

THE ASSOCIATION NEEDS YOUR HELP – BECOME AN AMBASSADOR!

We are always astonished by the large number of people who come to our conferences because they have heard about it through a colleague. We are extremely grateful for anyone, including our existing 90 Ambassadors who do pass our messages on to colleagues – it is clearly very important to us!

By ensuring that more people hear of our conferences and thereby encouraging larger attendance, we are able to keep the conference registration fees down.

To improve our communication to researchers, scientists and students not only in the UK, but internationally we are very keen to expand our Ambassador scheme.

What does an Ambassador do?

All that we ask our Ambassadors to do is assist us in promoting the AAB within their own organisation (and beyond) in any of the following ways:

- * Display the AAB poster on organisation noticeboards – either A2 or A4 size available
- * Distribute fliers to common rooms
- * Include details of relevant conferences on your organisation's website
- * Forward any AAB Conference E-mails to your colleagues
- * Use your own internal mechanisms of communication eg. Newsletters / News bulletins to promote our conferences or other AAB items of interest
- * Promote Membership of the organisation by highlighting benefits to colleagues
- * Promote the Free Quarterly E-mail Service** to colleagues

If you think that you could become an Ambassador, please e-mail Bernadette@aab.org.uk so that we can send you extra printed material. If you would like to become an Ambassador but would not like the printed material, please also register with Bernadette so that we know that you are willing to help us.

Even if you do not feel that you want to become an Ambassador, we know that it will help hugely if you can forward relevant e-mails on to colleagues or encourage them to register for our Quarterly Updates.

**Quarterly E-mail Updates

We have recently started to offer a FREE QUARTERLY E-MAIL UPDATE service which is open to anyone which simply lists upcoming events and recent publications. If you do not already receive e-mails from us and would like to, simply e-mail Bernadette@aab.org.uk giving your full name and organisation name, or enter details through our website.

New book published 2008 The Aliveness of Plants

The Darwins at the Dawn of Plant Science. by Peter Ayres

The Darwin family was instrumental in the history of botany. For Erasmus (1731-1802), it was a hobby, for Charles (1809-1882) an inspiration, and for Francis (1848-1925), a profession. Their experiences illustrate the growing specialization and professionalization of science throughout the nineteenth century. Ayres shows how botany escaped the burdens of medicine, feminization and the sterility of classification and nomenclature to become a rigorous laboratory science.

Published by Pickering and Chato. See http://www.pickeringchatto.com/monographs/aliveness_of_plants_the