

Membership Committee

Membership Committee Minutes

Sept. 14, 2015

Denver, CO

| <u>Topic</u> | <u>Discussion</u> | <u>Conclusions</u> |
|--------------------------------|-------------------|--------------------|
| Call to Order | | 1:05PM |
| John Garcia's opening remarks | Welcome | |
| Introductions | | |
| Review of Committee Principles | | 1:12pm |

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| Outreach functions and past discussion review | What will make 1st timers feel more Welcome? Why do first timers come back? | 1st timer mentor makes people feel welcome |
| | What drives membership? Is it the end users? | Tech service program and certifications is a draw for certain members Target end users to bring awareness and create a demand for our certifications and industry standards. Develop and issue a preventative maintenance standards that highlight EGSA standards and certified technicians. |
| | Is membership an active part of marketing? | John Garcia to contact Kim for a conference call Is membership an active part of marketing? What budget for marketing membership Branding for EGSA in marketing as a common place business standard |
| | Power Gen packets to be handed out | Walter Petty will contact people to hand out packets for advertising EGSA |
| | Revisit requesting DD committee to | Liz to talk to DD Committee chair |

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| | post Linked-in for specifying eng. to be added to Powerline list | |
| | Expand powerline to hospitals and municipalities | |
| | EGSA web address link at the signature of their emails | Office staff to send out the suggestion to membership via email or linked-in |
| | ACHA Show | Randy W. to share show information as a possible show for EGSA to participate in |
| | Surveys handed out at meetings in addition to the emailed surveys | Walter Petty |
| | Canadian survey | did not produce desired participation not enough Canadian members |
| Past Survey results | Survey was completed and reviewed by the board for education purposes and few action items were derived from the results | Publish results to membership John Garcia is going to resend the past survey out to membership committee for further review Committee will review results to be summarized for possible publication |
| Member benefits in print | Should we print the benefits for distribution | Walter Petty Possible Youtube video |
| 2016 Membership | Membership goal for 2016 | 8% |
| Member discount programs | Extra membership benefits for retention and promoting members | Walter Petty is exploring |
| Buying groups | HGAC NJPA | John Garcia to get contacts Dan Thompson to get contacts |
| Meeting adjourned | 4:01PM | |