

January, 2010

Dear Reunion Manager:

If your business includes planning high school reunions, or you have been considering getting into the lucrative high school reunion planning business, then you should be a member of the **National Association of Reunion Managers (NARM)**.

As a NARM member, you will have access to invaluable information and support as you grow the high school reunion planning segment of your company. A NARM membership identifies you with an association that values a strong code of ethics and industry standards, and as a leader in the reunion management industry.

Your NARM membership includes:

- Networking opportunities to meet and interact with others who understand the challenges and opportunities of reunion management.
- Advertising for your company and the listing of your reunions on the popular NARM website www.reunions.com. Our website received more than 15 million hits last year from individuals seeking all types of event management services.
- Current NARM member companies have been in business an average of 10 years and manage thousands of reunions annually.
- An opportunity to attend the only annual conference for professionals in the reunion management industry (at an additional cost)
- Participation in E-Group discussions and member conference calls where members discuss industry related topics.
- Quarterly Newsletters filled with useful information
- Access to a professional virtual assistant (at a discounted cost)
- The credibility of an outstanding association, which has been in existence since 1986.

Nearly half of all reunion management companies are members of NARM, making us the voice of the reunion industry. We would like to include your voice.

Annual membership dues are \$450. The profit from just one lead generated from www.reunions.com will cover your NARM membership. Please review the enclosed membership information and join NARM today.

We look forward to welcoming you to our association. A member company will be contacting you soon, or you may contact us at (800) 654-2776.

Sincerely,

Kandy Davidson

Kandy Davidson
President
National Association of Reunion Managers (NARM)

2010 Board of Directors:

Kandy Davidson, President
Danielle Hollander, Vice President
Mike Silva, Treasurer

Melinda Decker, Secretary
Joe Smith, Member-at-Large

Enclosures

C: Sherri Lokken
Executive Director

(800) 654-2776 • www.reunions.com • info@reunions.com
P.O. Box 335428, N. Las Vegas, NV 89033-5428

Membership Certificate: Show your reunion committees, alumni & business partners that you are committed to a high professional standard in the reunion industry. Display your membership certificate where it can easily be seen. Everyone will feel confident about the fact that they are working with a professional reunion manager who is a member of NARM.

Code of Ethics & Industry Standards: As a NARM member, it is important that you understand and subscribe to the NARM Code of Ethics and Industry Standards. Show everyone that you live by these guidelines by displaying them next to your membership certificate. When you do good business you can never go wrong.

Newsletter: Knowledge is power! *The Reunion Reporter* provides national perspective on industry trends and updates on business or political decisions that affect the reunion industry. This is where NARM announces information about new products & services offered by NARM sponsors. The newsletter is delivered electronically.

Satellite Offices: Any reunion business that is operated from another work office other than the originating office is considered a Satellite Office, and listed in the directories.

Sample Contracts: Make sure you have all your bases covered with your contracts. For a small fee, a NARM Sample Contract packet, including 7 different generic layouts, is available. NARM recommends that an attorney review your contract before submitting it to your clients.

Brochures: Brochures are distributed to each new or renewing reunion business members and to sponsors. Additional brochures can be purchased. The more you display the NARM logo, the more exposure our association receives, which results in more business for you.

Virtual Assistant: NARM members have access to a professional virtual assistant as needed to work on all aspects of administrative work and business set up. Including social media & internet marketing, the creation of the layout and design of your promotional and reunion materials, Corporate ID, web design, database management, record keeping and archival management.

Resource Guide: The Resource Guide is designed to keep NARM at your fingertips. It contains the listings of all NARM members, satellite offices and sponsors, along with copies of the NARM By-laws, Board Member Position Guides and Committee Team descriptions.

Online Directory: This directory lists reunion manager members, board members and sponsors in a variety of ways. It is continually updated and posted on the NARM website.

News Release: A prepared News Release for new members is provided to send out to your local newspapers, Chamber of Commerce, Convention Centers, etc. This is one more step to unlocking your businesses potential.

Logo Sheet: This is one of the most powerful tools you have as a NARM member. It shows your commitment to the reunion industry.

NARM Website: Advertise your reunions and your business to the world! This is one of the most valuable benefits of your membership. One referral from vendors, members or any board member can pay for your membership. Log-in instructions will be provided to you. List your reunions, link your website and let the referrals come in.

Annual Conference: The annual NARM conference allows you access to a wealth of networking opportunities from meeting and sharing ideas with other reunion managers to exploring new technologies presented by vendor members, while having a relaxing time. Conference is held annually in January alternating between West Coast, Mid-West and East Coast cities.

Board of Directors: NARM is a non-profit association managed by a Board of Directors of five elected reunion manager members, who meet once a month via conference call. Each member is a liaison between a committee and the board.

Committee Teams: Committee Teams are made up of volunteer members and sponsors. Committees include Ethics, Membership, and Conference. Each member of NARM should consider holding a board or committee team position every few years.

Statement of Industry Standards

NARM members will conduct business in accordance with the following Statement of Industry Standards adopted by the National Association of Reunion Managers.

Members will make best effort to contact the graduating class officers for the purpose of obtaining a reunion contract if the class has not had a previous reunion. The previous reunion planning committee must be contacted when a previous reunion has been planned. Other class members may be considered only after these people have been contacted and/or consulted.

Members will use a written contract clearly stating the per person ticket price, services, products, and other essential information. The contract must be signed by a representative of the Committee.

Members will not interfere with the performance of another reunion manager's current written and signed contractual arrangement with a reunion committee.

Members will advertise and/or announce reunions only after a current written and signed agreement is established with the Committee for a specific event.

Members will communicate their involvement with the reunions to the individual high schools.

Members, in conjunction with the committee, will attempt to locate all the alumni.

Members will have written policies regarding cancellations and refunds for events and individual alumni. These policies must be communicated to all clients.

Adherence to this Code of Ethics and Statement of Industry Standards signifies professionalism, competence, fair dealing and high integrity. Failure to abide by these may subject a member to disciplinary action or dismissal from membership.

Code of Ethics

NARM members will conduct business in accordance with the following Code of Ethics adopted by the National Association of Reunion Managers.

- Strive for excellence in all aspects of reunion management.
- Maintain the highest standard of personal conduct and promote and encourage the highest level of professionalism within the reunion management industry.
- Use only legal and ethical means in all reunion management activities.
- Practice fair, professional, and accepted methods in competition.
- Cooperate in every reasonable and proper way with other reunion managers and work with them in the advancement of the reunion management industry.
- Ensure rights to privacy and protect confidentiality of privileged information.
- Conform to all existing laws, regulations, and codes governing business practices and procedures, and to report any violations of the law to proper state, local or federal authorities.
- Abstain from any form of false, misleading, deceptive or fraudulent advertising or promotional activities.
- Refuse to initiate or participate in any discussion or activity which might result in an unjust injury to another reunion manager's reputation or business relationships.

NARM Membership Standards

In order to be a member of NARM, each company is required to complete the following:

- Maintain Member in Good Standing Status by adhering to the NARM Code of Ethics and Industry Standards
- Pay Membership Dues
- Achieve 10-points annually by completing any combination of the following activities:

7 Points	Attend NARM Conference
5 Points	Complete NARM Survey
5 Points	Chair a NARM Committee
3 Points	Participate on a NARM Committee
3 Points	Current NARM Board Member
2 Points	Write an article for the NARM Newsletter
2 Points	Moderate an All-Member Conference Call
2 Points	Recruit a Paying NARM Member or Vendor Sponsor
1 Point	Participate in an All-Member Conference Call

NARM members not meeting the membership standards will be removed from the membership listing and website, and will not be allowed to rejoin NARM until the next membership year. Membership dues will not be refunded for failure to meet the membership standards.

Guidelines

- The accumulation of points is based on the calendar year, January 1 - December 31, with implementation beginning in January 2009.
- Points are earned by the company, not by the individual. Only the principal member of the company may earn points. (i.e. a support staff does not earn points for attending conference.)
- If a company has more than one owner, those owners listed on the NARM membership form may earn points for all activities with individual participation, such as participating on a NARM committee. Points are earned only once per company for attending conference, completing the NARM Survey, and participating in an all-member conference call.
- NARM members are allowed to “bank” any points over 10 for the next calendar year. For example, at the end of 2009, a NARM member with 14 points may carry over 4 points into 2010. These carryover points will then expire in 2011. Banked points may be redeemed by written request to the Executive Directory prior to December 31.
- To receive points, you must complete the required activity. For example, to receive points for participating on a NARM Committee, you must attend committee meetings and complete committee tasks as needed throughout the calendar year.
- NARM members unable to attain 10 points within the calendar year due to significant professional or personal issues may appeal to the NARM Board of Directors as a special circumstance. Appeals must be made by a written letter and received before December 31.
- It is the responsibility of each member to keep track of the points earned during the year. Members may at any time contact the Executive Director to confirm their number of earned points.
- Former NARM Board Members will receive 3 points for every year he or she served on the board. (i.e. 4-years on the board x 3 = 12 points.) These points may be banked without expiration and may be drawn upon as needed. Once used, these points are no longer available.
- NARM Board members do not receive points for chairing or participating in committees assigned by their board position.
- New members joining NARM are required to participate beginning with their first January of membership. For example, a new member that joins in April and renews their membership in October will begin earning points during the next calendar year.

Membership Application

Dues and fees applicable October 1, 2009 to September 30, 2010

Please type or print legibly and enclose a business card to go into your membership record. Partially completed application forms cannot be processed.

Company:	
First Name:	Last Name:

Preferred Mailing Address:

Address:	
City:	State Province:
Zip/Postal Code:	Country:
Business Phone:	Web Address:
Toll Free Phone:	E-mail:
Fax Phone:	E-mail:

This company is a: Sole Proprietor Partnership Corporation LLC Other (list) _____

Company Fed EIN/Business I.D.#:	# of years company has been operating:	# of years in the reunion business:
Date of Incorporation:	State of Incorporation:	
List the states you plan to service (or are servicing):		

Please list all owners/partners/corporate officers:

Name:	Position:
Name:	Position:
Name:	Position:

Description	Price	Quantity	Total Price
Annual Membership dues (includes Reunions.com listing in contiguous states (list states):	\$450.00	1	
Reunions.com additional state listings (using same address as home office) list states:	\$25.00		
Satellite Office Per State - Renewal or addition (circle one) list states:	\$100.00		
Sample Contract Packets (includes 7 generic contracts)	\$10.00		
Additional NARM Brochure Request (25 brochures per packet)	\$15.00		
Additional Resource Guide	\$15.00		
Application total			

Method of Payment:

Check # _____ enclosed for \$ _____ (please make all checks payable to National Association of Reunion Managers)

Charge \$ _____ to my: VISA MasterCard

Card # _____

Expiration Date: ____ / ____

Name on Card: _____

Verification # _____

A three digit number printed on the back of card.

Billing Address for Card: _____

Signature: _____

Please list any reunion companies with which you now or have been affiliated with:

Name:	City/State:
Name:	City/State:
Name:	City/State:

Please list any reunion planning training you have received:

Please list any reunion planning training you have received:			
Number of reunions managed:	2 years ago:	Last Year:	Projected this year:

Please list active memberships in professional organizations/associations (i.e. BBB, NACE, etc):

Name:	City/State:
Name:	City/State:
Name:	City/State:

Reference Requirements:

These references are required to keep your membership in good standing. You will be a probationary member of NARM until the following documents are received. You have one year from the date of this application to furnish the references and your business license if you're a new company.

The following items must be submitted with your application:

- Name and address of a financial institution where you currently have a business account.
- A reference from a banquet facility or a client.
- A photocopy of your Business or Occupational License (or SSN card).
- A sampling of your company's sample promotional materials.

By signing, I agree to have reference requirements provided within 1 year of membership: _____
Signature Date

Disclaimer for Sample Contracts

The information contained within the Sample Contract Packet has been compiled from seven reunion managers who are members of the National Association of Reunion Managers. The information included is believed to be current and reliable, however the NARM Board of Directors, NARM members and the NARM Executive Director cannot be held responsible for any errors or omissions.

The Sample Contracts are intended for use by NARM members only in and only in relation to their reunion activities. The information provided in the sample contracts is generic and has not been written to meet your individual requirements. It is your sole responsibility to satisfy yourself, prior to using this information in any way, that it is suitable for your purposes.

NARM has made all reasonable attempts to exclude business names from the contracts making them generic. It cannot ensure absolute exclusion and no liability is accepted for errors. Thus, you are recommended to take all appropriate safeguards before photocopying/publishing information from these documents.

I have read and understand the above Disclaimer for Sample Contracts and been given a copy of the NARM Code of Ethics and Industry Standards. By signing below, I agree to adhere to the NARM Code of Ethics and Industry Standards in order to maintain my membership status of good standing with NARM. I also agree to pay the membership dues as stated above.

Signature and date must be received in order to keep your membership active: _____
Signature Date

Mail completed application and payment to: NARM, Attention Membership, PO Box 335428, North Las Vegas, NV 89033-5428

*** Please make a copy of this application for your records. ***

Rec'd Date	Check No.	Bank Date	Database	Directory	Res. Guide	Brochures	Pkt. Mailed	Balance Due
Welcome	Certificate	Website	Email Directory	Email Logo				