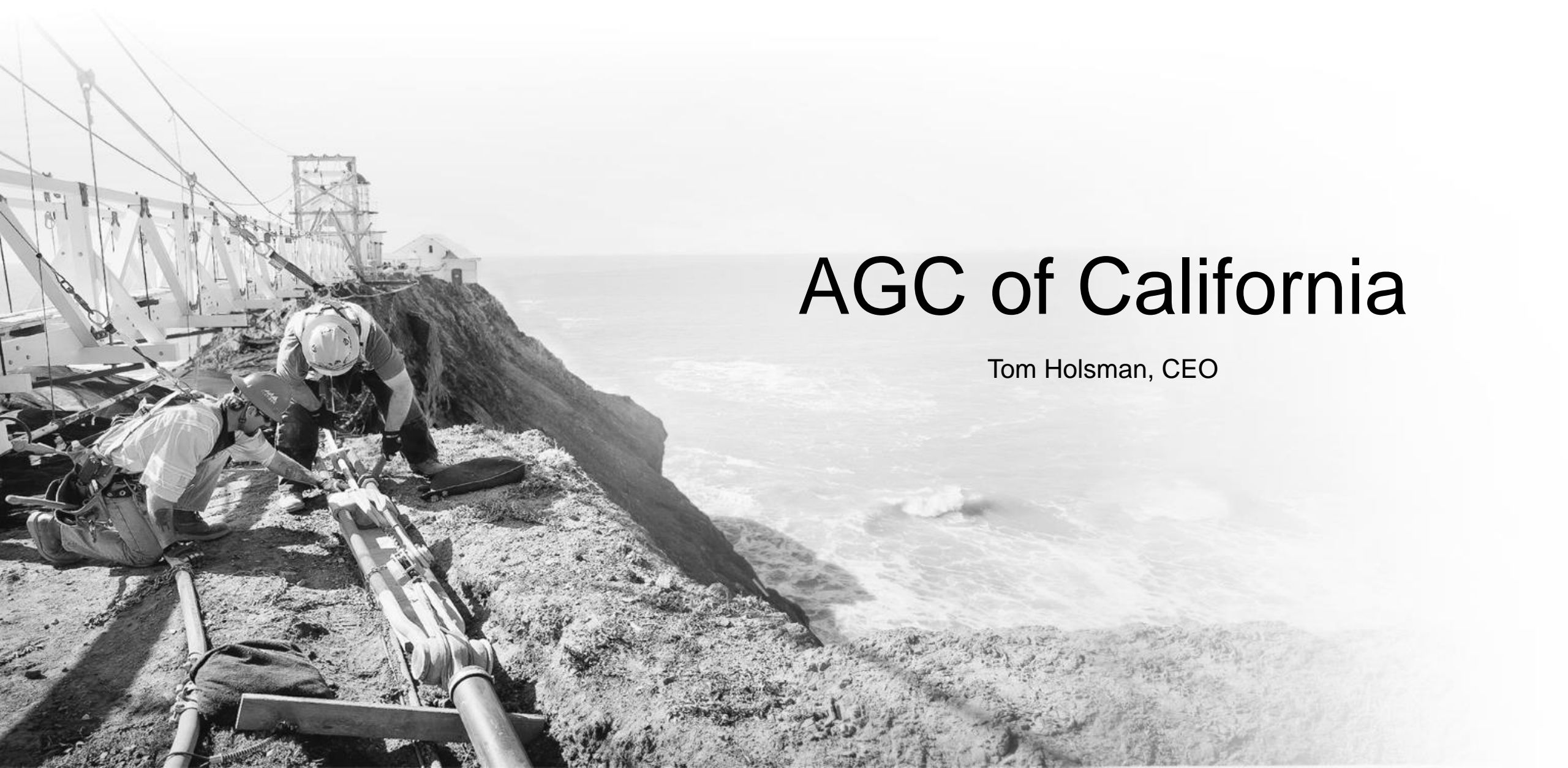


Award-winning Chapter Membership Building Strategies

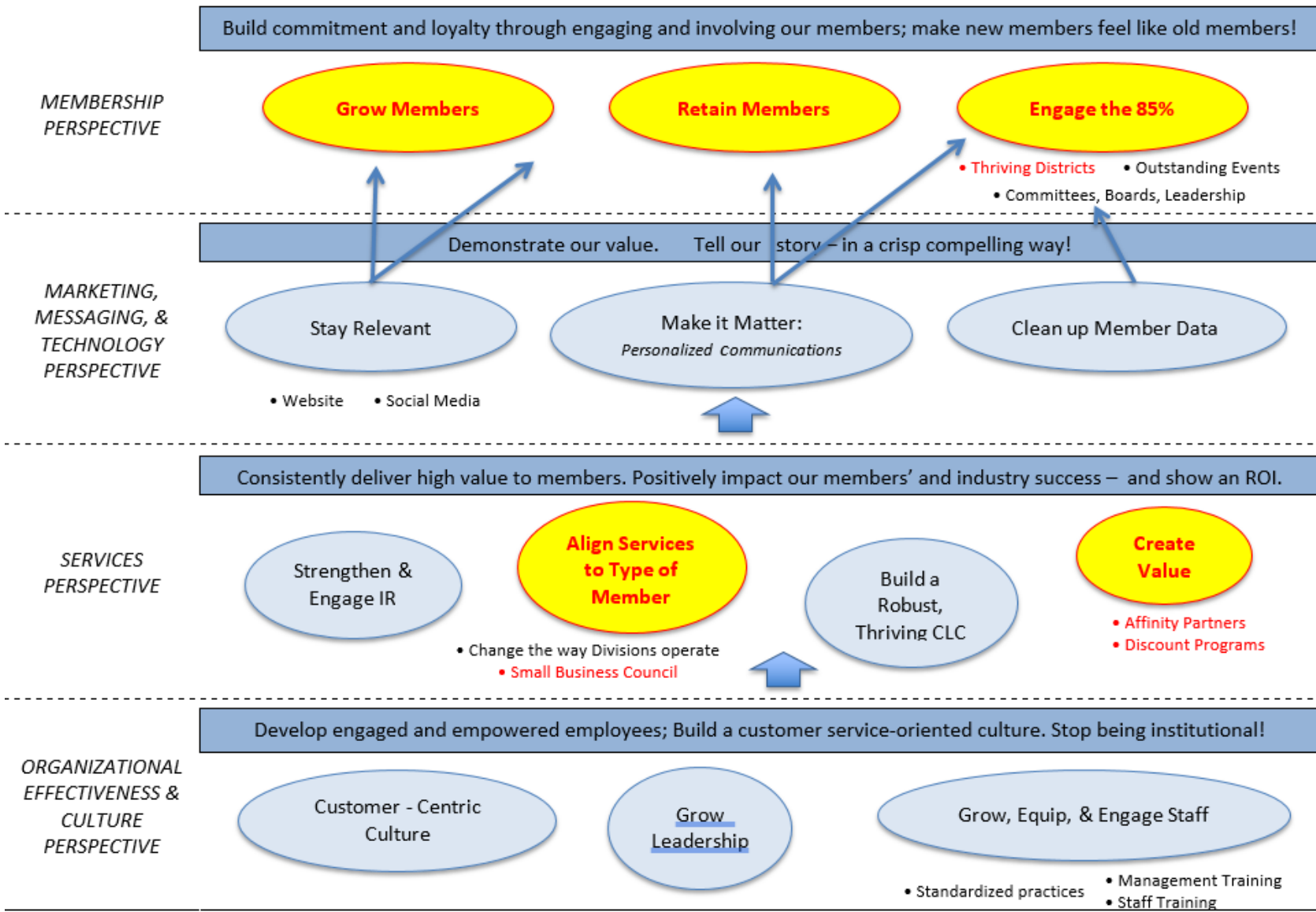




AGC of California

Tom Holsman, CEO

CALIFORNIA 2017 STRATEGY MAP



YOY STATUS

Grow
Members

Retain
Members

2017 Goals:

Gain 10 CM's over 2016 #'s
Retain 90% of CM's

As of September 12, 2017

CM: 497

AM: 475

TOTAL MEMBERS: 972

OVERALL RETENTION: 90%

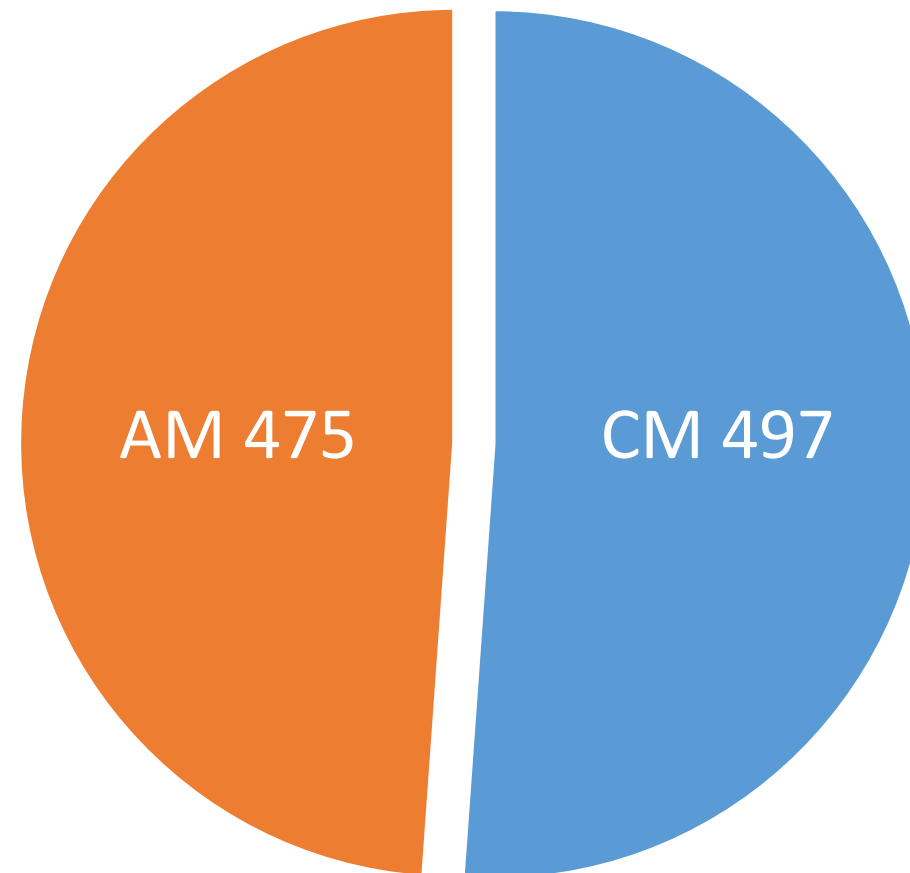
CM Retention: 93%

As of September 12, 2016

CM: 475

AM: 486

TOTAL MEMBERS: 961



■ CMS ■ AMS

Engage the
85%

2017 TARGETS & METRICS

*Create thriving
Districts across the
State!*

*Make New Members Feel
Like Old Members!*

- **Increase engagement from 15% to 25% of member companies attending District Events**
- **Develop District scorecards with engagement metrics discussed at monthly meetings**
- **Fully implement consistent onboarding across the Districts**

DISTRICT EVENT ENGAGEMENT

Increase engagement from 15% to 25% of member companies attending District Events

Engage the
85%

2016 (July 2016)

REGION	TOTAL # EVENTS	TOTAL EVENT HEADCOUNT	TOTAL COMPANY ATTENDANCE
NorCal 4,5,8	9	420	185
CenCal 1,2,3,9,10	6	421	85
SoCal 11,12,13,14	7	883	154

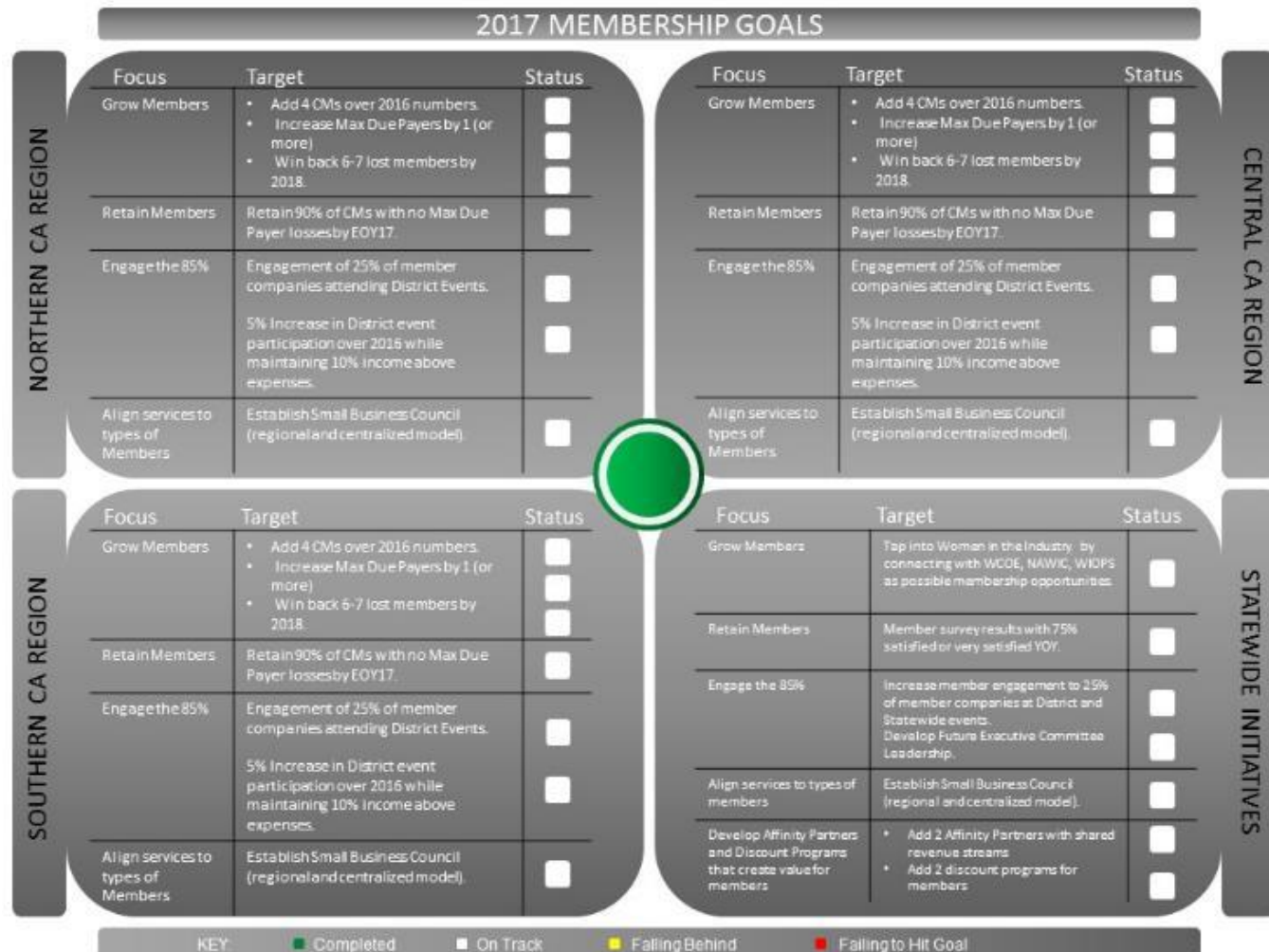
2017 (July 2017)

REGION	TOTAL # EVENTS	TOTAL EVENT HEADCOUNT	TOTAL COMPANY ATTENDANCE
NorCal 4,5,8	10	472	197
CenCal 1,2,3,9,10	4	364	73
SoCal 11,12,13,14	7	925 (+4.7%) (4 of 7 Sold Out)	183 (+19%)

REGIONAL SCORECARDS

Develop Regional scorecards with engagement metrics discussed at monthly meetings

Engage the 85%



ONBOARDING

Fully implement consistent onboarding across the Districts

Engage the
85%



2017 TARGETS & METRICS

Create
Value

Align Services
to Type of
Member

- Create and operate **Small Business Council** both regional and statewide
- Implement and host mega networking events—“Meet the Prime / Cal Con” annually, both in the North and South.
- Add 2 Affinity Partners with shared revenue streams
- Add 2 Discount Programs
- Promote program(s) to membership to ensure awareness and access



WHAT WE HAVE LEARNED....

- **Strong bonds and relationships with District and Regional Membership makes us more effective**
 - **When utilizing a member, a prospect can be closed in 1-3 calls/meetings**
 - **Relying solely on AGC staff more than doubles the effort necessary, taking 7-10 hits to close a prospect**

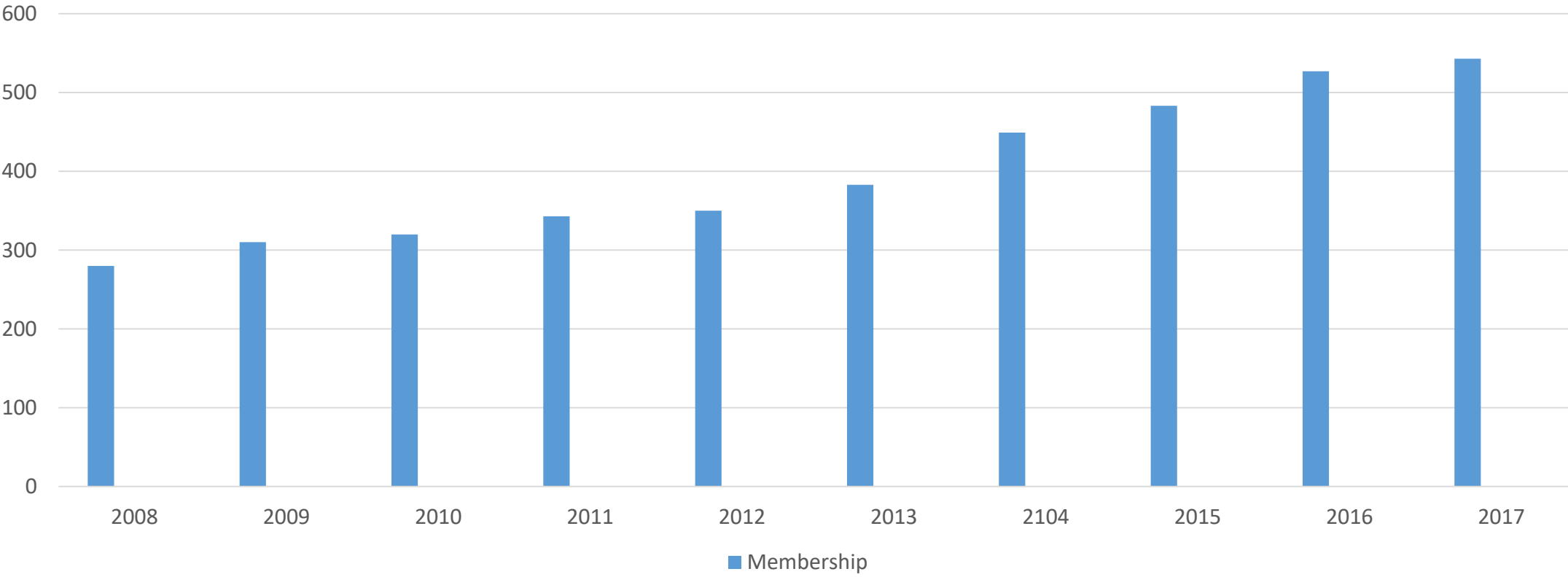
The Secret to Membership Growth: Just ask them to join!

AGC Colorado

Michael Gifford, President & CEO



AGC Colorado Membership Growth



Membership Retention

	GC	SC	Supplier	Associate
2016	97%	93%	96%	92%
2017	92%	92%	85%	88%

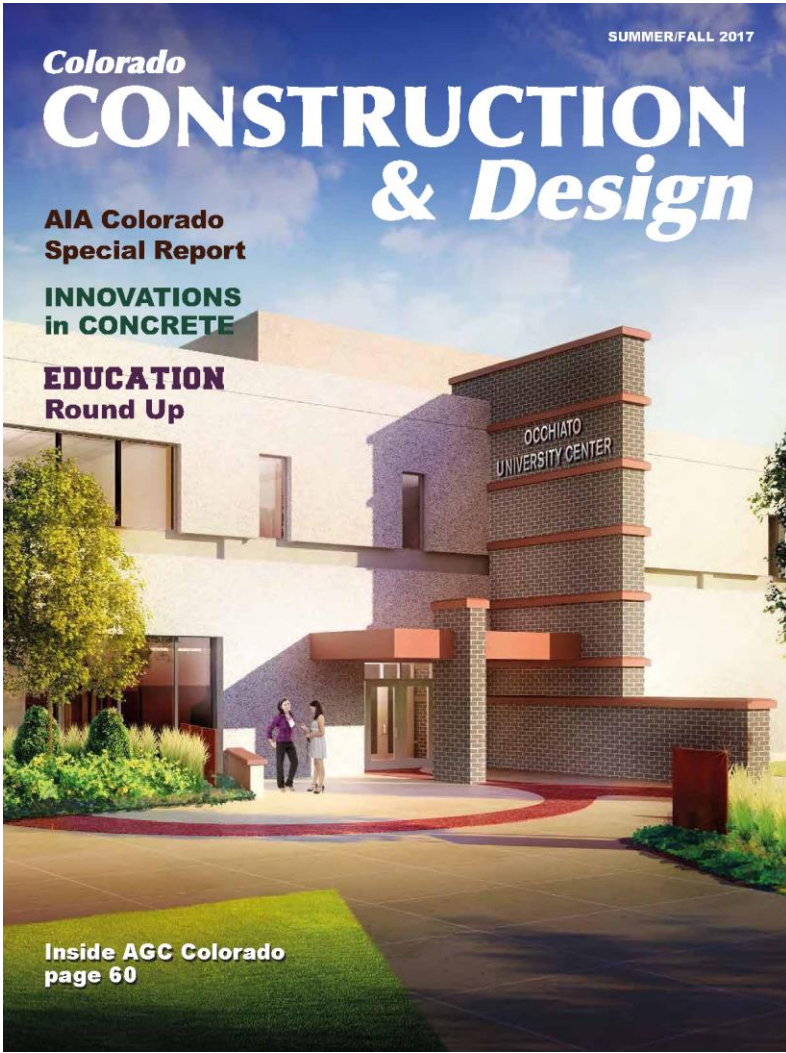
Membership Growth & Retention

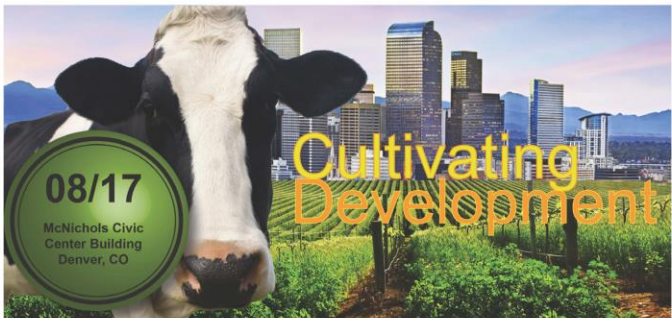
- Strategic Plan has to focus in membership growth & retention
- Branding – Show up in places they don't expect...but respect
- Board involvement plan – be super specific & easy to complete
- Networking upstream that meets member needs
- Meat, potatoes and veggies on the plate
- Last Word

AGC CO 2015-17 Strategic Plan Goals

- Develop the Contractors of the Future (Workforce Development)
- Be Effective Advocates on Issues Affecting the Colorado Commercial Construction Industry
- Provide Quality Services to Members That are Essential to Their Success
- Strengthen and Increase Membership
- Ensure AGC Colorado's Future Financial Sustainability

Colorado Construction & Design Magazine





*Innovation at the Intersection
of Food and Real Estate*

*Thursday, August 17, 11 am - 6 pm
McNichols Civic Center Building,
144 W Colfax Ave, Denver*

Presented By:



The Colorado Health Foundation™



Thank you to our
Community Partners!



Board Involvement – Specific & easy

- GC members take AGC SC spreadsheet by division
- Have pre-construction dept. identify 5 SC's that are not on AGC list
- Have pre-written email template & 3 attachments that can be easily sent to 5 prospects
- Copy in AGC membership director to follow-up
- Close sale of at least 1 per board member
- Give award to board members at next meeting to recognize their success
- Have fun with it!

AGC of Colorado Breakfast with the Board General Contractor Showcase Co-presented by AIA and ACEC



Register Online Today! www.agccolorado.org

Managing Risk in the Construction Industry

A new SmartMarket Report from Dodge Data & Analytics finds that 75% of building owners and contractors have experienced a dispute or claim in the last three years, and 90% say increased collaboration can be used to mitigate future risk. Join AGC, AIA and ACEC at the July Breakfast with the Board and hear Steve Jones, Senior Director for Dodge Data & Analytics, discuss how collaboration can produce tangible benefits like reducing construction costs, improving project schedules and improving safety.

Premier Event Sponsor



Event Sponsors



2017 GC Exhibitors

Adolfson & Peterson Construction
Calcon Constructors, Inc.
Doran Construction
Fransen Pittman General Contractors
GE Johnson Construction Company
GH Phipps Construction Companies
Golden Triangle Construction, Inc.
Haselden Construction, LLC
Hensel Phelps
Howell Construction
Hyder Construction, Inc.
JE Dunn Construction
JHL Constructors, Inc.
Kiewit
McCarthy Building Companies
Mortenson Construction
PCL Construction Services, Inc.
Saunders Construction, Inc.
Swinerton Builders
The Beck Group
The Weitz Company, LLC
Turner Construction Company
W.E. O'Neil Construction Co. of Colorado

Date/Time: July 19, 2017
7:30-10:30AM

Location: Denver Marriott Tech Center
4900 S Syracuse Street
Denver, CO 80237

Cost: \$55 for AGC, AIA and ACEC members

Event Schedule:

7:30-8:30AM
Registration/Showcase/Networking
8:30-9:30AM
Breakfast/Presentation
9:30-10:30AM
Showcase/Networking

Meat & Potatoes on the Plate

- Self-insured Health Insurance
- Leadership Opportunities
- Workforce Recruitment/Hiring Opportunity
- Networking Upstream
- Apprenticeship Training
- Work Comp Insurance

Last Word

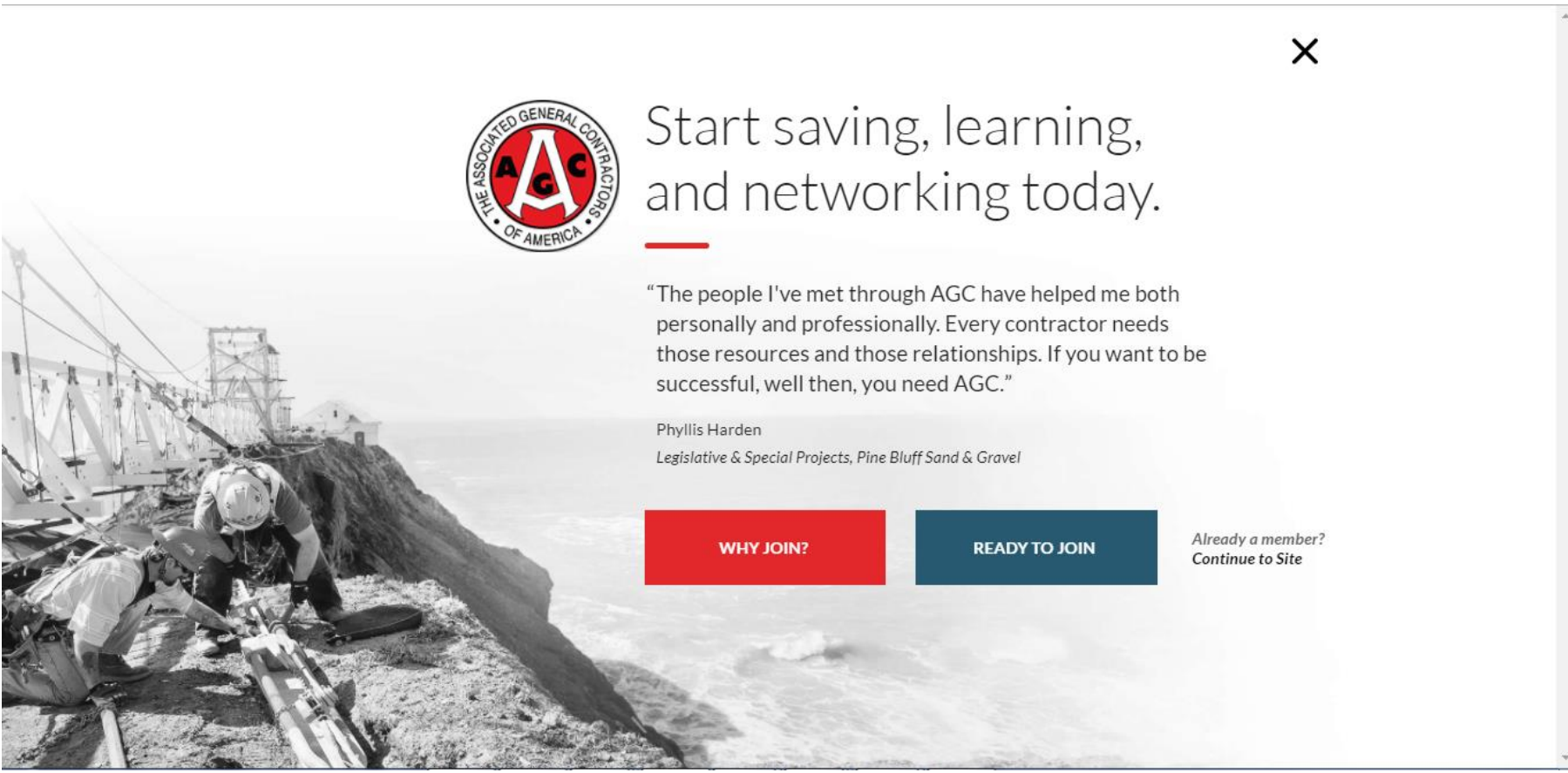
- Membership is a totally different mindset than advocacy or labor relations or construction
- Chamber of commerce membership sales is the best training ground I know
- Membership must be the first thing every day or it won't happen
- Intentionally build a membership growth & retention culture with staff – leadership is the key
- Make it fun!




AGC of America

Christi Beatty, Executive Director
Chapter Support Services

AGC's *Why Join* Campaign



✕



Start saving, learning,
and networking today.

“The people I've met through AGC have helped me both personally and professionally. Every contractor needs those resources and those relationships. If you want to be successful, well then, you need AGC.”

Phyllis Harden
Legislative & Special Projects, Pine Bluff Sand & Gravel

WHY JOIN?

READY TO JOIN

*Already a member?
Continue to Site*

<https://www.agc.org/why-join>

[LOGIN](#) [REGISTER](#)

[About Us](#) [Events](#) [Shop](#) [Contact Us](#)



[Industry Priorities](#) [Learn](#) [News](#) [Connect](#) [Member Benefits](#)

[Why Join?](#)

Build America Awards

Application Now Open!

[LEARN MORE](#)



2017 Grand Award Winner
Daytona International

AGC of America 100 YEARS
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Building on Experience

Industry Priorities Learn News Connect Member Benefits Why Join?

“Without AGC we would not be as strong of a company as we are today. AGC is a central resource for training, learning, and sharing knowledge to the next generation of constructors.”

Sean Woerman, Senior Account Manager,
Lydig Construction

WATCH VIDEO READY TO JOIN

**2-minute video
with AGC Member Testimonials**

The screenshot shows a web browser window with the URL <https://www.agc.org/why-join>. The page features the AGC of America logo and navigation links: Industry Priorities, Learn, News, Connect, Member Benefits, and a red 'Why Join?' button. The main content area has a dark blue background with a testimonial from Sean Woerman, Senior Account Manager at Lydig Construction. Below the testimonial are two buttons: 'WATCH VIDEO' and 'READY TO JOIN'. A red arrow points to the 'READY TO JOIN' button.

AGC of America 100 YEARS
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA
Building on Experience

Industry Priorities Learn News Connect Member Benefits Why Join?

“Without AGC we would not be as strong of a company as we are today. AGC is a central resource for training, learning, and sharing knowledge to the next generation of constructors.”

Sean Woerman, Senior Account Manager,
Lydig Construction


WATCH VIDEO READY TO JOIN

New Form Page...

with more targeted questions to help AGC collect quality leads


Why Join Toolkit for Chapters

We've got the tools to help you build your business.



You don't have to go it alone. We'll help you find more work, save money and build better. With more than 90 regional chapters throughout the country, AGC supports your business through education, networking, membership discounts, and state and local regulatory navigation. Join your local chapter and start building a more profitable future.

Learn more at
[agc.org/why-join](https://www.agc.org/why-join)



Marketing Collateral

- Print ads
- Social media ads
- Event Banners
- Posters
- *Why Join* brochures

Digital Collateral

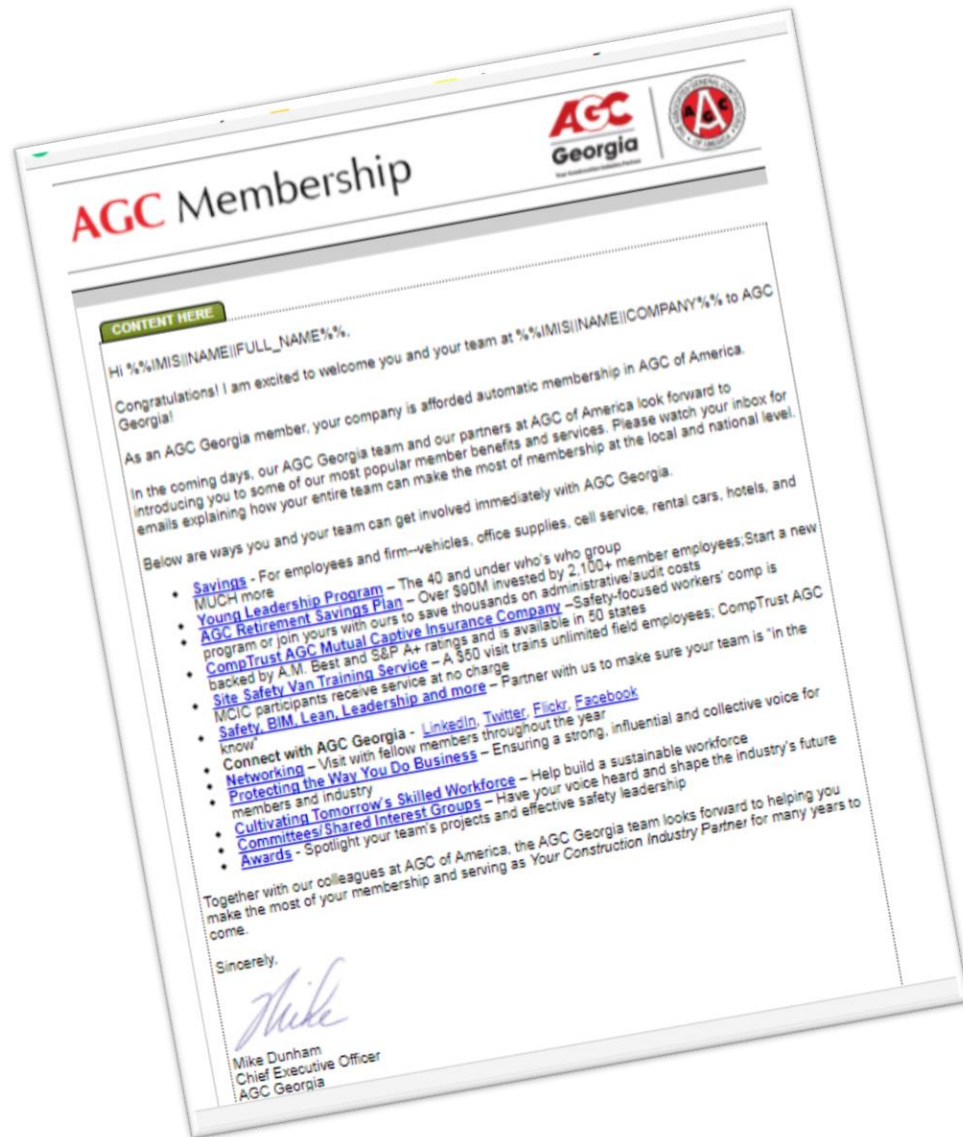
- Access to digital campaign
- Web banners you can link to

<https://chapters.agc.org/marketing/membermarketing/why-join/>

A black and white photograph showing two construction workers in hard hats and safety gear working on a narrow, rocky ledge overlooking the ocean. They are focused on a task involving a large pipe or cable. The background features a steep cliffside and the ocean with waves crashing against the shore. The overall scene conveys a sense of ruggedness and precision in construction.

Membership Retention

AGC can help...Onboard New Members



Automated Email Campaign

- Joint campaign with chapter and AGC of America
- 6 email touches over 12 weeks

Messages

- Welcome to AGC
- Complete your AGC Profile
- Save with AGC's Discount Programs
- Build Your Contacts
- Learn about Educational Programs
- AGC Protect Your Business

AGC Can Help...with New Member Orientations



A Final Thought...

Have you called your chapter lately?

