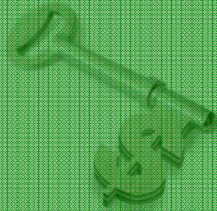


# EXECUTIVE SUMMARY



# RETAIL GIFT CARD ASSOCIATION



# Why Form the RGCA?

- Other associations do not advocate for closed loop gift card providers.



- The RGCA was formed by retailers for retailers.
- RGCA membership is open to retailers, restaurants, and travel-and-entertainment merchants whose core part of their business is to sell products or experiences but who also issue and offer closed loop gift cards. The RGCA is fully sustained by Member dues.
- Service providers are not eligible for membership.

# Mission Statement

The Retail Gift Card Association is a member organization of diverse, closed loop gift card retailers with a common commitment to promote and protect the use of gift cards. Our members follow a Code of Principles which promote best practices standards to help the industry grow and shape in ways that benefit both members and consumers.

# Strategic Focus through 2010

- Public Relations and Press Management
- Legislative Collaboration
- Industry Measurement
- Forecasting
- Consumer Education

## Will be achieved by:

- Developing campaigns to educate consumers on the benefits of closed loop products and representing a united voice for closed loop gift card retailers.
- Advocating best practices of gift card issuance and redemptions to gain consumer confidence.
- Compiling sales data to confidentially benchmark member rankings and business intelligence in specific channels.
- Helping to guide and shape laws relating to gift card programs in a way that benefits both consumers and retailers.

# Membership Benefits

**RGCA membership is open to retailers, restaurants, and travel-and-entertainment merchants whose core part of their business is to sell products or experiences but who also issue and offer closed loop gift cards.**

- Membership runs for 12 consecutive months.
- Dues are payable within 30 days of invoice and will be pro-rated on a monthly basis for new members
- Membership is automatically renewed and invoiced on anniversary date unless notice is given in advance by Member.

**Leadership Level: \$10,000**

**Executive Level: \$ 5,000**

**Associate Level: \$ 2,500**

<b>RGCA Membership Benefits</b>	<b>Leadership</b>	<b>Executive</b>	<b>Associate</b>
<b>Annual Corporate Dues</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Eligible for Board of Directors seat	YES		
Enhanced Industry benchmarking reports	YES		
Enhanced vendor rates and programs	YES		
Enhanced positioning on website and marketing materials	YES		
Three member maximum per company	YES		
Voting Privileges	YES	YES	
Right to serve as committee chair	YES	YES	
Right to serve as subcommittee chair	YES	YES	
Access to special research and reports	YES	YES	
Industry market reports (if member contributes its transactional data under NDA)	YES	YES	
Company Name included in press releases (w/approval)	YES	YES	
Access to RGCA.org committee area	YES	YES	
Two member maximum per company		YES	
Right to participate in subcommittees	YES	YES	
Right to attend and participate in workshops	YES	YES	YES
Right to use the RGCA member logo on its collateral	YES	YES	YES
Access to RGCA preferred vendor rates and programs	YES	YES	YES
Quarterly Newsletter	YES	YES	YES
Inclusion in Member Directory	YES	YES	YES
Company listed on RGCA.org Web site by level	YES	YES	YES
Access RGCA.org members-only area	YES	YES	YES
One member per company			YES



\*Benefits may be changed or updated by the RGCA Board based on feedback from its members

# How to Join the RGCA?

- Review Code of Principals and ensure that your company would be in compliance with RGCA standards (available on [www.TheRGCA.org](http://www.TheRGCA.org))
- Fill out the Membership Application (also available on [www.TheRGCA.org](http://www.TheRGCA.org)).
- Mail, email or fax application to contact listed on the form.

## CONTACT ANY BOARD MEMBER BELOW FOR MORE DETAILS

Carman Wenkoff	Subway	<a href="mailto:cwenkoff@ipcoop.com">cwenkoff@ipcoop.com</a>	786-270-1276
Thomas Boucher	Best Buy	<a href="mailto:tom.boucher@bestbuy.com">tom.boucher@bestbuy.com</a>	612-291-6922
Shelly Toy	Kohl's	<a href="mailto:stoy@kohls.com">stoy@kohls.com</a>	262-703-6812
Leigh Anne Ambrose	Marriott	<a href="mailto:leighanne.ambrose@marriott.com">leighanne.ambrose@marriott.com</a>	301-380-1437
Kathy Cook	Limited Brands	<a href="mailto:kcook@limitedbrands.com">kcook@limitedbrands.com</a>	614- 577-6213
Matt Davies	Nike	<a href="mailto:matt.davies@nike.com">matt.davies@nike.com</a>	503-671-4096
Nathan Ehrlich	Home Depot	<a href="mailto:nathan_ehrlich@homedepot.com">nathan_ehrlich@homedepot.com</a>	770-384-2292
Bridget Moen	Applebee's	<a href="mailto:bridget.moen@applebees.com">bridget.moen@applebees.com</a>	913-890-0732