



MEMBERSHIP IDEAS

You, the membership, are an extremely valuable resource that the tribe rarely taps into as a source for innovative concepts and ideas.

A tribal member recently suggested that we take a good look at utilizing the vast population of our membership to self-promote our businesses and tribe. This is a great concept. Large firms typically take a grassroots approach with their respective members. Look at the benefits of AAA discounts, or membership rewards within corporations and agencies. The tribe could establish its own version of membership rewards and actually reward that member for referral business within the tribe's casinos or enterprises.

In membership programs: Typically the new member is given special guest passes or an incentive gift to provide the names right at the point of sale. In order to achieve referral success at the point of sale, in addition to a form that captures the referral names, it is important that clubs have attractive, very professional looking passes that are exclusive to the point of sale process.

There is no reason that we cannot attempt a similar concept for our membership. With over 30,000-plus tribal members, there are sure to be avenues that we can address pertaining to this concept.

Another tribal member suggested a service, that, for a nominal fee, we could implement a Web cast service that would allow for membership participation in meetings and input in discussion with board members. This concept coincides with yet another member's concept of a secure server to allow members the FACTS on budgetary issues, tribal planning, legislation pending, board actions, etc. When you combine the two collectively it becomes a very valuable resource tool for the membership. The opportunity for the membership to be exposed to the truth on a consistent basis would be a refreshing and welcome change.

To the members that presented these ideas for consideration, I thank you. I would like to personally welcome all of you to submit your many ideas and concepts to myself or other elected officials. Working collectively, we can move the tribe forward.