

Create targeted engagement



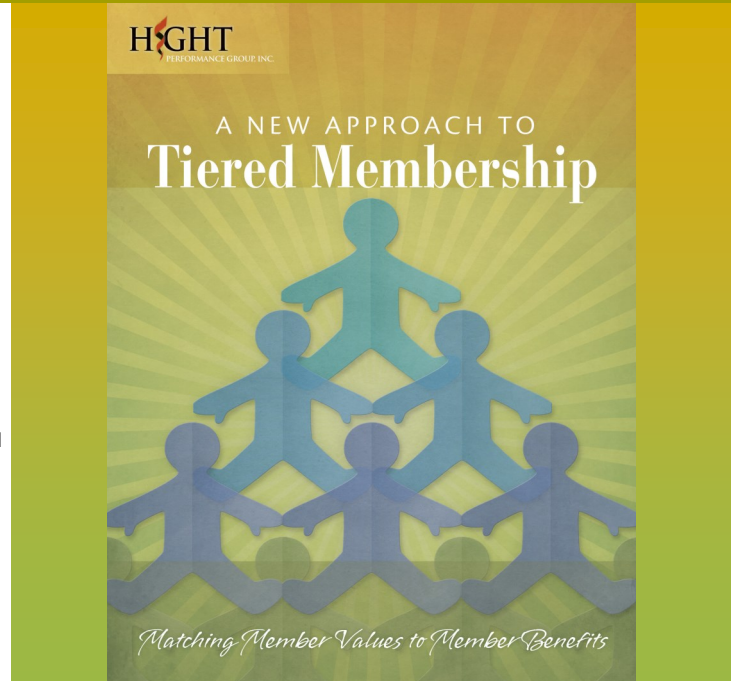
Cathi Hight, is known as the nation's *Retention Specialist* and the developer of **The Member Retention Kit**.

Over 450 associations in the US and Canada use the Kit to increase retention.

Cathi has helped organizations of all sizes learn how to “work smarter and not harder.” She is a sought-after speaker, trainer and consultant. Her background in association management, sales & marketing, and membership development offers real-world strategies and best practices to develop sustainable organizations.

Cathi provides:

Keynote presentations for conferences
Strategic planning sessions
Board and staff retreats
Training sessions and workshops



New Program Launches in February 2016!

A guided step-by-step process to create a tiered membership model using a new approach that delivers value to members and increases your retention rates.

How will you benefit from the program?

- A proven process to create a model that's perfect for your Chamber
- Best practices, sample tiered plans, and work sheets provide a guided process to follow
- Peer support to share and learn from others
- Additional support from Cathi Hight

Our Areas of Expertise:

- Benchmarking
- Change Management
- Communication (branding, targeted)
- Customer Service
- Management & Leadership Development
- Membership Models
- Membership Retention
- Organizational Realignment
- Scenario and Strategic Planning
- Staff Development
- Performance Scorecards

P.O. Box 203606 Austin, TX 78720 (512) 354-7219

HIGHT
PERFORMANCE GROUP, INC.

Cathi Hight

We have the keys to unlock your membership challenges

"In this day and age of meeting customer needs, a generic membership approach no longer works. **A New Approach to Tired Membership** provides the basis to analyzing and developing a successful plan for creating a custom approach that delivers value and meets individual customer's needs. Highly recommended." **Mark A V'Soske, CAE, President, Toledo Regional Chamber of Commerce**

"Cathi Hight knows chambers, understands members, and her tiered system is the special sauce for turning your membership sales from a business transaction into a meaningful relationship based on a blending of mutual interests." **John Tayer, President & CEO, Boulder Chamber**

"Cathi distills the complexities of operating membership organizations into something that is understandable and applicable. She is incredibly knowledgeable of best practices, her frameworks are spot-on, but she is always welcoming to new ideas and approaches. Her hallmark is how graciously she shares her knowledge, experience and wisdom. A conversation with Cathi always leads to an improvement in whatever I am working on." **Jonathan Packard, Senior VP of Business Development, Killeen Chamber**

A New Approach to Tiered Membership offers you three levels of support

- Basic Level** includes the book **A New Approach to Tiered Membership**, access to a private Facebook community of chamber peers using the self-directed process, three "deep dive" webinars with expanded content and best practices and access to a Dropbox folder with sample models. **\$295**
- Preferred Level** in addition to the Basic level, receive 2 hours of consulting with Cathi Hight to help evaluate your current model and provide feedback on the new model and implementation. Support is provided by conference calls and emails. **\$595 (valued at \$635)**
- Premium Level** in addition to the Basic level, receive 5 hours of consulting with Cathi Hight to help evaluate your current model and provide feedback on the new model and implementation. **\$995 (valued at \$1,145)**



We have the keys to unlock your membership challenges

Please call for more information , availability and fees. Customized presentations are always welcome.
Phone: (512) 354-7219 Email: info@hightperformance.com