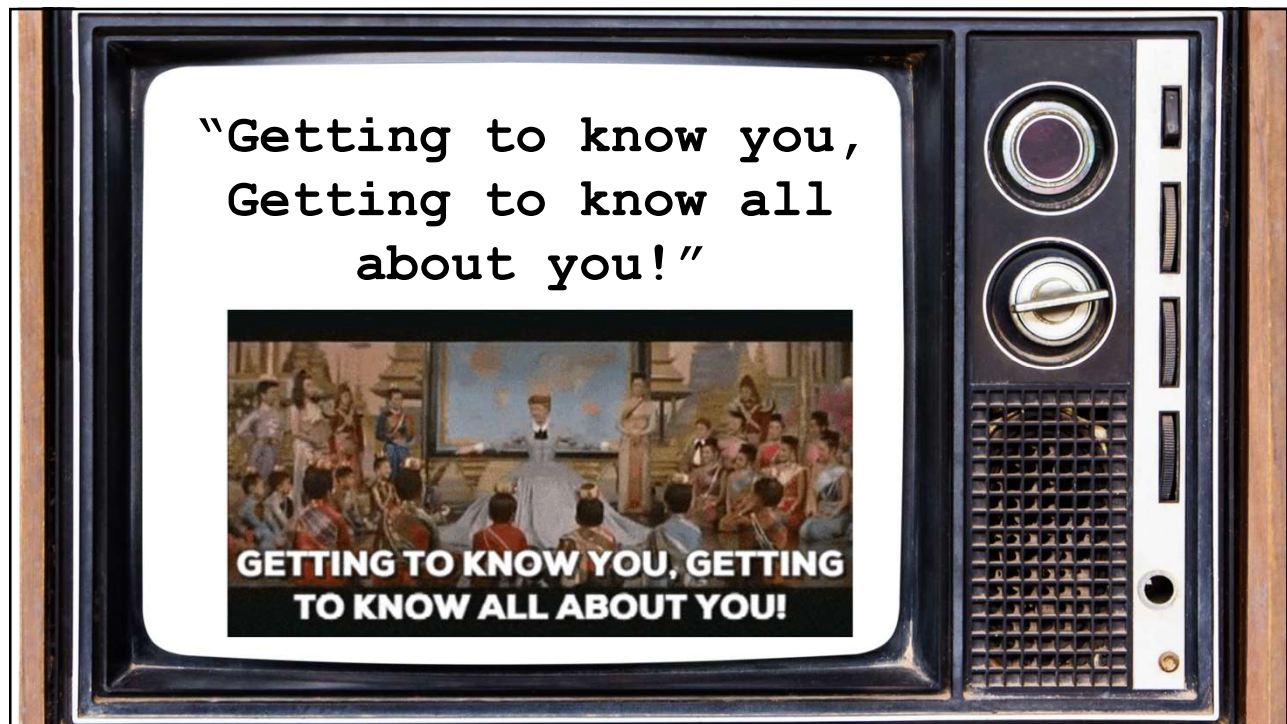




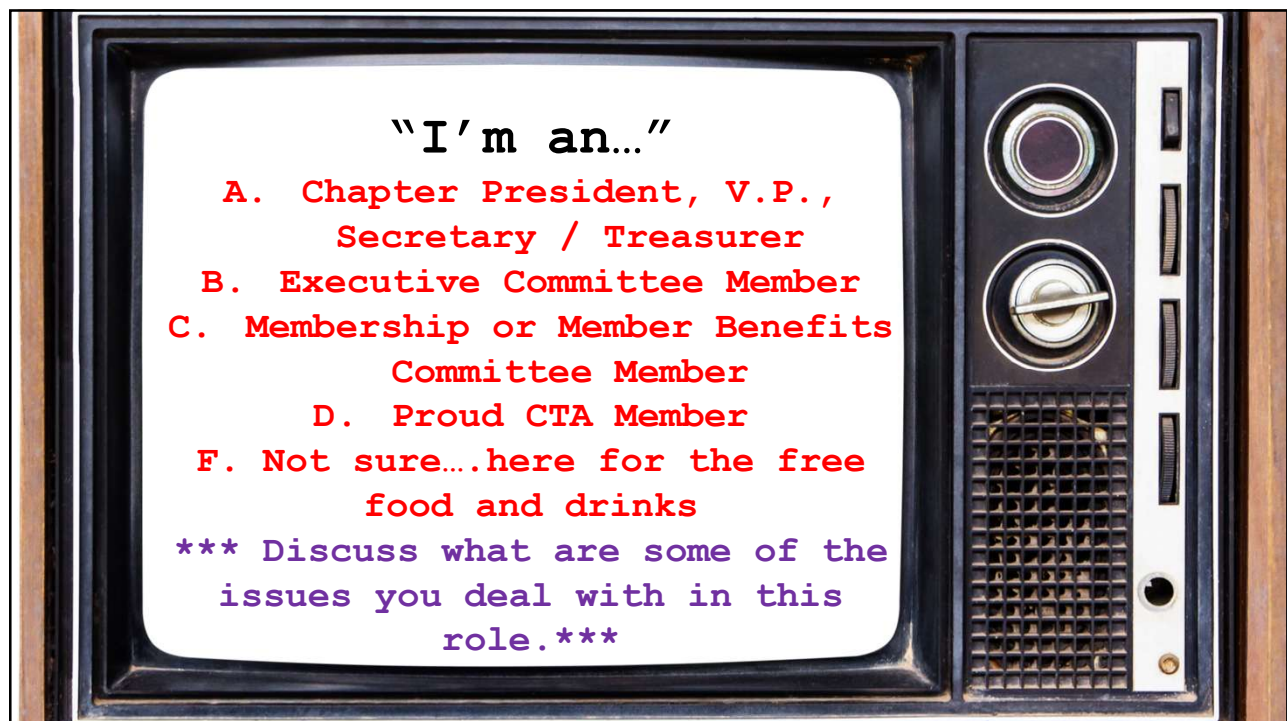
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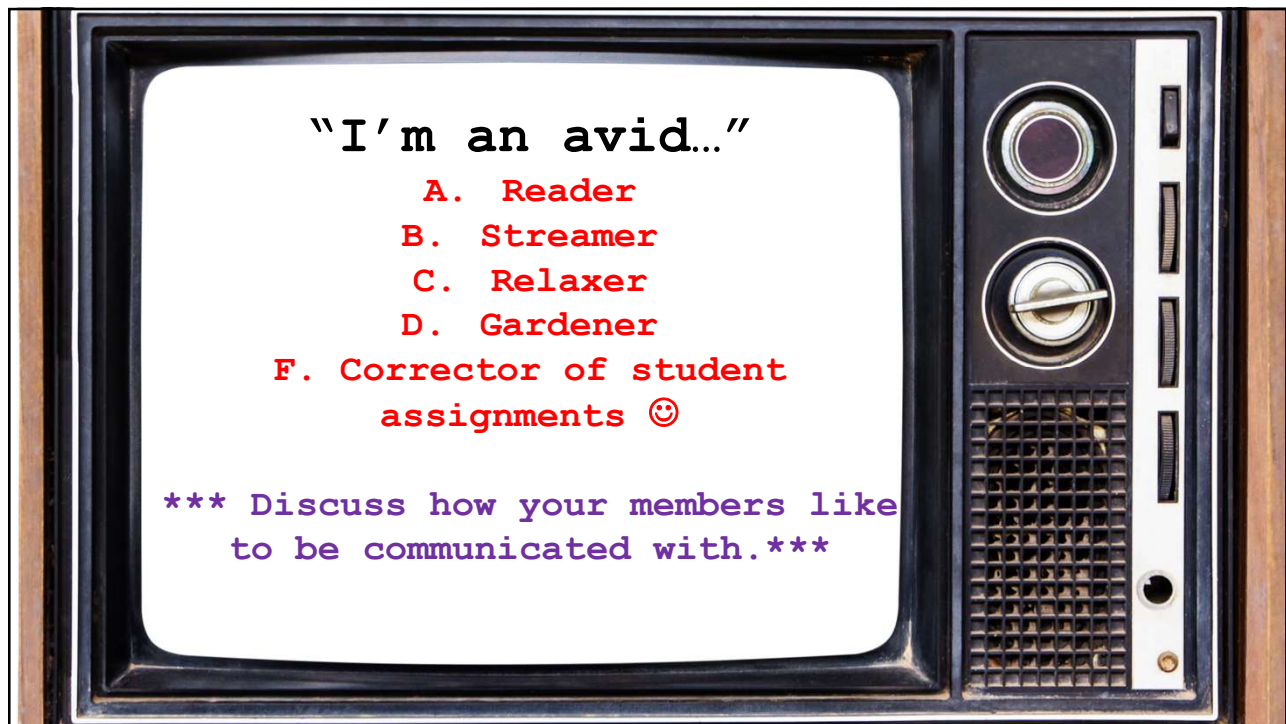
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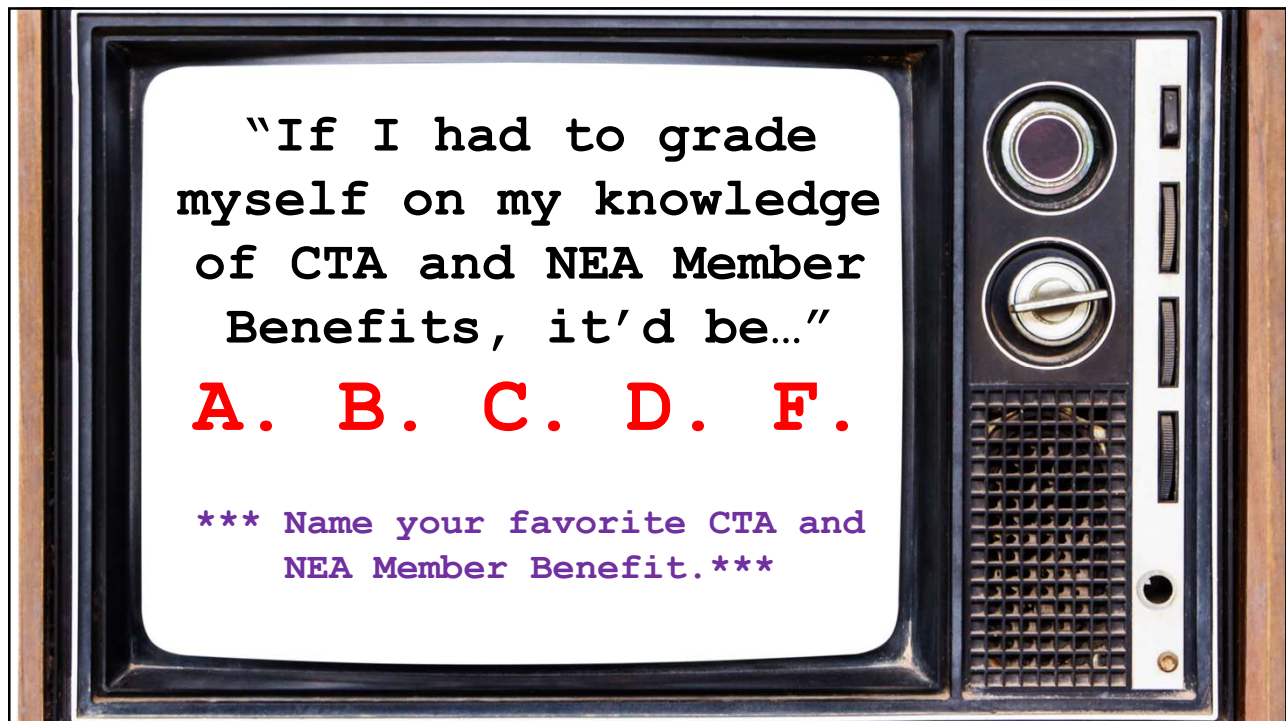
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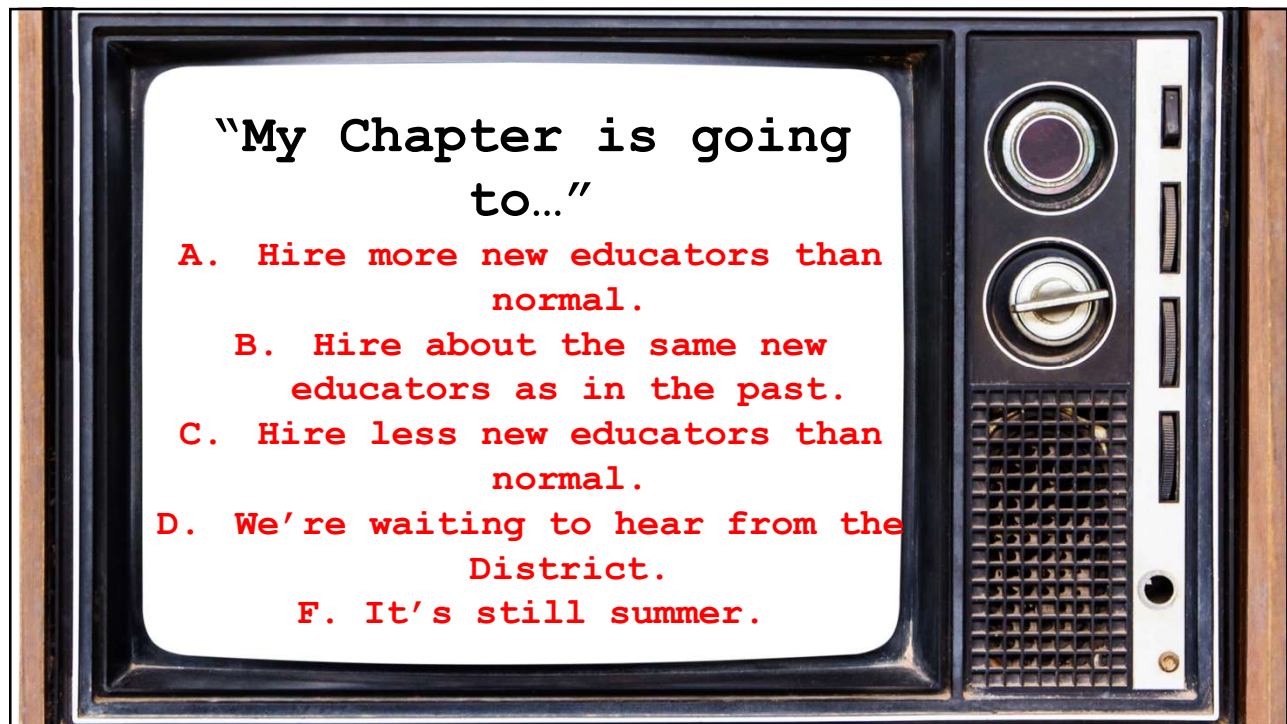
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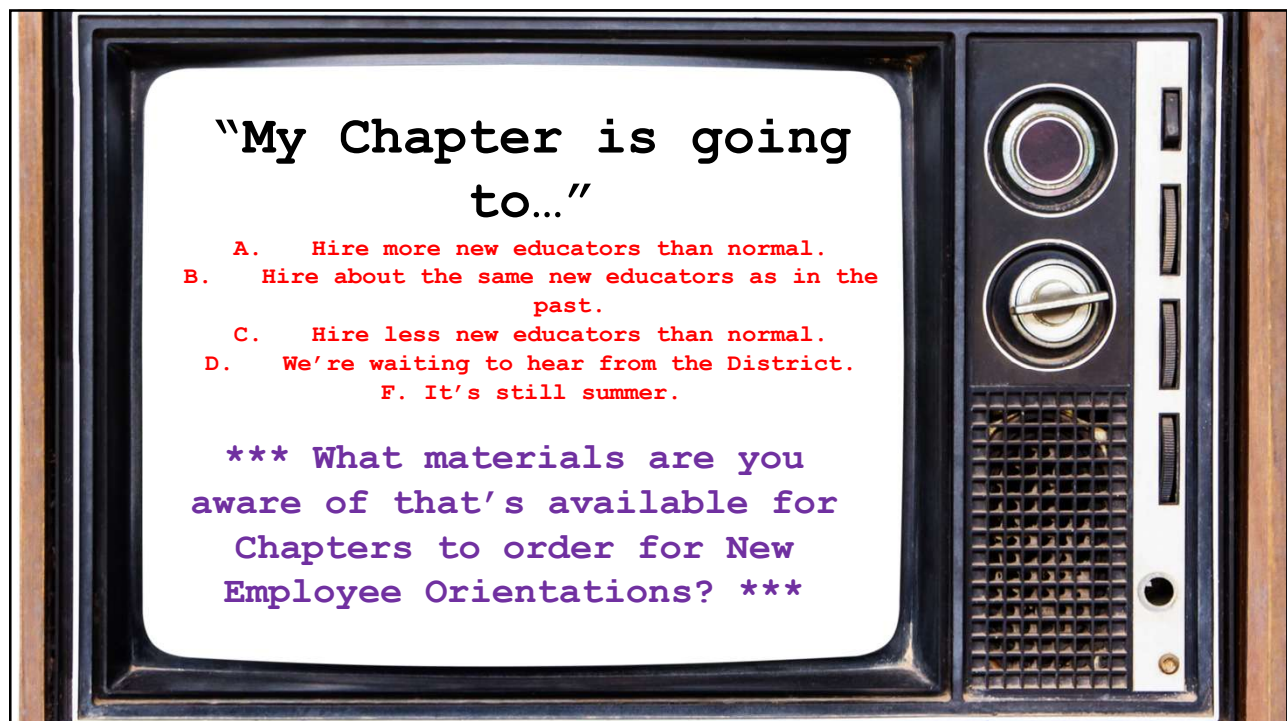
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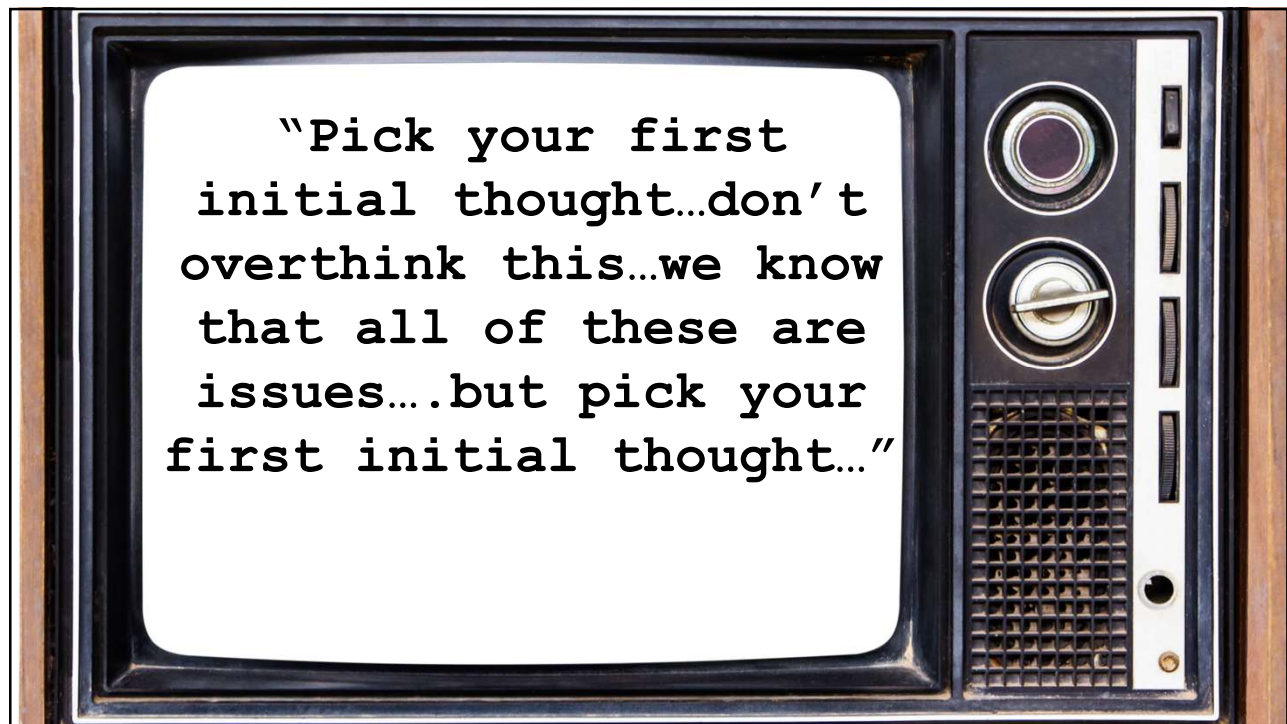
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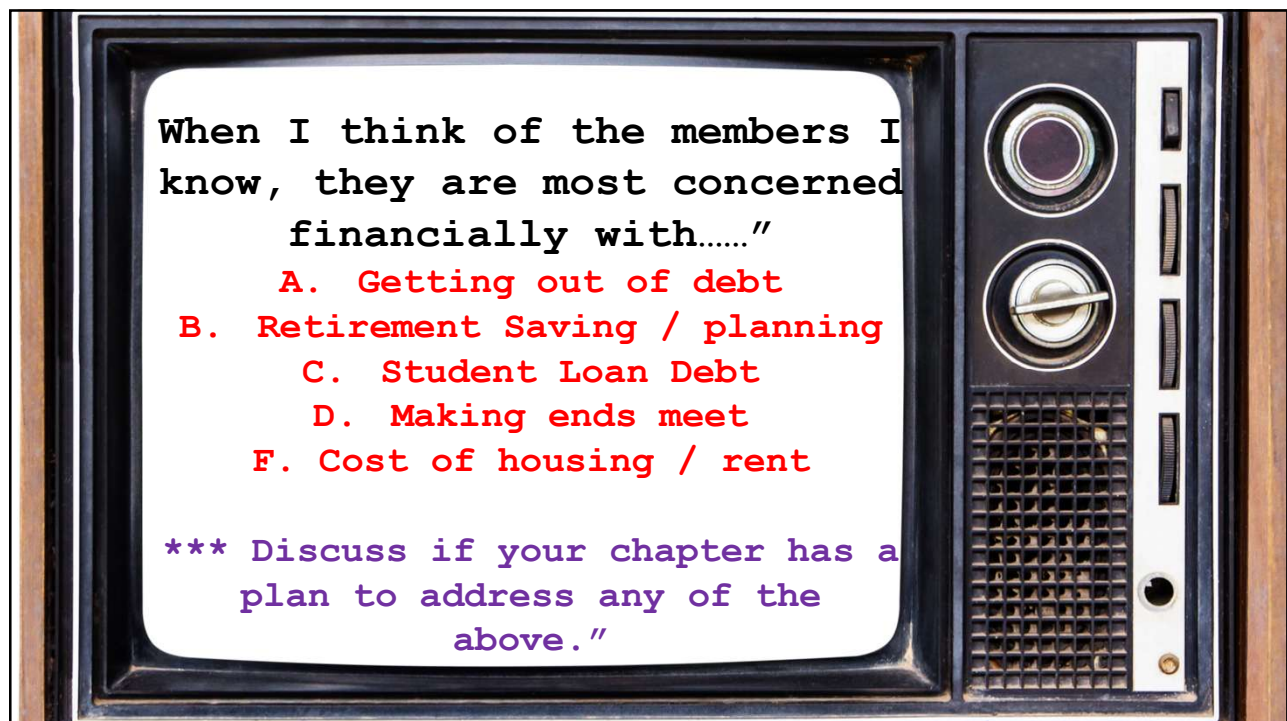
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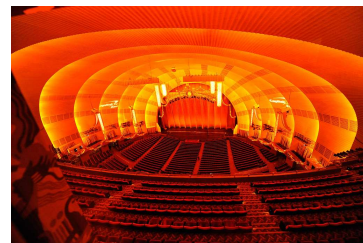
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Behind the scenes tour

- Welcome
- Housekeeping
- Restrooms
- Start Time 9:00 a.m.
- Lunch Time 11:45 a.m.-1:00 p.m.
- MB Award Requirements
- Prizes
- TV Cutouts
- Parking Lot Poster
- Miscellaneous



BREAKING NEWS

nea Member Benefits

CTA CALIFORNIA
TEACHERS
ASSOCIATION
Member Benefits

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CTA Member Benefits Department Team Members



Vicki Rodgers
Manager



Henry Ahn
Supervisor



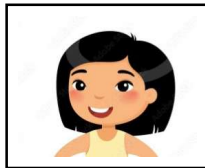
Yvonne Cheng
Consultant



Sean Mabey
Consultant



Tiffany Chan
Specialist



Cassandra Chu
Analyst II



Rebecca Baltodano
Analyst



Lisa Hamrick
Secretary to Department
Manager

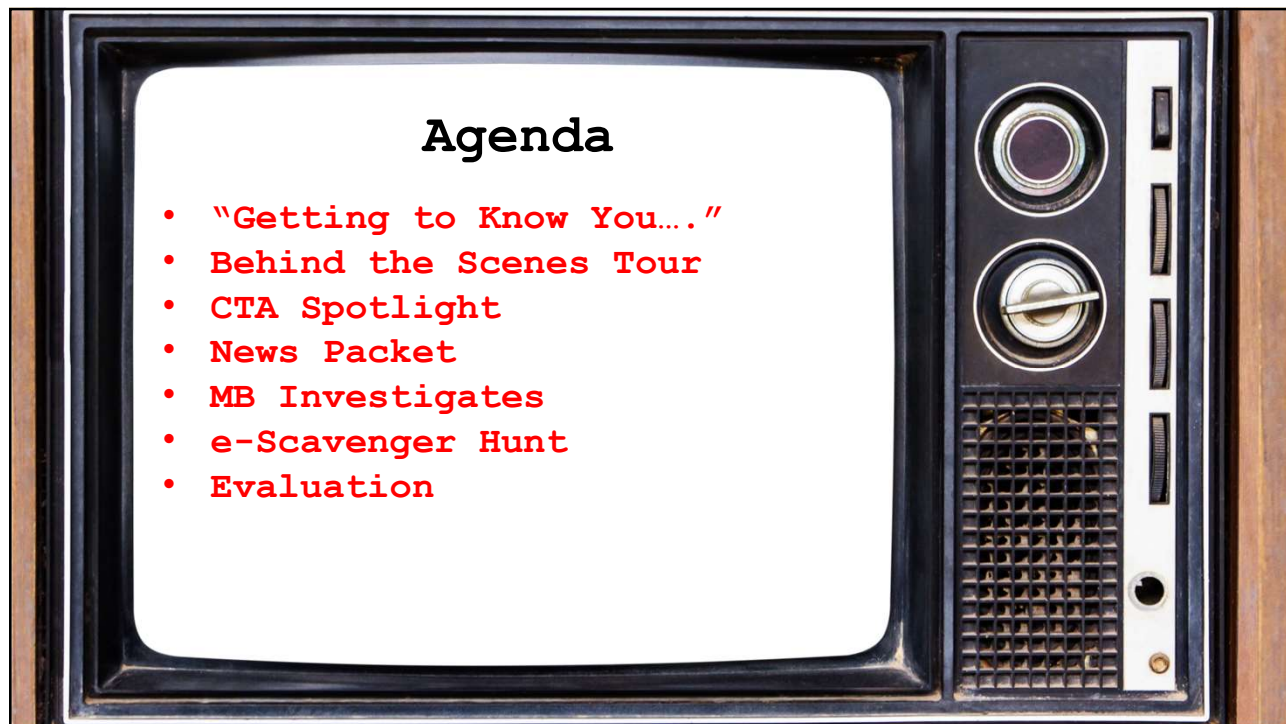
CTA Member Benefits Department - (650) 552-5200 - memberbenefits@cta.org
NEA Member Benefits - (800) 637-4636 - ask-us@neamb.com

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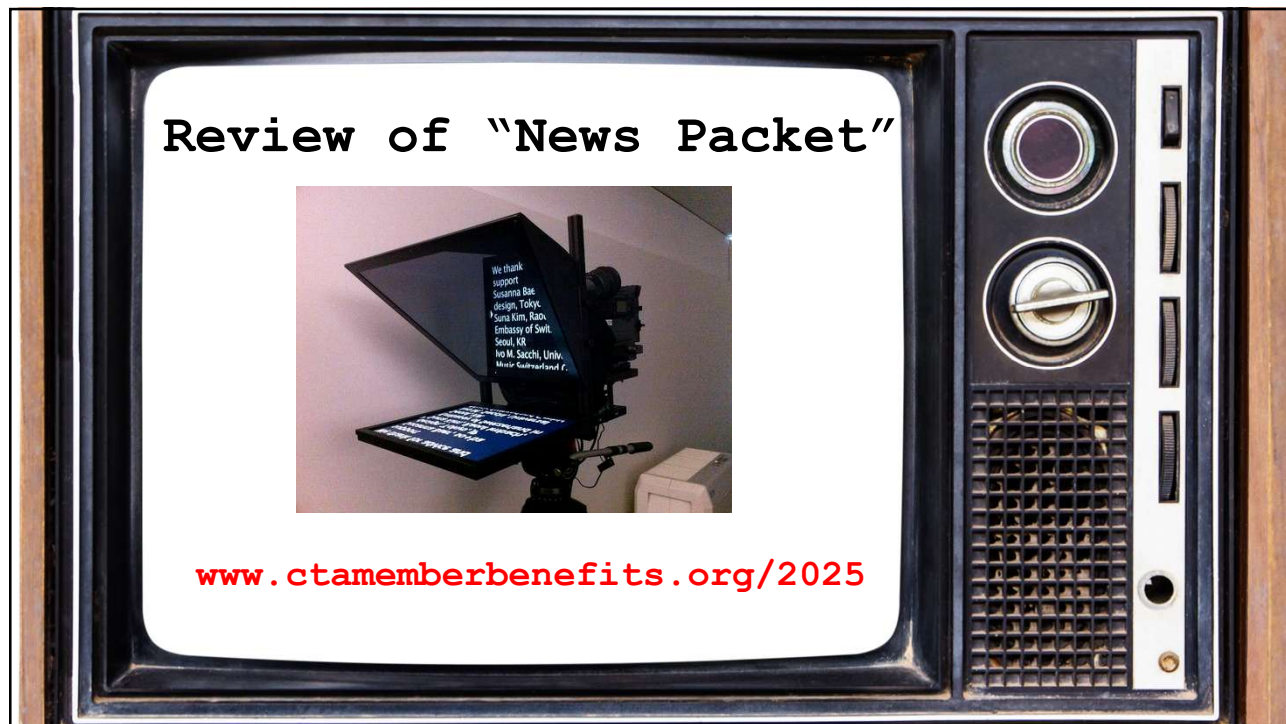
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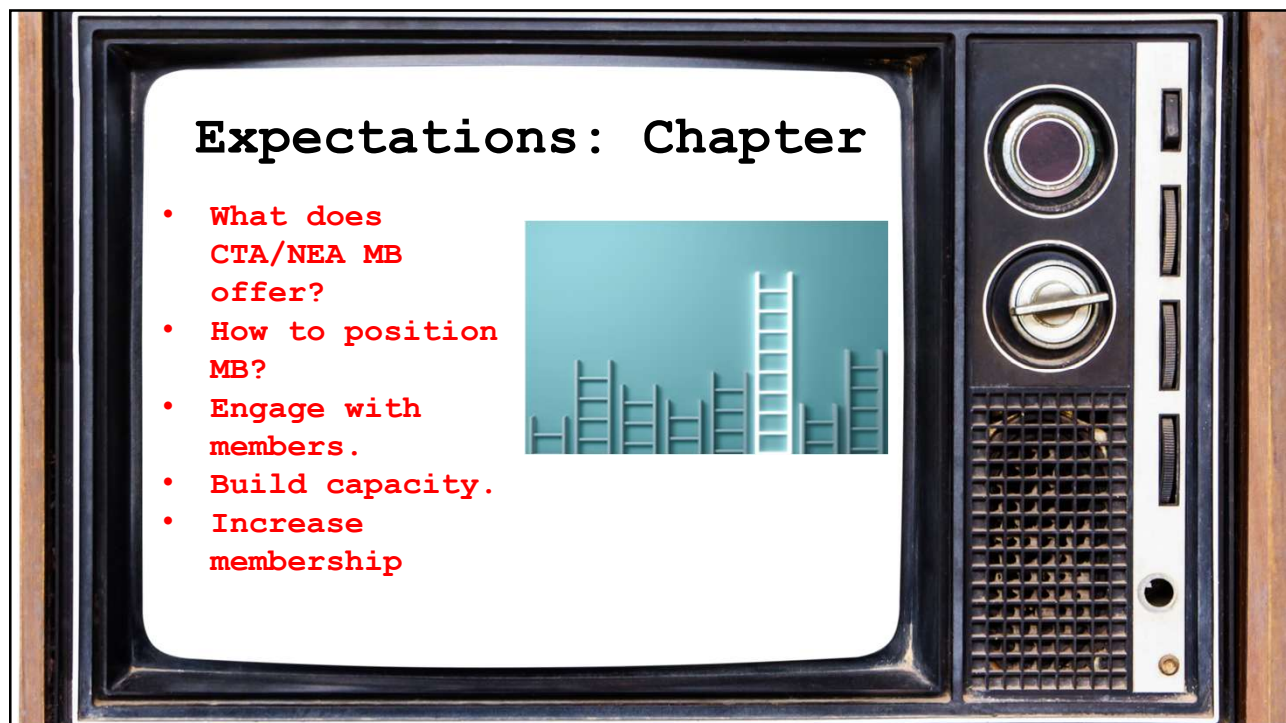
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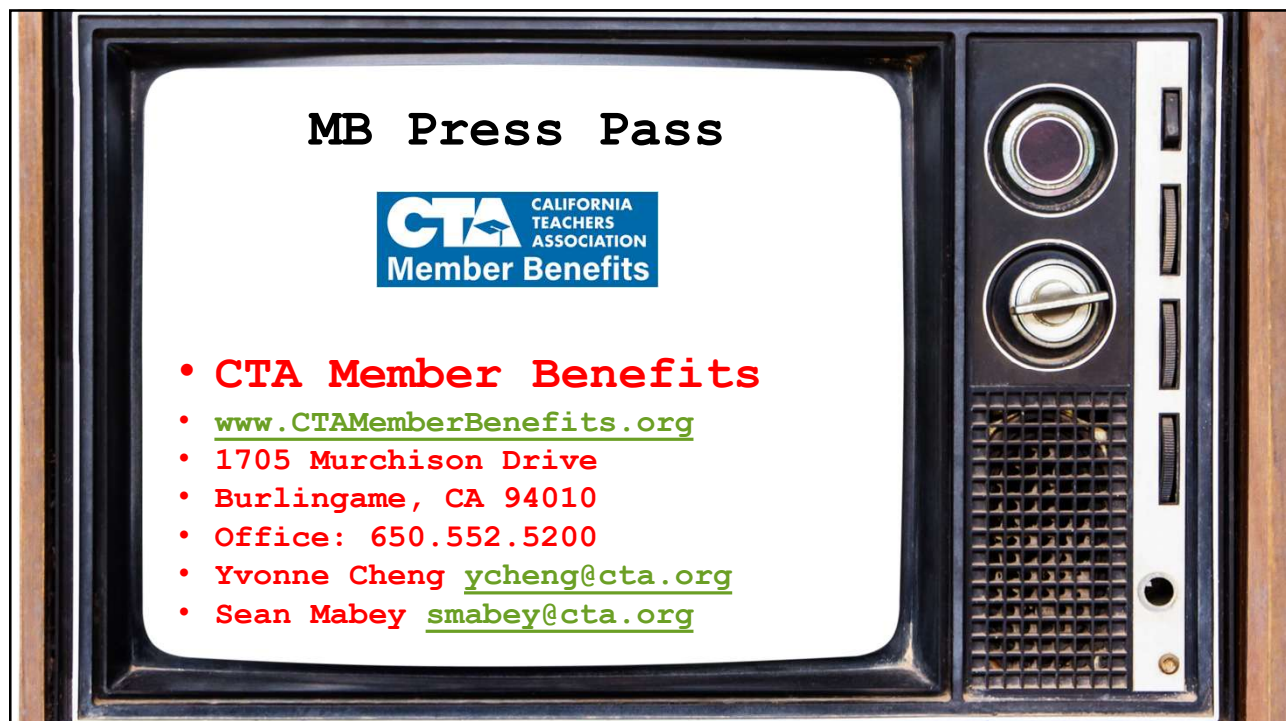
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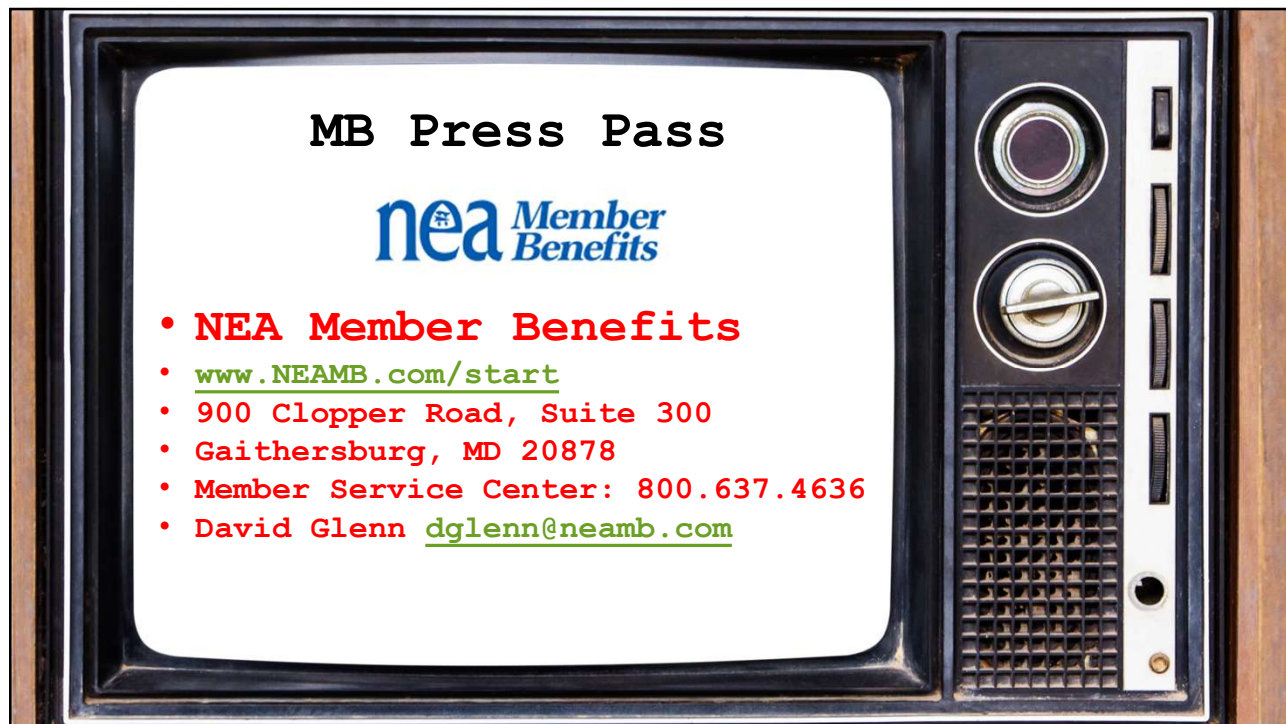
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MB INVESTIGATES: THE CTA & NEA MB ENDORSEMENT PROCESS

Where do we get our ideas for programs from?

- Member Surveys
- Focus Groups
- SEO (Search Engine Optimization)
- Requests from leadership
- RFP (Request for Proposal)
- VESC (Vendor Endorsed Screening Committee)

What is the process we follow?

- Due diligence
- Signed agreements
- CTA Board Approval
- NEA MB Monitoring

Member Concerns / Complaints

- CTA MB & NEA MB Staff will advocate
- APES (Advisory Panel on Endorsed Services)

BREAKING NEWS

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Evaluation

- Break down what you thought of the day:
 - Emmy Winner: Best thing I heard today?
 - Director's Cut: Don't know why we talked about this (be brutal!).
 - Rebroadcast: This is something I want my members to know.
 - Script: Other feedback that's on your mind.



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