



Reach Elevator Speech – 2 minutes without personal story

There is no better investment in your company than making an investment in your personnel through supporting their membership in ASHRAE. Membership and volunteering provide your staff with access to technical resources, networking, and learning experiences that will benefit your company.

(Share a personal story of how ASHRAE membership has benefitted you.)

Employees have access to:

- Engineering and building technology resources, which they need to be current and to maintain your company's competitive edge.
- A worldwide network of innovative industry leaders.
- Opportunities to develop professional growth such as communication, management, and leadership Skills.
- Opportunities to influence the direction of the industry through participation on committees that create standards and guidelines, participate in research, and develop other technical resources.

I would encourage you to invest in your employees, your company, and the industry by supporting their membership in ASHRAE.