

8.0 Membership

8.1 Membership Renewals

For information. Membership renewals are completed. Those who have not responded are now considered cancelled. Manual invoices sent in case any last minute renewals come from it.

Background:

- 17 haven't responded and we will now cancel their memberships.
- 10 confirmed cancelled (8 are manufacturers, 1 is a dealer, 1 is a supplier)
- About 12% attrition (strategic goal is 5-10%)
- By comparison, lost 25 in 2023 – so not out of the norm, but still more than we'd like to see (still early, we have seen members renew later in the year sometimes – you never know!)

8.2 New Membership

For information: We have received 31 new members to date, some joined in fall 2023 but we gave them full membership until Dec 2024.

Background:

- New members are at 31 (13 are manufacturers, 4 are dealers, 14 are suppliers)
- Ratios slightly shifted from 2023 to 2024, manufacturers are still 2/3 of organization, it would not be ideal for those ratios to drop further since we are a manufacturer-centric association
- Eurocucina, National Forum and Local MeetUps are generating new membership
- New membership materials created and distributed at member renewal time
- Now working on a one pager "benefits of membership" to hand to suppliers
- Now working to profile supplier members (to encourage members to buy from these companies)
- Now implementing a subscriber fee (sub-set, introduction to CKCA) – needed to wait until renewals were in.
- Continuing to drive testimonials like this one:

"Things have really picked up for us and part of that reason is due to a business lead that CKCA circulated that we pursued and were awarded.
We have already matched our entire sales from last year, it is super high growth business for us and we're pretty excited about the future.
We are grateful for our membership with CKCA, we would not have had this opportunity if it wasn't for our membership with CKCA." Stanley Walter, Netley Millwork

M1 (1-5)	M2 (6-15)	M3(16-50)	M4 (51+)	Supplier	Dealer	Associate
29	42	37	30	68	7	9

2024 (So far) Total 222 = 31% suppliers, 3% dealers, 4% associates, 62% manufacturers
See next page for comparison and for full membership list.

[Full Membership List – Click here](#)

2023 Total = 219 Members = 26% suppliers, 3% dealers, 5% associates, 67% manufacturers

M1 (1-5)	M2 (6-15)	M3(16-50)	M4 (51+)	Supplier	Dealer	Associate
33	46	40	28	56	6	10

8.3 CFIB and CME Membership Programs

For information: Sandra Wood met with both CFIB and CME recently to review the programs. CFIB partnership now in its 5th year, is running well. CKCA uses CFIB for help as do our members. CME Manufacturer’s Coalition (CKCA is part of the coalition) has stalled due to changeover in staff at CME. But things will start up again. Both programs are valuable anchors for CKCA and feed us with strategic intel that we relay to our members. It helps to elevate CKCA’s reputation and allows us to share data we would not otherwise have the bandwidth to obtain. We have the ear of both these strong organizations creating valuable channels for us regarding business intel, advocacy and more.

Background:

- CKCA met with CFIB last week, viewed a “member usage report”, discussed membership challenges, business challenges etc. They are a wealth of knowledge and support for CKCA because they are also an association and we learn from them (they share what tools they use to run their association etc.) which is helpful. Scale is significantly different (CFIB over 90,000 members compared to CKCA’s 230). They report more than 80% of the calls they get on their Help Line are HR related. Their small business barometer offers valuable perspective on how small business in Canada is doing. We lean on CFIB for advocacy as needed and will continue to do so.
- Met with new contact at CME. Looks like the manufacturing coalition will restart now that new person is in place. We can provide them with value and stories about what’s going on in our industry, in exchange we get valuable statics and insight that we report out to the membership in weekly eblasts. CKCA is in contact with the Chief Economist at CME, Alan Arcand, who helps us pull the statistics we use on a regular basis (import data, total revenues for our sector etc.)
- Looking to have both organizations present in October in Manitoba to give a small business/economic update, timely because at that time of year many of our members are putting their strategic plans together.