

May 1 – July 31, 2014

## Chair Talking Points & FAQs

### Dates & Overview

- **April:** REs share “Ideal Group” exercise at VCG meetings.
- **April:** Active Chairs receive “Ideal Group” tools in the mail.
- **May Group Meetings:** Chairs facilitate recommended exercise in CE, SB and Key group meetings.
- **May 1 through July 31, 2014:** Nominations accepted at [vistage.com/idealgroup](http://vistage.com/idealgroup).
- **July 31, 2014:** Qualified member candidates who join and activate membership by July 31, 2014, are eligible to receive a waiver of enrollment fee.
- **“Ideal Group”** is an exercise to help bring a stronger peer group to the table, with more diversity, points of view and out-of-the-box thinking.
- **Summer Membership Drive** is an opportunity to increase the size and diversity of groups while simultaneously creating urgency for CE, SB and Key candidates to join with a waiver of enrollment fee incentive.
- **Ideal Group posters** are reusable exercise posters with a dry erase laminate. Please be sure to use the accompanying dry erase markers.

### Program Guidelines

- **Qualifying programs:** CE, SB and Key.
- **Incentive:** Waiver of the enrollment fee.
- **Chairs to nominate** member candidates at [vistage.com/idealgroup](http://vistage.com/idealgroup).
- **Existing nominations** in our database must be re-nominated to be eligible.
- Nominations submitted by phone or the *My Vistage* My Nominations page require promo code “SUMMER.”
- Write “SUMMER” on the member application to ensure the enrollment fee is waived.
- New Group Builds and pending Chairs are not eligible to participate in the drive.

### Chair Talking Points

#### What are the benefits of the Ideal Group experience?

- Wouldn't it be great to have certain industries or experience levels in the room?
- Groups grow stronger with every new member and every new perspective.
- Members have the power to create, shape and enhance the support they receive from their Vistage group.
- Let's bring a stronger peer group to the table, with more diversity, enhanced points of view and additional out-of-the-box thinking.

#### What would help us create our ideal group?

- What industries are we missing that would add richness and more diversity?
- Of these industries, who do you know or know of?
- Would you introduce me to the candidate by a phone call or email? Set up a lunch or coffee meeting? Invite as a guest to our next meeting?

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## Chair FAQs

### What is the Summer Membership Drive?

This program is an opportunity to increase the size and diversity of your existing group.

### What incentives are offered to member candidates who join Vistage during the drive?

CE, SB, and Key member candidates receive a waiver of their enrollment fee.

### When does the Summer Membership Drive start?

The program begins May 1 and ends July 31, 2014.

### What defines Active Membership?

An “active” membership status is defined both by the receipt of a completed membership application with first month’s dues payment and the “joining” member being listed as “active” on a Chair’s roster by July 31, 2014. If you have questions or inquiries about the “active” status, please contact Member Services at [memberservices@vistage.com](mailto:memberservices@vistage.com).

### Are all new members eligible for the Spring Membership Drive?

Only CE, SB and Key members are eligible for the waiver of enrollment fees. TA members, Vistage Connect and Vistage Inside are not eligible.

### Where do I nominate?

Chairs are to nominate candidates at [vistage.com/idealgroupp](http://vistage.com/idealgroupp).

Nominations submitted by phone or the *My Vistage* My Nominations page must use/enter promo code “SUMMER.”

### My member candidate was previously nominated and didn’t join. Can I use this enrollment fee waiver as an incentive?

Yes, please leverage the Summer Membership Drive incentive to sign member candidates who may have shown previous interest in Vistage. Please re-nominate at [vistage.com/idealgroupp](http://vistage.com/idealgroupp).

### Can the Summer Membership Drive be used to build a New Group?

No, New Group Builds (for new, pending, and existing Chairs) are not eligible to participate in the Summer Membership Drive.

### If my CE, SB or Key member is nominated in April, can I waive their enrollment?

Yes, nominations and applications received in the month of April with activation dates during the months of May through July 31, 2014 qualify for the enrollment fee waiver.

### Can my member candidate apply and activate membership in July and still receive the drive benefits?

Yes, CE, SB and Key member candidates may apply in July and are required to join and activate by July 31 to qualify for the enrollment fee waiver incentive.

### What if my new member cannot attend a meeting until August – can they qualify for the enrollment fee waiver?

Yes, however, member dues must be paid in the month of July. There are no extensions into August for member activation.

### How will this program be communicated to the member candidates?

All benefits of the program will be communicated to member candidates directly through Chairs.

### Does this program replace the Gift of Vistage nominations drive?

No, this program does not replace the Gift of Vistage. The Summer Membership Drive is an opportunity for Chairs to create an “Ideal Group.” The Gift of Vistage occurs later in the year and is an opportunity for members to share their own Vistage experience with someone they care about.

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For more information, go to [vistage.com/idealgrouppresources](http://vistage.com/idealgrouppresources) or contact your Client Service Advisor.