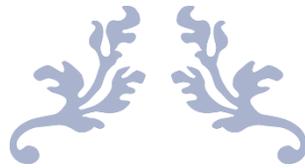




INTERNATIONAL  
CAKE  
EXPLORATION  
SOCIÉTÉ



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# REPRESENTATIVES HANDBOOK

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## SECTION C



JULY 12, 2018

International Cake Exploration Societé

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## Membership Information

A person may join ICES or renew his/her membership by sending the required dues and information to the ICES Membership Coordinator, by mail with the membership brochure, by delivering it to the State/Area/Province/Country/Chapter Representative, or by submitting it online at the ICES website [www.ices.com](http://www.ices.com).

Helen do we still need the highlighted information?

If the dues are sent to the centralized Michigan address (listed on older membership brochures), it will take up to eight weeks for the new member to receive his/her first newsletter. Up to two weeks of that time can be attributed to the time needed to transfer the mail from the Michigan address to the Membership Coordinator who prepares the mailing labels for the newsletter. Therefore, a new membership or a renewal will be processed more quickly using one of the other options.

Many Representatives like to put their address (using a self-adhesive label) over the Michigan address on older membership brochures. They also encourage their members to send their renewals directly to them. The advantage of this is that the Representative will know immediately when they have new memberships. If the Representative receives a payment for membership dues, it is the responsibility of the Representative to immediately forward this payment to the Membership Coordinator to ensure that a new membership is recorded promptly, or that a renewal membership is not in danger of lapsing.

### Joining or Renewing ICES Membership

#### Online

Using our webpage is the quickest way to join or renewing your ices membership and it could not be easier, just go to [www.ices.org](http://www.ices.org).

#### Postal Service

As the Representative, when you receive membership dues, you should process them quickly and carefully. Fill in a [Membership Application Form \(PDF\)](#) for each membership and return the bottom receipt portion to the member. Be sure to make a copy of the completed form before you mail to the ICES Membership Coordinator along with the payment, if included. Make sure that all checks and/or money orders are payable to ICES and are in U.S. funds. Visa, MasterCard, Discover, and American Express, payments require the card number, expiration date, CCV or security code, and the signature of the cardholder.

Should a Representative delay in sending any membership dues and/or renewals, where processing of said membership results in additional costs, those costs will be the responsibility of the Representative or S/A/P/C/C.

Upon receipt of a new membership, the Membership Coordinator sends out a welcome letter, a membership card, and a brochure for the upcoming Convention. If a person who has given you dues has not heard from the Membership Coordinator within six weeks, you should contact the Membership Coordinator to see if there is an issue.

### Categories of Membership

- **Digital Membership – Best Value:** \$45 per year.  
(Available for Regular US, International, and Gold Key memberships)
- **Regular/Domestic\*:** \$60 per year.  
Printed ICES Newsletter is mailed to addresses within the US.
- **International:** \$75 per year.  
Printed ICES Newsletter is mailed to addresses outside the US.
- **Associate:** \$24 per year.  
Must reside with or work for a Charter/Regular member and use the same address as the Charter or Regular Member. The Associate member does not receive the Newsletter or the Representative mailings. Associate membership must run concurrently with Regular membership with which it is associated.
- **Three-Year Membership Plan:** \$156 for US\*; \$201 for International\*\*.
- **Charter Membership:** \$20 per year  
Joined by 9-1-1977 and membership has not lapsed more than thirty-six (36) months.
- **Gold Key Membership:** \$50 per year for US\*; \$65 per year for International\*\*.  
Members who are not Charter Members and are over the age of 60, who have been ICES Members for at least fifteen (15) continuous years. (Proof of age required)
- **Student Membership:** \$25 per year.  
Full-time students enrolled in college, an accredited culinary school, vocational tech school or high school. All students must show proof of enrollment. This membership level would only receive the digital newsletter with their membership.

If you are under the age of 14, please have your parents read our [Coppa Notice](#).

## Membership & Newsletter Expiration Dates & Membership Lists

ICES membership is for a period of 12 months and includes 11 issues of the ICES Newsletter. When ICES membership dues are received by the Membership Coordinator, the membership is effective immediately, although it will be approximately 2 months before the new member receives their first newsletter. (It may take longer for international members to receive their first issue.)

Since membership is for a period of 12 months, if a person joins on July 16th, that membership expires July 15th of the following year. The first issue of the newsletter that person will receive, however, will be the September/October combined issue, which is mailed October 1st. The eleventh issue then will be for August of the following year.

The following chart should be helpful in determining when a membership expires, as well as the newsletter start and expiration dates:

Joined	Membership Expiration	Newsletter Start	Newsletter Expiration
Oct 1, 2017	September 30, 2017	Dec 13	Nov 14

The membership number and expiration date appear on the newsletter label. To keep their membership current, a member must renew in time for the Membership Coordinator to receive their dues before the last day of their expiration month. When a membership lapses, the member has a thirty (30) day grace period to submit their renewal dues, after which their name is placed in the inactive file. If the person renews after that, it will take 6 to 8 weeks to get the newsletter started again.

Because the newsletter is mailed bulk rate, it cannot be forwarded. Members should send name and address changes to their Representative and the Membership Coordinator as soon as possible.

### Memberships Lists

Membership lists are prepared the 1st of February, April, June, August (as soon as Convention renewals have been updated), October, and December. The lists are emailed to the S/A/P/C/C Representative. If there is no Representative, the list is sent to the Board Liaison assigned to that S/A/P/C/C. Be sure to check your new list against any of your copies of the Membership Transmittal Forms that you have mailed in. Let the Membership Coordinator know if you find any discrepancies.

The membership list is for the use of the Representative and Alternates in communicating with their membership only. It must not be sold or given to anyone for commercial purposes. (ICES policy states that the membership list given to the Representatives is for their use in contacting the membership and will not be copied or distributed without the membership's permission. Copies may only be given to Alternates or Chapter Officers.)

### The Membership lists contain the following information for each member, when available:

Name, Membership Type, Membership Number, Business (optional), Mailing Address, Phone Number, E-mail Address, Membership Expiration, Yes/No — This refers to whether there has been any change in the member's information since the previous distribution list.

All membership lists are distributed in RTF (rich text format), which can be opened and edited with Microsoft Word. They are available in Excel or PDF format by request.

### Types of Membership Codes

**D — Digital Member**

**R — Regular Member**

**A — Associate Member**

**C — Charter Member**

**G — Gold Key International**

**S — Student**

**RI — Regular International Member**

**AI — Associate International Member**

**Lifetime — Lifetime Member (membership expiration appears as 12/31/2999)**

**GI — Gold Key International**

## Ways to Maintain and Increase Membership

- Have good communications with the members. Communicate as often as possible with newsletters, e-mails and letters. The Representative should respond promptly to e-mails and letters from the members. If the group maintains a Facebook page, respond quickly to questions asked.
- Maintain and update your website to reflect current events in your S/A/P/C/C.
- Have a printed agenda at each Day of Sharing/Meeting of S/A/P/C/C Members of ICES, which includes the names of the demonstrators and demonstrations, plus dates for future Days of Sharing/Meetings.
- Establish regular dates for the Days of Sharing/Meetings in advance so members can get the dates on their calendars such as the second Sunday in January, April, July, and October.
- Set up planning committees to get members involved in the planning of the Days of Sharing/Meetings so they get to suggest and maybe have things they want for the Day of Sharing/Meeting. Think about planning a themed Day of Sharing / Meeting such as tea party, holiday, cakes for men, birthday, etc.
- Have something for all skill levels from beginners to advanced decorators, at every Day of Sharing/Meeting.
- Be generous and sincere with thanks to the members, and guests, for things that are done.
- Ask for membership renewals or new memberships at every Day of Sharing/Meetings and then immediately send the information, along with payment, to the ICES Membership Coordinator.
- Prepare an evaluation form for members and guests to complete at the Days of Sharing/Meeting to obtain feedback on the event. You could simply state that, "...we want your impressions on our Day of Sharing/Meeting, so we can improve and make them even better." The form could include the following questions with plenty of space for comments or suggestions:
  1. What did you like about our Day of Sharing/Meeting?
  2. Was there something you did not like? If so, what was it?
  3. What would you like to see for the next Day of Sharing/Meeting?
  4. Would you be willing to do a demonstration or workshop? If so, please include your name and a contact number or e-mail, and what would you like to demonstrate or teach.
  5. Do you have any suggestions or comments? If yes, what?
    - Send an e-mail or letter promptly to every member that has not renewed her or his membership. Encourage members to renew their memberships at least 2 or 3 months in advance of the expiration dates. Include the expiration date on mailing labels or mention the expiration dates in the newsletters.
    - Send a thank you letter or e-mail, including membership information, to any guests that have attended your recent Days of Sharing/Meetings.
    - Keep members well informed about current and future events. Have a website and/or Facebook page, if possible, for your S/A/P/C/C.
    - Get members excited about ICES and involved in the promotion of ICES.
    - Keep the members and guests wanting more great demonstrations, workshops, classes, and fellowship with others at each Day of Sharing/Meeting.