

Article that may be a segway to the Governors Joint meeting report/article.....per request today.

Joint Regional Meetings, Marketing & more Membership value.

One of the strengths of our Society is the fact that we represent the front lines of construction. We as estimators, sales & marketing teams, plan rooms, etc...have the 'news' about upcoming construction at our finger tips. Our members know what is going on, and how to get it. Visiting with these members locally, regionally and nationally is a great way to feel the pulse of our industry. Taking advantage of every opportunity to do so, should be paramount in your company's marketing strategy.

As most industries evolve into the global market place, most of us in construction know that even our boundaries and capabilities have stretched into new markets and techniques too. Our need to network should include opportunities that emulate that outreach. ASPE offers many such opportunities. National & Regional Meetings, national & local tradeshow, that supplement the local membership group events where you can meet other like-minded professionals in construction.

While the best Standards for Estimating come from our membership. Whether in published form, or best yet in personal contact and exchange of experience. Perhaps the single most important product available to our membership is the directory of our members. If you do business outside your chapter boundary you need this tool, you should use this tool also. Bidding and traveling to unfamiliar locations can be challenging if not hazardous. Your friends through out the society are glad to advise and counsel you on everything from local supplier availability, to where to stay when visiting. Try them sometime.

Some of the Governors of ASPE have created a tradition that is worth mention; Joint Regional Meetings. I cannot express the value of these enough for the general membership. Yes, your chapter leadership is supposed to go and report to the group. But the personal value of networking and sitting in with these regional leaders is priceless for your firms. Most of these meetings include enough educational format alone to justify your company's expense in sending you. Add to that the reasoning of networking, personal development and business information about construction opportunities for your firms makes ASPE & it's regional opportunities a bargain to participate in.

Best Regards

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