ADR Institute of Canada
Institut d'arbitrage et de médiation du Canada

Memorandum

August 24, 2016

TO: ADRIC Board of Directors
FROM: Bill Hartnett and Jim McCartney
Co-Chairs, ADRIC Marketing and Membership Committee

SUBJECT: Corporate Membership and Individual Stakeholder Initiative

Introduction

One of the objectives of the ADRIC Strategic Plan is to expand corporate membership in recognition of the importance of having corporations, governments, educational institutions, law firms and other organizations (non-profit and for-profit) as key stakeholders – working hand-in-hand with ADR professionals – in the promotion of alternative dispute resolution.

Previous membership campaigns have had some success; however, our experience has been that it is difficult to attract corporate members and even more difficult to retain them. Our challenge is in demonstrating continuing value for the cost of membership.

Why are corporate members so important to the organization?

First and foremost, the involvement of law firms, corporations, governments, educational institutions and other organizations shows leadership and support for alternative dispute resolution – and for its sustainability as an important cost-effective approach to dispute resolution.

Second, involvement of these key consumers of ADR services with ADRIC will: (1) increase awareness of ADR, and (2) provide networking opportunities which will increase awareness of the capabilities our ADR professional/practitioner members.

What better way is there to market the services of ADR member professionals to significant corporate and institutional/government consumers than to have key decision-makers from these "user" organizations as ADRIC members?

A change in approach

An important aspect of an earlier proposal was to enable ADRIC corporate members – both fee-paying Sustaining Corporate Members and non-fee-paying Associate Corporate Members – to benefit from a "membership" affiliation with regional affiliate organizations in those areas where the corporate members have office locations.

Several issues arose from using this "membership" characterization. Some affiliates do not allow corporate memberships; others view all categories of members through the prism of individuals or organizations as ADR professionals.

The ultimate objective is to increase "user" or "customer" understanding of alternative dispute resolution and to position ADRIC and its affiliates as the top-of-mind ADR organizations in Canada. We still believe in the importance of working more closely with affiliates to demonstrate the value of ADR to the public and establishing/enhancing networks between ADR professionals and those who may need their services.

ADRIC still seeks to attract non-fee paying Associate Corporate Members as an initial step in demonstrating support for the "ADR Institute" – that is, collectively ADRIC and its affiliates – and as a stepping stone to becoming fee-paying Sustaining Corporate Members.

However, our change in approach is to recommend that the interface of corporate members with regional affiliates will be as individual ADR supporters or "ADR stakeholders". Put another way, while ADRIC will continue in its efforts to attract corporate members, it will seek to identify individuals within those organizations and institutions – who fall within a category of actual/potential ADR users/customers – and who wish to network with regional affiliates. The status of these individuals as "supporters" or "stakeholders" does not confer membership. Rather, they must confirm that they do not work as ADR professionals to benefit as a "stakeholder".

What are the benefits to an individual stakeholder?

The benefits to an individual stakeholder will necessarily vary by affiliate. At the very least, the stakeholder will receive email communications from the affiliate which someone with a customer perspective will find useful. An affiliate may wish to organize seminars or programs with a focus on topics of interest to an individual who wishes to better understand the benefits of mediation, facilitation, workplace issues, and arbitration – either separately or in conjunction with a social event to provide networking opportunities.

Our collective "ADR Institute" will benefit from exposing potential ADR users with as many impressions as possible of the value of alternative dispute resolution in resolving disputes, the value of ADRIC's Arbitration Rules, Mediation Rules, ADR Connect, and its professional designations.

Does every affiliate need to participate in this initiative?

The value of this initiative – and its likelihood of success – increases to the extent of affiliate participation. However, the decision to participate or not will be made by each affiliate. We propose that Janet McKay will write to each affiliate and coordinate the extent to which they wish to participate in this initiative.

We will ask each affiliate to indicate: (1) whether it wishes to participate in this initiative with a response date by September 30; and (2) if it wishes to participate, to provide some details of programs/initiatives it may be able to offer these ADR stakeholders.

What steps will the ADRIC Marketing and Membership Committee take in the meantime?

The Marketing and Membership Committee will plan two campaigns with a launch date subsequent to the ADRIC board of directors meeting in October:

- First, a corporate membership campaign with a view to attracting both categories of corporate members – non-paying Associate Corporate Members, and paying Sustaining Corporate Members; and

- Second, an "individual stakeholder" campaign with a view to developing relationships with individuals – to foster a commitment to ADR and an awareness of ADRIC and its regional affiliates. Another approach we may wish to discuss is whether ADRIC might provide individual stakeholders, if they wish, with a certificate recognizing their commitment to considering, promoting, and utilizing alternative dispute resolution processes – as part of this initiative, as a separate initiative, or at all. A prototype of this commitment is attached to this memorandum for your reference.

We also should discuss whether the campaign may need some incentives for ADRIC members to recruit new corporate members if we expect them to play a meaningful role in contributing to its success.

Corporate Advisory Board

ADRIC currently has a Corporate Members Roundtable in order to encourage involvement of current corporate members. This roundtable becomes less effective to the extent that our corporate membership numbers decrease. We recommend that ADRIC should establish an "advisory board" to replace the Corporate Members Roundtable – which we do not limit to current corporate members. Membership on this advisory board may include select individuals who may assist us in raising the ADRIC profile and individual leaders of organizations who are potential Sustaining Corporate Members and conference sponsors.

We propose to review these matters at our board of directors meeting on September 15. Let us know if you have any questions or if you wish to discuss prior to our September 15 board meeting.

Bill Hartnett

Jim McCartney

Attachment: Overview of Membership Category and Benefit Recommendations

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Overview of Membership Category and Benefit Recommendations

Sustaining Corporate Members

This is the fee-paying corporate membership category – and the corporate representative is eligible to seek election as a corporate member to the ADRIC Board of Directors. Law firm membership fees are $1,000 per year. An annual membership fee of $500 is available sustaining ADR "user" organizations – governments, non-profit organizations, charities, and corporations and other organizations without ADR practitioners.

Our recommendation is to maintain these corporate membership fees at the current level.

Key Benefits

The key benefits for sustaining corporate members include:

- Opportunities to foster new business development at ADRIC conferences with corporate counsel attendees;
- Priority opportunities to sponsor and speak at ADRIC conferences;
- An opportunity to participate in conferences and other ADR webinars;
- Demonstrating leadership and understanding of ADR benefits to clients;
- An opportunity for the corporate representative to seek election as a corporate member of the ADRIC Board of Directors;
- An opportunity for the corporate representative to encourage individuals from within his/her organization to become an ADRIC individual "stakeholder" to receive information from ADRIC and a participating affiliate in his/her office location;
- A 25% discount on ADRIC arbitration administration services;
- The opportunity to display the organization's logo on the ADRIC website under the heading "ADRIC Corporate Members" which will demonstrate the organization's commitment to alternative dispute resolution as an alternative to litigation;
- A complimentary one-quarter page advertisement in each issue of ADRIC's Canadian Arbitration and Mediation Journal;
- A subscription to ADRIC's Canadian Arbitration and Mediation Journal;

- A subscription to ADRIC's ADR Perspectives e/newsletter for any individual in the corporate member's organization as an ADRIC individual "stakeholder";

- A complimentary copy of the ADRIC Commercial Mediation Handbook and Arbitration Handbook – and special pricing on any additional copies;

- Two complimentary registrations for the ADRIC annual conference and member rates for other registrants from the corporate member's organization;

- Networking opportunities and other activities with business/corporate counsel;

- Group affiliate membership discounts; and

- Designation application and annual fee discounts.

Associate Corporate Members

This membership category will not pay any membership fees. These organizations include law firms, corporations, governments, educational institutions, and other organizations with either no ADR practitioners or with only inhouse ADR practitioners.

Important reasons for this membership category include:

- Enabling ADRIC and its affiliates to keep in touch and network with these organizations – and individuals within these organizations as ADRIC individual "stakeholders";

- Increasing ADRIC's profile within the dispute resolution "customer/user" community by showing the number of organizations it can attract as Associate Corporate members;

- Demonstrating an interest by these organizations in the use of alternative dispute resolution;

- Providing an opportunity to build networks/bridges with institutions and government organizations;

- Providing value to ADRIC in terms of having representatives of these organizations as ADRIC "stakeholders" leading to an awareness of ADRIC services/professionals, ADRIC publications, and the ADRIC annual conference.

Key Benefits

The key benefits for associate corporate members include:

- A 10% difference on ADRIC annual conference registrations; this compares with a 25% discount for sustaining corporate members;

- A 25% discount on advertisements in ADRIC's Canadian Arbitration and Mediation Journal;

- Complimentary subscriptions to ADRIC's ADR Perspectives e/newsletter for anyone in the member's organization; and

- A 10% discount on ADRIC arbitration administration services; this compares with a 25% discount for sustaining corporate members.

Alternative Dispute Resolution

ADR Commitment

This certificate from the ADR Institute of Canada recognizes my commitment, as an ADR stakeholder, to consider, promote, and utilize alternatives to litigation in the resolution of disputes, where appropriate. These alternative dispute resolution ("ADR") processes include negotiation, mediation, arbitration, and other collaborative approaches.

ADR provides significant opportunities to resolve disputes more collaboratively, more quickly, and more cost-effectively than with litigation in the courts.

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