

RAC Information Station Talking Points

Please review the script below and think of your personal experiences that support these points.

Are you involved or have you been involved with your regional association in the past?

Regional Member

(yes) What association do you belong to?

Note: If they say TRASA (2012), PPAMS or OPPA, these are current or past Pyramid Award winners. Good to recognize award-winning associations.

What are some of the regional benefits that you use the most?

(I don't know. Joined to go to the tradeshow.) Yes, I understand, but regional associations offer so much more. Some associations, like Promotional Products Association Southwest coordinate factory tours and other special events, and for suppliers, some associations offer opportunities to do presentations at monthly meetings.

Regional associations also offer discounts on shipping and other things like SAGE services. In fact, if you are a PPAI member and get the SAGE discount already, this is on top of that savings.

Are you pursuing your professional certification?

(no) You can attend professional development sessions where you earn MAS or CAS certification points. I attended one on social media recently that was great.

Have you had an opportunity to volunteer or serve on the board of your association?

(yes) That's great. What challenges did you face?

There might be resources available to you. That's the purpose of RAC – the Regional Association Council – to help you with support.

(no) You should consider getting involved. What I've found is that you can give as much or as little time as you have available. And they make it so easy. You know, all the regional leaders are invited to Dallas every year for two days of incredible training on everything from marketing to tradeshow to finance. I've learned so much that's helped me in my volunteer job and my professional job. Plus, I've made so many great contacts and friends.

Have you ever considered serving beyond your association?

(yes or no) The RAC Board is always looking for strong leaders like you. A great place to start is to serve as your RAC Delegate for your association.

A RAC delegate represents your association on the Regional Association Council. Once you start to get involved at this level, the doors really open up to making new contacts and meeting new people. Check out our website – regionalassociation.org and take a look at all the resources available online. There's information on there on how the board process works.

(Don't have time to get involved as a leader): I know what you mean. I thought the same thing, but it has been worth every minute. Actually the time commitment is not demanding, and each regional association has a professional on staff – an executive director that provides a lot of the day to day support, make our volunteer leader jobs much easier. Plus, I've met so many great people.

Closing: Please take a planner. This includes all the regional associations' tradeshow dates in it. Any questions? Feel free to call me if you ever need anything. (present business card).

Are you involved or have you been involved with your regional association in the past?

Nonmember

(yes) Note: Use answers on front.

(no)

What's held you back from joining?

(Lack of time. Too expensive.) You're missing out on some great opportunities for business savings, networking and professional development.

Actually most regional memberships are less than \$150 per year. The amount that you save through their FedEx savings or SAGE discounts more than cover the cost of membership.

(I already belong to PPAI/ASI, don't need another membership) I understand what you're saying, but I've found that what I get from my regional membership is quite different from the national membership. It's more grassroots. I get to network with people in my own region, and talk to other distributors and suppliers who are struggling with similar issues. The spirit of membership is very cooperative, not competitive. In fact, remember last year when Hurricane Irene came through? The Regional Association Council – who brings all the regional associations together – provided monetary support for individual distributors and suppliers who lost business due to flooding. It's called the Business Recovery Fund – but that's just one example of regional support.

Do you have any questions about regional associations?

If you go to the RAC website – www.regionalassociation.org, you'll find a lot of great information. Here's the web address on this brochure.

Note: Use this opportunity to:
share a brochure
provide a planner
mention the free membership drawing

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