



30th September 2015

PR/2015/2016/004

SOBA America Unveils Membership Cards!

Fellow SOBANS,

As part of the Itoe administration's efforts to modernize SOBA America and take advantage of opportunities available to provide benefits to membership, we are instituting SOBA America membership cards for the first time. The cards will serve several purposes;

- (1) Create a sense of identity to members. Members will be able to carry their membership cards and ...yes...brag to belong to this elite group. We are few, proud and different.
- (2) Create a strong brand identity for SOBA America. SOBA America will be the first alumni association in North America to give membership cards to its members.
- (3) Create an avenue for members to reap benefits of the association. We will link the cards to several benefits programs that we envision in the future. This will increase access to members. This is a future goal for which we are laying the groundwork.
- (4) Create a simple pathway to conduct SOBA America business. It will be easier to identify members and provide controlled access for SOBA America business and social activities that are restricted to members. For example, membership attendance at convention gala etc. Each card will be bar coded with strategic information that will be used for membership validation when needed.

We will also be providing members with unique networking and other opportunities through the membership portal in the upcoming website.

In order to achieve these objectives, it is imperative that all paid members provide the necessary information for our database and for

their membership cards. SOBA America has, therefore, created a MEMBERSHIP FORM that must be completed by every member. This form contains information critical to meeting these objectives and shall be used only for SOBA America business. The forms can be filled easily on your computer and emailed or mailed with your passport size photograph. There will be an online version on the new website.

We call on all registered SOBANS to fill out the form and provide a photo for your membership card and database. Non-registered SOBANS should also fill out the form and pay their registration fee using one of the six options in order to complete the process. All members' registration status shall be verified prior to obtaining membership cards or access to the membership portal in the upcoming website. The membership portal shall be restricted to fully registered members and shall have benefits information such as our Discounts Program, Networking forum, Jobs forum etc. It shall also contain sensitive SOBA America information such as financial records and shall be a forum to conduct the business of SOBA America, such as debates and voting on key issues. We shall provide more information once the website is completed.

We call on ALL CHAPTER Presidents to encourage and push their members to submit their completed forms as soon as possible so they can start enjoying the benefits of membership to SOBA America.

Attached are sample membership cards and the membership form. Instructions on how to submit the attached form and picture are on the form. We will begin processing and mailing out cards of registered members who submit their information. You don't need to wait for the website to be completed.

Please reach out to our Press Office or Organizing Secretary for more information, questions or concerns. The Press Office can be reached at 651-278-9560 or via email at daddyk4life@yahoo.com. Our Organizing Secretary can be reach at 514-993-3425 or via email at ngufor33@yahoo.com.

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