



international executives association

➤ **IEA APRIL 2016 MEMBER MESSAGE**
HARNESSING THE POWER OF THE IEA SPHERE OF INFLUENCE

The IEA Board has heard from a number of member associations that their number one initiative for 2016, is to grow their membership. Why not harness the power of your IEA International network of contacts to help find prospects for your open classifications?

In the past, Seattle Executives Association gained Holland America Lines as a member through a connection in Fort Lauderdale Executives Association. Edmonton Executives Association filled their rental car classification by connecting with the Enterprise Rent-A-Car member of the Seattle Executives Association. These are just two examples and I am sure that there are more.

It has been said that each person has a sphere of influence that encompasses an average of 250 people. With over 4,000 IEA member firms, that equates to a network of one million people. What are the chances that someone might know a prospect for your open classification? I would suggest that the chances are very good.

I propose that you identify the top three classifications that you would like to fill this year and provide this information to your IEA Ambassador by May 15, 2016. In turn I will compile the information from all participating associations and send it back to you.

Executive association members are skilled networkers who realize the value of sharing information and introducing people to each other. Your IEA membership allows you to exponentially expand your team and your playing field.

Now, let's play ball!

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