URMA
(Universal Regional Membership Application)
Contact Information and FAQs

Who do I contact if I have a question?
- Valerie Schenewerk ...........972-258-3051 ............... ValerieS@ppai.org
- Melissa Hall .......................972-258-3028 ............... MelissaH@ppai.org

What is it?
A Cvent site has been set up by PPAI Regional Relations to process the dues payments for all of your members. The site is set up to collect basic membership information contained on membership applications. The site will process new and renewal memberships and will work for such membership types as: supplier, distributor, business service, marketing firm, student and multi-line rep.

Why was this site created?
A similar pilot program site was created two years ago for the regional associations in District 4 in response to a request from the PPAI Suppliers Committee for a way to allow suppliers to join several regional associations at one time with one transaction. In response to multiple requests, this site was created by Regional Relations to allow your members 24/7 access to join, or renew their memberships with the ease of one transaction rather than filling out several applications.

When will the site be available?
The site will go live on November 15, 2010. We will send you a link at that time to use in e-mails, on your website, etc., for distribution to your membership, as needed.

How will someone know the membership requirements?
The site includes a page with the basic membership categories and qualifications as defined by PPAI. As a Regional Affiliate, each regional adopted these basic member categories and definitions.

How will I know when someone joins, or renews?
Each month you will get a report from PPAI with the complete company information for each new, or renewing member. The universal application provides an opt-in check box for faxes from the regional associations and this information will be also provided on your monthly report. In addition, you will receive a check for the dues collected by PPAI on your behalf.

Will the members be automatically qualified?
No, we’ve included the verbiage below on the site letting a company, or individual know that their information and payment has been collected, but that this does not automatically activate their membership; they must still be approved by the regional association(s) they are joining.
New Member Applicants: NOTE that payment of your dues does not mean that you have been accepted as a member. You must meet membership requirements and your references must be checked. When you are accepted for membership, you will receive a welcome letter from the regional association(s). If accepted for membership, you are committing you and your company to abiding by the Bylaws and Policies and Procedures of the association(s).

How do I activate their membership?
Upon receiving the report from PPAI, follow the same procedures you would with any new, or renewing member. We recommend calling the company to welcome them into the association, or thanking them for their renewal.

What do I do if a company does not qualify for membership in my regional association?
It is the responsibility of each regional association to let the company, or individual in question know in writing and to refund their dues within 30 days of receiving the payment from PPAI.

We don’t offer memberships to students, or marketing firms, so why are they on the site?
The reason this option appears is because several of our regional associations accept memberships from students as well as marketing firms. If a prospect selects the student, or marketing firm membership type, the only regional associations they have the option to join are the ones that accept those membership types. For example, CAPPA, HPPA, MAPPA and MiPPA are the only regionals that accept student memberships and thus only those regional associations appear for the student to join. PPACHicago, PPAF and PPAS are the only regionals that accept marketing firms as companies, so only those regionals would appear on the list to join.

What if someone joins my association twice?
If you receive a duplicate payment for membership, it will be the responsibility of the regional association to notify the member of the duplication and process a refund as soon as possible.

Can the site accommodate an application fee?
Yes, if your regional association charges an application fee, it is built into the fee for a new membership, but is not included in the fee for a renewing membership.

Does the site allow for a tiered dues structure?
Yes, the site can accommodate both the number of employees and the annual sales volume tiered dues structure. However, it is up to the applicant to choose the appropriate corresponding membership category and the regional association to confirm it is correct.

Does it matter whether we run on an anniversary date, or calendar renewal basis?
The site is designed to accept new and renewal member information year-round so that it is available to your members when they need it. You may choose to market the link to your members at certain times of year rather than year round. The choice is up to you.
What if my membership dues change?
It is the responsibility of the regional association to notify the Regional Relations staff immediately of a change to the dues amount, or dues structure. It will take approximately one week for the changes to be made to the Cvent site. Please send the changes in writing to Valerie Schenewerk at valeries@ppai.org.

What types of payment will be accepted?
The site will accept credit cards—Visa, MasterCard and American Express. We will not accept cash, checks, or any other forms of payment.

What fees are associated with this program?
**Regional Associations**—Regional associations will not be assessed a fee to utilize the site. The service charge will be paid by the member so the regional association will receive 100% of the dues collected.

**Applicant**—A service charge (see below) will be paid by the member for each transaction. Every time a member comes to the site, completes an application and pays, there will be a service fee charged. However, they may join several associations at once and pay only one service charge.

The service charge covers the creation and continuing development of the site, maintenance, report processing, Cvent transaction cost, credit card transaction fee and the credit card processing fees incurred by PPAI. The service charge will be based on the number of regional associations joined, or renewed per visit as follows:

- 0–2 regional associations—$20
- 3–5 regional associations—$30
- 6–14 regional associations—$50
- 15+ regional associations—$75

Is EFT available for payments to the regional associations?
No, at this time we are unable to process EFT payments to the regionals. PPAI is studying the feasibility of adding this service.

What do I do if there is a dispute?
Any questions, issues, or disputes after the payment has been collected will be directed to the regional association(s) involved in the transaction.

Will the member receive a confirmation?
There will be a confirmation e-mail sent at the close of the transaction. In addition, there will be a summary page detailing which regional associations they have chosen to join, or renew plus the applicable processing fee which may be printed as a receipt and proof of payment.
**Do I have to use it?**
Not at all, the tool has been created, but it will be up to each regional association to determine how (or if) to market it to their memberships. Some regional associations may choose to use it:

1. Strictly for suppliers
2. Use it for both distributors and suppliers
3. Use it for new member applications
4. Use it for renewals
5. Any combination of the above

In essence, the choice in how and when to market the tool is up to you and your regional association board.

**Will PPAI market the link?**
The link was designed by the Regional Relations staff, but we will not aggressively market it. We will post the link on the RAC website and the RAC Facebook page, but we will leave the bulk of the marketing decisions up to each regional association.

**My regional association doesn’t wish to participate. So what do we do?**
For those regional associations that do not wish to participate, you have two options:

1) When you receive the Cvent link, don’t publish the link to your membership. But do know that you might receive new memberships if a mutual member receives the link from another regional association that is participating.

   OR

2) In writing, ask Valerie Schenewerk (valeries@ppai.org) to remove your association from the site. It will take approximately two weeks for the changes to be made to the Cvent site. Regional Relations does not recommend this option.