

My name is Steve Smith. I am the Club Relations Manager for Penn State Industries and I'd like to invite your club to join our Club Relationship Program.

The goal of this program is to promote the woodturning hobby and strengthen the relationship between our company and individual Clubs. In a nutshell, if a club joins then its **members who join are eligible for a 10% discount on ALL on-line purchases ALL of the time.** We hope that this financial incentive will encourage members to broaden their interests and increase participation in the hobby. There is no cost to the club or the member to join the program.

At the club level, we are prepared to **support Club initiatives with donations** of products or gift certificates that can be used for door prizes, raffles or awards at Club meeting and events, as well as advertise in your newsletters. We also intend to provide other value add offerings as we go along, such as the attached article which can be published in your newsletter, sponsorship of special Club events, etc. Our catalogue is approximately 180 pages and is published six times per year – certainly, we would be happy to send a supply for your meetings anytime.

To enroll in the program we just need a roster of members (in an Xcel spreadsheet if possible) who want to participate with the following information for each person: First and last names, email, telephone, address, city, state, and zip code. A confirmation email will be sent to each person after they are enrolled. This data is for our internal use only and is not shared or sold to anyone else. If anyone wants to opt out of the program they can do so at any time without affecting their eligibility for other marketing program discounts. The **Club discount is applied on top of most other promotional discounts** and applied automatically to their order when they log into our online store.

Please feel free to contact me if you have any questions about our Club program, or to discuss how Penn State Industries can improve its service to your membership. I hope you will say yes, and give your members the opportunity to receive the Club discount on all of their orders.