

Mississippi River Hills Association
Member Designation and Benefit Policy
Adopted by Board of Directions
October 20, 2008

When considering membership in MRHA, please use the following criteria. Please do not hesitate to contact the Mississippi River Hills Association office (573-883-3548) with any questions.

Member Level Designation:

Individual Member

An individual whose primary residence or place of work is within the region. The Individual investment level is provided to enable an individual to stay closely connected within the MRHA region, and use the MRHA resources to promote his/her individual products or services, without the benefits of representing and marketing a specific business or organization.

Individual members:

1. Do not have an open-to-the-public location/studio;
2. Do not have employees (including family);
3. Are smallholding or hobby farm producers who:
 - a. Do not have farm expenses or farm taxes as designated by the State of Missouri;
 - b. Maintain small acreage without expectation of it being a primary source of income;
 - c. Maintain said small acreage as valued primarily for its rural lifestyle.

Each Individual member shall have only one vote.

Business/Organization Member

A business, institution, or other legally defined organization that has its primary office located within the region. The business/organization investment level is provided to businesses looking to further their opportunities to make new business contacts, have additional visibility across related business categories, have additional visibility across the MRHA region, have a link from the MRHA's website to the business' website, and be eligible to sponsor a number of MRHA programs and events.

Business/Organization members:

1. Might have an open-to-the-public location/studio;
2. May have one or more employees (including family);
3. May be established as a proprietorship under the laws of Missouri;
4. May be a small or large holding producer who:
 - a. Has farm expenses or farm taxes as designated by the State of Missouri;
 - b. Has a goal of said operation being a primary source of income.

Said business shall designate one of its members to represent it at the membership meetings of the MRHA. Each business/organization member shall have only one vote.

Friend of the Region Member

Friend of the Region membership is the only option for a person or business outside of the region. People within the region may also join at the Friend of the Region investment level if they have no need for Individual or Business/Organization membership benefits.

Friend of the Region was created for persons who wish to support the mission of MRHA by contributing financially to its success and would like to be kept aware of MRHA progress.

Friend of the Region members do not have voting rights. Please see Member Benefits for other restrictions.

Member Level Benefits:

Individual Member Benefits:

Individual members will receive a MRHA member card with ID number and use of the following privileges and benefits:

1. Free table top logo display board (not to exceed 8 ½ inch by 11 inch) to be used at events
2. Use of MRHA logo on products consistent with by the MRHA Logo Use Standards Policy, approved by the membership, and protected by the governance committee*
3. Free subscription to MRHA newsletter
4. Free contact listing and web link on MRHA website
5. Opportunities to purchase ad space on regional marketing items
6. Visibility through MRHA promotional efforts, such as radio interviews, news releases, MRHA attendance at key events, public relations packets and brochures about the region and MRHA, etc.
7. Access to new markets
8. Connections to wholesale customers in region
9. Member to member discounts
10. Discounts on educational workshops and programs
11. Discounts on booth space and entry fees for MRHA events and festivals
12. Use of MRHA-owned assets (display tent when available)

***Logo:** If an individual has need for use of the MRHA Logo on products or services, an application for said use is to be submitted to the MRHA Logo Use Governance Committee. Use of the logo is not automatic, is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRHA Logo Use Standards Policy for directions of use and an application.

Business/Organization Member Level:

Business/Organization members will receive one MRHA member card with ID number, a MRHA logo decal to be displayed at their place of business, and use of the following privileges and benefits:

1. Display MRHA logo decal at place of business

2. Free table-top logo display board (not to exceed 8 ½ inch by 11 inch) to be used at events
3. Use of MRHA logo on products consistent with the MRHA Logo Use Standards Policy, approved by the membership, and protected by the MRHA Logo Use Governance Committee*
4. Free subscription to MRHA newsletter
5. Free contact listing and web link on MRHA website
6. Free listing on the regional on-line map (if applies)
7. Opportunities to purchase ad space on regional marketing items
8. Free listing in the MRHA Guide to Regional Foods (if applies)
9. Visibility through MRHA promotional efforts, such as radio interviews, news releases, MRHA attendance at key events, public relations packets and brochures about the region and MRHA, etc.
10. Access to new markets
11. Access to MRHA consumer database
12. Connections to wholesale customers in region
13. Member to member discounts
14. Discounts on educational workshops and programs
15. Discounts on booth space and entry fees for MRHA events and festivals
16. Use of MRHA-owned assets (display tent when available)

***Logo:** If a business/organization has need for use of the MRHA logo on products or services, an application for said use is to be submitted to the MRHA Logo Use Governance Committee. Use of the MRHA logo is not automatic and is subject to the limitations as placed by the membership, and protected by the Governance Committee. See the MRHA Logo Use Standards Policy for directions of use and an application.

Friend of the Region Member Level:

Friend of the Region members will receive a MRHA member card with ID number and use of the following privileges and benefits:

1. Free newsletter and event schedules
2. Member to member discounts
3. Discounts on education workshops and programs

Limitations: A Friend of the Region:

1. Does not have voting rights at membership meetings;
2. Cannot be elected or appointed to board positions;
3. Cannot participate as a provider at MRHA member only festivals & events or at MRHA sponsored booths;
4. Does not have access to other Individual or Business/Organization member benefits.

***Logo.** Friends of the Region cannot use the MRHA logo on any product or services.