

Who We Are

CAST is a professional organization for people in advertising, broadcasting, graphic design, marketing communications, photography, printing and publishing, public relations, and other areas of communication.

Whether you are a seasoned professional in the field of communications or just starting out, the Communications Association of the Southern Tier offers programs and activities designed for you! These include luncheon meetings featuring speakers from the local area, evening programs with presentations by professionals from outside our area, an awards competition, and a variety of social activities.

While some of these programs are aimed at newcomers to the field and others are for those with more experience, most activities are attended by a wide range of CAST's membership—people with a variety of backgrounds and experience.

Our Background

The Communications Association of the Southern Tier was created in 2001 through the merger of the Public Relations Society of the Southern Tier (established in 1970), with the Binghamton Ad Club (organized in 1989), and the Southern Tier Club of Printing House Craftsmen (chartered in 1954 as a local club of the International Association of Printing House Craftsmen).

Although CAST is a local organization, many of its members who seek greater experience also join national or international organizations such as the Public Relations Society of America, International Association of Printing House Craftsmen, American Marketing Association, or professional organizations serving their field of employment, such as the Council for Advancement and Support of Education. For those seeking greater depth at the local level, the formation of special interest groups within CAST is encouraged. For example, the Graphics SIG, which exchanges graphic design and Internet web page ideas, has been meeting for several years.

Affordable

The dues for CAST were deliberately set low to allow almost everyone who would benefit from membership to be able to join.

- A. Individual Member - \$15 per year
- B. Student Member - \$10 per year
- C. Organization Membership (three members from the same organization) - \$40 per year
- D. Organization Plus Membership - \$40 for the first three members, \$10 for each additional member
- E. Individual Dual Membership (CAST and IAPHC, Inc.) - \$75 per year.

Membership is for a calendar year and is not transferable.

Benefits of Membership

Members receive notice via mail or e-mail of all CAST activities, which are usually held monthly. Most of these activities are open to both CAST members and non-members, with a discount in membership pricing. These activities generally include informational programs, golf tournaments, facility tours and a holiday party in December.

A directory of CAST members is available on our website, www.castmembers.org. This is extremely helpful when networking or trying to locate people to give advice on a communications problem.

Only CAST members may participate in Genesis, the annual awards competition that has been a local tradition since 1990. It recognizes outstanding achievement in many areas of communication.

All members receive a membership certificate to show their commitment to professionalism in the field of communications.

Members electing to belong to both CAST and the IAPHC will receive additional benefits from IAPHC, Inc. Some of the benefits include:

- networking with over 4,500 industry professionals worldwide, dealing with employment, equipment, technology, management and legal matters.
- IAPHC publishes TMN, an industry focused newsletter specifically published for IAPHC members. Craftnet is an award-winning website designed to serve the needs of IAPHC members (www.iaphc.org).



Information and Application for Membership



www.castmembers.org



Application for Membership

Communications Association of the Southern Tier (CAST)

Type of membership (please check one):

- Individual Member Student Member Organization Membership
- Organization Plus Membership Individual Dual Membership (CAST and IAPHC, Inc.)

(To qualify for Organization and Organization Plus, individual applications must be submitted for each person seeking membership. All should be submitted at the same time with one payment.)

Your Name _____

Title/Job Description _____

Your Organization _____

Work E-Mail Address _____

Work Mailing Address _____

City _____ State _____ ZIP Code _____

Work Telephone Number _____ Work Fax Number _____

Home Mailing Address _____

City _____ State _____ ZIP Code _____

(Unless you indicate another preference, CAST contact will be to your work e-mail address)

Home Telephone Number _____ Home Fax Number _____

Home E-Mail Address _____

How did you hear about CAST? _____

School District (Work) _____ School District (Home) _____

Background and Experience (education, previous employment, etc.) _____

Return this form with your dues payment (see dues rates on back). The membership year is January 1 to December 31. Individual membership is not transferrable. Make your check or money order payable to CAST. Send this form with payment to: Karen Frobel, CAST Secretary, Riger Advertising, PO Box 1623, Binghamton, NY 13902-1623.