



Elevator Speech – 2 minutes without personal story

There is no better investment in your company than making an investment in your personnel through an ASHRAE membership experience. Membership and volunteering provides 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.)

Specifically, your employees gain:

- Access to engineering and building technology resources, which they need to be current and to maintain your company's competitive edge.
- Access to 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.

Tangible benefits include online access to ASHRAE publications, an annual print copy of the *ASHRAE Handbook*, the monthly *ASHRAE Journal* and quarterly *HPB Magazine*, discounts on publications, continuing education opportunities, conferences and much more.

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