



Kacy Wallis <kwallis@advocal.com>

Re: CBBS- CAMLT Membership Benefits

2 messages

Danielle McKee <dmckee@advocal.com>
To: Kacy Wallis <kwallis@advocal.com>

Mon, Aug 14, 2017 at 8:50 AM

Good morning,

Just wanted to circle back with you on this.

The CAMLT Exec Director contacted me and wanted to know if we had any news or any feedback from the board regarding this.

Thanks!

Danielle

On Tue, Aug 1, 2017 at 8:54 AM, Danielle McKee <dmckee@advocal.com> wrote:

Kacy,

Some time back, at the prompting of CBBS Past President, Holli Mason, you had me explore the member benefits of the California Association of Medical Laboratory Technology (CAMLT). They are an association made up of clinical laboratory professionals. They offer a long list of membership benefits (see list below in very first message of the string).

At first, I was unsure of how we could work with CAMLT to offer CBBS some of these member benefits. After some back and forth emailing and a call with CAMLT's Executive Director, a possibility came up- The idea would be that CBBS pays a flat rate to CAMLT (\$35/individual member and \$250/organizational member), and as part of a CBBS membership, members also receive a membership with CAMLT, providing them with all of the member benefits (listed below). They would simply require name and email address of the individual or organization to create the membership on their end.

In your initial request for me to look into this, there seemed to be strong interest in the member benefits, and after discussion, this would be the best vehicle to provide those to our members. You had also asked that this effort be on part of all Advo clients, but unfortunately, due to the nature of this association, it has to stay in the realm of Clinical Lab Professionals.

Let me know if you have any questions, I am happy to pass them to Walter, or below is his contact info if you'd like to connect with him directly.

Below is the string between Walter and I. Let me know if this is something the CBBS board has interest in, I can ask Walter to draft up a more official proposal for review.

Danielle

----- Forwarded message -----

From: **Walter** <Walter@caml.org>
Date: Tue, Aug 1, 2017 at 8:32 AM
Subject: RE: CBBS- CAMLT Membership Benefits Program
To: Danielle McKee <dmckee@advocal.com>
Cc: marlene <marlene@caml.org>, Walter <Walter@caml.org>

Danielle,

Good morning.

I spoke with the CAMLT Board last night and they are very excited to partner with CBBS.

They want to create a program with allows you to grow the program if you add more individuals or organizations.

Nothing will be required on your end except to provide the name and email or an individual or organization. This will allows us to generate a membership number each year.

Realizing you are really only taking advantage of the “Benefits Affinity Program” we want to minimize your investment in the partnership.

The board said there would be a charge of \$35 for each individual member and \$250 for each organization member. They also said the minimum needed to create an individual login is first and last name and email address and the minimum needed to create an organization login is organization name and organization general email.

Only people with membership login numbers can get access to the programs.

Here is a link to the current benefits program. We are continuing to expand it. Additionally, each month and on holidays some partners provide additional benefits.

<http://camlt.org/new-expanded-members-benefit-program>

Marlene who is copied, can explain all those in more detail if you need it.

Please let me know if you have any questions.

W

From: Danielle McKee [mailto:dmckee@advocal.com]

Sent: Thursday, July 20, 2017 2:54 PM

To: Walter <Walter@camlt.org>

Cc: marlene <marlene@camlt.org>

Subject: Re: CBBS- CAMLT Membership Benefits Program

Walter,

Almost- Some of the organizations that are organizational members have individuals who also are members. So, there is some crossover.

Danielle

On Thu, Jul 20, 2017 at 11:17 AM, Walter <Walter@camlt.org> wrote:

Danielle,

Thank you for taking time to talk and for the info.

I want to ensure I understand the membership.

So there are 216 individual members who have the various titles outlined in the Members Titles document and then there are 24 organizations who are members with multiple individuals, but the individuals of those 24 organizations are not "individual" members. Correct?

Thanks,

W

From: Danielle McKee [mailto:dmckee@advocal.com]

Sent: Thursday, July 20, 2017 2:06 PM

To: Walter <Walter@camlt.org>

Cc: marlene <marlene@camlt.org>

Subject: Re: CBBS- CAMLT Membership Benefits Program

Walter,

It was great to talk to you. Just to recap our call (for my record and memory), we discussed the idea of a possible flat rate for CBBS (California Blood Bank Society) to pay and in turn offer one of your memberships in conjunction with our own, offering our members the benefits included within your membership.

I have attached some information that may be of use to you in coming up with a cost for our association. It goes without saying that a potential agreement like this would be a nice benefit for our members and additionally, a strong marketing force for your association.

I have attached a list showing the organizations that our individual members belong to, the professional titles employed by our individual members and a list of our organizational members. And our membership is currently at 216. Hope this helps demonstrate our membership trends in your presentation to your board. . I look forward to hearing from you with some info that I can pass to the CBBS board!

Please let me know if I can provide you with any further info!

Danielle McKee

Membership Services and Vendor Relations

California Blood Bank Society

1000 Q Street

Sacramento, California 95811-6518

(916) 446-6161 (*AdvoCal Office Phone*)

(916) 443-6719 fx

www.cbbsweb.org

On Thu, Jul 20, 2017 at 10:27 AM, Walter <Walter@camlt.org> wrote:

I set up a webex online....did you get the Join.me invite?

I am online....

What is your number I will call you.?

W

From: Danielle McKee [mailto:dmckee@advocal.com]

Sent: Thursday, July 20, 2017 1:13 PM

To: Walter <Walter@camlt.org>

Cc: marlene <marlene@camlt.org>

Subject: Re: CBBS- CAMLT Membership Benefits Program

Yes, I have until 11am. Was thinking you were going to call at 10am. Do I need to call you?

On Thu, Jul 20, 2017 at 10:06 AM, Walter <Walter@camlt.org> wrote:

Danielle,

Good morning.

Are we still on for today?

W

From: Danielle McKee [mailto:dmckee@advocal.com]
Sent: Monday, July 10, 2017 6:45 PM
To: Walter <Walter@caml.org>
Cc: marlene <marlene@caml.org>
Subject: Re: CBBS- CAMLT Membership Benefits Program

Walter,

I would love more information. I haven't actually spoken to anyone yet.

Let me know if what is open for you this week. I am pretty free.

Danielle

On Mon, Jul 10, 2017 at 2:43 PM, Walter <Walter@caml.org> wrote:

Danielle,

Good afternoon.

I am following up on your email and our call.

Can we schedule time to talk further?

Are you still interested in the benefits program?

W

From: Danielle McKee [mailto:dmckee@advocal.com]
Sent: Friday, June 2, 2017 6:36 PM
To: walterurban@caml2016.org
Subject: CBBS- CAMLT Membership Benefits Program

Good afternoon, Walter,

I work for the California Blood Bank Society (CBBS) and one of our board members passed your information along to me. We are interested in learning more about your program. Can you explain how it works? I see that you can sign up for "Membership" at an annual rate, but how would that work for our members, if we were to offer this to them? Would they have to sign up individually, or is there a package deal that you offer associations?

We are on the hunt for benefits packages for our members and this one caught our eye!

Thank you for the additional information. I look forward to hearing from you.

Danielle McKee

Membership Services and Vendor Relations

California Blood Bank Society

1000 Q Street

Sacramento, California 95811-6518

(916) 446-6161 (*AdvoCal Office Phone*)

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www.cbbsweb.org

From: Walter Urban [mailto:walterurban@camlt2016.org]

Sent: Thursday, May 18, 2017 1:23 PM

To: Mason, Holli M, M.D.

Subject: [External] Cedars Sinai Medical Center Lab - New California Lab Benefits Program

Good afternoon Holli,

I am reaching out to inform you that California Laboratory Professionals now have an opportunity to **save thousands of dollars each year with the NEW CAMLT - NATIONAL RETAILER DISTOUNTS BENEFITS Program**

Any lab professional who purchases computers, airline tickets, hotel rooms, rental cars, sporting tickets, entertainment, flowers, general merchandise, tax services, luggage or backpacks, streaming video equipment, **can save hundreds or thousands of dollars each year with the new CAMLT Membership Benefits program - California Association for Medical Laboratory Technology (CAMLT)!**

Please check out the benefits program discounts and partners below!

<http://camlt.org/new-expanded-members-benefit-program>

PARTNERS INCLUDE

CAMLT Partner	Offering	Member Benefit
1800 Flowers	Flowers, etc.	15% off every day (additional holidays)
800 Baskets.com	Gift Baskets	15% off every day (additional holidays)
Fruit bouquets.com	Fruit inspired arrangements	15% off every day (additional holidays)
Cheryl's cookies	Cookie arrangements	15% off every day (additional holidays)
Fanny May	Fine Chocolate arrangements	15% off every day (additional holidays)
The Popcorn Factory	Popcorn arrangements	15% off every day (additional holidays)
Stock Yards	Appetizers, Meats and desert collections	15% off every day (additional holidays)
Wolferman's	Baked Goods collections	15% off every day (additional holidays)

Harry & Davids	Gourmet gift collections	15% off every day (additional holidays)
MemberDeals	Hotels, Theme Parks, Shows, Gift Cards etc.	25% to 50% off
Snazzy Traveler (SaveonResorts)	Hotels, Car Rentals, Cruises	Waive \$99 sign-up fee plus 25% to 30% - lower than any available online
Avis/Budget	Vehicle Rentals	up to 25% off – Free Upgrades
Best Western Hotels	Hotels and Resorts	15% off Best Available Rate
Liberty Tax Services	Online or onsite taxes	\$50 off
Lenovo	Computers, tablets, smart phones etc.	25% to 35% off – plus exclusive promos and closeouts
Preferred Hotels	Hotels and resorts	15% off minimum
UnbeatableSale	Online retail discount store	15% discount

Wyndham Destination Network	Vacation rentals	\$200 weekly discount on rentals
Roku	Streaming TV and media players	\$10 off
Vubiz	E-Learning online classes	Specially Priced
Brookstone	Online retail store	20% off Monthly CAMLT Selection
Hyatt Legal	Legal services	Waive fee to register
Solo	Backpacks, tablet cases etc.	25% off
Copa Airlines	Airline tickets	Spring sale for 20% fall travel savings

In addition to the new benefits program, CAMLT offers:

- Low priced CEU's with California content
- Networking opportunities – yearly CAMLT Convention
- Seminars
- Webinars
- Distance learning
- Supporting the ONLY association anywhere who directly funds and pays lobbyists to fight for Lab Professionals in Sacramento – 24/7/365!

Holli I hope you agree the new CAMLT membership benefits program is an incredible value for any lab professionals at \$120 per year for a full membership.

Please join us!

<http://camlt.org/membership/registration>

In addition, we are hoping you can help us spread the word on the “value of the new CAMLT Members program”, from a career and earning perspective and for the significant member discount savings in everything from computers to flowers.

Thank you,

Regards,

Walter Urban

CAMLT

www.camlt.org

walter@camlt.org

[519.766.9295](tel:519.766.9295)



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Danielle McKee <dmckee@advocal.com>
To: Kacy Wallis <kwallis@advocal.com>

Thu, Aug 17, 2017 at 2:39 PM

Great, thanks!
[Quoted text hidden]

Danielle McKee <dmckee@advocal.com>
To: Kacy Wallis <kwallis@advocal.com>

Thu, Sep 14, 2017 at 8:28 AM

Kacy,

The Exec Director of CAMLT emailed me last night, they have a new partnership/benefit that they will be adding to their list of member benefits and some pending. Below are those details.

Danielle,

Good evening.

I am reaching out to update you on some significant new partner additions to the CAMLT Affinity Program.

I recommend you pass these onto the board.

1. Squaw Valley / Alpine Meadows Resorts – **Agreed to be a Partner**
 - a. Will provide a linked website
 - b. 20% to 40% discount on all tickets and possibly on season passes
 - c. If any California Blood Bank people are skiers this is a HUGE cross promotional opportunity
 - i. The cost of a 1 day Weekend Squaw Valley and Alpine Meadows lift ticket is \$109 for an adult and \$75 for a child.
 - ii. If any California prospect lab techs are skiers and save 20% to 40% - if a family of 3 or 4 go skiing for just one weekend, the savings justifies a membership in CAMLT – Just one weekend!
 - d. Also Squaw Valley's owners just purchased InterWest so the program in 2018 would be expanded across the whole state!
 - i. 2018 program will include most of California
 1. Mammoth – Los Angeles and north east of LA
 2. June MT – Mid State
 3. Snow Summit – Los Angeles
 4. Bear MT – Los Angeles
 5. Deer Valley
 6. Steamboat
 7. Mt Tremblant
 8. Aspen
 9. Winter Park
2. LA/NY Shoes – Cavort International – **Agreed to be a Partner**
 - a. Company is now back manufacturing shoes in the US (LA area) after 15 years - and has a new line (company started in 1984)
 - b. They are going to create a CAMLT website with a “discounted” line of “lab focused shoes” in addition to their regular line.

- c. Also they will discount their premium shoe line – discount TBD
 - d. www.nylashoes.com
3. Uniworld Global – **Agreed to be a Partner**
- a. A specialty cruise company – they are introducing a new product “**specific to Millennials**” and want to work with us. High quality, lower cost and Millennial activities
 - b. Very cool trips
 - c. In the range of 20% off - TBD
 - d. www.ubyuniworld.com
4. Shangri La Hotels & Resorts – **Want to offer discounts – Pending**
- a. Want into program, but very expensive hotels – will offer discounts
 - b. Discounts TBD
 - c. www.shangri-la.com
5. Chevron ExtraMile Convenience Store Program – **Pending**
- a. Statewide opportunity
 - b. Discount program pending
 - c. <http://www.chevronwithtechron.com/extramile.aspx>
6. Santa Barbara Airbus – Very interested – **Pending – Greater LA Opportunity**
- a. Wants to offer discounts – Greater LAX opp
 - b. Discounts pending
 - c. www.sbairbus.com

Walter

[Quoted text hidden]