

Our Relationships Make Us Stronger

Why did you join the *HBA of Metro Orlando*? Your answer will vary depending on your business and the problems that keep you up at night. But I would wager that none of you joined to have a relationship with the organization, but instead to have relationships with other members. These connections (actual or potential) to others are the reason we are here. Yes, the lobbying, education and information are important too, but the connections and relationships we make with our fellow members are what make us feel more connected to the *HBA*.

Our relationships make us stronger. We learn from each other. We pass on news to each other, or even better, referrals and leads. We expose each other to different perspectives and ideas, so we make wise decisions, and not get stuck in our own bubble. We get advice from each other, and support too. We help each other get involved in the association, showing how easily it's done, and how rewarding. We introduce each other to new people. We have a heck of a good time together too.

Many of us know a fellow member who got new business or a job from another member. This only happens when the relationships are already there. Relationships are one of the most powerful benefits of membership but it's a benefit that not all receive. First you have to get involved, even just an hour here and there.

Your relationships are a valuable resource for our association right now. June is membership month and it's real easy for you to get involved. We are on a hunt for new members in June so we can provide more potential relationships and all their benefits to you. Look through your email contacts, your accounts receivable and payable, your LinkedIn connections, your Facebook friends, your rolodex or wherever you keep your names and numbers. Who should be part of our community? Who can benefit from connecting with others here? Who can benefit from our advocacy? Our programs? Our information?

Think about those who are just starting out in this industry or in your profession. Wouldn't they benefit from being with others at the same stage and those who are further on in their career? We can't just be the association for Boomers and Gen X members. We need the strong participation of younger generations if our association is to also be a home for them, and if our association is to have a healthy future.

Please look at your network and invite someone to join our association in June. If you want some tips on how to do that effectively contact the HBA at 407-629-9242 for some help. Our connections to and relationships with other members is the real strength of this association. The more we have, the more we can do. Please join us in making that happen.