July 27, 2012

To: Molly Shaw

From: Nileen Verbeten

Subject: Rules for MemberClicks Configuration and Requested Board Approval

The minutes from the July 24, 2012 Membership Action Team are attached. As we undertake MemberClicks ("MC") implementation, we are encountering configuration decisions that require changes in membership policy/practice. We ask the Board to accept this report (this cover letter and attached minutes) and authorize the configurations it recommends.

Our recommendations flow from our intent to automate transactions as much as possible. Recommendations details are included in the minutes. Key considerations include:

- Online payment processing inside the ToP Network website through tools provided through MC and its payment gateway partner, Moolah.

- Automated acceptance of complete applications with immediate access to members' only materials upon payment.

- Automated notices of approaching renewal dates which, if unheeded, result in lapsed membership and no access to members only material until dues are paid.

- Change from a calendar based membership year (date based) to a rolling 12 months based on when the member joined (time based).

- Provisions for converting current date based members to the time based membership year.

- Establishing payment requirements related to early bird, regular and late event rates. The lack of policy for the 2012 conference generated frustration and confusion that can and should be avoided.

We appreciate your interest and support as we embark on this transformative journey. Our goal is to refocus volunteer energy into value added relationship building and away from busy work and defective process work arounds. There is much to do and these first changes put us on the right path. As we become clearer of system rules, other policy issues will arise that we will bring to your attention.

Thank you.