

# TOP 10 REASONS

## TO DO BUSINESS WITH AN ACTIVE ASSOCIATE MEMBER

- 1) Associate members support your industry at the local, state, and national levels.**
- 2) Associate members volunteer time, talent and treasure to help the association accomplish its goals.**
- 3) Associate members recruit their colleagues and business contacts to become members.**
- 4) Associate members serve on committees and councils gaining valuable networking opportunity while helping to advance the association's mission.**
- 5) By doing so, you increase the value proposition for all membership in your HBA.**
- 6) Associate members are strong supporters of local and state PACs and BuildPAC.**
- 7) Associate members are a major source of non-dues revenue through sponsorships, advertising, etc.**
- 8) As industry partners, Associate members are a valuable resource for business and management tips.**
- 9) Associate members are heavily invested in your business success: You win, they win !**
- 10) Why wouldn't you do business with a member?**