

Transition2017



TO: Transition Board
FROM: Sarah Foley, Interim Executive Director
DATE: March 13, 2017
SUBJECT: Implementation Plan for New Name

Partnership staff is working with our communications consultant and legal counsel on the implementation of the organization's new name, California Water Efficiency Partnership.

At a minimum, we anticipate the following steps will be taken:

Legal and Financial Notices:

- As of the writing of this memo, we are in communication with an attorney regarding a thorough trademark search for the new organization. We want to make sure we are not infringing on the intellectual property of any person or corporation before we move forward. This will include a search of potential URLs for the new website as well as organizational acronyms. Christine Kohn, of IN Communications, has provided an initial report to jump start this process.
- Legal counsel will draft restated Articles of Incorporation for the Board and members' consideration. Once approved, they will need to be filed with the Secretary of State in order to take effect. Once filed, the organization will need to amend/update its Bylaws and other governing documents appropriately to reflect its new name.
- Staff will also likely need to amend certain of its contracts and/or provide notice to the other parties involved – the notice or amendment required may in part depend on the language of each contract, although written notice to the other party may be sufficient in many instances. Legal counsel can assist with this process. We have approximately 30-40 vendors we deal with on a regular basis, including our landlord, telephone service provider, financial institutions, and others.
- Staff will identify and notify any local registrations, licenses, or permits, that will also need to be changed. We will also work with members to change our vendor name in their accounting systems for dues, registrations or other payments.
- We will work with our accountant to notify the IRS of the name change on our next annual return, and the Franchise tax board of the name change, along with the Attorney General's Registry of Charitable Trusts.

Communications Plan:

- Once we have a final go-ahead on the name from the intellectual property attorney we will announce the name to members and issue a news release.
- Staff will:
 - Work with consultants to develop a new graphic identity including logo, e-blast header, and PowerPoint design template.
 - Work to transition the current web site to a new one with new URL. This may include the use of a temporary website to convey the new brand.

Attachment #3

- Develop a fact sheet regarding the transition.
- Work with IN Communications to develop a list of ambassadors/spokespeople and prep them for stakeholder outreach.
- Conduct stakeholder outreach and briefings (members and others).
- Conduct media outreach using spokespeople to address media questions.

And

- Issue press releases on significant milestones.