

SOCAP members are committed to customer care. SOCAP provides the educational tools and professional resources you need to drive business transformation within your company. Members are entitled to the following benefits:

- **ACCESS** to leading-edge information designed to increase your knowledge of our complex and rapidly changing profession. Resources include:

PUBLICATIONS

- **Customer Relationship Management (CRM) Magazine**, our quarterly publication focusing on your unique challenges and the strategies being deployed to overcome them
- **SOCAP Update Newsletter**, a monthly e-newsletter that keeps you up-to-date on everything that is going on at SOCAP and ways for you to get involved
- **Research studies** on a variety of topics available to you at discounted members-only prices

SOCAP ONLINE, our ever-growing website that has research, tools and other information you can access on a daily basis

CONFERENCES AND EVENTS

- **SOCAP Symposium** – focuses on specific business themes and industry topics for today's customer care expert
- **SOCAP Annual Conference** – examines best practices within the customer care profession and related SOCAP activities
- **Chapter Events** – connect with other experts in your local area

- **OPPORTUNITIES** to connect with other customer care experts within our profession who are striving for improvements in customer care while adding value to their organizations

LOCAL CHAPTERS provide opportunities to connect with other SOCAP members at the regional level

SPECIAL AFFINITY NETWORKING GROUPS (SANGS) provide online industry-specific forums where you can interact on a variety of topics and ideas

EXCLUSIVE NETWORKING OPPORTUNITIES at the SOCAP Symposium, the Annual Conference and other events

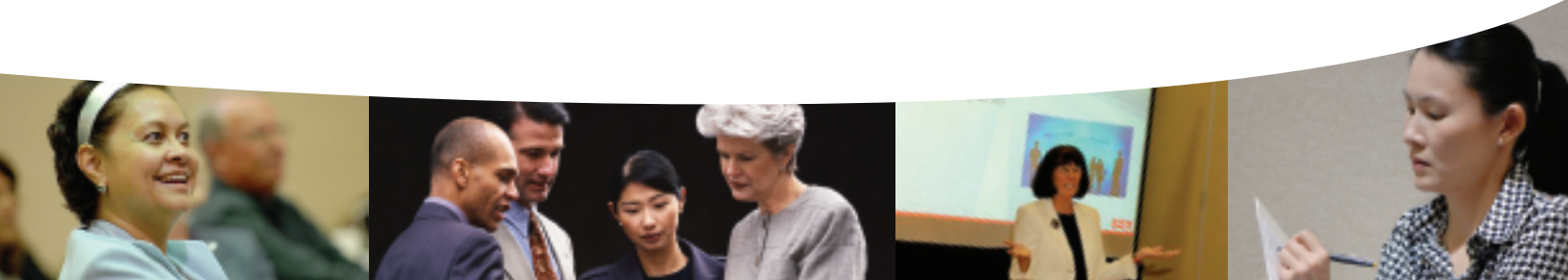
MENTOR PROGRAM to connect new members with SOCAP and our exclusive networks

MEMBERSHIP DIRECTORY that contains contact information for all SOCAP members and is included with your membership

- **ABILITY TO SAVE** money by taking advantage of members-only pricing on publications available for purchase, attending the Symposium and Annual Conference and other events.

Join SOCAP International today by filling out the membership application located on the back or online at www.socap.org.

*SOCAP
International
drives business
transformation
through its
global community
of customer
care experts.*



Last Name: _____ First Name: _____ Middle Initial: _____ Nickname: _____

Title: _____ Company/Organization: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____ URL: _____

MEMBERSHIP CATEGORIES

Select a Member Category

- Regular Member** – A person involved in the customer care function of a business or business-sponsored organization. **\$295**
- Affiliate Member** – A person employed by a business or business sponsored organization that has one or more Regular members in SOCAP. Affiliate members must be sponsored for membership by a SOCAP Regular member from the same company. **\$135**
- Sponsor's Name: _____
- Associate Member** – A person involved in non-business fields such as education and government. **\$130**
- Student Member** – A person who is registered full-time in an accredited educational institution. **\$50**

Special Affinity Networking Groups – SANGs (optional)

SANGs offer 24/7 access to a special section of the website that offers a listserv, one-on-one contacts with SANG members, conference calls, special conference sessions and networking activities geared toward your area of specialization.

- Executive** – Open to SOCAP members in senior-level positions within the customer care function of companies that produce products and/or services for mass consumer consumption. **\$80**
- Food & Beverage Industry** – Open to SOCAP members in the food and/or beverage industry. **\$60**
- Both SANGS** **\$100**

SOCAP CHAPTERS (please select only one)

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|--|---|--------------------------------------|--|---|
| <input type="checkbox"/> Central NY | <input type="checkbox"/> Georgia | <input type="checkbox"/> Houston | <input type="checkbox"/> New York Metro | <input type="checkbox"/> St. Louis Gateway |
| <input type="checkbox"/> Chicago | <input type="checkbox"/> Great Lakes | <input type="checkbox"/> Indiana | <input type="checkbox"/> Northwest (N. CA, OR, WA, ID) | <input type="checkbox"/> Southwest Regional (S. CA, AZ, NV) |
| <input type="checkbox"/> Dallas/Fort Worth | <input type="checkbox"/> Greater Philadelphia | <input type="checkbox"/> Minnesota | <input type="checkbox"/> Ohio | <input type="checkbox"/> Washington, D.C. |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Heartland | <input type="checkbox"/> New England | <input type="checkbox"/> Pittsburgh | <input type="checkbox"/> Wisconsin |

COMPANY/ORGANIZATION CATEGORY

Select the category below that most accurately describes your company/organization

- | | | |
|---|---|---|
| <input type="checkbox"/> Automotive/Transportation | <input type="checkbox"/> Consultant | <input type="checkbox"/> Education/Student |
| <input type="checkbox"/> Energy/Public Utility | <input type="checkbox"/> Financial Services | <input type="checkbox"/> Food/Beverage |
| <input type="checkbox"/> Government | <input type="checkbox"/> Healthcare/Pharmaceuticals | <input type="checkbox"/> Household/Consumer Products |
| <input type="checkbox"/> Leisure/Travel/Entertainment/Hotel | <input type="checkbox"/> Manufacturing (Durables) | <input type="checkbox"/> Manufacturing (Non-Durables) |
| <input type="checkbox"/> Media | <input type="checkbox"/> Retail/Mail Order | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Trade/Professional Association | <input type="checkbox"/> Technical/Internet/IT | <input type="checkbox"/> Other _____ |

PAYMENT INFORMATION

1. Full-year Membership	\$ _____
2. SANG Membership (optional):	\$ _____
3. Total Payment:	\$ _____

4. Method of Payment: Check (payable to SOCAP) Visa MasterCard American Express Discover

Account Number _____ Exp. Date _____ / _____

Signature _____

5. RETURN TO: SOCAP International, Membership Department, 675 N.Washington Street, Suite 200, Alexandria, VA 22314, USA, fax to (703) 549-4886 with a major credit card or...**join online at www.socap.org**