

Survey Results from 2007 Commercial Members Survey

Last fall the 2007/2008 Commercial Members Steering Committee, examined opportunities to receive feedback from Commercial Members to assess their satisfaction of current privileges and identify any new opportunities that may exist within their membership. The committee proposed creating a survey to canvass the commercial members to receive their input on the value and benefits of being a Commercial Member, in addition to identifying participation levels amongst Commercial Members.

Surveys were sent to all Commercial Members. On behalf of the Commercial Members Steering Committee, the EDA is pleased to share the following summary of the survey results. 28 surveys were returned to the Association out of 120 Commercial Members, the survey return rate was approx 25%.

1. Commercial Members were asked if they had an interest in presenting a technical or business topic at an EDA function.

Of the 28 respondents **82%** indicated they had an interest in presenting.

2. Commercial Members were asked to indicate which communication materials sent from the EDA was useful.

	Usually Useful	Occasionally Useful	No Response
Broadcast Messages	71%	25%	4%
Distributor Magazine	86%	10%	4%
Corporate Brochure	25%	46%	29%
EDA handbook	79%	21%	0
Annual Report	32%	36%	32%
CEO Quarterly	46%	25%	29%
Information on upcoming EDA events	96%	4%	0

3. The next section asked Commercial members if they disseminate information/communication materials that they receive from the EDA to others within the company?

Of the 28 respondents **89%** said YES they did share the information with others. If they indicated NO they did not share the information, they specified another individual within the organization does it.

4. The next question asked Commercial members to indicate from a list the benefits of membership. Percentages were not converted from responses because members were asked to check all that applied.

Marketing Opportunities	23 response
Relevant industry/technical information	25 responses
Ability to formulate relationships	20 responses
EDA Handbook	20 responses
Influence Direction of Industry	7 responses
Understand Direction of Industry	20 responses
Other	0

- Commercial members were asked to indicate their current participation level in EDA activities, as well as interest in future involvement. The activities listed were as follows: District Meetings, Forums, ENERCOM, Executive Symposium, Annual General Meeting, and EDIST.

The categories members were asked to choose from includes:

- Already involved and would like to be more involved**
- Already involved and do not wish to be more involved**
- Not presently involved, but would like to become more involved**
- Not involved and do not wish to be more involved.**

Attending Functions was the first criteria members were surveyed on.

This summary focuses on the respondents who are **Already involved in EDA activities and who would like to be more involved** to ensure current participation levels and interest in future involvement are evaluated.

District Meetings	21%
Forums	18%
ENERCOM	21%
Executive Symposium	18%
Annual General Meeting	14%
EDIST	18%

Presenting at Functions was the second criteria members were surveyed on.

This summary also focuses on the respondents who are **Already involved in EDA activities and who would like to be more involved.**

District Meetings	18%
Forums	7%
ENERCOM	14%
Executive Symposium	14%
Annual General Meeting	11%
EDIST	21%

Steering Committee

Members were asked if they had an interest in becoming a member of the Steering Committee if elected

36% indicated they were not presently involved but would like to become more involved.

- The final question asked Commercial Members if RFPs issued by LDCs were posted on the EDA website would your company use this service?

89% of Commercial Members suggested yes they would use the service.

The Commercial Members Steering Committee has discussed the survey results and identified five takeaway areas that they will work with EDA staff on addressing.

1) EDA sponsored events and EDA driven events.

- Provide a list of opportunities open to commercial members through EDA sponsored events and/or EDA driven events such as: presenting at events, attending events, or contributing to an EDA publication (the *Distributor*) to let commercial members know what is available to them.

2) Member attendance/participation

- Increase commercial member engagement. An opportunity to increase commercial membership at future AGMs was discussed. Sending out communications such as frequent broadcast messages to inform commercial members of events was suggested.

3) Benefits of membership

- From the survey, commercial members feel the benefits of commercial membership include: obtaining relevant industry/technical information and gaining marketing opportunities. These were discussed as possible action items.

4) Sponsorship Opportunities

- A suggestion that several commercial members share the fees to provide sponsorship for Opening Reception at future AGMs was discussed by the committee.
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5) Additions to Commercial Member section of website

- Christine Hallas provided committee with the current list of categories that Commercial Members classify their organizations. The categories were discussed and Ms. Hallas asked all members to provide her with recommendations to improve member categories.