

WE AGREE  
 HOST PCMA?  
 JANUARY MAY NOT BE THE BEST MONTH to SHOW SLC.  
 WE AGREE  
 What about the smaller meetings?  
 may be more harm than good

**PCMA**  
 \* 1 felt like a MEMBER  
 \* 6 Great Builders program  
 \* NEW content  
 \* Half it's membership show up.  
 \* MORE RESPECT  
 WE'RE NOT a NUMBER  
 Great ENERGY!

THERE'S a PARADIGM SHIFT

MPI  
 \* Content is not as NEW...  
 \* Networking is GREAT

**ASAE**  
 \* I LOVE the TRADITIONS

**ASSOCIATIONS and NETWORKS**

HOW DO YOU CHOOSE?  
 HOW DO YOU JUSTIFY the TIME?  
 - NETWORKING!  
 - the support and connections are priceless  
 - GET YOUR COMPANY TO BACK YOU!  
 - FRIENDS in the COMMUNITY keeps you GROUNDED. and UNDERSTAND YOU  
 this SERVES YOUR COMPANY  
 - FIND YOUR PEERS  
 - GO TO MEETINGS  
 - DECIDE FOR YOU  
 - FIND a MENTOR  
 - FORWARD THINKING ORGS.

• NETWORK • GO OUTSIDE YOUR INDUSTRY •  
 WE NEED the YOUNGER GENERATION to TAKE OUR BUSINESS to the NEXT LEVEL

WHAT ABOUT SUSTAINABILITY?

Need to MEASURE IMPACT.  
 Where has the discussion gone?  
 "and WHY?"  
 "our groups just don't CARE"  
 LEAD with the SUSTAINABILITY PACKAGE  
 IT'S COMING  
 \* BE the LEADER. Stay ahead of the pack...  
 SELL CARD

the YOUTH WILL DRIVE this

SLC - Highlight what you'RE PROUD OF.  
 OUR BOARD and STAFF NOTICED SLC'S GREEN EFFORTS...  
 put our company's focus is more around green products.  
 GIVE BACK to the COMMUNITY you VISIT  
 SOCIAL + ENV'T SUSTAINABILITY GO HAND in HAND  
 INCORPORATE CARBON OFFSETS INTO YOUR MEETINGS  
 SLC  
 already on VisitsSaltLake.com.  
 OFFSET NOW  
 OFFSETS IN UTAH!  
 Salt Palace solar panels = 40% of its energy  
 It's a SLOW PROCESS but's on MY RADAR  
 BYOB  
 OR CODES FOR SPONSOR MATERIALS.

BABYSTEPS