

# STCAR – SPAAR Merger Discussions

The Cat Is Out of the Bag

# How will the possible merger impact the WWRA?

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- It will have no impact on our current management agreement.
- It may provide additional business opportunities as the new organization will have over 5,000 members and a geographic jurisdiction that extends nearly to Rochester, MN.

# Why merge?

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- To insure that members receive the best possible customer service.
- To be able to expand our local government initiatives
- To improve member communications and marketing
- To provide new enhanced internet services and the “100 on steroids.”

# Why Merge?

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- Improve educational offerings and designation course offerings
- Larger numbers will allow for purchasing products in the store in larger quantities which should save members money.
- Eliminate duplicate costs – two membership systems, two audits, staff.
- Allows for better utilization of resources

# Where are we now?

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- Both Boards are seeking approval to enter into a letter of intent to merge.
- Both Boards have open issues of concern that will need to be resolved

# What are they?

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- Name – What will the new organization be called?
- Facilities – What will happen with the two facilities?
- Staff – Who survives the merger?
- Loss of Identity – For both organizations.
- Political Influence – Both see this as a plus.
- Finances – What happens to the money?

# How Will This End?

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- Too early to tell
- At the end of the day, we believe that all of the objections can be overcome.
- Bottom line – SPAAR's future doesn't depend on this happening. We believe members will benefit from the merger.

# WWRA Board of Directors

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- Discussed the merger at their last meeting
- Asked me to share this information with you today

# Is Merger and Option for WWRA?

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## Concerns

- Loss of Identity
- What about our meetings?
- We'd get lost in the shuffle

## Response

- The WWRA would become a division of SPAAR.
- There would be no change to the current meetings
- There would be a WWRA Services Committee and Two members serving on the new Board of Directors.

# Other Issues

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- What about Government Affairs?
- What about finances?
- Bill will still be with us and would have some help
- The WWRA reserves would be put in a dedicated account for WWRA Division services. Dues, revenues and expenses would be all part of the general fund.

# More Concerns

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- What would happen to the Web site and the Weekly WWRap?
- Web services would be blended into one site. Specific Western Wisconsin Division information will still be available. Members will get more information and new statistical reports that are currently being developed. The Weekly WWRap could easily be maintained.

# More Concerns

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- What about our State Association membership?
- No doubt there will be other issues that come up.
- Time frame? None.
- Western Wisconsin Division members will maintain primary membership in the WRA.

# Is SPAAR Out to Take Over the World?

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- No. SPAAR is content to maintain business as usual. We value our current relationship with the WWRA and think it's been of value to the WWRA members.
- But. Merger does present members with some unique opportunities.

# What's Next?

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It's entirely up to you. Discuss this in your offices and communicate your concerns to your Board members. If this is something that you would like to see happen, great. If not, that's great too. This would require a vote of the membership to happen.

Watch for a survey on the topic in a few weeks after you've had a chance to talk to each other about this.