Why Professionals Belong

In our 2011 member survey we asked our members “why” they belong to the Society. Here is what they told us:

- Improve my practice capabilities and earnings
- Enhance my professional image and reputation
- Obtain professional development resources for knowledge and productivity
- Access to cutting edge and insightful content affecting my practice
- Networking with individuals in my practice specialty
- Networking with individuals in related disciplines
- Established clear standards of ethical behavior
- Rigorous membership qualifications, such as required credentials
- Updates/information on key industry trends and developments affecting my practice.
- High quality continuing education
- C.E. programs presented through local chapters
- Networking events at local chapters
- Access to experts - locally and nationally
- Leadership opportunities - locally and nationally
- Dissemination and interpretation of regulatory issues/requirements
- Access to CE programs for multiple designations from one source
- Access to the organization’s quality publications like the Journal
- Insightful resources/publications covering a broad range of topics (VTCs, Webinars, Keeping Current, Sections Newsletters, NewsBrief)
- Enforcement of Ethical Standards
- Recognition of highly valued financial credentials and designations.

In discussing the Society with a potential new member, it’s always best to mention your personal reasons – why you belong to the Society.