

POSITIVE WAYS TO IMPACT YOUR ASSOCIATION

- 1.] JOIN... Use the logo on your letterheads/invoices/WebPages /press releases/ company newsletters. Make sure your staff knows you are a member.
- 2.] INVESTIGATE... all the options that membership provides. Save money by participating in those programs.
- 3.] READ... the newsletters / personal letters / AGM minutes / communications / history. Associations are the window on your industry.
- 4.] ATTEND... business meetings , Annual Conference , AGM , Tech sessions, Socials. This is your most important business Network
- 5.] VOLUNTEER... to be an active member on a committee/ task force / board. It is a great learning experience.
- 6.] RESPOND... to requests for information , surveys , questionnaires and company updates. A " no " is just as important as a "yes".
- 7.] TRAIN... your staff / yourself by signing up for Association training courses. Quality training designed for you.
- 8.] ENCOURAGE... other members to participate, staff, boards. Encourage others to join the association.
- 9.] MAKE IT YOURS... personalize your commitment to your industry by your attitude towards your association.
- 10.] EXHIBIT... in your industry sponsored Trade Shows. Make them work for you. Encourage your customers to attend. Support trade show consolidation.
- 11.] ASK... what you can do, what you need, how you can make it better.