



A few points regarding St Thomas Executives Association

1. **This is a Business Association** – Our organization is a business association. We are here to help you in your business and want you to help the Association members in return. Our association is one of undisguised business. There is no camouflage.
2. **It is operated for the individual benefit of its members and not for profit as an organization.** This is accomplished through the giving of business and the dissemination of business information by and between members. The service charges and dues are for the maintenance of the organization. This includes, but not limited to, costs for meals, rentals of venue, employment of an Executive Director and Membership Recruitment Officer, Connectable and general office operations and supplies.
3. **It is an association with a purpose.** The Association expects its members to do every reasonable thing to please their customer's satisfaction, especially if the customer is either a fellow member, or someone who has been recommended to the seller by a member. This allows fellow members to direct business to others within the Association with confidence.

The Association belongs to you. You are expected to treat it as such, to consider its meetings as business appointments that only unavoidable occurrences will keep you from attending. In such an emergency you should see that your alternate represents you on the floor for the business lead exchange. Continuity of attendance is vital to the production of business leads both for and from your Category.

This organization is a means of personally advertising your business (which, admittedly is one of the best forms of advertising) among other executives in different lines of business than your own.

How to Promote Your Business in STEA

Now that you are a member of one of the finest associations in the city, we want you to take full advantage of the benefits available. Membership in STEA does not automatically entitle you to business benefits. It only provides the means. It is up to you to promote yourself and your firm to your fellow members.

Make an effort to introduce yourself. As a new member this is not always easy. You are a business owner or manager, and you are encouraged to sit at different tables in an effort to introduce yourself to other members and become known. Remember – many of the members have known each other for years. It will take everyone some time to know you.

Early in your membership you will be asked to give a "craft talk". This is your opportunity to share with the group and tell members what your business has to offer and to tell members how they may provide you with leads. It is generally better if you talk directly and informally about what your company does and include a slideshow or other means to help explain your business. Talking in simple terms about how your specific business operates also helps people understand your business better.

Above all, don't be bashful. Use your imagination to get your product or service before the group. Our tradition requires you to give your name and the name of your business when you address the chair at weekly meetings. You and your business were chosen for membership because we believe you are a quality business with something to offer. Be sure everyone knows what you have to offer!

The Importance of Attendance in STEA

There are very few requirements to maintain membership in STEA. However, we place a great deal of importance on those few.

Attendance is very important. The benefits of our association, both from other members to you and from you to other members, just doesn't happen unless you have a consistent record of attendance at our weekly luncheon meetings.

Experience through the years has shown how poor attendance works to the detriment of everyone concerned. And recognizing this fact, the bylaws of the association state - "Article V":

5.1: A member firm shall be represented at the meetings of the Association by a delegate of the firm's choosing and must attend at least 75% of the meetings in any quarter. A representative may designate by application to the Board of Directors in writing, up to a maximum of 2 alternate representatives, such alternate(s) will not have voting privileges and are not eligible to run for the Board of Directors. Completed application for representative(s) or change in representative(s) will be reviewed and voted on by the Board.

You have a weekly appointment that we consider important. We hope you do too, as we have seen proven business results from regular attendance at our meetings. Treat your membership in a businesslike manner and it will bring you untold business benefits.

Leads and Member to Member Business

The activities of the Association are two distinct fields – Leads/Contacts and Member to Member Business – otherwise known as interactions on Connectable.

Leads

To operate solely as an inter-trading body with only different business between members, would sadly limit our effectiveness. Inter-trading should be encouraged, at least where quoting is concerned, and will grow as time goes on. But – it is mainly by leads that we can assist members and put real value into their Classification.

A lead is a piece of information whereby a fellow member can make a contact for business. The method of promoting business in the association is by exchange of leads. Anyone you know that is thinking of making any purchases of goods or services may mean a great lead for some member of our association

Contacts

Contacts are the introductions we can give to each other for business purposes because our business interests do not clash. Because we are a non-compete organization, each member can afford to introduce a fellow member to their business friends without fear that he will himself lose anything by so doing.

Member to Member Business

Business to business is a very necessary part of STEA. When possible we ask members to wherever possible “Remember a Member” and use or suggest their services as much as possible.

We cannot legislate to make members give business to each other and we have no wish to do so, but we do earnestly request that when there is business to be given, your fellow members be given the opportunity of quoting first. If a member's price is not right, at least you will have given him a chance of giving him the business.

In completing craft talks and self promotion, you have done your part in making others aware of your presence in the association and of how, when and where they can help you.

Our purpose is to increase business for members. We get business for our members by cooperating fully, and by recommending, boosting, making introductions, etc.

Be proud to identify yourself, your business, your location at every meeting. Be sales promotion minded.

Our Weekly Meetings

The STEA is a special opportunity to cultivate business opportunities in a unique and friendly environment with subsequent financial benefits and a chance to enjoy a weekly relaxing luncheon in conversation with friends.

Luncheon meetings are held each Tuesday being called to order promptly at 12 noon from September through June. Guest and spouses are always welcome at the members expense but are excluded from

speaking during rollcall. Guests other than spouses that conflict with member firms of the association are not permitted.

Representatives are required to wear appropriate business attire or uniform to all luncheons. Members are also encouraged after adjournment to approach the speaker of the day to extend the courtesy of a handshake and a thank you.

Weekly roll calls should be kept short by stating your name member company name classification and any thank you's, leads or special promotions only. Please refrain from telling of jokes or promoting a product outside your classification.

The main focus of each meeting is the Craft Talk. Each member's company is scheduled on a rotation basis to prepare and deliver a 15-minute presentation about or demonstration of their company's business activities. Only the speaker of the day may circulate information brochures or samples by placing them at each dinner table.

Members are asked to refrain from use of electronic equipment during craft talks and talking with peers during craft talks. This is very distracting for the speaker. The speaker has a clear view of the room from their point of view. Keeping conversations limited to before and after the Craft Talk, not during.

Please make sure to attend the entire meeting. Leaving prior to the craft talk is not recommended. Meetings are not intended to be a quick lunch stop. Please give the craft speaker the respect you would want on your day. This speaker has come prepared to tell us about their business, let's be prepared to listen for 15 to 20 minutes.

Our Normal Agenda

Opening Remarks & Giving Thanks

Roll Call

Introduce speaker

15-minute craft talk

Speaker Questions/Thank You

50/50 draw

Announcements

Adjournment