



TIP OF THE WEEK

October 9, 2007

I'm a big believer in trade associations. Trade associations are a great way to understand your business, benchmark against other organizations, stay abreast of current advancements and technologies, lobby our government as appropriate and network. When I've worked with folks at the Paperboard Packaging Council, we've solved a lot of problems, set industry standards PLUS I've had a lot of fun and made new friends. So if you haven't worked in a trade association before because you're afraid that they're cliquey or that nothing really happens, stick a toe in, try it out.

Good luck. Work **ON** your business. Stay in touch.

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