

# Membership Committee Meeting

Date: Monday, September 12, 2016

Attendance: See EGSA Committee Attendance Form for Membership Committee

- Opening remarks Walter Petty
- Membership Committee Secretary
  - Michael Sanford appointed to position of Secretary.
- 2016 EGSA New Member Statistics YTD Liz Bustamante
  - See 2016 EGSA New Member Statistics YTD
  - Certification brings members in but does not retain members.
    - Some members get certified but terminate shortly afterwards because certification remains after terminating membership.
    - Certification must be renewed every 5 years.
  - Fleet programs for service people (RAM truck presenting in Dealer/Distributor committee)
  - How many EGSA members attend the Spring and Fall conferences?
    - Attending conferences may increase retention.
  - Some company members attend conferences based on regional, once a year, etc.
  - 788 company members, 300 individuals in attendance at conferences, less than 100 companies represented at conferences, upwards of 3500 individuals “EGSA members”.
  - Contacting company members regarding unpaid dues.
- Local “chapters” aimed to retain and build membership.
  - Staff time and budget is a concern.
  - Handled by local member company.
  - Benefits to “hosts”:
    - Free PR
    - Potential customers (other EGSA members)
    - Potential recruiting of college / university attendees
  - Benefits to EGSA
    - Member retention
    - Member participation
  - Hosts rotate responsibility.
  - Needs discussion with BOD.
  - Potential need for regional leadership / has ownership and formalizes structure.
  - Open to college / university potential members.
  - **Action Item: Dave Oshefsky to compile presentation to BOD for committee recommendation.**
    - Debbie Schilling and Michael Sanford to provide support as subcommittee.
- Review of minutes from Spring 2016 Michael Sanford
  - Membership Drive
    - Add current member count to flyer
    - URL on flyer
    - Information available on EGSA website under Membership > Membership Drive

- Minutes approved.
- Membership
  - Target growth is 8% net member companies over the calendar year.
    - Not to include student membership.
- Membership Drive
  - Could the Membership Committee fund an “extra” prize for a winning member
  - Kicked off at Fall 2016 Conference (flyer in registration packet and website).
  - Second place prize could be “Dig This” construction playground in Vegas (where PGI is located)
    - Budget may be available from 2016, allocate some from 2017 to cover costs of second and/or third place prizes.
      - 2<sup>ND</sup>: Dig This – Big Dig (\$250)
      - 3<sup>rd</sup>: Amazon Gift Card (\$100)
      - **Action Item: Liz Bustamante is going to arrange 2<sup>nd</sup> and the 3<sup>rd</sup> place prizes.**
- PowerGen International
  - Can we get a member company to sponsor a keg at PGI?
  - No action.
- **Open item: What is the budget of the committee meeting?** Liz Bustamante
- Committee Mission Statement Walter Petty
- General Discussion
  - Benefits to Member Companies
    - Association with EGSA qualifies you to receive discounts
    - Does EGSA have enough members to warrant discounts from providers?
    - Concern regarding verification of EGSA standing.
    - **Action Item: Dan Thomsen to investigate opportunities and provide update in 4-6 weeks.**
- First Timer Meeting
  - Board members assigned to new members
  - May not be relevant contact
  - Board members have to track down 10+ people
  - Should be an immediate and relevant contact – networking is a big sell for new members.
  - Liz Bustamante organizes mentors with support of BOD.
  - Can the Membership Committee sponsor new members at the first timer meeting?
  - Recommend more structured first timer interaction.
- Items for BOD Liaison Ed Murphy
  - Can the Membership Committee sponsor new members at the first timer meeting?
  - Recommend more structured first timer interaction.
- Items for Meeting of Members Update: Walter Petty
  - Membership Drive Update
    - Committee adding 2<sup>nd</sup> and 3<sup>rd</sup> prizes
  - Membership statistics review
  - No action items for the BOD at this time.

- Meeting adjourned at 2:59 pm.