



# ASSOCIATE MEMBER APPLICATION

*Applicants shall be organizations and firms having an interest in, and concern for, private clubs and related activities.*

Company Name

Name and Title of Authorized Representative

Mailing Address

City

State

Zip

Telephone

Fax

Web site

E-mail address

Signature

Date

Description of firm's product(s) and/or service(s) in 50 words or less; attach separate sheet if needed:

Your membership includes *Club Director* magazine, e-mail news subscriptions and access to the members-only Web site, for up to 12 individuals on your staff. Please use the form on the back of this application to provide the mailing and e-mail addresses for those who should receive benefits or attach a copy of your staff contact list to this application.

### To help us better provide you with member services, please answer the following questions:

Why are you joining NCA? Please check all that apply.

- Increase my company's awareness within the private club industry
- Introduce my company to decision makers; the private club industry is a new opportunity
- Stay up-to-date on trends & legislation affecting the private club industry
- Support the National Club Association
- Other:

What percentage of your firm's revenue is generated from the private club industry?

- 0-25%
- 26-50%
- 51-75%
- 76-100%

### Logo Artwork

The National Club Association uses our Associate members' logos to help promote them as preferred partners in our Associate member directory. To include your logo in our annual directory, please e-mail a hi-res version of your logo to [advertising@nationalclub.org](mailto:advertising@nationalclub.org).

### Dues Payment Information

NCA Associate Member dues: \$1,000  
Membership is for one year from receipt of application and dues  
Check your method of payment

- Check Enclosed
- Bill Me
- Visa or Master Card (circle one)
  - Card number: \_\_\_\_\_
  - Expiration date: \_\_\_\_\_
  - Security Code (3 digits on back): \_\_\_\_\_
  - Name as it appears on card: \_\_\_\_\_
  - Signature: \_\_\_\_\_

### Mail Completed Application & Payment to:

National Club Association  
Attn: Membership Department  
1201 15th St., NW  
Suite 450  
Washington, DC 20005  
Phone: 202-822-9822  
Toll Free: 800-625-6221  
Fax: 202-822-9808  
Web Site: [www.nationalclub.org](http://www.nationalclub.org)  
E-mail: [info@nationalclub.org](mailto:info@nationalclub.org)



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Please fill out the information below (or attach your contact list) so that we can include your management staff on our mailing lists for *Club Director* and electronic newsletters. Your firm's NCA membership allows up to 12 individuals on the subscription list. To save money and the environment, much of NCA's information is delivered electronically; to maximize the value of your NCA membership, please provide e-mail addresses as well.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Mailing Address:  same as club

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E-mail: \_\_\_\_\_

Name: \_\_\_\_\_

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# ASSOCIATE MEMBER BENEFITS

*Applicants shall be organizations and firms having an interest in, and concern for, private clubs and related activities.*

**Associate Member Directory:** High visibility as a “preferred provider” across the club industry’s top private, social and recreational clubs through this annual directory distributed to all NCA members. This interactive directory is published online and includes your logo, company description and links to your website.

**NCA Website Listing:** Listing on Associate Member page of NCA website. NCA Club members refer to this page to select vendors that support NCA when shopping for products and services. NCA’s website is also the online resource for club leaders – *members-only documents available only to NCA members.*

**Opportunity for Editorial Consideration:** Associate members are always the first choice for consideration when NCA is looking for editorial contributions for *Club Director* magazine and *NCAConnect*, our monthly e-newsletter.

**Discounts on Advertising:** Associate members receive a discount on advertising for all NCA periodicals, publications and the Web site.

**Sponsorship Opportunities at the National Club Conference and Regional Conferences:** Network with current customers and meet potential clients at NCA conferences and events, held throughout the year. Insightful educational programs on industry trends, policy issues and developments in Congress and the courts – *sponsorship opportunities are available to allow your firm to network with club industry leaders.*

**Special Member Alerts:** Keeping you up to date on key developments in legislative, legal and regulatory matters affecting the private club industry – *as needed*

**Club Director:** NCA’s flagship magazine, covering the private club world with business guidance and industry analysis – *quarterly subscription*

**Washington Weekly Update:** An insider’s perspective to our government relations work in Congress and the federal regulatory agencies – *weekly e-newsletter*

**NCAConnect:** covers the latest news, trends and analysis of the issues affecting the private club industry – *monthly e-newsletter*

**National Club Association SmartBrief:** Weekly digest of industry related news articles compiled from a wide array of news sources – *e-newsletter delivered each Wednesday*

**Trends and Issues:** NCA’s popular trends report covering topics ranging from demographics and lifestyles to operational areas and the economy – *annual report*

**Member Consultations & Resource Center:** NCA’s staff will search our specialized database of more than 5,000 abstracts to assist clubs in answering their questions – *customized member consultations and resources free for all members*

**NCA Publications:** A wide array of resources to help associate members keep current with issues affecting clubs – *member discounts on all publications and book bundles. Unique sponsorship opportunities are also available on several of NCA’s signature publications.*



# ASSOCIATE MEMBER BENEFITS

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## **What is the National Club Association?**

Since 1961, the National Club Association has been the advocate for private clubs, representing the business, legal and legislative interests of private social, recreational and athletic clubs through our services. Over the last 40 years, NCA has become the voice of private clubs, lobbying Congress and state legislatures and representing private club interests before federal regulatory agencies. NCA also serves as a key information resource and the authoritative clearinghouse for clubs. While other organizations serve the needs of individual club employees, NCA represents and serves the needs of the club as a whole.

## **How can NCA's services benefit my company?**

NCA provides necessary information to the club industry, including clubs and vendors to the industry. This past year, we assisted hundreds of our club members with real-life issues, such as the impact of the health care reform law on private clubs, sexual harassment policies, UBIT, domestic partnership policies, privacy status, marketing and membership recruitment issues, and many others. In most cases, we are able to provide our members immediate answers to their questions, and, in one particular case, we assisted a member club in avoiding fees of more than \$70,000 related to a Department of Labor audit. Our trends information can help your firm stay on top of the issues that club managers and boards care about, and turn that information into business opportunities. Additionally, our club members look to NCA's associate members when they need products and services for their clubs.

## **Who are NCA's members?**

NCA's membership consists of the top private clubs in the United States, representing thousands of club officers, directors, committee chairs and management personnel. The entire club is our member; anyone who is a member of, or is affiliated with, one of our member clubs has access to our resources and services. In addition, businesses and individuals with an interest in and concern for the private club industry are eligible for associate membership. Our associate members include leading providers of a variety of club services and products, from accounting and architecture to fitness equipment and Web site design.

## **What is NCA's mission?**

To defend, protect and advance the interests and well-being of private, social and recreational clubs. We are here to provide our member clubs with the support and knowledge needed to create an unparalleled experience for their members, and provide our associate members with unmatched opportunities to grow their business.

