

Proposed Amendments to the USCA's Rules and Regulations Relating to Member Classifications and Fees

12/1/2010

The following are Proposed Amendments to the Rules and Regulations 2010 edition, to be considered separately in succession:

1.1. Proposal to amend ARTICLE II, Section 3 A – Dues as follows

A. The following Membership Classifications shall be set by the Delegates.

Delete “Dues effective as of April 1, 1995. *Added 1/10/98”

GOVERNING (50% reduction 70 years and older) **\$25.00, effective as of as of May 1, 2011;**

\$30.00, effective as of January 1, 2012

FAMILY **\$30.00, effective as of as of May 1, 2011; \$40.00, effective as of January 1, 2012**

The rationale for this amendment for a two-year ramp up to \$30 basic membership by 2012 is that:

(a) the USCA relies for its solvency and current comfortable financial situation on two major and a few minor streams of revenue: the major sources of revenue are membership fees and insurance. Membership could not support our current budget alone. The insurance business could go away or suffer a serious setback in the event of a sudden departure of Larry Liquori – to which Larry can speak. We need to shore up now, with an increase in membership fees across the board.

(b) The proposed figures for the fees are, of course, subject to discussion at the Annual Meeting. Given that fees have not been raised since 1995, the proposed increases *merely catch up with inflation over that period* – but don't of course “catch up” what was lost *during* those years by falling behind.

(c) I propose we choose a first effective date before Nationals this year (I've suggest May 1), and offer a two year or three year membership at the current rate, prior to that time. This gives sufficient time to publicize the increase and the value of early renewal.

1.2. Proposal to amend ARTICLE II, Section 3 A – Dues as follows:

JUNIOR **\$15.00, effective as of as of May 1, 2011; \$18.00, effective as of January 1, 2012**

The rationale for this amendment is that

(a) youth paddlers will become members via a family membership anyway, when a parent is a paddler;

(b) while we of course want to encourage youth membership, the fact is that a youth cannot get into this sport without the active support of a parent, a commitment involving much more than the small membership fee; it will be the parent not the youth who pays, and in the context of overall parental commitment, a \$15 or \$18 fee would not be a deterrent;

(c) a youth member \$15/\$18 fee would cover the cost of Canoe News plus postage, which comes with type of membership, which \$7.50 or even \$10 would not;

(d) the higher fee would allow more easily for an economic group youth discount or other similar program (to be discussed at a later date).

1.3. Proposal to amend ARTICLE II, Section 3 A – Dues as follows:

AFFILIATED CLUB **\$35.00, effective as of as of May 1, 2011; \$40.00, effective as of January 1, 2012**

RACE SPONSOR **\$35.00, effective as of as of May 1, 2011; \$40.00, effective as of January 1, 2012**

In line with the other increases proposed and supported by Larry Liquori re insurance.

1.4. Proposal to amend ARTICLE II, Section 3 A – Dues as follows:
BUSINESS AFFILIATE (**small business**) **\$90.00**
BUSINESS AFFILIATE \$200.00

The rationale for this amendment is:

- the Business Affiliate program is moribund and represents very little income for the USCA, for an disproportionate amount of work by the Canoe News editor. For \$30 a Business Affiliate gets membership (currently worth \$20, including Canoe News etc) and pays a \$10 premium for being listed in print in *every* Canoe News issue.

Let's make this membership category worth while by having a significant BA membership fee (scaled simply to two sizes of business), and offer more significant benefits.

To be decided, but the "small business" rate of \$90 could get a logo link on our sponsor page (\$90 value), plus governing membership (\$20-\$30 value). The regular (large business) rate could get logo links on the sponsor page (\$90 value), a one-quarter page ad in one issue of Canoe News (\$125 value), and governing membership (\$20-\$30 value).

1.5. Proposal to amend ARTICLE II, Section 3 A – Dues as follows:
LIFE - PAID **\$500.00, effective as of as of May 1, 2011; \$635.00, effective as of January 1, 2012**

Rationale: same rate of increase as for the proposed Governing Membership rate.

1.6 Proposal to amend ARTICLE II, Section 3 A – Dues (and, as appropriate, other sections where these membership types are referenced) as follows:

That the following membership categories be deleted:

SUPPORTING ORGANIZATION

SUBSCRIBING

ASSOCIATION AFFILIATE

ASSOCIATE MEMBER

The rationale for this amendment is that however compelling may have been the theory behind these memberships when they were created, *the fact is* that they have not worked and there are no members in these categories nor have there been in the last decade (to my knowledge). The Rules & Regulations is an unwieldy document by its nature and we should eliminate any unnecessary content.

1.7 Proposal to amend ARTICLE II, Section 3 B – Dues location differential as follows:

B. Dues location differential

(1) Canada and Mexico - Dues to be paid in U.S. funds plus **\$10.00**

(2) All other countries - Dues to be paid in U.S. funds plus **\$20.00**

The rationale for this amendment is simply to cover the much higher cost of mailings outside the US. Currently the differentials don't.

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