



CHA CANADA MEMBER BENEFITS

The Craft & Hobby Association is pleased to offer a full suite of benefits as part of your membership. To access many of these benefits, you will need your member ID and password (your password is initially set as your company postal code).

TRADE SHOWS

Bi-Annual CHA Conference & Trade Show Events

Learn, see, buy and sell amidst an international assortment of new products and thousands of qualified buyers. Attend a variety of business building seminars and social events at reduced members' admission prices.

MEMBERSHIP DIRECTORY

Through the Members Only section of www.craftandhobby.org, CHA members have full access to the CHA **Membership Directory** where they can find contact information for all CHA members and search by member type, county and state/province.

RESOURCES

Market Research

Exclusive industry market research on emerging trends, crafting attitudes and behaviors, consumer motivation, the emotional drivers of crafting and suggested ways to use the information to build sales. To access these reports, visit www.craftandhobby.org and click on "Publications and Resources"

Coming early 2012, the results of CHA Canada Attitude & Usage Study, a year long study which began in January 2011. As a member of CHA you will have free access to this report of Canadian craft consumers, including estimated market size by segment plus attitudinal and behavioral statistical drivers. For information on this study, please contact pjones@craftandhobby.org

The Ultimate Craft Industry Buyers Guide

Provides CHA members and other industry professionals with a unique online search tool that gives you quick access to all industry-specific brands and products on the internet. The directory is accessible through a link located on the CHA Web site www.craftandhobby.org, then click on and click on "Publications & Resources", then click on the "Industry Buyers Guide" on the left hand side of the screen.

Trend Information

All CHA members now receive access to FREE monthly Retail Trending Reports. Compiled by The Gordman Group – a team of top level results-driven executives from major corporations – each report shows sales trends from U.S. retailers across a variety of industries. Current reports can be found at www.craftandhobby.org, and click on "Publications & Resources", then click on the "Retail Trend Reports" on the left hand side of the screen.

CHA Career Center

Industry employers now have easy access to a specialized talent pool, for a nominal fee they can post jobs, scan and recruit qualified employee candidates more cost effectively and conduct targeted, confidential searches of the resume database. Members can tap into industry-specific jobs and employers online, confidentially post resumes online at no charge and conveniently search job announcements by multiple criteria.

CHA CANADA MEMBER BENEFITS CONTINUED

Publications

- **CHA Portfolio Magazine:** The quarterly member magazine delivers the latest industry and member news straight to your mailbox.
- **Marketplace Monitor:** A bi-weekly news brief (via e-mail) that provides industry specific information.
- **CHA Canada Craft Business News:** A bi-weekly newsletter compiled and distributed directly from the CHA Canada office. This newsletter keeps Canadian craft businesses up to date on news, trends and events within Canada as well as the latest Canadian provincial and federal regulations that may affect the craft industry.

PUBLIC RELATIONS

FREE Local Media Contact Lists

CHA is proud to offer local media contact lists for CHA member companies. These lists will identify media outlets and primary contact information at each of the media outlets in your local market. To secure a local media list, simply send a request entitled, "Local Media List Request," along with your member ID to memberbenefits@craftandhobby.org. Lists are limited to one list per year, per company.

Guide to Public Relations

A free booklet entitled complete with definitions, how to's, valuable PR tips and guidelines on growing your business through effective Media Relations, Community Relations and Internal Communications. Visit <https://www.craftandhobby.org/eweb/DynamicPage.aspx?Site=cha&WebKey=5eea7e92-ec4e-4112-9edf-109a4b7ca4f0> to download.

DISCOUNT PROGRAMS

Credit Card Processing- coming to CHA Canada members Fall 2011

Premier payment processing solutions for all of your business transactions. CHA and First National Merchant Solutions are developing a business solution for Canadian members offering members competitive rates and innovative payment solutions with unparalleled customer service.

AES Worldwide: Shipping consultation services and discounts

Money saving options that solve your unique business needs, including less than truckload (LTL), full truckload and intermodal freight. AES will also give you rate quotes from multiple shippers, including international freight forwarding services.

Specific Canadian Member benefits

- Discounts on NEBS business products. (New England Business Service). The leading supplier of products and services to small businesses and home offices across North America. They also provide payroll services to small businesses in Canada. 10% off products ordered for the first time and then 5% off any repeat products. www.nebs.com
- Special French translation rates for CHA members. www.cchacanada.org and click on "Become a Member", then click on "Member Benefits"
- Discount car rentals with Thrifty. To book your rental go to www.ccha.thrifty.com

Member benefits will be added throughout the year. To learn more about the full suite of benefits and to see what's new, visit www.craftandhobby.org and click on "Member Benefits" on the left hand side of the screen. To learn more about specific Canadian member benefits please contact pjones@craftandhobby.org or go to www.cchacanada.org and click on "Become a Member."