It is always such a pleasure to be given the opportunity to talk to pharmacists at their meeting or conferences. It is not so much the standing up there and addressing, but more so the exchanges that follow thereafter, both during the formal session and also during the breaks in-between sessions.

After addressing a few such meetings, I can definitely vouch that there is value in taking out time to speak to pharmacists in their own "habitat" and to explain what SAAHIP/PSSA is and what it stands for. In all the meetings that I have had the pleasure of addressing, the Association/Society also gained at least one member, often more. It is always so rewarding when pharmacists return the filled-in application forms after signing up for membership.

The questions that pharmacists ask are always interesting and somewhat surprising. "I am a member of the PSSA; should I join SAAHIP as well?" "I want to join SAAHIP, but not the PSSA". These questions also demonstrate that we need to take more time just explaining the PSSA/SAAHIP to members and pharmacists. It is amazing that in about a year and a half of my term, very few people ever asked "What can the PSSA/SAAHIP do for me?"

All members therefore should take every effort to afford SAAHIP/PSSA the opportunity to speak and interact with a wider network of pharmacists. Whenever pharmacy organisations have their annual conferences/meeting of pharmacists, members need to try and squeeze out an invitation for PSSA/SAAHIP. Leaders also need to make themselves available continuously to take up this task. The more pharmacists we reach in this way, the more we can expose the PSSA to them and the more chances we have to recruit more pharmacists into the PSSA.