

Magnetic Member Cards

By John Bailey, General Manager

Beginning May 1, 2008, LOWA will convert to a permanent, plastic membership card. This card will replace the paper member cards which have been issued in the past. This card will be provided to each member or tenant after one has paid his or her annual assessment/tenant fee, or first installment of his or her semi-annual assessment payment.

The magnetic member card program has many purposes, some of which will be applicable upon receipt of the card. Additional enhancements to the program will occur as we move ahead in adding other layers to the system's capability. The immediate use will be to provide usage-tracking capability. Planned uses, long term, include improvement in the planning process by review of the usage data; enhanced security by the addition of a photo to the magnetic card; access to facilities; and potential use as a member charge card.

We are asking for your assistance with the implementation of these long term planning goals. Please complete the Member Registration form for Mag Cards and return it to the Holcomb Building by May 31, 2008. We ask that you update your personal data in order to improve our membership database. In most cases, the records will be current, but we want to make sure. Required information includes name, mailing address, home phone number, lot and section number, and email address. Your e-mail address will help us get word to you quickly on important LOWA issues.

The cards will have the LOWA logo in the upper left hand corner. In the upper right hand corner will be space for a photograph to be digitally added later in the year. The current plan is to update our files with the member's photo during the fall of 2008. In addition, we are requesting the information for the dependents that are living in the residences with the Association's members or tenants. We will load this information over the next few months and then will be able to provide dependent cards beginning in May 2009. Space for optional information is also available so that you can provide other data to help management better serve the membership.

On the back of the card will be a magnetic strip. Embedded in the strip will be one piece of data – an invisible number that can be matched to an individual's database file. This will allow us to verify payment of annual assessments and applicable amenity fees.

Please keep in mind that we are issuing a membership card. It is not an ID card. It is not a credit card. It is not like a Bloom or CVS shopper's card. The magnetic strip contains no financial information. It does not contain your Social Security number. This card will not place you at risk for identity theft. In fact, personal information linked to the card is no different from what can be found in the telephone directory. If a card is reported lost or stolen, account numbers will be invalidated immediately and a replacement card with a new account number will be issued. There will be a charge for the replacement card.

We thank you for your support for this new program. Please remember to return the information on the Member Registration form for Mag Cards by May 31, 2008.