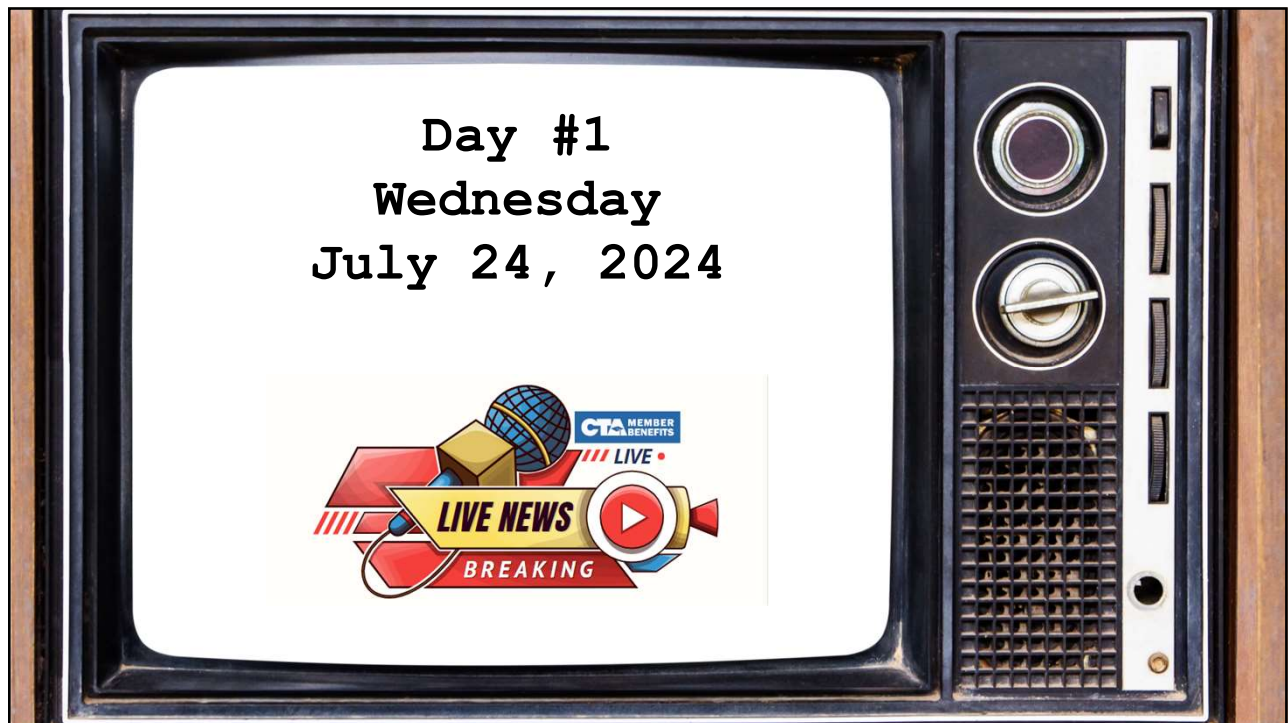
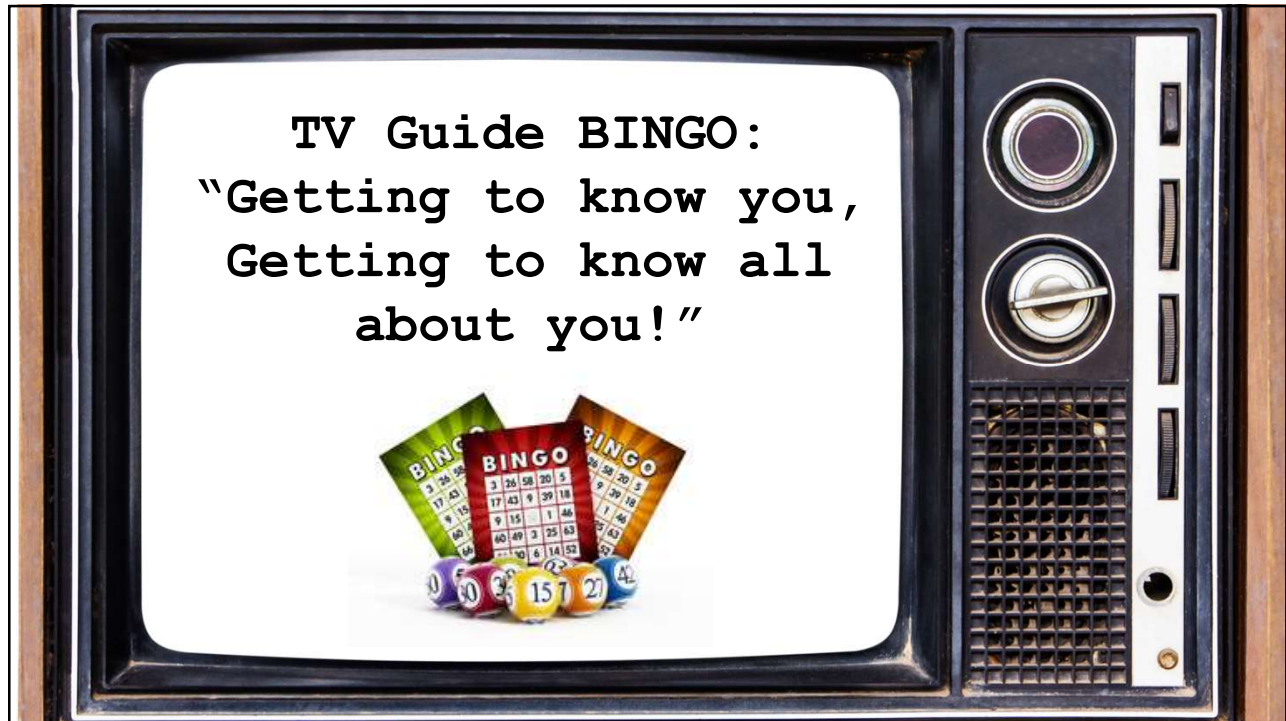




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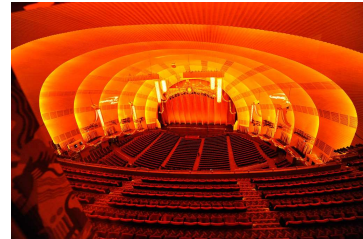
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# Behind the scenes tour

- Welcome
- Housekeeping
- Restrooms
- Start Time
- Lunch Time
- MB Award Requirements
- Prizes
- TV Cutouts
- Miscellaneous



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## CTA Member Benefits Department Team Members



Vicki Rodgers  
Manager



Henry Ahn  
Supervisor



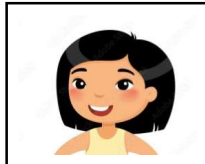
Yvonne Cheng  
Consultant



Sean Mabey  
Consultant



Tiffany Chan  
Specialist



Cassandra Chu  
Analyst II



Rebecca Baltodano  
Analyst

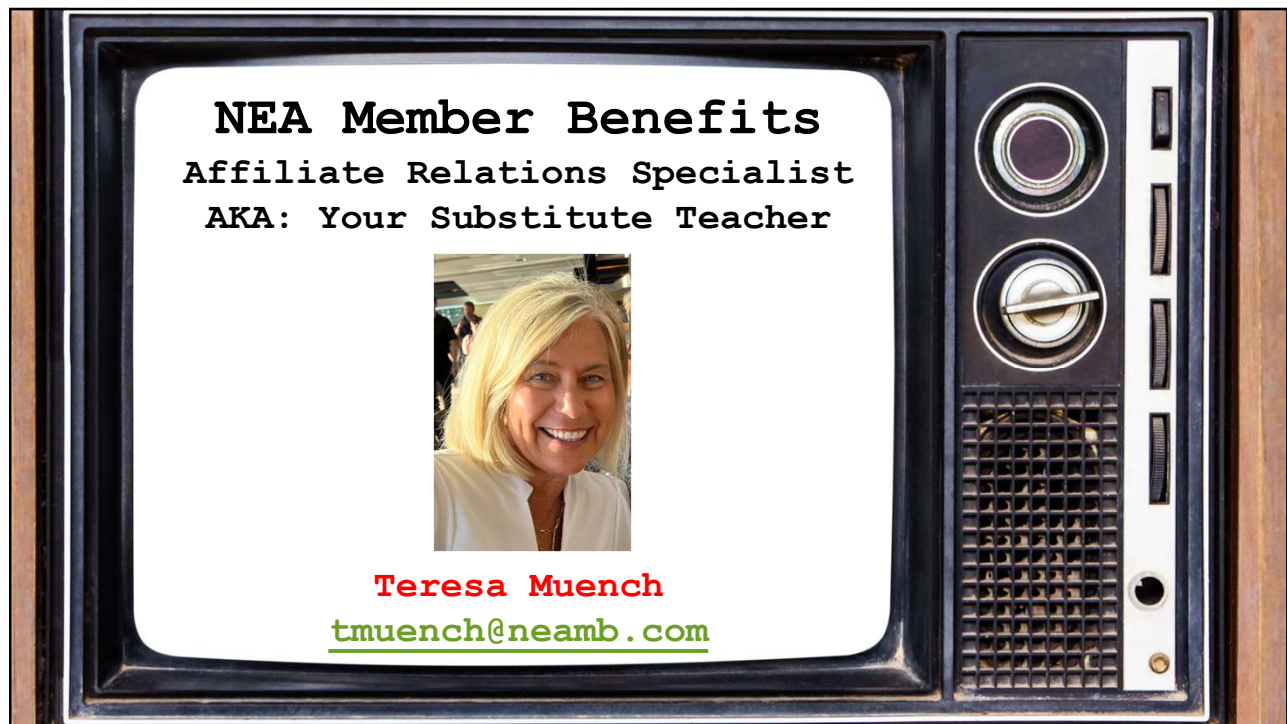


Lisa Hamrick  
Secretary to Department  
Manager


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

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**NEA Member Benefits**  
Affiliate Relations Specialist  
AKA: Your Substitute Teacher



**Teresa Muench**  
[tmuench@neamb.com](mailto:tmuench@neamb.com)

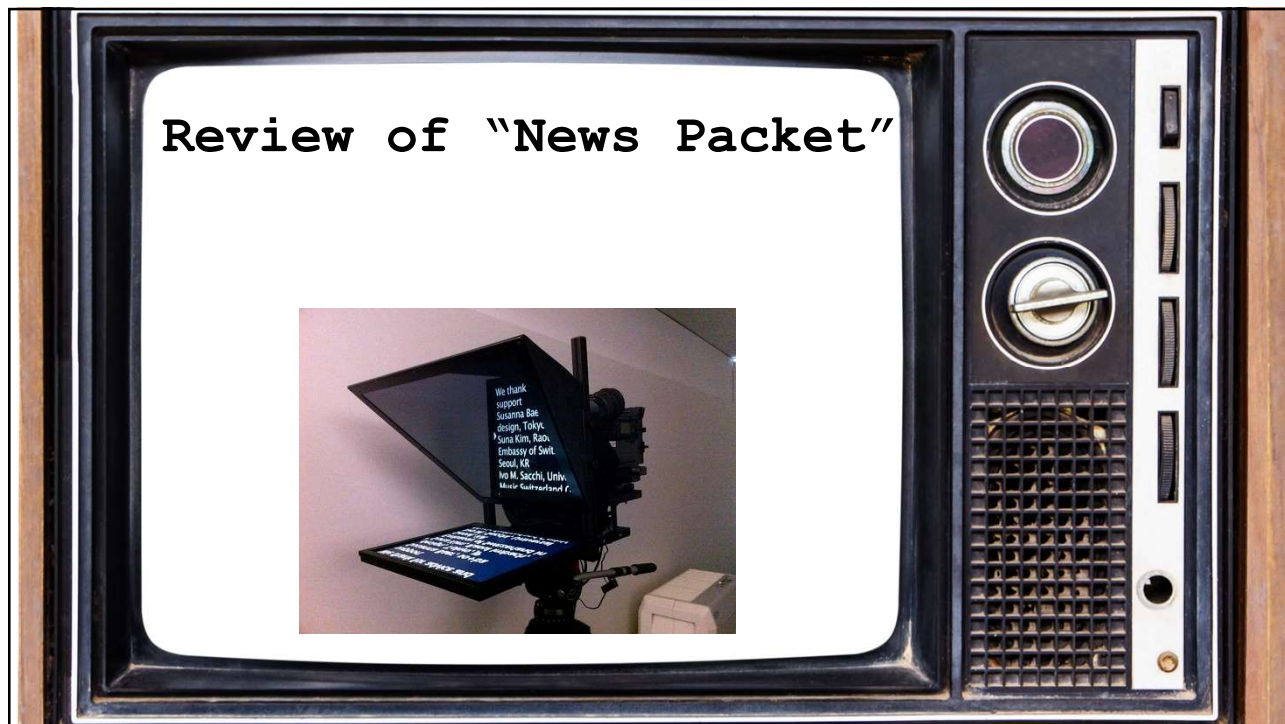
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**Agenda**

- MB BINGO
- Behind the Scenes Tour
- News Packet
- CTA Spotlight
- MB Investigates
- e-Scavenger Hunt
- Evaluation

8



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## Expectations: Personal


- Stretch my paycheck
- Save money
- Pay off student loans
- How to plan/save for retirement



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## Expectations: Chapter

- What does CTA/NEA MB offer?
- How to position MB?
- Engage with members.
- Build capacity.
- Increase membership



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## Expectations: Misc.

- Have fun!
- Get members excited about something. Lots of members are apathetic.
- No expectations.



(JUST YOU WAIT!!! 😊)

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## CTA Spotlight: CTA Leadership



David Goldberg,  
CTA President

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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**

**nea** Member Benefits

**CTA** CALIFORNIA TEACHERS ASSOCIATION  
Member Benefits

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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.



**BREAKING NEWS**

**nea** Member Benefits

**CTA** CALIFORNIA  
TEACHERS  
ASSOCIATION  
Member Benefits