



INTERNATIONAL  
CAKE  
EXPLORATION  
SOCIÉTÉ



---

# REPRESENTATIVES HANDBOOK

---

## SECTION C



April 2, 2019

International Cake Exploration Soci t 

## Contents

|   |                                     |
|---|-------------------------------------|
| <b>Membership Information</b> .....   | 3                                   |
| <b>Joining or Renewing ICES Membership</b> .....  | <b>Error! Bookmark not defined.</b> |
| Categories of Membership (All Members will receive the digital ICES Newsletter if their email address is provided.) ..... | 3                                   |
| Membership & Newsletter Expiration Dates & Membership Lists.....  | 3                                   |
| Memberships Lists.....  | 3                                   |
| The Membership lists contain the following information for each member, when available: .....                             | 4                                   |
| Types of Membership Codes .....   | 4                                   |
| <b>Ways to Maintain and Increase Membership</b> .....   | 4                                   |

# Membership Information

Using our website is the quickest way to join or renew your ICES membership and it could not be easier, just go to [www.ices.org](http://www.ices.org). They may also send the required dues and information to the ICES Membership Coordinator via mail, phone or fax by contacting Helen Osteen

ICES Membership Coordinator

2502 Esther Ave

Pasadena, TX 77502-3239

Phone: (713) 204-3218

FAX: (877) 261-8560

[icesmembership@gmail.com](mailto:icesmembership@gmail.com)

A person may also join or renew by delivering their dues and information to the S/A/P/C/C Representative.

Many Representatives 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. Membership is not renewed until received by the ICES Membership Coordinator.

As the Representative, when you receive membership dues, you should process them quickly and carefully. 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 email letter, a digital membership card, and a digital brochure for the upcoming Convention. Upon request and with a payment of \$2.00, a plastic membership card will be mailed to the new member. If a person who has given you dues has not heard from the Membership Coordinator within two weeks, you should contact the Membership Coordinator to see if there is an issue.

**Categories of Membership** (All Members will receive the digital ICES Newsletter if their email address is provided.)

Categories and current membership rates are available online at [www.ices.org](http://www.ices.org).

## Membership & Newsletter Expiration Dates & Membership Lists

ICES membership is for a period of 12 months and includes 11 digital issues of the ICES Newsletter. When ICES membership dues are received and processed by the Membership Coordinator, the membership is effective immediately, the new member will receive their first newsletter the following month.

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 will be the August issue.

To keep their membership current, a member must renew in time for the Membership Coordinator to receive their dues before their expiration date.

Members should send name and email 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. 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.

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

Types of Membership Codes

DI — Regular Member RI— Regular International Member

C — Charter Member Lifetime — Lifetime Member (membership expiration is left blank)

G — Gold Key International S — Student

GI — Gold Key International D- Deceased Member

## Ways to Maintain and Increase Membership

- Have good communications with the members. Communicate as often as possible with newsletters and e-mails. 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 email, and what would you like to demonstrate or teach.
  5. Do you have any suggestions or comments? If yes, what?
- Send an e-mail promptly to every member that has not renewed her or his membership. Encourage members to renew their memberships at least 1 or 2 months in advance of the expiration dates.
- Send a thank you 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.