

President's Message



Joshua Wendland

A few weeks ago a gentleman representing a service club in a town about 45 miles from my office posed an interesting question. He asked if I would consider making a presentation to about 50 service club members at one of their monthly meetings? My first reaction was to say NO WAY!!

After all, as a businessman I had too many things to do. I had thoughts like:

- *I'm way to busy running my business to waste time on this request.*
- *I have never done anything like this and I probably wouldn't be any good at it!*
- *What if I mess up and the attendees laugh at me?*
- *I don't have time to put together a speech or presentation that is supposed to entertain and inform people about my business for up to 30 minutes?*

Those were some of the excuses that were whirling around in my head the first couple of seconds after the request was made. For some reason, however, I blurted out "I would love to, when and where should I show up?" I hung up the phone and thought to myself 'what have I gotten myself into this time.' But after reflecting on it for a while I was convinced this was a great opportunity to appear before 50 potential customers and introduce them to our businesses and to tell them all of the services we offer and the many ways in which we may be able to help them.

I thought about all the money my company spends every year advertising on TV, print, radio, website, and billboards, and here they want me to present for up to 30 minutes for FREE!! I would even receive a great lunch and dessert out of the deal.

I thought about all the things I have learned at the educational opportunities I have sat through at our annual conferences and how many of my peers had been able to successfully pull off great sessions. How the professional presenters we have witnessed entertain and inform us. Sitting through many of those sessions and having the experiences of being involved with our organization gave me the courage and resources I needed to put it all together.

Using a simple PowerPoint presentation, I briefly covered the history of our company, explained some reasons people want to move houses, and then went into examples of the many different types of projects. It covered why people did it and why other people would want to do something similar. I also was able to tell the people in attendance about our construction and concrete services and how it all comes together.

My office manager created a brochure using some of the information from the "Relocation vs. Demolition" brochure attendees received at the annual conference. That material was given to the members, along with our company brochure and some gifts. This was an easy way to help them remember us.

The group liked [and I believe they enjoyed] the presentation. They asked many excellent questions. The 30-minutes passed quickly and many stayed afterwards to ask more questions. Would you believe it? They even asked us to either help them find a structure to move or come to their place and take a look at a foundation they needed some help with. I found it quite easy to talk about a subject I am so passionate about.

Since the presentation a couple of weeks ago another service club in a different town has contacted me to make the same presentation. I can't think of a more economical way to get face time with potential customers and inform them about the importance of our industry and how our company can help them.

I thought I would share this experience with you to provide an example of how our fine organization can help prepare you to take advantage of situations as they arise. Without our association's conferences and educational opportunities I wouldn't have recognized this as an opportunity and would have just hung up the phone and gone back to keeping my head in the proverbial "ditch" of every day work.

In these difficult economic times we should all be taking advantage of all the association has to offer. If you are waiting for the phone to ring or the next job to start, take a look at the business library at www.iasm.org and you will find a wealth of easy to understand sound business advice that will make you more profitable.

I encourage you to contact our helpful staff, any of the dedicated directors, or me with any questions or requests on how we may be able to help you help yourself.

We are Making A Difference!!

I wish you all a safe, healthy and profitable summer.

A handwritten signature in black ink, appearing to read "Joshua Wendland". The signature is fluid and cursive, written over a light grey background.