



Happy Thanksgiving to you and to your families! I know this will be a busy month and time of year as we gather with our families and/or friends to celebrate those things for which we are thankful.

I have a quick suggestion for you: grab a hot cuppa, tuck your feet under you as you curl up on a warm sofa somewhere and take a few minutes out of your busy schedule to consider some of the ideas in this newsletter for your next Day of Sharing.

There are some tricks of the trade I want to share with you concerning ICES membership recruitment and retention.

The first trick is enthusiasm. If you've been the ICES Rep for a while, I know it's a tiring and under appreciated job. But I believe it's time for a breath of fresh air and new determination to gain and retain our members. If there are some things that you've always done, maybe it's time for a change in procedure. Mix things up a little. Generate excitement in new ways. Identify those ICES member types that inspire and motivate. Pick a fun speaker and demonstrator and let their enthusiasm infect the rest.

There's another trick. I wrote more about it on page 2; it's called fostering a general feeling of "club ownership." If we are interested in true ICES success, we should consider actively involving more people at the local and state levels.

Frankly, even before we can foster club ownership, we probably should start with identifying ICES member types. You can read more about this on page 3; I strongly encourage you to start identifying your local membership types. Successful member type identification will work towards more club involvement and with good leadership plans in place, actively encourage membership retention.

There are many more tricks, but I'll have to keep a few of those up my sleeve for the Midyear Meeting! -- Grace

It's been suggested that we gather up a sampling of the State Reps' newsletters and put them on a CD to hand out at Midyear. The reason for this is information sharing and to see how and what others are doing in their areas. What do you think of this idea? Let me know as soon as you can, and depending on the response, we'll see what we can do! E-mail me at [IcesEditor@aol.com](mailto:IcesEditor@aol.com).

## Don't Forget

- Internationals: check the ICES Reps web site ([www.icesreps.com](http://www.icesreps.com)) for updated information.
- Sign and return the Rep's contract to Grace McMillan, 324 W. Seward Rd., Guthrie, OK 73044. Funds will not be reimbursed until a signed contract is on file.
- Fill out and return the Rep's Questionnaire to Grace McMillan, 324 W. Seward Rd., Guthrie, OK 73044.
- Contact me or the ICES President (B. Keith Ryder) if your Board Member has not yet contacted you.
- December 2  
Got anything that needs to be printed on the Representatives Agenda for Midyear? December 2 is the deadline!

## ICES CONTACTS

### President

B. Keith Ryder  
Ph 703-538-6222  
E-mail bkeith@bcakes.com

### Reps Liaison/Newsletter

Grace McMillan  
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E-mail IcesEditor@aol.com

### ICES Treasurer

Maureen Cleveland  
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### Address Changes: Membership Coordinator

Gayle McMillan  
Ph 318-746-2812  
E-mail gvmcmillan@aol.com

## REPS SUPPORT

### Reps Moderator

Beth Lee Spinner  
Ph 860-228-8595  
E-mail blspinner@sbcglobal.net

### Reps Secretary

Bonnie Blackburn  
Ph 519-922-2713  
E-mail truckncake@georgian.net

### International Liaison

JoAnne Beauvais  
Ph 860-774-0930  
E-mail jbeauvaiscakes@yahoo.com

## CLUB "OWNERSHIP"

I read the following quote in the September 2006 issue of the Toastmasters magazine:

**"Membership numbers alone don't guarantee success. True success happens when club members are committed, active and enthusiastic -- when they feel 'ownership' of the club while achieving their personal goals."**

This begs the question: how do you get ICES members to "feel ownership" of the local club? Following are some proven methods that are helping other clubs retain membership involvement.

If possible, involve everyone in what are traditionally considered the "Reps' Duties." Are the same people doing all the work at every meeting? If so, it's time that they were appreciated for duties performed, but it's also time to involve other people. Sometimes folks come just to relax and be with the group and if that is their expressed wish, welcome them and make them feel comfortable. But if it's NOT their expressed wish, what if ... just what if ... someone wanted to become involved, but didn't know who to ask or what to do? Make sure that everyone feels that the success of the next DOS rests in part upon their shoulders.

Recognize achievement. Public thanks are necessary morale boosters, but more than that, it's courteous and professional to express appreciation for good service or work well done.

Follow up on absentees. Appoint a friendly, outgoing person to quietly take attendance and call or e-mail members who have missed several meetings. It's important that the absentees don't feel chastised for missing ... but that they feel genuinely missed when they are not there. A simple phone call or friendly e-mail can reiterate their importance to the group.

Look in the mirror every once in a while. Is your club warm, welcoming and supportive? Does it genuinely appreciate everyone's

input? Does it bear the ICES motto of caring and sharing? Is the Rep doing all the work? If so, it's time to promote leadership opportunities.

Make meetings fun. This will generate enthusiasm and build excitement and cause folks to want to become involved in the next DOS. Do funny, interactive skits, including as many of the audience as you can. If there's a "joker" in the group, appoint them head of the "Funny Club" and have them come up with something new every meeting.

Assign mentors. Help new members get off to a flying start by teaming them up with a responsible, friendly mentor for their first few meetings. This will help to answer the new member's questions, make them feel welcome and introduce them to the "regulars" of the group. Have the mentor call and remind them of the next meeting, offering to car pool or help in other ways as necessary.

# IDENTIFYING ICES MEMBER TYPES

Members leave groups because:

- They are too busy and need to reduce their number of commitments.
- They do not feel the meeting times are well spent.
- They do not feel they are welcome, or they do not feel they are able to contribute to the meetings.
- They do not feel they are able or welcome to contribute to the group's events.
- They do not feel that the group's activities match their interests or needs.
- They do not feel that the group respects and values differences.
- They feel that interpersonal or working relationships are tense or unproductive.
- They do not feel they will be missed if they are absent.

**Suggestion for your next DOS:**

**Invite general participation by asking for suggestions on how to fix each problem outlined above. This will help your members feel "club ownership" (see page 2) and they will better remember the content.**

Some members may have joined the organization to meet fellow cake decorators. Such members need to feel like they belong. They can be motivated by involving them in tasks that require working closely with others. By paying special attention to create a strong group dynamic that promotes inclusion, these members will be excited to stay involved. Creating an inclusive environment should include strong respect for different points of view and backgrounds.

Some members join ICES because they have a desire to accomplish certain goals. Be aware of the local meeting's tendency to slip into an unproductive mode. If there is no real instructional content at ICES Days of Sharing, if people do not follow through or plans are delayed, address these problems right away or people will become disheartened and leave. Part of the State Rep's job is to address such problems, find items of interest to local ICES members, host excellent local meetings and mediate conflicts.

Some members join ICES because they strongly believe in what ICES represents. Such individuals can be motivated by encouraging them to voice beliefs and opinions about unity and participation and sharing and inviting them to speak of ICES values at meetings. It's important with such members to make meetings interactive and not dominated by the executive committee. Include these members in brainstorming and planning what the group's goals will be.

Some ICES members will have a desire to contribute. They want to share their talents, skills and expertise with others. The wise Rep will create an atmosphere where such member participation is valued and respected. Ask these kinds of members what demos, events, speakers or programs they would like to see happen. Establish committees and give these members concrete roles to play in achieving those goals.

ICES attracts some members because cake decorating is associated with their major or future career. Involve these kinds of members by providing the opportunity to practice and share their skills or gain new ones in a public, fun setting. Invite qualified professionals to demonstrate at Days of Sharing to further stimulate and encourage creativity. The emphasis to attract and retain these members will need to be on professionalism and quality.

**Ask your local members: "Why did you join ICES?"  
What other kinds of Member Types can you think of?  
Bring these new ideas to Midyear and we'll add them to our discussion!**



## REMINDERS

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## UPCOMING EVENTS

### ICES Rack Cards

If you need ICES rack cards to hand out at Days of Sharing or to potential new members, contact Michaelle Stidham. Please let her know how many you need and she'll get them to you. If you can wait until Midyear for your rack cards, she'll need to know how many to bring.

Michaelle's contact information is as follows:

Michaelle Stidham  
1051 Canterbury Dr.  
Pontiac, MI 48341  
248-334-3681  
mfstidham@talkamerica.net

### Chapter Logos

Any changes/revisions to existing chapter logos need to be e-mailed to Michaelle Stidham as soon as possible.

Eight logos are still outstanding. If you're a chapter without a logo, please have one created and submitted for approval as soon as possible. See contact information above.

### ICES Memberships

It's still going on! For every TEN new memberships you sign up as the ICES Rep, you will receive a one-year extension to your own membership ... for free! See [www.ICESreps.com](http://www.ICESreps.com) for details.

New and renewing ICES memberships with accompanying payment need to be sent to the ICES Membership Coordinator in a timely manner.

Her contact information is as follows:

Gayle McMillan  
4883 Camellia Lane  
Bossier City, LA 71111  
318-746-2812  
gvmcmillan@aol.com

### Midyear Meeting February 14-18, 2007 Orlando, FL

If you have not received your Midyear Registration packet, download one from [www.icesreps.com](http://www.icesreps.com) and click on "Upcoming Events."

You may contact your friendly FL Show Directors any time.

Grace Jones  
Ph 407-365-6224  
E-mail [cakestore@aol.com](mailto:cakestore@aol.com)

Pam Hummell  
Ph 407-971-3162  
E-mail [phummell@surgical-grouporlando.com](mailto:phummell@surgical-grouporlando.com)

Register for Midyear and make your room reservations early! If you have not already done so, why don't you just take a moment and do it right now?