



Hello! And a most sincere “thank you” to all Reps serving for the first time and to those who are serving again. The President has re-appointed me to the Representative Liaison position for the fiscal year 2007-2008 and I am looking forward to working with you for another year! Here is a short list of your immediate duties as Reps:

- **Familiarize yourself with your Rep’s Handbook.** It is absolutely jam-packed with information you will need.
- **Keep your members informed.** Every two months you will receive an updated address list from the Membership Coordinator, Gayle McMillan. The value of a local newsletter or communiqué cannot be overstated. A regular e-mail is better than no communication at all. It keeps the members unified and informs them of upcoming ICES and local events. Include recipes, pictures of DOS, tips and tricks from local members, area contact information, convention news, upcoming events, etc.
- **Keep up with the paperwork.** Reps’ contracts are due now. Expense reimbursements are due soon. Financial Reports are upcoming, etc. Visit [www.ICESreps.com](http://www.ICESreps.com). This is your web site and here you will find the latest updated information. For instance, we plan to upload the entire Reps Handbook in the next few days. You have Beth Lee Spinner and her Handbook Committee to thank for that.
- **UPDATE YOUR REPS’ HANDBOOKS!** Don’t forget to include the Minutes you received in your packets at convention ... file them in Section L. For those Reps who were not able to attend the Reps’ Breakfast, minutes are listed on [www.ICESreps.com](http://www.ICESreps.com) as well -- under “Handbook Updates.”
- **Want training seminars/workshops?** I am currently creating training seminars for the Midyear Meeting and am accepting suggestions for topics. E-mail [IcesEditor@aol.com](mailto:IcesEditor@aol.com).
- **Attend the Reps’ Orientation** during Midyear for First Timer Reps. It will start at 7:57 a.m. on Friday, March 7, 2008, and will be hosted by Bonnie Blackburn. You won’t want to miss it!
- **Mail back the Rep’s Questionnaire.** I have uploaded (and mailed those who do not have internet access) a questionnaire that will help me plan the Midyear Meeting. Mail those back SOON so I can get to work, wouldja?

The ABSOLUTE BEST THING to do right away?

- **Look for your Representative Planning Calendar** on page 11 in your Reps Handbook. In my opinion, it is essential for organization and it’ll keep you on schedule.
- Grace

## Don’t Forget

### Due immediately

- Sign and return the Rep’s contract to Grace McMillan, 324 W. Seward Rd., Guthrie, OK 73044.

### September 15

- Deadline to submit your Expense Report to the ICES Treasurer for reimbursement.

### September 30

- Deadline to submit your Financial Report for the period ending August 31. Use it or lose it!

### October

- This is a GREAT month to host a Day of Sharing!
- Send out newsletters (or just letters) to all local members, tell them about Convention and invite them to Midyear.

### November

- Mail back Rep’s Questionnaire to Grace McMillan, 324 W. Seward Rd., Guthrie, OK 73044.

## ICES CONTACTS

### President

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E-mail bkeith@bcakes.com

### Reps Liaison/Newsletter

Grace McMillan  
Ph or Fax 405-282-3003  
E-mail IcesEditor@aol.com

### ICES Treasurer

Maureen Cleveland  
Ph 518-877-5697  
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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

# Handbook Highlights

First of all, you should know that the Handbook has the answer to almost every single question you can think of. I have learned this the embarrassing way, having contacted the past Reps' Liaison several times only to have him patiently explain again and again, "It's on page so-and-so in the Reps' Handbook."

So I thought it might be a good idea to go through the Handbook Highlights together!

It makes sense that the **ICES Bylaws** are listed first. Every Rep should read 'em, because they contain the definitions and rules governing ICES. And right along with the Bylaws, you'll find a **Code of Conduct** on page 2a. Just so you know: we all have to abide by these rules as ICES members.

Once you get the solid foundation of that under your belt, it's time to get into the really fun stuff.

Let's start with the basics: want to know what are **the duties of a Rep**? I've been asked this question several times already. Find the answers on page 7.

In case you've misplaced the **ICES Representative contract**, please sign and return the one on page B5 (section B).

Did you know that there are proper ICES **election procedures for Reps**? Yes, indeed! Page 5 tells you what they are.

Here's one you'll be interested in: did you know that some of the expenses you incur as an ICES Rep can be reimbursed? **Communications and Midyear expenses** properly reported by the established deadline are reimbursable. See how on pages 6 and 12.

How are you expected to behave at the **Reps' Meeting at Mid-year**? What are the proper procedures for motions? How do you amend a motion ... and can anyone do this? See page 8.

Oh, here's a biggie. I found this form to be MOST helpful. Page 11 gives the **Representative Planning Calendar**. Just in case you're new and feel like you're floundering just a tad, here's a comprehensive guide to important dates and deadlines.

Have you heard about the **Representative Activity Report**? It is a form to be completed twice a year by each Rep ... and returned to the Rep Liaison (that's me: Grace McMillan) by Feb. 15 and July

15 of each fiscal year. Find this form on page 14. We're enforcing that this year, just so you know. :-)

Interested in having your state or area become an **ICES Chapter**? This information is in Section E. I haven't researched it all either, but isn't it good to know that those who understand the legalities of these things have written them down for us to research?

**Area codes, time zones and postal abbreviations** aren't left out of this book. How to write a **press release, convention and show bid information, parliamentary procedures**, a world map ... and the list goes on and on! Look in Section F for this helpful information.

How to **maintain and increase ICES membership** is in here. **Publicity ideas** on how to promote ICES are in here. See pages 33-35. All about building and editing **newsletters** is on pages 36-38.

And the really cool news in all of this? It's an ongoing project! The Reps' Handbook is an evolving entity in that it is updated as more information becomes available and necessary. We'll be adding and updating through the year, so keep an eye out for e-mails!

—Grace

# Welcoming New Members

A very good point was raised at the ICES General Membership Meeting at convention. The speaker said that many of our new members are unintentionally neglected when they first join ICES because they receive no ICES communication for several months. Right after convention we're all exhausted. School starts a few weeks later. Then come the holidays: Halloween, Thanksgiving and Christmas, and we're all very busy. The international newsletter is not printed in September, so if a member joins in July or August, he/she doesn't receive a newsletter for the next two or three months. The upshot of it all is that many times no communication is received by a new ICES member for quite some time.

A good ICES Rep can help us address this situation. ICES Reps receive local membership rosters every two months. That roster contains names, addresses, telephone numbers and e-mail addresses of all the members in your area. Please compare recent lists with past lists, determine who your new (and lapsed) members are and let's rectify this communication problem immediately!

One of the key ways you can impact your member retention rate is to start at the beginning! Membership retention starts when a new member joins the association. There are a number of meaningful gestures and activities local ICES groups can

sponsor to make members feel welcome, obtain their input and encourage their involvement in the local chapter or cake club. Here are a few suggestions:

## A Welcome Letter/E-Mail or Phone Call

ICES Representatives should immediately execute an outreach program for new members. A simple welcome phone call that introduces you as the ICES Rep and invites them to the next Day of Sharing or local event is a great first step in establishing a long-term relationship with the local ICES group. If you only have a small group or one individual tasked with making this connection, consider developing a welcome postcard or e-mail message that you can send each new member, which acknowledges their joining the local ICES chapter or group.

## Create a New Member Kit

Navigating a new environment can sometimes be somewhat challenging for new members. They need to find out about events, who to contact about various issues, and how to maximize the networking opportunities offered by the local ICES group or chapter. Leaders may want to develop an "Everything You Wanted To Know About ICES" guide that could include:

- A welcome letter/e-mail
- ICES contact information
- Current ICES membership contact information.

- Local ICES Day of Sharing or Meeting Schedule
- Directions to meetings
- List of committees
- URL of the local ICES Chapter web site plus international web site: [ices.org](http://ices.org).
- Copy of local ICES newsletter or upcoming events.

## New Member Welcome Program

Nothing says, "Welcome!" like public recognition. Publicly acknowledge new members at your next Day of Sharing. The ICES Representative should include this as part of the standard agenda at every Day of Sharing, or he/she can create a special event focused on welcoming new members. Suggestions for new member programs include a quarterly networking mixer or the occasional informal get together over coffee.

## Recognition

Put it in print! Does your ICES Chapter or group have a web site or newsletter? Use this media to tell the rest of the membership that you have new members. Develop a section or page on your chapter/local web site that announces who the new members are, and perhaps even provides a bio with information about their career, ICES involvement, areas of expertise, etc.

—Adapted from the Employee Assistance Professionals Association's web site: [www.eapassn.org](http://www.eapassn.org).



## BREAKING NEWS

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## UPCOMING EVENTS

On August 22, 2006, The Representatives Committee moved that for the fiscal year 2006-2007, any Representative submitting a membership transmittal form with ten (10) new, paid regular members at the current rate will receive one (1) year's membership gratis. Offer is for new memberships only, not renewals. Returning former members whose membership have lapsed for at least one (1) year will count toward the total requirement. The motion carried.

I am so proud of those ICES Reps who have responded to this challenge and recruited at least ten new members in their state this past year! We honor the following ICES Reps:

- Geneva Breaux, LA -- over 20 new members
- Beverly Britton, TX
- Susan Czak, MI
- Oleta Edwards, MO -- over 20 new members
- Karen Garback, OH
- Donna Holman, SC
- Leah Langford, TN
- Kaye Pitts, IL
- Mary Jane Polizzotto, GA

Now here's the challenge for this year: **RETAIN YOUR MEMBERS** and recruit even more, if possible! History tells us that retaining our members is much harder to accomplish than to recruit them.

Come to think of it, that would be a good topic for Midyear: "Membership Retention." If you come up with good ideas along this line of thought, let me know and we'll see if we can share those ideas with the rest of the Reps!

Another topic we might consider discussing at Midyear is the techniques these Reps used to successfully recruit new members. Perhaps some of those who were so successful will come prepared to speak on that topic?

### Midyear Meeting March 6-9, 2008 St. Charles, IL

If you have not received your 2008 Midyear Registration packet, please contact an Illinois Show Director immediately:

Barb Evans  
309-274-4472  
be.ices2009@gmail.com

Samantha James  
708-447-6015  
ices\_samanthajames@yahoo.com

If you are a new Rep and the Past Rep received the Registration packet for Midyear 2008, please obtain it from him/her. Registration packets were handed out at the Reps Breakfast in Omaha, Nebraska.

It is imperative that you register for Midyear and make your room reservations early! You may also register online at [www.ices.org](http://www.ices.org) -- check back often for updates.

I can't wait to see you at Midyear in Illinois!

—Grace