



**WHY YOU MUST BE A
MEMBER OF AN
ASSOCIATION**

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Many years ago everyone joined some kind of an organization. Why? To have a meeting place to share common experiences, learn about new things with their peers and enjoy the social life within the organization. Then our lives began to change.

We came to the period of not joining an organization, because we didn't have enough time. It wasn't worth it as the fellowship and business experience could be obtained through our new TV or computer or other of the technology gadgets that became a part of our world. Volunteer and other organizations started hurting for members, and many of the more popular ones disappeared or barely hung on. So what happened then?

We found ourselves in the information age and so inundated with information that we can't read it all, won't read it all or completely ignore it as we can't handle the massive amount of information. Because of this we are all starting to look at our options again, as we know we have to keep up to date, but want to with the least amount of our personal time being spent on the gathering and sorting through all the pertinent information available to us.

This is why Associations have come back into our business lives. They sort through the vast amount of general or political information and this saves our time and we are kept updated on the necessary changes. The Association also provides an opportunity to socialize with our peers. During our socializing we share common problems and learn how to deal with them. We learn how others stay the course and manage a profit under more and more regulation and after law suits and other obstacles that small business constantly has to adjust to.

The Apartment Association of Orange County has perfected their communication system to keep you informed on the issues of the day. They provide the membership meetings where you can hear live speakers talk about subjects that are current and ones that are essential to your doing your business in a profitable way. They also provide the social setting to relax and enjoy yourself while talking with your peers.

Some of the highlights of this year's activities include their General Membership Meetings, the AAOC Golf Classic, the Big Bang Friday (Angels vs. Texas) and their Annual Trade Show that will expose you to the many vendors that can bring you their

services first hand without going through an expensive drive around to see and hear the same thing.

If you're not a member, join. If you are a member, ask someone else to join and help make your Association stronger.