

# Becoming a MEMBER



WHAT YOU NEED TO KNOW ABOUT CSA

# Who is CSA?

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The California Sign Association (CSA) is an association of professionals representing manufacturers, suppliers, consumers, and users of signage and visual communication media.

It serves the industry by improving government relations, enhancing the professionalism of members, creating networking opportunities, and promoting the economic vitality, safety, and aesthetics of the communities its members serve.



# 3 Reasons to Join Associations

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## Lobbying & Government Relations

- Takes \$\$\$



# 3 Reasons to Join Associations

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- **Social / Educational**
  - Learn from peers
  - Meet suppliers
  - Education & training
  - Conventions & trade shows



# 3 Reasons to Join Associations

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- WIFM –  
“What’s in It For Me”
  - Money saving programs
    - Most common:  
Insurance programs



# CSA Fulfills Those Reasons

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# Strong Government Relations Program

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- Strong Government Relations Program
  - Government Relations Team
    - Tracks all legislation at state & local levels
    - Lobby when necessary
    - Represents the industry at local level
  - Reserve money for big fights
  - Strong grassroots program



# Social & Educational Opportunities

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- Training programs for you & your employees
- Business education programs for you & your management staff



# Social & Educational Opportunities

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- Regular monthly meetings
  - Sometimes educational, sometimes just for fun!



# Social & Educational Opportunities

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- Annual CSA Convention
  - Small enough to give attendees quality time with each other and our speakers



# Social & Educational Opportunities

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- Golf tournaments, fishing trips, poker nights, and other fun, social opportunities



# Money Saving Member Benefit Programs

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- Workers' compensation insurance program
  - Automatic 6% premium reduction
  - Industry-specific safety tips



# Money Saving Member Benefit Programs

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- ½-hour free legal advice monthly
  - Automatically renews every month with good standing
  - Any legal question – workplace issues, contract law, sign ordinances, etc.



# Money Saving Member Benefit Programs

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- Communication
  - Industry
  - Legislative
  - Regulatory



# Money Saving Member Benefit Programs

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- “How To” books & manuals
  - Industry-leading authors
  - Reduced pricing for members-only
- Many new projects on the short-term horizon



# 6 Basic Reasons People Don't Join

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# Lack of Knowledge

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- Not aware of what the association does or offers
  - My reason for being here



# Association Has Taken An Adverse Position

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- Very rare in trade associations



# The “Mooch Mentality”

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- Let someone else do it; why should I spend my money?



# Association Does Not Do Anything

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- CSA does not fall into this category



# Lack of Money - Too Expensive

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- Rarely is this the real reason
- Most companies, especially sign companies, are managed well enough that CSA dues are not unreasonable
  - Monthly or quarterly billing eases the pain



# Know-it-alls

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- First to squawk (and loudest) when adverse laws are passed



# Dues - An Investment and Insurance Policy

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# The “Return on Investment” Comes in Many Forms

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- Participation in programs that provide a direct return
- Recognition that working together as an industry to combat government is much cheaper than doing it individually



# The “Return on Investment” Comes in Many Forms

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- Recognition that training & education provided by the industry is generally better and less expensive than that provided by private enterprise
  - Profit is not our motive
- Intangible benefits are best



# Questions?

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