented by the evolving online environment?

To validate the importance of its current services and to evaluate potential new services, products, and how we conduct the business of the organization, AAPB is embarking on an extensive project to survey its member's needs and interests. The survey evaluates all aspects of the association, from its customer service to the value of its publications; from the annual conference to the website; and from overall communications to future projects and services.

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You do not need to be a member to participate. In fact we hope to hear from a wide variety of individuals including members and non-members so that we receive a wide variety of feedback. You can access the survey from the link below.

The new decade brings new opportunities along with new challenges. Making sure that we understand our members and what is important to them is paramount. Understanding the impressions that others have of our organization is important as well. We welcome everyone's participation and look forward to an outcome that will provide us with the information and tools to set a new and revitalized course for AAPB.

**David L. Stumph**, IOM, CAE  
Executive Director, AAPB

[Membership Survey](#)