

# SOME INSIDER INFO ABOUT THE ST. THOMAS EXECUTIVE ASSOCIATION

## HISTORY:

- The Executive Association Movement began in 1916 and there are approximately 100 separate Associations functioning in Canada, the United States, Great Britain and South Africa. There is no central governing body, each Association being an individual entity. The creation of the International Executive Association has created a link between all member Associations to generate worldwide business relationships.
- From the age of these original Associations, you will see that they have weathered World War I, a stock market crash in 1929, the depression and World War II, the COVID19 pandemic of 2020, coming through all of these with flying colours and being of the greatest assistance to their members when business was toughest to secure and, in some times, almost non-existent during the depression period and the times of self- isolation and social distancing.

## PURPOSE OF THIS GUIDE:

- This is written to explain some of the underlying principles upon which Executive Associations are built – the why and wherefore of their existence, and the manner in which they function. This was written especially for new members, but it will also remain helpful to members over the many years of their membership within the Association.
- We are a non-compete networking group that you must apply to for membership. Your classification title, insofar as the Association is concerned, defines the extent of your business. This classification was assigned to you upon acceptance of your application based on what 80% of your business was. You are expected to confine your remarks before the membership to matters concerned with this title. However, you are not similarly confined in private conversations with members. Why do we do this? We want to build strong networking bonds with fellow members. We do not want four people competing for your business and have any ill will or bad feelings. It also allows YOU to get the very most for YOUR own business without your competitor in the room. You are confined to addressing the group in roll call or craft talks to YOUR classification only. Any variation of discussion outside of your classification must receive approval from the Board of Directors.

## CLASSIFICATIONS:

- No one will be admitted to membership under a Classification which conflicts with your business.
- Formal protests for any potential new member, that you feel is in conflict, must be made to the Board of Directors before a Member in reading reaches full membership.
- Potential new members will be announced at all regular meetings and via email newsletter.
- New members are put in to reading for three (3) regular meetings. If no formal protest has been made prior to noon the day before the fourth meeting it will be assumed by the Board no member has a conflict.

- The Board of Directors will be alert to possible encroachments at all times, however, it is important that you read your email newsletters and attend regular meetings to protect your own interests.

## **ST THOMAS EXECUTIVES ASSOCIATION:**

1. This is a **BUSINESS SERVICE ASSOCIATION**
2. It is operated for the **INDIVIDUAL BENEFIT OF ITS MEMBERS**, and NOT for profit as an organization.
3. It is an **ASSOCIATION WITH A PURPOSE**.

## **LET US BRIEFLY ANALYZE THE ASSOCIATION:**

1. **THIS IS A BUSINESS ASSOCIATION** – We first call your attention to the difference between the accepted meaning of the term “Service Club”, which usually means Social or Community Service, and our own organization which is purely a BUSINESS service association. “Service Clubs” do good work in the community, but we also have our place in the city, only in a different sphere of service. We are here to *help YOU in YOUR business*, and *want YOU to help the Association members in return*. Our service 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, website maintenance and general office operations and supplies.
3. **WE ARE IN IT FOR WHAT WE CAN GET OUT OF IT, BUT WE RECEIVE BENEFITS ONLY WHEN SOMEONE GIVES**.

This does not mean that you should not boost your own classification – do so as much as possible. It is your privilege as a member to project your line of business into the consciousness of the other members by BUSINESS PRESENTATIONS, ADVERTISING and PERSONAL CONTACT, the latter developing into a friendly acquaintance as time goes on.

4. **IT IS AN ASSOCIATION WITH A PURPOSE:** The Association expects its members to do every reasonable thing to please their customers, 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 of the BUSINESS LEAD EXCHANGE. Continuity of attendance (and we use the word “continuity” rather than “regular”) is vital to the production of business LEADS both for and from your Classification.

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 executive, however, and we hope you will put forth an effort to sit at different tables and become known. Remember – many of the members have known each other for years. It will take everyone some time to know you. Review the website to become acquainted with the member firms and their representatives.
- Volunteer for work on the committee if the opportunity presents itself. Try to be visible within the group. Notice how successful members seem to seize opportunities to be on their feet before the group.

### **CRAFT TALK:**

- Early in your membership you will be asked to give a "craft talk". This is your opportunity to stand before the group and tell members what your firm 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 well films, slides and foremost beaches may have a place, it is usually better if you, yourself, talk in simple terms about how your specific business operates.
- If you not at ease before the group, you may consider bringing someone else from your business to help you along.
- If your business has a suitable facility, you may consider a site visitation. Periodically we visit a members business for lunch. The association will pay for it as long as it does not exceed regular luncheon costs.

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. The reason is that we want you to blow your own horn. 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!

### **STEA & SOCIAL MEDIA & WEBSITE**

We encourage new members to follow the STEA Facebook page as an individual and as a business.

- Promote your up to date business information and promotions in this group with members
- We have a website STEA.ORG. You will be promoted on this page under the member directory

- It is your responsibility to ensure your updated information is forwarded to our Social Media Coordinator.

## **LEADS AND MEMBER TO MEMBER BUSINESS:**

The activities of the Association are two distinct fields – Leads and Member to Member Business.

1. **LEADS** – Direct Leads – A definite Lead that named individual or firm (other than an Association member) is going to buy goods or services.

INFORMATIVE LEADS – General information regarding newcomers to St. Thomas, new businesses, conventions, new buildings, coming events, etc.

2. **MEMBER TO MEMBER BUSINESS**

Your Firms Business – this includes purchases or services secured by your firm, direct from other member.

Your Staff's Business – personal purchases or services secured by members of your staff direct from other Association members.

Your Personal Business – personal purchases made from member firms, including household purchases of goods or services for your home. We seek the co-operation of members' families.

## **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 are able to assist members and put real value into their Classification.

A LEAD is a piece of information where by 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 his business friends without fear that he will himself lose anything by so doing.

## MEMBER TO MEMBER BUSINESS

Inter-trading business forms a very necessary part of the total volume enjoyed by members. This inter– trading is much appreciated and it is asked that wherever possible members will trade with each other.

- All things being equal, members will give a fellow member preference and business transactions. It is to be noted in this connection that the buyer, and only the buyer, is the judge as to whether or not “all things are equal”.
- When a member finds, for some reason that is important, he must give business to the competitor of a fellow member, it is good judgement to acquaint the member involved with all the facts before the deals consummated.
- 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 you’re living up to the ideals of the organization, of giving where it is reasonable that you can do so, you will make it your business to see that fellow members are given the opportunity of quoting.
- If a member’s price is not right, at least you will have given him a chance of giving him the business.
- Which reminds us that the lowest price is not always the best or wisest to accept.

Having carried out the foregoing to the best of your ability, 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 are not a compulsory mutual trading proposition. We get business for our members by cooperating fully, and by recommending, boosting, making introductions, etc.

## ARE YOUR LEADS CONCIIOUS?

*Don’t be bashful about bringing information to light.*

Full participation is what we continually strive for....it can afford numerous business opportunities for the membership. Make an effort to give out at least one lead per week.

**L**ook for them constantly

**E**xpound at each meeting

**A**ppreciate their value

**D**on’t be complacent

**S**ome member will benefit

We offer these five areas in your search for leads

1. From your business. This includes employees, competitors, customers, luncheons you may attend and coffee breaks.
2. From your home. Your friends your family your neighbours and your relatives could all be great leads.
3. From your neighbourhood. Take a look around. Is there construction? Is someone moving in?
4. Organizations. Do you sit on a committee? Are you a member of a country club social club a trade association? Others in these groups could be great leads for fellow members.
5. Recreation. Are you attending a social trip? Out fishing or hunting with friends? Playing on a team or watching a sporting event? There could be a great lead here for a member.

- Be proud to identify yourself, your business, your location at every meeting... Be sales promotion minded... Be a go-getter... Brand yourself...

We are strong as long as you and I give thought to our fellow members' needs when opportunities arise and when we act upon these needs in an intelligent manner. Our weakness lies and the degree to which we fail to observe, fail to assist and fail to carry through. Our true strength lies in the degree to which we achieve results. ***Our potential is tremendous.***

- Naturally, all leads do not produce business, any more than any form of advertising produces 100% return. The main thing about leads is to send them in early.

The smooth functioning of the organization depends to a large extent upon the correct attitude of the members.

- In this respect we point out what is obvious but not always realized, namely - that it may not be possible for a member to reciprocate immediately when you give him business or leads. This is something that only time can rectify.
- Reciprocation may come by way of a Lead from the member in question, who finds it impossible to help you with direct business, or in other ways.
- It is very necessary for you to become lead conscious for other members.

The ability to recognize perspective business for fellow members in your daily contacts and conversations can be developed to a surprising degree.

- It depends to a large extent upon your willingness to learn about the other classifications, to become acquainted with the other member and their products/services provided within their business.

Producing leads for other members is an activity entirely separate from your regular business routine and requires continual attention on your part to the conversion into leads of hints or information you hear at your place of business, at home, your clubs, your church – in fact everywhere you go during your waking hours.

## 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 number one. It is by far the most important. The benefits of our association, both from other members to you and from you to other members, just don't happen unless you have a consistent record of attendance at our weekly luncheon meetings.
- Nothing you do will take the place of your presence at meetings. With as many firms and member representatives as we have, everyone will not know you or your firm if you miss 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”:

- *A member firm shall be represented at the meetings of the association by a person holding an executive or decision-making position in the business. Such person should attend personally at least 50% of the meetings of the association and any quarter our representative may designate an alternate representative at not more than 50% of the meetings. Such alternate will not have voting privileges and is not eligible to run for the board of directors.*

These rules may seem strict, but experience has proven it is to the advantage of STEA to drop a member who will not, or cannot attend regularly.

- 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 business-like manner and it will bring you untold business benefits.

## 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 and during rollcall or introduce but say nothing on their own behalf.
- Courtesy dictates that spouses businesses are not to be mentioned especially if they could be in conflict in anyway with a current member company.
- Guests other than spouses that conflict with member firms of the association are not permitted.

Representatives are required to wear 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, leads or special promotions only.

- Please refrain from telling of jokes or promoting a product outside your classification.
- Fundraisers and community events are permitted upon board approval only.
- Please submit your announcement to the president by Monday noon before the meeting to be read at the end of the regular luncheon.
- Please refrain from having a side bar conversation as this will distract other members during roll call.

The main focus of each meeting is the “CRAFT TALK”.

- Each members company is scheduled on a rotation basis to prepare and deliver a 15 minute talk about or demonstration of their companies business activities.
- It is customary for speaker to offer “booster prizes” to be drawn for after the presentation.
- Only the speaker of the day may circulate information brochures or samples by placing them at each dinner table.
- A special table at the back of the room will be provided for members on non-craft talk days to bring in information on products, services, or specials their business may be promoting.
- Members are asked to refrain from use of electronic equipment during craft talks. This is very distracting for the speaker.
- The speaker has a clear view of the room from their point of you. Keeping conversations limited to before and after the craft talk, not during.
- Conversations during the craft talk are distracting to other members who are interested in the craft talk.
- 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**

Grace

Toast to Canada and a member company

Roll call

Introduce speaker

15 minute craft talk

Thank speaker

Booster prizes – 50/50 draw

Announcements

Adjournment