[](http://www.caldesal.org/)

**CalDesal Membership Committee Meeting Agenda**

**Monday, August 31, 2020**

**11:00 a.m.- 12:00 p.m.**

**conference call phone: (515) 604-9094, code: 1175-56965**

**Membership Committee Members present:**

Chair Paul Shoenberger

Mark Donovan

Gilad Cohen

Patrick Sheilds

**Membership Committee Members absent:**

**Guests:** Wendy Ridderbusch, CalDesal Executive Director

1. Call to Order by Chair Shoenberger at :0\_\_3 a.m.

**Annual Dues Process** -- Shoenberger suggested that CalDesal should better refine the current annual dues billing process so that the invoices are initially sent to the right people, and not having to be forwarded to the finance people in the accounting department who actually are responsible for paying the invoice.

**Retention Efforts** -- The committee talked about current retention efforts. Wendy has pursued a strategy of inclusion of members and associates’ staff into the various CalDesal committees to anchor them to our organization and bring some added value to their membership. She is also personalizing contact and reaching out on a one-on-one basis with members and associates directly. As an example, she called new associate Dan Cozad with CV Salts to get his input on federal bill language which could help their organization be competitive with federal grant money.

**Former Member Recruitment** – Wendy is utilizing the Virtual Townhall

Next Membership Committee meeting has not yet been scheduled. An outlook invitation e-mail will be sent out to the committee for a meeting to be held during the last quarter of the year.

**Chair Shoenberger adjourned the meeting at \_\_\_\_\_\_\_p.m.**