

HPBAC Membership Committee

Report to HPBAC Board of Directors

Monday, November 15, 2010

Committee Members

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1. Membership Report

Non-manufacturer membership has increased by 2.7% in 2010 while Manufacturer membership has increased by 184% due to the fact that manufacturers now pay dues based on their North American sales volume.

In comparing to other HPBA affiliates HPBAC is 4.7% ahead of the average growth rate of -2%. Eight of the eleven US affiliates have shown a decline in membership in 2010, several in excess of 20% loss.

In comparing to other Canadian associations, HPBAC is showing virtually the same rate of growth as the CHBA and HRAI for 2010.

2. Membership Drive Campaign

A top priority for this committee is to grow membership in the association. The committee provides direction and tools to chapters to drive membership.

New members in 2010 – 43

Non-renewals - 40

3. Retailer Excellence Recognition Program

Retailer Excellence Recognition Survey results:

84 members responded to the survey, 50 of whom were retailers

23% of retailer members responded but the committee feels we need more responses to validate the results.

Those members who responded to the survey were largely in favour of the program:

- 86% of retailers and 78% overall saw value in the program
- 91% of retailers and 78% overall would support or participate in the program
- Comments indicated the program would require promotion to the general public to build credibility.
- Many respondents expressed their desire to be differentiated from their competitors.

- 60% of retailers and 39% of respondents overall would pay to participate in the program however, concerns were expressed about the appearance of buying the recognition rather than earning it which would undermine the credibility of this endeavour.

Recommendation to the HPBAC Board

The Membership Committee would like to recommend that we proceed with the development of this program but with caution to ensure it has merit and value.

4. HPBAC Reception at EXPO

The Reception will be held in Salt Lake City but with a cash bar instead of hosted bar. The reception must be self-funded through sponsorships. The Floor Hockey Tournament will be held again and we have space for 7 more teams.

5. Upcoming Projects

2011 Membership Kit

What Membership Means to You presentation

Affinity Programs – review Citi Financial Financing program and Choice Hotels

Business Assistance Programs – evaluate Two Grey Suits and Constant Contact potential partnerships

Meeting Schedule

Meetings are held on the last Tuesday of each month with the exception of July and December.