

ALSA Associate Member Policy

Under Bylaw 1.01 (b) Associate Members, the ALSA Board is empowered to approve any applicant for Associate Membership under the broad terms of “any persons or firms who are associated with the retail liquor industry, but do not own a retail liquor store and pay the Associate Membership fee”.

This Policy directs ALSA Staff to pursue and encourage individuals or firms to join ALSA as Associate Members under the following conditions:

- a. Each applicant must have a direct and evident interest in the liquor industry;
- b. Each applicant must pay the established fee for Associate Membership;
- c. Each applicant must understand that as an Associate Member they will not be entitled to vote on ALSA Member Only resolutions;
- d. Each applicant must agree to act in the best interests of the retail liquor industry or relinquish their membership; and,
- e. Each applicant must agree to discontinue using any third party services should they not retain their ALSA Associate Membership.
- f. Each applicant should be identified with one of the following:
 1. Owner/Manager Restaurant with liquor license
 2. Owner/Manager Pub or Bar
 3. Liquor Manufacturer or Manufacturers Representative
 4. Licensed Agent
 5. General Merchandise Liquor Store
 6. Marketing goods and/or services to the retail liquor industry
 7. Beverage Container recycling
 8. Journalist specializing on the liquor industry
 9. Others not listed but meeting criteria “a” through “e”.

Upon acceptance of the foregoing terms, Associate Members will be eligible to apply for any and/or all services available to ALSA Active Members through the ALSA Group Buy Program. ALSA assumes no responsibility to ensure the Associate Member’s eligibility for any Group Buy Benefits as the final acceptance will be at the sole discretion of the Partner.

The Associate Member will be eligible for all ALSA Member Discounts for ALSA direct services such as the Alberta Liquor Industry Conference, specialized training programs hosted wholly or in part by ALSA, and to select programs with Alberta Hospitality Safety Association (AHSA) as determined by ASHA.

Associate Members will receive a Membership Certificate and ALSA Member Number upon acceptance as an Associate Member and will receive specific detail regarding Partner benefits including application forms. Associate Members who supply an email address will receive all “eblast” information from ALSA as well will be included on the mailing list for the “Liquor Retailer” magazine.