

Chapter 9 Outline

What Is a CVB Member?
Development
Retention
Dismissal
Dues Calculations
Policies
Publications
Communications
Benefits of Membership

Competencies

1. Describe reasons why businesses would want to become members of a CVB. (pp. 162–163)
2. Identify steps for attracting, retaining, and dismissing CVB members. (pp. 163–165)
3. Describe variables to be considered when establishing a member dues structure. (pp. 165–166)
4. Outline CVB policies related to member care, including refunds, patronage of member businesses, and denial of membership. (pp. 166–168)
5. Identify three types of publications used by CVBs and describe their relevance for CVB members. (pp. 168–169)