

THE BENEFITS OF TRADE ASSOCIATION MEMBERSHIP

By Sarah S. Berman, President, The Berman Group, Inc.



Joining a trade association brings companies and individuals innumerable benefits, including enhanced professional development and networking opportunities. Collaboration between like-minded professionals with similar goals provides members of trade associations with cutting-edge information on their industry and the players in it.

INFLUENCING PUBLIC POLICY

Supporting trade associations ultimately means supporting your business and your industry. One of the most valuable aspects of trade associations is that they present a unified industry front to government officials and policymakers. One united voice is much stronger than many divergent perspectives when lobbying regulators and inspectors across a variety of compliance issues.

ADVERTISING TO A TARGETED AUDIENCE

Trade associations publish journals, newsletters, and websites with invaluable information on up-to-date issues and developments in specific fields of interest. This provides great marketing opportunities for members – advertising in an association's newsletter is a highly effective way to spread awareness to a targeted audience. Many contractors prefer to go through trade associations to find subcontractors to employ.

INCREASING VISIBILITY

Trade associations frequently coordinate professional development conferences and events, granting members business recognition in front of large industry gatherings. These events facilitate networking opportunities that are essential for developing new business, allowing members to connect with leaders in the industry, share thoughts on recent trends and learn about best practices in the field. Connecting with fellow professionals allows association members to develop lasting relationships and build name recognition, which often leads to new business.

LEVERAGING MEMBERSHIP IN THE STA

The STA puts on a number of special events throughout the year, ranging from an annual golf outing to seminars on technology and business development. This year, the STA's major annual technology event will be cosponsored by the Greater New York Construction User Council. ConTech 2011, "Subcontractors to Owners—Transparency in Action," is but one example of the valuable networking and educational opportunities that the STA offers. Not only do trade associations connect you with key people in your industry, they also provide more formal education opportunities. Attending events is a great way to keep up-to-date on innovations in your industry.

JUMP START YOUR BUSINESS DEVELOPMENT EFFORTS

Not only do trade associations provide great networking opportunities, they allow members to learn about current trends and challenges in the industry. As any businessperson knows, building relationships is key to expanding a company's client base. Advertising in trade association newsletters, attending events, lectures and panel discussions, as well as taking advantage of pooled resources in important advocacy issues are all crucial aspects of success in any industry.

About Sarah S. Berman, President, The Berman Group, Inc.

Sarah S. Berman serves as President of The Berman Group, a full-service marketing, public relations and special events firm based in New York City. The firm specializes in serving business-to-business clients in the real estate, construction and professional services industries. The firm's website can be found at bermangrp.com.