



SEG RECRUITMENT Sample Letter

Dear [Insert Prospect Name]:

When was the last time you were extended an offer to enhance your career? As a member of the Society of Exploration Geophysicists (SEG), you too can experience the level of service that has made my decision to renew my membership every year an easy one. SEG doesn't simply roll out the red carpet. They keep it permanently in place!

SEG's membership consists of professionals who hold themselves to a higher standard. They are the current and future leaders in the geosciences profession. As such, they expect to have premier access to the best resources and support in the field and SEG delivers with:

Members Only Online Access

- **SEG Digital Library** (access full text of articles online 24/7)
 - GEOPHYSICS Journals
 - THE LEADING EDGE Journals
 - Technical Program Expanded Abstracts
 - The best-selling *Encyclopedic Dictionary of Applied Geophysics*, fourth edition, by Robert Sheriff
 - *Journal of Environmental Engineering Geophysics* (JEEG)
 - Proceedings of the Symposium of the Application of Geophysics to Engineering and Environmental Problems (SAGEEP)
 - The Digital Cumulative Index
- **Online Collaboration** (at discretion of community organizers)
- **Full Member Search**

Member Benefits

- Special member pricing on SEG meetings, publications (average 35% discount off list price), and professional development courses
- Networking tools and events
- Professional growth through classes and workshops
- Complimentary annual print subscription to THE LEADING EDGE (*TLE*) journal with most memberships

That is just a fraction of the long list of benefits offered through SEG membership. When I need to expand my skill sets through professional training, I turn to SEG. When I am looking for the latest documentation in the field, I know that I can count on SEG for information.

Belonging to SEG provides me the support of a global network of more than 34,000 members in over 138 countries. However, I still receive the individual and personal attention I need to achieve my unique career goals and shine in my role within my organization. It's a great feeling - one I think you should experience first hand. This is why I'm inviting you to join me as an SEG member. I would be honored to serve as your sponsor and add you to the elite group of professionals who proudly call themselves SEG members.

I encourage you to visit www.seg.org and take a moment to read the enclosed brochure to see all the society has to offer. If you still have questions, please feel free to call me or you can contact SEG directly at +1-918-497-5554. SEG member services is eager to personally walk you through the application process and usher you into The Society of Exploration Geophysicists with the uncompromised level of service you can come to expect as an SEG member. I hope you are excited about the opportunity to become part of an organization that has proven invaluable to my career growth and success. I look forward to welcoming you to the SEG organization!

Sincerely,