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# 10 Things

## That Make My NAA Participation Valuable

**1. Interaction with industry leaders.** “I have a great opportunity through my NAA membership to brainstorm and network with industry colleagues who are often the top minds and talents in our industry. I am able to explore with them what works and what doesn’t in the real world of community management.”

**2. Education opportunities for my colleagues and me.** “The association offers first-rate national, state and local trainers, topics and educational events.”

**3. Participation on committees or on boards.** “Participation on a committee or board helps establish new contacts and colleagues that later can serve as resources when checking references on a service provider or job applicant.”

**4. Recruitment of prospective and new members.** “Actively participating in the growth of our association by inviting prospective members to events and by looking for and welcoming newcomers continuously expands my alliances and network of professional colleagues.”

**5. Financial support.** “Contributing to the Political Action Committee (PAC) and sponsoring special events help to keep the mission of the association moving forward.”

**6. Attending events.** “Joining in the many education, networking and legislative events offered regularly increases my knowledge and my value to my employer.”

**7. Maintaining active participation over the long-term.** “I have found the longer I participate, the more my relationships with other members grow and the more they are willing to network and share their insights.”

**8. Relationships with business partners.** “More often than not, the business partners that are active in our association are committed to our industry and offer deep knowledge of our field. Working with these business partners on committees or on boards helps strengthen these relationships, resulting in better service and value for the communities I manage.”

**9. Molding the direction of our legislative initiatives.** “By participating in NAA’s Legislative Committee, I have been able to help determine our priorities on local, state and national legislative issues.”

**10. Doing it for the right reason.** “Most importantly, participation for unselfish reasons rather than just for the immediate direct benefits from participation is very important. I believe that when you give back to the community management profession, the benefits come back in many unexpected and often indirect ways, with the return always exceeding my investment many times over.” ■

If you would like to be considered for a future *End Points* column, please contact Kerry Sullivan at 703/797-0678 or [kerry@naahq.org](mailto:kerry@naahq.org).

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