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# ASSOCIATE MEMBERSHIP PROGRAM

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2018

CORPORATE EMPLOYEES RECREATION ASSOCIATION  
3300 Bryant Irvin Rd, Fort Worth TX 76109

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# CORPORATE EMPLOYEES RECREATION ASSOCIATION

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In 1949, the Corporate Employees Recreation Association, or CERA, was formed as an organization of recreation facilities and wholesome leisure activities for employees, retirees, and their families. At that time, the company was known as Consolidated Vultee Aircraft Corporation, or “Convair”, was later changed to General Dynamics, then LMRA, and most recently to CERA. Since that time, CERA has grown to include approximately 16 organized recreational programs at a 10-acre site known as the CERA Recreation Complex.

The CERA Recreation Complex is the site of a 70,000 square foot Health, Wellness, and Fitness facility with activity and meeting rooms, basketball gyms, indoor volleyball, racquetball courts, and a well-equipped co-ed fitness facility, weightlifting room, and exercise rooms. In addition, outdoor space includes two softball fields, two sand volleyball courts, and a small picnic area next to the Trinity River. Other facilities include buildings for the Pottery Club and the Cowtown Gem, Mineral, & Glass Club.

CERA’s recreation program also features the Squaw Creek Golf Course, located in Willow Park, 18 miles west of the recreation complex off I-20. A clubhouse, including Golf Shop and Banquet Room, is situated on a hill overlooking the beautiful lake and acclaimed 18-hole course. Annual memberships are limited, but non-member guests may use the course on a pay-as-you-play greens fee and cart basis.

All of CERA’s facilities have been renovated. The renovation included a multi-million dollar modernization of the CERA Recreation Complex to include a new entry lobby, meeting rooms, and state-of-the-art equipment as well as a new Pottery Studio and facilities for the Gem, Mineral, & Glass Club.

Squaw Creek Golf Course has also seen a number of improvements. The Clubhouse was renovated into a “rustic Texas” look, paying homage to its Stage-Coach Stop history. A new practice area was constructed to include a new range, putting green, and target greens, followed by improvements to the existing greens, fairways, bunkers, and tee boxes.

At CERA, our mission remains the same: to develop and provide *exceptional* fitness, recreation, and leisure activities to foster healthy lifestyles for our members and their families. As learned from the past, there is *always* time to play.

A variety of approximately 14 organized activities are available to associates and require a nominal activity fee, which is collected and disbursed by CERA in accordance with each activity's requirements.

The Board of Directors, comprised of volunteer representatives governs CERA to promote, organize, and manage the affairs of the Association. CERA employs a full-time manager and staff to maintain the association's facilities and administer programs and services in accordance with the policies and rules approved by the Board of Directors. The enthusiasm, cooperation, and dedication of the CERA staff and Board members are the foundation to CERA's success in providing some of the finest recreation programs and facilities available.

Corporate Employees Recreation Association maintains memberships in:

- ❖ AWHP – Association for Worksite Health Promotion
- ❖ CMAA – Club Manager's Association of America
- ❖ GCSA – Golf Course Superintendent Association
- ❖ NESRA – National Employee Services and Recreation Association
- ❖ PGS – Professional Golfers Association
- ❖ USGA – United States Golf Association

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## CERA ASSOCIATE MEMBERSHIP

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### Membership:

- ❖ Memberships are available by invitation from CERA to the Associate Company.
- ❖ Membership will be for 12 months from the date of the executed Associate Corporate Sponsorship Agreement and will be reviewed at the end of each year.
- ❖ There is no fee charged to the Employer for participation in the Associate Membership Program.
- ❖ Membership fees are to be paid to CERA by the Associate Corporate Sponsor's eligible employees (see page 4).
- ❖ Employees must provide proof of employment with Associate Company upon initial membership and at any renewal period.

### Company Representation:

- ❖ Each Associate company will designate a company contact representative.
- ❖ To insure a smooth membership process, CERA will communicate membership information through the company representative.
- ❖ Company representative will:
  - ◆ Make membership information available to their employees.
  - ◆ Distribute information to employees provided by CERA.
  - ◆ Coordinate special functions and events to promote employees eligibility for membership.

### Membership Includes:

Those eligible for membership through your company are retirees or current active full-or-part-time employees. Additionally, immediate family of employee, which includes spouse and unmarried children under 21, are eligible. Immediate family also includes parents of employee if living with the employee and is primarily dependent upon them.

Employees and their eligible dependents are welcome to join one or several of the varied activities offered by CERA. As an Associate Company, employees will be eligible for preferred member pricing. Additional fees for memberships, activities, classes, and facilities can be found on our website at [www.cera-fw.org](http://www.cera-fw.org).

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## HOW TO BECOME AN ASSOCIATE COMPANY

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The company submits a letter indicating interest in becoming an Associate Company in CERA with the following information:

- ❖ Your interest in making CERA activities and facilities available to your employees.
- ❖ Current number of employees.
- ❖ The name, phone number, and email address of the company representative contact.

Once CERA receives a letter from your company, the CERA Board of Directors will determine whether an invitation will be extended to the company to join the Association. Once accepted, CERA will work with the company representative to provide maximum participation.

To activate your Company's membership:

- ❖ Sign an Associate Corporate Sponsorship Agreement authorized by a company representative in management, at no expense to the company.
- ❖ Distribute information to employees that they are now eligible for membership to CERA.

CERA provides to company representatives:

- ❖ Receipt and copy of signed Associate Corporate Sponsorship Agreement.
- ❖ Assistance in program coordination and general information distribution to employees.
- ❖ Host an open house for your employees to visit and begin their membership at CERA.

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## CERA MADE EASY

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With your company interest, commitment, and support, we will provide information to your employees through:

- ❖ CERA website.
- ❖ CERA e-blasts.
- ❖ Bulletin Board postings.
- ❖ Flyers and brochures.
- ❖ Presentations at CERA or Associate Company.

Your company can make it easy for employees to join as an Associate Member through:

- ❖ Company subsidy of employee memberships, if elected.
- ❖ Monthly electronic draft from participants' checking account or credit card, if elected.

Let us help! We:

- ❖ Prepare and provide all CERA materials, i.e. forms, cards, flyers, memos, brochures, etc.
- ❖ Work cooperatively with you to coordinate company presentation times.
- ❖ Distribute complimentary passes to your employees for CERA visitation prior to joining.

For your company and employees, CERA will:

- ❖ Administer excellent recreational sports, fitness, and wellness programs.
- ❖ Host fun and engaging leisure activities and programs.
- ❖ Staff and maintain quality facilities.

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## SUMMARY

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### Benefits to the Corporation

A good recreation experience can benefit a company in many ways. Not only is it a valuable benefit for attracting and retaining employees, but it is also cost effective. Independent studies have shown that through participation in recreational, fitness, and wellness activities, corporations noticed reduced absenteeism and injury claims from their employees as well as lower health care costs. Inversely, there was a significant boost in morale, motivation, and productivity. CERA will provide this at no cost to your company.

### Benefits to the Employee

CERA offers a wide range of facilities, leisure activities, services, and programs for employees and family members. Employees and families can participate in our nationally recognized facilities, featuring the CERA 13-acre Recreation Complex and the 18-hole Squaw Creek Golf Course and Clubhouse. Individuals may join various fitness and recreation activities covering many interests at member rates.

### The Associate Program

The Associate Membership program enables companies to obtain CERA privileges and services for their employees who would otherwise not have such a program available to them. Memberships are available to employees and their immediate families for participation privileges in the Association's varied activities, facilities, and services.

### Joining

To activate the program, a company representative in management must authorize the Associate Corporate Sponsorship Agreement.

It's time to play! Please call the General Manager of the Corporate Employees Recreation Association, [Ted P. Shaw](#), at [817-732-7731 ext. 101](#) for more information. We look forward to welcoming your employees!