



AWCI SPECIAL MEMBERSHIP COMMITTEE REPORT

August 4, 2010

Special Membership Committee members:

Doug Thompson, Chair, Manuel Yazijian, Gene Bertram and Henry Kessler

This committee was formed as a direct response to member concerns due to issues raised by the annual dues notice. Through emails and direct face to face meetings of its members, the work of the committee resulted in the following:

The first issue addressed by the committee concerned the document available as a \$25 option on the annual dues membership. This was a "Certificate of Membership".

Motion # 1 by Yazijian, seconded by Kessler
Eliminate the current membership certificate.

Rational: Resistance to the cost of the document to the member as well as confusion between a membership "certification" and a professional certification.

Vote: Unanimously approved.

Motion #2: by Kessler, seconded by Bertram.
Create a new declaration of membership, using the full color image as used in our current advertising, with the word: "Member" and the "year" of issue (or lifetime).
(Printed in landscape)

Rational: This will appear as a marketing piece, not a certification: It will enhance the image of the member, AWCI and the profession. It may also be used to create additional income for the organization.

Vote: Unanimously approved.

The committee also addressed the issue of the "Late Fee" as noted on the annual dues billing notice.

Motion #3: From Yazijian, seconded by Kessler,
Recommend the elimination of the "Late Fee" in favor of the "Membership fee is "\$X.00 if paid by X date and if paid after that date, the fee is \$X.00".

Rational: This should be introduced in light of increased postage costs. It should speed up cash flow and reduce dependence upon operating debt, thus having the potential of increasing revenue for AWCI. It was suggested that the magazine be stopped when the dues are late and billing notices be sent out each month as a reminder for three consecutive months. If the dues are then paid, the three missing magazines could then be sent out once the member is current. The committee suggests the consideration of selling statement stuffers to advertisers to go with billing, to offset any additional invoicing costs.

Vote: Unanimously approved.

Motion #4: From Kessler, seconded by Bertram
Recommend the AWCI create Membership Marketing Kits (watch and clock), to include a variety of components, such as: (1) Wall ad, promoting the benefits to the consumer of working with a certified technician. (2) Counter mat presentation work pad, (3) ad slick templates for newspaper, yellow pages, magazines, etc. (4) apron, lab coat (5) window decals.

Vote: Unanimous approval.

This report respectfully submitted by chair person Doug Thompson.