



## ASSOCIATE LEVEL MEMBERSHIP

**DATE:** December 1, 2009

**MEMO TO:** NCA CHAPTER'S BOARD OF DIRECTORS

**FROM:** Sara-ann Kasner, NCA Chief Executive Officer

**RE:** NCA ASSOCIATE LEVEL MEMBERSHIP – ballot for chapter membership vote

The NCA Executive Board of Directors approved recently the addition of an "NCA Associate" membership. The approval followed the recommendations of the NCA Associate Membership committee who met this past fall and agreed upon a definition and criteria for this level of membership. I'd like to take this opportunity to convey my gratitude to the committee who helped define this new membership level:

Sheryl Novak  
Daniel Olson  
David Cave  
Ginger St. Pierre  
Martine Muller  
Michael Printy  
Joyce Fong

On the following pages, you will find a description, definition, and criteria for NCA Associate Membership. Since adding a level of membership affects the NCA bylaws please discuss the enclosed information with your Concierge membership and ask for a vote (via the enclosed ballot) for or against the proposed membership to become effective February 1, 2010. Please report the results of your chapter's votes via email to me.

If you have any questions, please contact me at 612-317-2932 or via email: [saraannjustforyou@zellerrealty.com](mailto:saraannjustforyou@zellerrealty.com).

I wish you the happiest of holiday seasons,

A handwritten signature in black ink that reads "Sara-ann". The signature is fluid and cursive, with a large loop at the beginning.

Sara-ann Kasner  
NCA Chief Executive Officer & Founder

**DEFINITION:**

In general the addition of this level of membership permits the organization growth in terms of granting membership to individuals whose work is well within the hospitality industry and closely compares to that of a Concierge professional, although the individual does not have the title of Concierge. A JOB Definition for this level of NCA membership may be: "An individual whose principal occupational responsibilities are comparable to that of a Concierge professional and who is publicly recognized as a being a Concierge even though the individual does not currently possess the title of Concierge." Just as with other levels of NCA membership, NCA Associate members may not promote a product or service within the NCA which is incidental to the Associate's product or services.

**DESCRIPTION/EXPLANATION OF MEMBERSHIP:**

The proposed new level of NCA membership will become effective on February 1, 2010.

The NCA Associate Membership is a non-voting membership in the National Concierge Association.

**Representation:** Once there are 6-12 Chapter Associate Members, this level of NCA Membership shall be represented on the NCA Chapter Board of Directors by an "NCA Associate Member Liaison" who is nominated annually by their peers and elected to office by all chapter members. Accordingly, as we gain NCA Associate Members overall, an NCA National Associate Liaison will be appointed to or elected to serve on the NCA Executive Board of Directors.

The NCA Chapter addendum to the NCA bylaws will be amended to reflect this level of membership in its entirety.

**DUES:**

Dues amounts shall be comparable to that of Concierge and Affiliate memberships as regards payment amounts due annually to the parent organization.

On an annual basis, each NCA Chapter Board of Directors shall have the right to set exact dues amounts charged to the individual (above the current amount remitted on behalf of the individual to the parent organization) based on the market rate for each chapter's city, state or province.

**SUGGESTED JOB TITLES FOR WHO MAY BE GRANTED NCA ASSOCIATE MEMBERSHIP:**

Guest Services personnel	VIP Services personnel
Front Office Manager	Celebrity Services
Personal Hosts	Bed & Breakfast Owners/Managers
Other hospitality industry professionals on a case-by-case basis.	

**MISCELLANEOUS:**

As with all members of the National Concierge Association, NCA Associate Members, upon acceptance of membership, will be immediately enrolled in the NCA Mentoring program. The current program for NCA Concierges will be amended to accommodate the new level of membership.

Although no plans have been made at this time, as we progress with this level of membership - it may become necessary to create awards and designations which fit the NCA Associate member.



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## **BALLOT**

**To be completed by all voting members of the National Concierge Association**

**Please answer yes or no to the following:**

The National Concierge Association (NCA) shall grant non-voting "Associate" memberships to individuals whose principal occupational responsibilities are comparable to that of a Concierge professional and who are publicly recognized as being a Concierge by his or her peers and clientele even though the individual does not currently possess the title of Concierge.

\_\_\_\_\_ **Yes.**

\_\_\_\_\_ **No.**