

Washington State Cheesemakers Association  
**Membership Profiles and Benefits 2022**

1. Licensed Cheesemaker Member

Open to licensed cheesemakers in Washington State

<i>Fee scale:</i>	\$100	<\$250,000
	\$200	<\$500,000
	\$350	<\$750,000
	\$500	<\$1,000,000
	\$1,000	<\$1,500,000
	\$1,500	<\$2,000,000
	\$2,000	>\$2,000,000

*Benefits:*

**Marketing**

- Washington State Cheese Map featuring WASCA cheesemaker members, available in an interactive online edition and in print
- Monthly member spotlights on updated WASCA website
- Your logo listed on WASCA website with click-through to your website
- Social media promotion on Facebook and Instagram
- “Where to Buy Local Cheese” listing on WASCA website
- Victory Cheese campaign support for cheesemakers and retailers
- *Shipping soon:* Washington State cheese sticker for retail cheese cases

**Member Discounts and Exclusive Partnerships**

- Priority access to WASCA events and educational opportunities
- Discounted admission tickets when possible
- Exact Scientific: Discounts on lab tests
- The Cheese Connection: Discounts on equipment, cultures, and materials
- Dairy Connection: One-on-one consultation to pinpoint cost-saving efficiencies on volume ordering
- AMS Labels: Small-lot label printing and design with no set-up charge
- Northwest Editors Guild: Partnership with a select group of editors offering copyediting, content management, web design, and proofreading services for WASCA members

**Educational Opportunities**

- Third-party audit course developed for WASCA with Claudia Coles (formerly of WSDA)
- Discounted PCQI cheese-specific training with Marc Bates
- Educational panels at our two annual meetings (virtual in January 2021!)
- Resource page on WASCA website featuring seminars and links
- *Coming soon:* Ask-a-Regulator feature for cheesemaking and licensing questions

### **Voting Rights & Representation**

- Executive Director, Courtney Johnson, working on behalf of WASCA's goals
- Only licensed cheesemakers have a vote in WASCA matters
- Three-year board-member positions for cheesemaker members to help shape our future
- Advancing the interests of artisan cheesemakers in our state
- *Coming soon*: stakeholder status in WSDA

### **Community**

- Cheese 911: member cheesemakers help one another problem solve
- WASCA Classifieds for members to list and find jobs, equipment, and more
- Quarterly newsletter shares pertinent information and member news, stories, and updates
- Committees allow members to work together to make a difference
- Events provide the opportunity to share your cheeses with peers and the public
- Driving sense of camaraderie among cheesemakers, industry, and supporters
- Those who become members in 2022 will receive a WASCA logo cooler bag to show off their support!

## 2. Business Member

Open to unlicensed cheesemakers; individuals in the industry (e.g., cheesemongers, chefs, restaurant staff, sales representatives, and other industry professionals); companies in the industry (e.g., trade partners, distributors, suppliers, and marketers); and businesses wishing to share in supporting the industry

*Fee:* \$100

### *Benefits:*

#### **Marketing and Networking**

- First-priority opportunity to advertise at future WASCA events
- Listing on WASCA website
- Inclusion in WASCA News & Press postings and on WASCA social media
- Opportunity to share news, promotions, and events with WASCA membership via listserv and newsletter
- *Coming soon:* WASCA Business Member badge for online use

#### **Discounts and Partnerships**

- Priority access to WASCA events and educational opportunities
- Sponsorship opportunities at future WASCA events
- Discounted admission tickets when possible
- Exact Scientific: Discounts on lab tests
- The Cheese Connection: Discounts on equipment, cultures, and materials
- Dairy Connection: One-on-one consultation to pinpoint cost-saving efficiencies on volume ordering
- AMS Labels: Small-lot label printing and design with no set-up charge
- Northwest Editors Guild: Partnership with a select group of editors offering copyediting, content management, web design, and proofreading services for WASCA members

#### **Educational Opportunities**

- Priority access to future WASCA events
- Inclusion in WASCA seminars, meetings, classes, and hands-on training opportunities

#### **Community**

- WASCA logo bag to show WA cheese pride
- Washington Cheese Lover button
- Copy of Washington Cheese Map plus more to give out to customers
- Inclusion in WASCA events, meetings, and committees

### 3. Corporate Sponsor

Open to any company that wishes to support WASCA at the highest level.

*Fee:* \$500

*Benefits:*

#### **Marketing and Networking**

- First-priority opportunity to advertise at future WASCA events
- Sponsor listing on WASCA website – with prominent placement
- Sponsorship callout at WASCA events and on WASCA newsletters at bottom of page
- Inclusion in WASCA News & Press postings and on WASCA social media
- Opportunity to share news, promotions, and events with WASCA membership via listserv and newsletter
- Marketing opportunities on WASCA swag
- Speaking opportunities at WASCA events as applicable
- *Coming soon:* WASCA Corporate Sponsor badge for online use

#### **Discounts and Partnerships**

- Priority access to WASCA events and educational opportunities
- Sponsorship opportunities with prominent placement at future WASCA events, including first priority to provide goods and services
- Discounted admission tickets when possible
- Exact Scientific: Discounts on lab tests
- The Cheese Connection: Discounts on equipment, cultures, and materials
- Dairy Connection: One-on-one consultation to pinpoint cost-saving efficiencies on volume ordering
- AMS Labels: Small-lot label printing and design with no set-up charge
- Northwest Editors Guild: Partnership with a select group of editors offering copyediting, content management, web design, and proofreading services for WASCA members

#### **Educational Opportunities**

- Priority access to future WASCA events
- Invitation to all staff to join or purchase tickets to WASCA seminars, meetings, classes, and hands-on training opportunities

#### **Community**

- WASCA logo bag to show WA cheese pride
- Washington Cheese Lover button
- Copy of Washington Cheese Map plus more to give out to customers
- Inclusion in WASCA events, meetings, and committees

#### 4. Enthusiast Member

Open to unlicensed cheesemakers, cheese lovers, cheesemongers, aspiring cheesemakers, and anyone who wants to support Washington cheese.

*Fee:* \$30

*Benefits:*

##### **Educational Opportunities**

- Priority access to future WASCA events
- Inclusion in WASCA seminars, meetings, classes, and hands-on training opportunities
- *Coming soon:* Washington Cheese Trail pass for discounts during visits to WASCA member facilities and businesses

##### **Discounts**

- Priority access to WASCA events and educational opportunities
- Discounted admission tickets when possible
- Exact Scientific: Discounts on lab tests
- The Cheese Connection: Discounts on equipment, cultures, and materials
- Dairy Connection: One-on-one consultation to pinpoint cost-saving efficiencies on volume ordering
- AMS Labels: Small-lot label printing and design with no set-up charge
- Northwest Editors Guild: Partnership with a select group of editors offering copyediting, content management, web design, and proofreading services for WASCA members

##### **Community**

- WASCA logo bag to show WA cheese pride
- Washington Cheese Lover button
- Physical copy of Washington Cheese Map
- Inclusion in WASCA events, meetings, and committees
- *Coming soon:* Involvement in WASCA website and social media through “Why I love Washington cheese” posts