

## OPEN LETTER TO POTENTIAL MEMBERS

Thank you considering membership with Southeast Tourism Society. As you ask “Why join a professional association?” here are my thoughts.

We believe that if you are interested in furthering your career and your business, joining a professional association is a good start. An association is a synergistic group, that the effect of a collection of people is greater than just one person. How can this help you? Please consider:

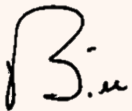
**Enhance your network:** Creating professional relationships is important, and allows you to have a sense of security and trust.

**Take charge of your career:** Career resources, strategies, experts you can contact for specific questions, seminars, training and certification. Don't forget to list your association membership on your resume.

**Broaden your knowledge:** Whether you are looking to learn about job postings in your field, network in your professional community, gain access to resource information such as: case studies, articles, white papers learn more or stay informed about issues.

They say there is safety in numbers but in this particular case, it is strength. With a solid membership base, STS has a strong voice, your voice, in the Travel and Tourism Industry – especially as we work with our leaders and stakeholders in the southeast, and into Washington D.C. to ensure our voice continues to be heard.

Thank you for investing in the success of our industry with your decision to join STS.



Bill Hardman  
**President & CEO**

