Recruitment Letter

Subject Line: Connecting with Colleagues

Dear [Colleague's name]:

Joining SIAM was one of my best career decisions.

The Society for Industrial and Applied Mathematics (SIAM) has helped me over the years not just to gain new information for use in my work, but also by connecting me with people who have helped my career. I think you would experience this too if you joined SIAM.

As a SIAM member you'll be able to enjoy:

- opportunities to network with some of the best and the brightest in the fields of applied mathematics and computational sciences
- Subscriptions to *SIAM Review*, *SIAM News*, and *SIAM Unwrapped*
- discounts on SIAM books and journals
- reduced conference and meeting registrations
- eligibility to nominate or to be nominated as a SIAM Fellow
- participation in SIAM governance and special interest groups

View a complete description of member benefits and some additional information at http://www.siam.org/membership/individual/benefits.php. I'd be glad to answer any of your questions or share my experiences after you've had a chance to take a look at them.

SIAM is a great place to connect with your colleagues in the applied math and computational science communities. When you join, we'll both be entered into a drawing for one of the following prizes:

- a free one-year extension to your SIAM membership
- registration to any SIAM conference
- your choice of any book from the entire SIAM catalog

Let SIAM provide you with a great way to connect with your colleagues. Visit www.siam.org/joinsiam to learn more and join online!

Sincerely,

[Your name]
SIAM member since [insert year]

P.S. Don't forget to include my name and email on your application. Thanks!