

Belonging!

Belonging to a professional association can offer numerous advantages for individuals and companies alike. These associations are typically industry-specific and bring together professionals, experts, and organizations with a shared interest. Here are some of the advantages of being part of such an association and how it can help your company become better:

1. Networking Opportunities:

- Professional associations provide a platform for networking with peers, industry leaders, and potential clients or partners.
- Building a strong professional network can lead to new business opportunities, collaborations, and valuable insights.

2. Knowledge Sharing:

- Associations often organize conferences, seminars, workshops, and webinars, where members can learn about the latest industry trends, best practices, and emerging technologies.
- Access to industry-specific publications, research, and resources can help your company stay updated and competitive.

3. Advocacy and Representation:

- Professional associations often advocate for their industry and members' interests with governments and regulatory bodies.
- Being part of an association can give your company a stronger voice and influence in shaping industry policies and regulations.

4. Professional Development:

- Many associations offer certification programs, training courses, and continuing education opportunities.
- Employees can enhance their skills and knowledge, making them more valuable assets to your company.*

5. Credibility and Trust:

- Membership in a reputable professional association can enhance your company's credibility and reputation.
- It signals to clients, partners, and employees that your company is committed to maintaining high standards and ethical practices.*

6. Access to Resources:

- Associations often provide access to specialized resources, such as research reports, industry benchmarks, and legal advice.
- These resources can help your company make informed decisions and mitigate risks.*

7. Industry Benchmarking:

- Professional associations may conduct industry surveys and provide benchmarking data that allows your company to compare its performance with industry standards.
- This can help identify areas for improvement and set realistic goals.*

8. Marketing and Promotion:

- Some associations offer opportunities for members to showcase their products or services at industry events and conferences.
- Association affiliations can be used in marketing materials to attract clients who value professionalism and industry involvement.

9. Problem Solving:

- Associations can serve as a forum for discussing common industry challenges and finding solutions collaboratively.
- Sharing experiences and strategies with peers can help your company overcome obstacles more effectively.

10. Recruitment and Talent Pool:

- Professional associations can be a valuable source for recruiting talent with industry-specific skills and knowledge.
- Membership can help your company attract and retain top talent.

In summary, belonging to a professional association can help your company become better by providing access to a wealth of industry-specific resources, fostering professional growth, and connecting your organization with a broader network of professionals. These advantages can lead to increased knowledge, improved practices, and a competitive edge in your industry, ultimately contributing to your company's success.



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