

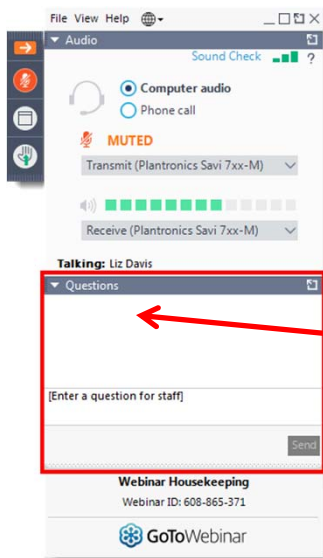
Retaining Members

(Is there a Secret?)



1

How to Participate Today



- **Audio Modes**
 - Listen using Mic & Speakers
 - Or, select “Use Telephone” and dial the conference (please remember long distance phone charges apply).
- **Submit your questions using the Questions pane.**
- **A recording will be available for replay shortly after this webcast.**

2

Great to be
with you!

Let's talk!

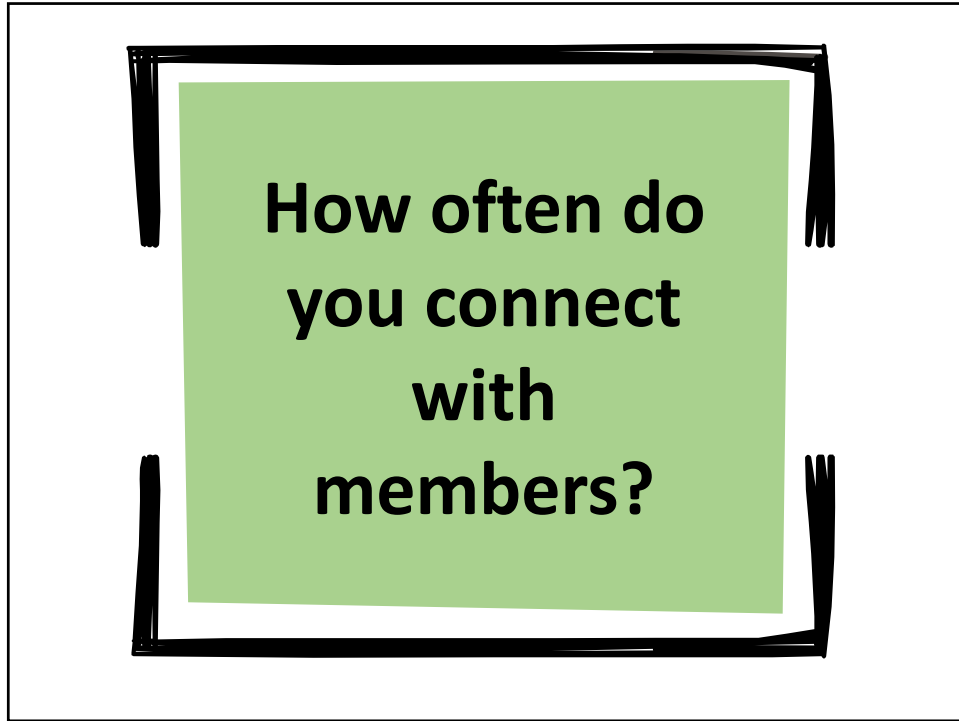


3

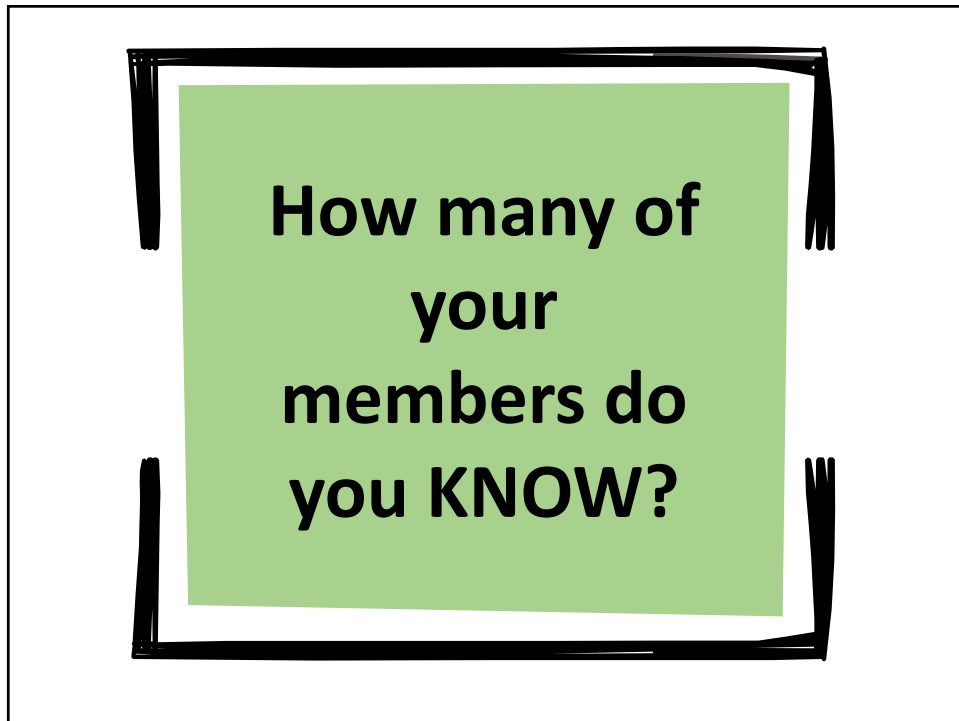
Energize your People



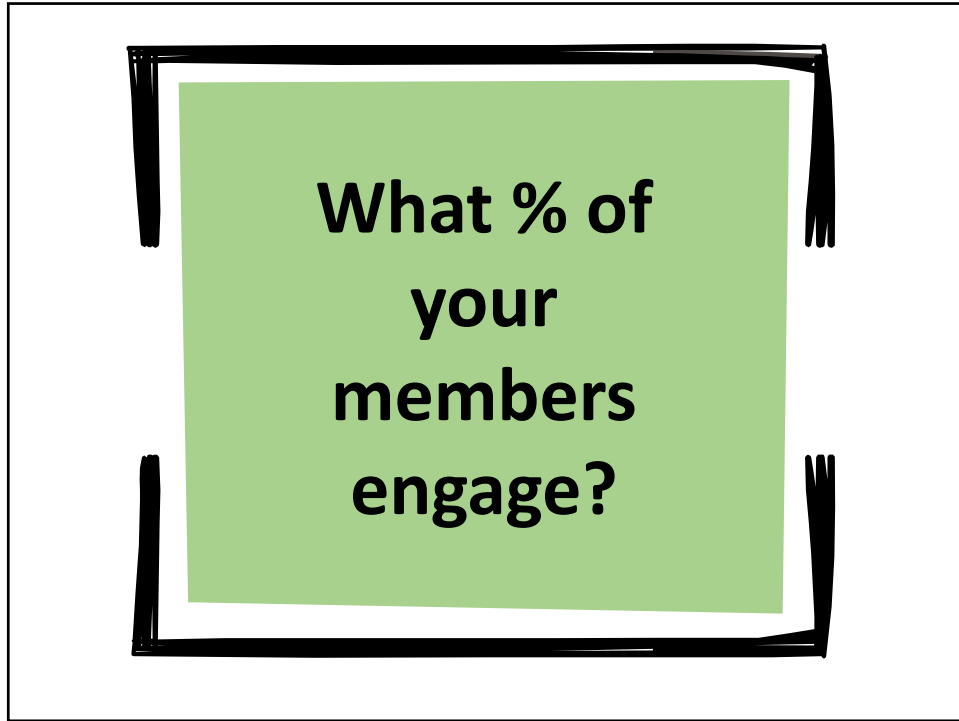
4



5



6



7



8

Engagement is ...



Event attendance



Activity participation



Volunteering

Photo Credits: NEWEA, VWEA, AZ Water Assn

9

why

10



decision to affiliate

11



*“establish a peer group
that stretches across
the nation”*

12

**How do we amplify
relationships?**

13

what

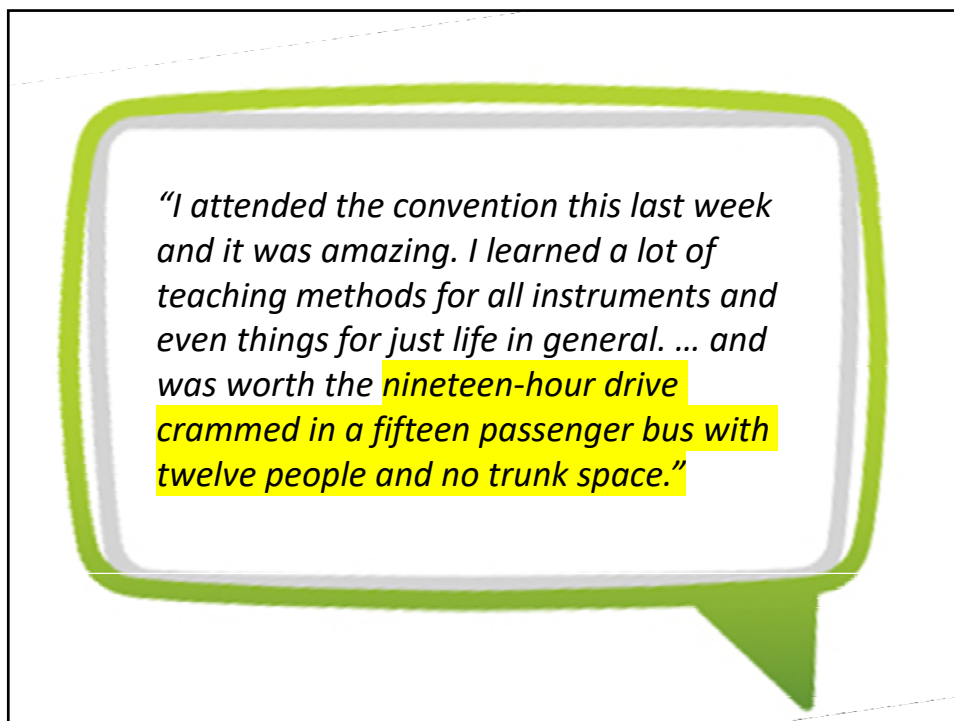
14



15

Defining moment
Memorable + **Meaningful**

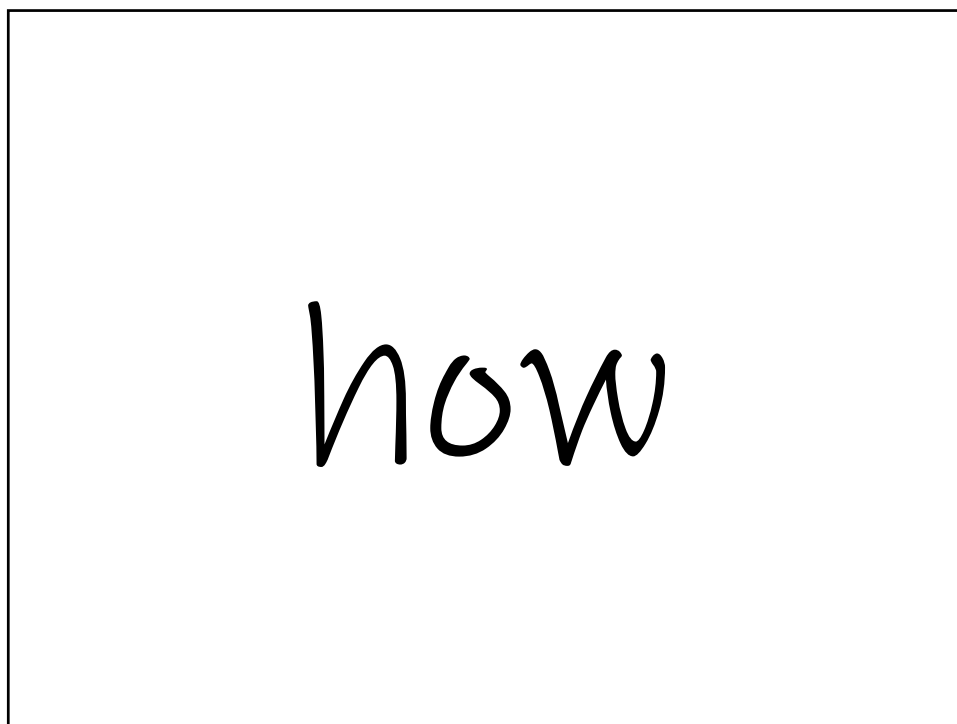
16



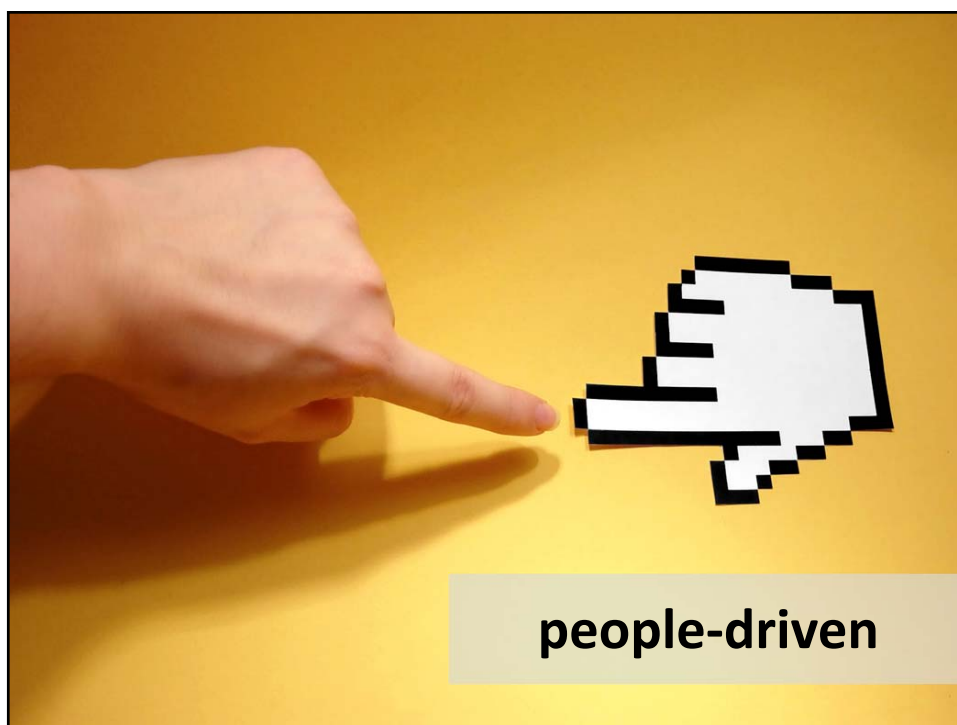
17

**How do create
experiences?**

18



19



20



21

access vs. ownership

22

**How can
we optimize
access?**

23

when

24



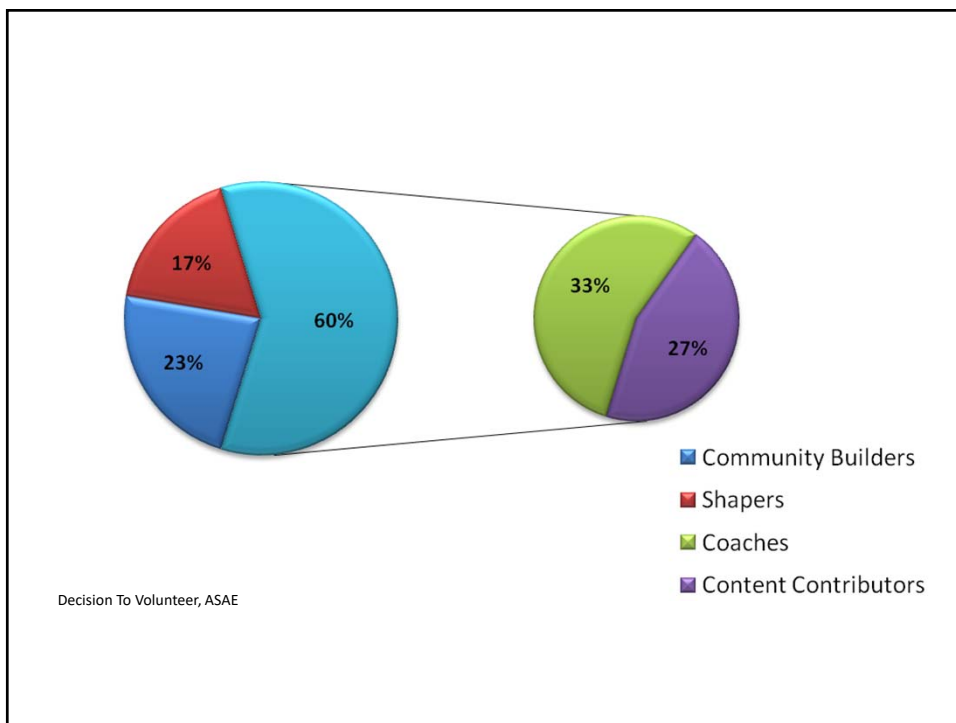
25



26



27



28

How can we be accessible?

29

Engagement is ...

- Event attendance
- Activity participation
- Volunteering
- Community building
- Social Media engagement
- Reading

30



31



32

Ways to Get More Involved

GEARING UP TO GET MORE INVOLVED IN AGC GEORGIA

The infographic is a circular gear-like diagram with the AGC Georgia logo in the center. It lists various ways to get involved, categorized into several groups:

- GIVE BACK:** Contribute to the AGC of Georgia Foundation, Inc.; Offer your expertise on AGC Georgia specific task force discussions; Volunteer to serve on an AGC of America task force or committee; Help with a community service construction project; Participate in YLP Charity Golf & Tennis Events; Serve on the Legislative, Technology, and Safety & Health Committees.
- RECOGNIZE & PROMOTE:** Use AGC logos on jackets, in marketing materials, on RFPs and on your website; Submit best projects in Build Georgia Awards Program; Compete in AGC of America safety award program; Take advantage of sponsorship opportunities; Comment, superintendents for safe jobsites with Ron American Awards; Volunteer to teach a class or serve on a panel program.
- STAY SAFE:** Use AGC Georgia's Safety Team for safety audits; Place AGC Safety First stickers on hardhats; Share best safety practices with other members; Get toolbox topics and other safety resources from AGC Store; Advertise in Duplex publications and on website; Participate in Safety & Health Committee.
- SAVE MONEY:** Choose from over 20 vendor savings & discount programs; Access valuable resources at AGC Store; Host special reports printed in agcga.org and agc.org; Maximize buying power with AGC Procurement Savings Plan; Join YLP for complimentary registration to Annual Convention or Fall Leadership Conference; Get professional member pricing by logging into agcga.org; Receive dividends and free entry training by participating in our work-related compensation program; Register for AGC of America webinars; Sign up to receive.
- NETWORK:** Participate in local Chapter of Engineers/ AGC contractor meetings; Meet legislators, agency officials, and A/E/C professionals during Legislative Day; Attend regional Members First programs; Conclude learning & education at Fall Leadership Conference; Use Chamber TV.
- DEVELOP WORKFORCE:** Volunteer to speak about construction as a career choice at local schools; Exhibit and/or sponsor at local construction career fairs; Host student field trips on your jobsites; Exhibit during Makeupiers portion of Construction Professionals Fall Leadership Conference; Visit with others at General Contractor Association.
- LEARN:** Enroll in a professional development class; Attend Construction Technology Forums; Attend learning sessions at Construction Professionals Conference; Get active in workforce alliances; Support a local.
- Other activities:** Participate in Safety & Health Committee; Bring AGC's Supervisory Training Program to field leaders; Participate in Safety Stand Downs; Register for AGC of America webinars; Sign up to receive.

And this is just the beginning...
Select a new way

Source: http://www.agcga.org/web/Membership_Center/Ways_to_Get_Involved

33

This is a simplified version of the infographic above, focusing on the main categories:

- GIVE BACK**
- RECOGNIZE & PROMOTE**
- STAY SAFE**
- SAVE MONEY**
- NETWORK**
- DEVELOP WORKFORCE**
- LEARN**

The old adage "you get out of something what you put into it" applies to AGC Georgia members. To increase the value you receive, check out the many ways to get involved.

Source: http://www.agcga.org/web/Membership_Center/Ways_to_Get_Involved

34

GIVE BACK

- Contribute to the AGC of Georgia Foundation, Inc.
- Offer your expertise on AGC Georgia specific task force discussions
- Volunteer to serve on an AGC of America task force or committee
- Help with a community service construction project
- Participate in YLP's Charity Golf & Tennis Classic
- Serve on the Legislative, Technology, and Safety & Health Committees
- Volunteer to teach a class or serve on a panel program

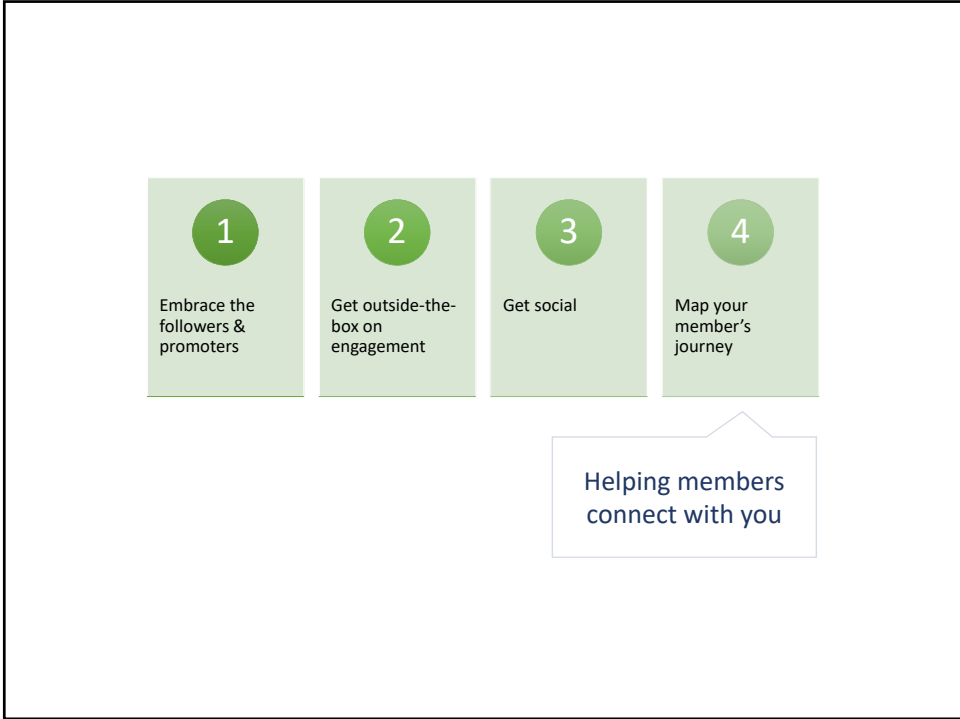
Source: http://www.agcga.org/web/Membership_Center/Ways_to_Get_Involved

35

- 1 Embrace the followers & promoters
- 2 Get outside-the-box on engagement
- 3 Get social

Use videos, pictures, social media

36



37

The contact information is listed vertically on the left side of the slide, each preceded by a blue circular icon: a Twitter bird for the handle, a telephone handset for the phone number, an envelope for the email address, and the LinkedIn 'in' logo for the profile URL. To the right of this list is a tilted rectangular photograph of a woman with short brown hair, smiling.

-  [@peggyhoffman](#)
-  301.725.2508
-  phoffman@marinermanagement.com
-  [linkedin.com/PeggyHoffman](https://www.linkedin.com/PeggyHoffman)



38