



# Staff Executive/Editor's Comments

## Education and member attitudes are vital to IASM's success

**C**hange from the way an individual or group has "always done things" most often creates resentment on the part of those who "used to be" in responsible positions. Customary reactions include gossip, distortions and sometimes outright lies about the changes or those responsible for the change. Also, non-participation and encouragement to others not to support the organization's activities or discontinue membership in the organization is evidence of resentment, bitterness and selfishness. Legitimate leaders and or astute business people will not become followers of such individuals. In fact, participating in such actions can ultimately be negative to one's own business.

Associations of individuals or companies with like interests form to accomplish together what cannot be accomplished individually. There is always strength in numbers. While one state organization may be effective regarding issues involving that individual state, it usually cannot affect positive change for a region. The same applies to a regional organization as it relates to national change. In most industries the accepted mindset is for a company to support its state organization or chapter if there is one representing their industry. Then, if possible, support the regional entity if one is available. And, finally, support the national organization that represents the company's interest. If a company decides that it can support only one organization then that decision should be based on which entity or group can best benefit the company.

Once a decision is made to support one's industry association through membership comes the importance and benefits of education made available by the association. Those areas often include financial, inspirational, organizational, technical and more. In today's world, as it always has been, education is the key to improvement, growth and even survival. That is why IASM's Education Committee and staff have expanded and greatly improved the choice of subjects and methods offered to the membership and guests at annual conferences. Additional products have been generated for self help reference. Schedules and agendas are constantly modified to accommodate the limited time a member or guest may

have available to attend annual conferences because such attendance is the greatest benefit members can gain from the educational menu available to them.

Industries the size of structural movers are much better in every aspect when the individuals involved choose to be positive players within their industry's associations. When members realize it is not about them and their status but about the success of their company and its employees and their families, and that their participation is ultimately about the health of the industry from which their companies reap the benefits of their efforts.

IASM has seen many changes over the past five years and a majority of the members have indicated that these changes have been good for individual member companies, the association and the industry. And, there will be more changes. In fact, we should expect change. Be assured, however, that any changes will always be based on improving the organization and the industry for the benefit of individual member companies like yours.



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