

## **FSPA Membership ... A good business decision**

By Wendy Parker Barsell, FSPA Executive Director

Does a six-time return on an investment within 12 months seem like a good business decision to you? For example, if you gave someone \$100 on January 1, and he gave you back \$600 on December 31 of that same year that is a six-time return on your investment.

In June, the FSPA Board (60+ individuals) met to go through the programs and benefits offered by your association to determine the Return On Investment (ROI) you get from membership. That process yielded very valuable information, including that members get an average of six times the value of what they pay in dues. For many of you, it may be even higher.

In my June column I provided some examples of how your dues pays you back – everything from discounts on prescription drugs to continuing education and consumer brochures. On the front page is an outline of the programs and their average return to members based on the Board's discussion. Each member is different; for one business the arbitration clause in their contract is worth thousands of dollars or for another having GPS in each service truck has reduced man-time and fuel costs by hundreds of dollars per month. If you are still sitting on the membership renewal invoice, please take a few minutes to really think about what being part of this trade association means to your business.

And don't forget what we can all do when we come together. The impact that hundreds of pool and spa companies have when it comes to influencing building codes and regulations is invaluable. As an association, we cannot take on initiatives or challenges without support and feedback from industry professionals. Being a member gives you the opportunity to share your experiences and have FSPA work on your behalf to speak to groups such as the Florida Building Commission, local building departments, the Construction Industry Licensing Board and the Department of Health. With a person dedicated to government relations and regulations efforts we can stay at the forefront of issues to protect Florida's swimming pool and spa professionals.

In closing, I want to thank each of you who renewed your membership for the coming year. If you are still thinking, remember that we now offer quarterly and monthly payment options so you can spread the cost out but still maintain your benefits. Still have questions or concerns? Feel free to call me directly – I'd love to hear from every member!