



THE WHY OF EXECUTIVES ASSOCIATION MEMBERSHIP

1. FOR BUSINESS

Every company that affiliates with the Tacoma Executives Association does so primarily because it is a potential source of business. This business may come from member companies, from the executives and employees of the member companies, or it may be developed through the contacts of other member representatives.

2. DEPENDABLE SOURCES OF SUPPLY

The objectives of the Association are to have the products and services of member companies be of the highest standards of quality commensurate with the prices agreed upon. Members discover this in their dealings with other members, thus stimulating their recommendations to outside sources.

3. CONFER ON BUSINESS PROBLEMS

Representatives from various companies may have problems in management which are similar. Meetings of the Association rarely are devoted to discussion of business problems, but members seek each other for advice and counsel on matters such as labor relations, public relations & advertising, sales management, sources of information, and production methods.

4. FOR PRESTIGE

It is in the interest of the Association to carefully screen each company and its representatives. Passing these screening processes is an accomplishment, and the company becomes accepted to a select group who are admitted by invitation only.

5. FOR CONFIDENCE

Development of an ability to speak before business people is a benefit which is given great importance by many members. Since communication is mainly by the spoken word, this ability must either be inherent or developed if the company's story is to be known. Addressing the group is an integral part of the Tacoma Executives Association.

6. FOR FEEDBACK ON YOUR FIRM

The general public won't tell you if something goes wrong in a transaction, or if your employees aren't providing good service. They will tell all of their friends! You can depend upon your fellow Tacoma Execs member representatives to let you know how dealing with your firm is from a customer perspective!

CONCLUSION

The Tacoma Executives Association is unique and quite effective in the business world. No two members are in business competition, thus making for relationships among members which are substantial and of highest value. Fund drives, politics, religion, charities, etc., are not conducted by this Association.