



Why You Should be More Active in Your Regional Trade Association

1. Expand Your Network with Like-Minded Professionals - In business, who you know is often as important as what you know. Developing professional relationships with others in your industry is a great way to share ideas, learn best practices and give and receive overflow clients.

2. Learn New Skills and Gain Valuable Professional Experience - You may be a talented salesperson, but do YOU have the business expertise or professional training in the Promotional Product industry to succeed in this business long term? You can become savvier when it comes to pricing services, trying new practices, and conducting day-to-day business practices with CPPA.

3. Get the Lowdown on Professional Development Opportunities You Otherwise Wouldn't Know About - CPPA offers professional development opportunities that aren't open to the public. CPPA hosts tradeshow, education sessions, and webinars for *members only*. CPPA specifically tailors these for people exactly like YOU. Not only will you be learning valuable information and building skills, but you'll be also doing it amongst other professionals in your field. It's a great opportunity to "learn while learning."

4. Give Your Reputation a Lift Through Industry Associations - When you're an official member of an association like CPPA, you'll want to communicate it to peers, prospects, and customers alike. Include your membership on your email signature, LinkedIn profile, and company website. By doing this, you're declaring that you take your business seriously enough to spend time outside of office hours to learn more about the industry and participate in improving best practices.

5. Create a Name for Yourself - Have you ever thought you'd be a good leader? CPPA is the perfect place to cultivate that instinct to serve others. CPPA has a leadership structure, as well as boards and committees, that focus on particular aspects of the industry. Not only will you get the satisfaction of making a positive contribution to your community, but your profile will also rise in the industry, complementary industries, and the media.

6. Find (Or Be) a Mentor - We all need someone to turn to sometimes. While we're sure your partner, friends, and mom dispense excellent advice, they are no match for a like-minded businessperson who's been there. There's perhaps no better place to find a professional with years of experience and who's seen it all than within CPPA.

7. Have the Voice to Advocate for Your Industry - Are there laws, regulations or policies that prevent your business from growing to its full potential? Most industries have common issues that affect everyone who operates within that space. Promotional Products Association International (PPAI) and CPPA regularly lobby government on behalf of our industry to ensure their interests are protected. By becoming a member, you can be active in those efforts or at least be kept apprised of what is being done on your behalf.

8. Be Exposed to Industry Trends - It's tricky to stay abreast of what's new in your industry when you're absorbed with the day-to-day management of your business. Sure, the internet and social media help, but there are only so many hours in a day to devote to hunting down interesting ways to improve the way you work. One of the roles of CPPA is to help its members stay on top of industry trends. CPPA's webinars, newsletters and emails share insights you might not otherwise learn about and offer regular touch points, so you know you're not getting left behind.