



Participants: Roger Turner (California), Bob Morris (North Texas), Bill Plumpton (Pennsylvania), John Irving (Committee Chair)

The concept of affiliate membership was discussed. To start the conversation, Ken Norton's suggestion was briefly reviewed.

Affiliate Membership (one example)

Keep individual NAEP member dues high enough to fund costs and put a small cost burden on the local chapters for the "privilege" of affiliating with NAEP, according to the following, which encourages local chapters to have as many NAEP members as possible in their ranks. For example ... (not necessarily actual membership numbers)

For Chapters over 500 members

Number of local members minus NAEP members times \$2 for annual affiliation fee (Example, California 1800 local – 100 NAEP = 1700 X \$2 = \$3,400)

For Chapters under 500 members

Number of local members minus NAEP members times \$1 for annual affiliation fee (Example, Georgia 25 local – 20 NAEP = 5 X \$1 = \$5.00)

The following is a summary of the major items discussed.

- Little conversation on the concept of affiliate membership has taken place lately. While it is recognized that strategic action plan task A-2 is not complete, we may be losing a bit of momentum and more ideas are welcome.
- The benefits of increase membership numbers to NAEP are clear; the benefits to chapter-only members include a greater sense of belonging to a National organization.
- Kent's proposal is very good and straight forward. It would help to encourage chapter-only members to support the greater affiliation with NAEP who may not want to join both organizations. This example should be considered as guidance for each Chapter considering Affiliation. Each Chapter can work on what they think is the correct cost numbers for what they envision for Chapter work.

- Roger suggested that money, minus administrative and management costs (yet to be worked out) be directed back to each affiliated chapter for NAEP work at the chapter level. This action would encourage affiliation with NAEP and open the environmental profession to national representation.

Roger suggested five ways to bring chapter-only members into NAEP membership; all actions or activities have to show value for membership:

1. When NAEP programs are scheduled, send the notices to chapter-only members. For example, when a NEPA workshop is being advertised in a particular local, invite chapter-only members within a target area to the workshop. This works for mixers, workshops, webinars, etc. This will expose chapter-only members to NAEP, its members and the work that is being done. This would be a very good marketing strategy for little cost.
2. Send e-mail blasts to chapter-only members regarding regulatory updates. This would include legislative and regulatory policy developments. If affiliation is not in place, write a disclaimer noting this is a value for being affiliated and that in future, if not affiliated, they will not be getting this information. Do this a few times to entice environmental professions and show value of being affiliated with NAEP.
3. Have Chapter Representatives contact chapter-only members from time to time to chat about NAEP. Discuss what it is and what NAEP is doing and the value of affiliation. A script can be written to help Chapter Reps to have the same message.
4. When chapter conferences are being planned, NAEP should work with local conference committees to have a presence at these conferences. This would include participation in track and topic development, having a booth at the conference with NAEP membership materials, and providing speakers for conference tracks on various topics (e.g., federal legislation, sustainability, Green House Gases, etc.). There are many ways this can be developed. NAEP can significantly expand its presence to encourage affiliation with NAEP as a national leader in the environmental profession.
5. NAEP needs to continually work on marketing and outreach programs to enhance its presence across the nation as a national organizational leader representing the environmental profession. This can be done with chapter networking, NAEP corporate outreach programs, and

other methods. These programs will need very good leadership and management from NAEP to be successful.

- A multi-faceted approach should be used to increase individual member benefits and be more proactive promoting affiliation using first-hand experience. It was acknowledged that a draft uniform affiliation agreement is being prepared and should be in place at the time affiliated membership is discussed. The timing for affiliate membership remains a question.
- The dollar amounts contributed to NAEP could be different by chapter. Money could be collected and a smaller amount returned back to the chapter for chapter programs. Chapters would need to request money back and say what it is to be used for; chapters could combine money back for joint efforts. If a chapter does not request money, another chapter could request it and use it. Monies could be used as seed money for a new products or services.
- The conference is a great benefit. NAEP needs to find direct daily benefit for membership. Networking and national policy issues could be communicated better. NAEP needs to help to promote local programs, as some struggle to do programs on a regular basis.
- It was noted that TAEP recently had its annual conference in Houston. North Texas and NAEP members had to pay the TAEP non-member rate at the conference. NAEP members should be able to get a member rate. As being an NAEP member has benefits, one more could be member rates at a chapter event for which the individual is not a member. NAEP should work for reciprocal member rates between chapter events.
- To be successful with affiliate membership, NAEP needs to remember that they are selling a product to chapter; it needs to be product that people want to buy. Older more established chapters may have different desires from NAEP than younger chapters.

Next call: March 25th, 2009 @ 1:00 MST. Details to be sent.