



Keys to Success

How Service Associates Maximize Their Investment



Seeing is Believing!



“I remember when I first started in the industry and an Illinois ASBO member encouraged me to join. I went to my first event just to see what it was all about. From that small glimpse, I knew that I had to get involved! It was a lot of money for us as a business at that time (we didn’t even have an exhibit booth) but I could tell it would be worth it.

My company is probably 400 times bigger than it was that first day and I attribute a lot of that to Illinois ASBO. My involvement brought me connections that made me much more recognizable in the public school market. If you meet five or six people and do a good job just for them, word spreads!”

Michael A. McTaggart, CEO, Quest Food Management Services, Inc.

How Can You Be a Resource?

“My ‘Aha!’ moment came after 15 years in the Association when I realized that I had something valuable to offer Illinois ASBO members, but lacked the opportunity to share it. I learned that getting involved on a Professional Development Committee was the pathway to do that. It was the opportunity to give back and network in a more intimate setting.

Business managers are constantly looking for new ways to solve problems. This is an opportunity for me as a Service Associate. Relationships are better built by saying, ‘Hey, you may not need my product now or ever, but please use me as a resource.’ I get calls from business managers often with their questions and that builds trust.”

David M. Rutkowski, LUTCF, Registered Representative, Horace Mann Insurance Company



What you **GAIN** from Getting Involved

As you reach higher levels of involvement, you multiply your ability to earn valuable rewards! The Service Associate Participation Rewards Program gives you points for your participation that could add up to free registration of an additional person in your booth at a future Annual Conference.

Learn more about this program at www.iasbo.org/GAINS2015





Roadmap to Success for Service Associates

Reach Higher Levels of Involvement, Exposure and ROI



START: BECOME AN ILLINOIS ASBO MEMBER

Get Your Foot in the Door:

- Exhibit at the Annual Conference
- Prepare for Conference by attending the Pre-Conference seminar
- Participate in the exhibit hall game or activity

Start Networking:

- Attend networking events at the Annual Conference
- Join a Professional Development Committee (PDC) at the Annual Conference
- Attend Regional Organization Meetings in your area

Support Higher Causes:

- Donate to the Illinois ASBO Foundation
- Become an ASBO International member

Widen Your Exposure:

- Exhibit at the Midwest Facility Masters Conference and/or ASBO International Annual Meeting
- Participate in a Pre-Conference event; join the Golf Outing or Legacy Project

Deepen Your Involvement:

- Attend PDC networking meetings
- Actively offer your expertise on the peer2peer Network
- Volunteer to moderate a session or seminar

FOUNDATION

Become a Subject Matter Expert:

- Through your PDC involvement, take the opportunity to write for the **UPDATE** Magazine and present at seminars and conferences, establishing yourself as a go-to resource.

Explore Personal Development Opportunities:

- Get more from your investment by bettering your knowledge and communication skills! Consider taking part in the Leadership Institute or School Business Management Degree Program.

MAXIMIZE YOUR INVESTMENT:

- Apply to serve on the Service Associate Advisory Committee.

Learn more about all of these opportunities at: www.iasbo.org