

3/4/19 EGSA Membership Committee - Started @ 1:08pm - 14 people in attendance

Michael Sanford called meeting to order. Had the attendees state their names, companies and how long attending EGSA events

Went over the goals and Mission Statement of the committee

Brian VenHorst discussed the board priorities on membership, attendance and his role as a liaison. He noted his concern on only 3 people had recruited new memberships ...

Liz Bustamante went over her role and responsibilities as an EGSA employee. She noted there is a category for retirees to attend EGSA at SPOUSE rates to continue their friendships and involvement.

Liz / Mike went over the late / past due members. We need to make sure we have an exit interview of those companies that have chosen to not renew their membership. Currently – 3211 people receive Powerline magazine. Attendees for this conference : 342

Bob Hafich added his experience as a past president.

It was suggested the committee reach out to all of the 5 major distributors in the 50 states to get a free or discounted training session at an EGSA school or EGSA U as an incentive to join the next conference. Tabled to membership drive discussion

Strategic Long Range Targets

1. Company members - 5% growth
2. Conference attendance - 5% growth
3. Prioritize 15% retention on 2nd timers

Mentor Program

SUGGESTION – move the membership committee meeting to Sunday to allow more mentors (who might be in other committee meetings) so more people could be attending this committee mtg. Also – perhaps a 30 min BEFORE the 1st timer reception for an EGSA orientation to explain the organization, what to expect at the conference and how to get involved in the various committees.

There is a NEED for formal orientation to educate / differentiate the new attendees – Only 1st timers at the 1st timers ; Allow mentors to develop / meet their charges

Action point: how do we develop the same message to prospective members / 1st timers in relation to the potential committees

Suggestion – 1st timers early at the exhibition hall to see who is in attendance, ask questions on who's who, etc

General consensus was that the video presentations are not as effective as committee chairs grabbing a microphone and personalizing the committee roles & responsibilities.

2nd timers – need to let them know why they are invited back to the 1st timers reception to manage expectations

Membership Drive

Ideas: Where / when is the fall 2020 meeting – theme should be tied to that location. Perhaps the mayhem guy (Allstate) ... or the Farmers Insurance (we covered a thing or two because we've seen a thing or two). Award possibilities : school session, conference attendance, airline tickets, hotel stay

Suggestion: driving the regional schools and hitting the upper level management of those attendees to come to an EGSA event

Suggestion : with a membership – allow (1) attendee at a school ... or an EGSA U attendance.

A few meetings ago – it was suggested for local chapters (like Houston, LA, etc) – and have lunch & learns at the expense of EGSA.

Can the committee come up with a tool kit / presentation kit for members to present to prospective new members. Is there a prospect list available for us to ID whom we can approach ?? Let's come up with one for this fall to use prior to the conference !

Spring 2020 conference is in Las Vegas – Planet Hollywood – March 15-17

Adjourned 3:03pm