

## MMT Teleconference Minutes – 07.11.2011

### **Attendees:**

Carol Matznick  
Susan Burdette  
Lou Reginelli  
Ryan Thorn  
Melanie Gibson  
Illana Maze  
Brooke Willson

### **1. Welcome**

- Carol welcomed the new team and touched on the tasks that we have ahead of us for this year.

### **2. Corporate Partnership**

- Adjusted dues structure for Corporate Partnership was approved by the House of Delegates.
- Discount on dues based on number of members.
- Must use the list bill structure.
- Company buys the membership slots and they control the slots.
- Members can reside in states and belong to different chapters and be listed under the same company.
- Can take away and add employees as needed.
- We will be reaching out to current Corporate Partners and companies on list bill to up-sale membership.

### **3. Summer Member get a Member Campaign**

- Member get a member campaign will be launched by July 15<sup>th</sup>.
- Recruit one member and are eligible for weekly gift card drawings. Gift cards will range from \$25 - \$100 in value. Grand prize is an Apple iPad with cover.
- Subject line for all member announcement – Win a Gift Card Each Week.
- Campaign will be promoted by email, social networking sites, HIU and all newsletters.

### **4. Mentor Program**

- Program is being finalized and the structure is in place. People will sign up online and through paper applications.
- Listed on the Young Agents page.

### **5. Chapter Development and Membership Working Together**

- Committees will work together and are invited to sit on monthly calls.
- Reviewed structure and the importance of membership and chapter development working in tandem.

**\* Next Teleconference – Monday, August 11 @ 3pm EST\***