



**You are invited to apply for 2008 membership in the
American Psychological Association.**

**Please R.S.V.P. by October 31, 2007 and get connected
to the best people, resources, and services that psychology has to offer!**

September 19, 2007

Aneb Jah Rasta
TEJAUMA NA NIA CORP.
620 1/2 S Memorial Dr
Appleton, WI 54911-6034

Dear Dr. Rasta:

It is my pleasure to invite you to apply for membership in the American Psychological Association (APA).

Once you have accepted our invitation to join APA and your application has been approved, you will have at your fingertips a comprehensive suite of resources, products, and services designed to meet your career needs (at a significantly reduced membership rate for your first year). There are two convenient ways for you to join APA. Return the enclosed Membership Application or join online at www.apa.org/MemberJoin (be sure to enter the promotion code on the enclosed application) before **October 31, 2007**.

The enclosed brochure has detailed information on all the benefits of APA membership. I will highlight some of the most powerful advantages APA can give you:

(1) You will develop a broader and deeper network of colleagues in the discipline nationwide through your participation in APA's annual meeting, one or more of over 50 divisions, the APA Practice Organization, affiliated state and regional associations, and many other APA programs and activities. APA provides you with numerous opportunities to connect with colleagues, increase your visibility, and advance your professional goals.

You will be invited to attend the APA Annual Convention (at special rates for members) and spend four days with the best minds in psychology at plenary and topical lectures, symposia, seminars, and much more. Whether you are volunteering, networking, or simply attending a meeting to exchange information, you will have plenty of opportunities to pursue your interests within the various programs and organizations of APA.

And when you become an APA Member, you are automatically listed in our newly-enhanced APA Membership Directory. Available in electronic format, it reads like a "Who's Who in Psychology" and it greatly facilitates member-to-member communications.

(2) You will stay abreast of the latest developments in all aspects of the discipline of psychology including practice, research, and teaching with your subscriptions to *American Psychologist* and the *Monitor on Psychology* (included in your membership). These publications will keep you informed of



the news impacting the broad range of concerns of psychologists, including developments in academia, practice, and research; breaking news across the breadth of the discipline of psychology; and trends, legal issues, and government actions that could affect your career at the state and federal levels.

As an APA member you will also benefit from effective advocacy for the advancement of psychology in the research, practice, education and public interest arenas.

You will also qualify for substantial discounts (up to 60% off) on more than 50 APA print and online journals, APA books, electronic products and databases (such as PsycINFO® and PsycARTICLES®), and teaching aids. Plus, you receive an annual \$55 journal credit to make APA publications more affordable for you.

(3) *You will advance your career prospects* when you gain access to PsycCareers, APA's online career center, geared to support the professional ambitions of each and every APA member. PsycCareers includes an online resume posting with an advanced search engine and personal account management toolbox features; article databases filled with employment tips, strategies, and trends; resume critiques and links to coaching services; workforce analyses and salary and demographic data; and many other valuable reference services FREE to members. Plus, the *Monitor on Psychology* (both in print and online) features the world's largest monthly selection of job openings for psychologists.

APA will also give you the necessary tools and information all psychologists need. From continuing education courses to training programs and services, APA offers something to meet virtually every professional need or requirement.

You can even take advantage of low APA group rates for life, health, and professional liability insurance; financial services such as credit cards, certificates of deposit, and money market accounts; education financing and loan consolidation; discounts on computer products and other technology; and special discounts on hotels and car rentals.

I could go on and on, listing the advantages of APA membership. I hope you will decide to join APA today at the low new member rate of just \$78 (licensed members pay a \$25 practice assessment for a total of \$103), a savings of over 80% off the full member dues and practice assessment (\$412). And through APA's step-up program for new members, your annual membership dues will remain at very affordable rates for the next several years.

Please submit your online application or return the enclosed hard copy and get ready to expand your network of connections among the people and resources of psychology! I look forward to hearing from you very soon.

Sincerely,



Dee Valencia
Senior Director
Membership Marketing

P.S. Send no money now. Simply return the enclosed application or go to www.apa.org/MemberJoin (remember to enter the promotion code found on the enclosed application) before **October 31, 2007**. Make better connections in 2008, by becoming a member of APA today!