



Executives Association of San Francisco

Established 1916

NEW MEMBER GUIDE

Welcome to the Executives' Association of San Francisco, an Association that has been in existence since 1916. It is the goal of every member that your assimilation into the organization is rewarding, smooth and successful.

In order to help you gain the most of your membership, we have prepared this booklet of information to help you get acquainted with the Association. In addition, a mentor will be assigned to work with you during your first several weeks of membership. We also encourage you to speak to any Board member or our Executive Director if you have any questions or suggestions.

The weekly meetings are on Thursday from 11:30 am - 1:30 pm at the Marines Memorial Club (609 Sutter Street, San Francisco, CA 94108) the first four Thursdays of every month, except on rare occasions which will be announced in advance or on the website (www.sfexecs.com). The meal starts at noon. We encourage you to arrive early so you can get to know the members. We end promptly at 1:30 pm

Each luncheon is open seating. However, new members will be seated with a member of the mentorship committee during the first several weeks of membership. Please wear your name badge at each luncheon and leave it in the badge box after each luncheon.

Our typical agenda includes introductions, general announcements, and a presentation by one of the members. More specifically, you will find we follow the following pattern:

Greetings (11:30–12:00) Members meet and greet and share information.

Lunch (12:00–1:30)

Open Microphone Promotions (12:00–12:30) Members are given an opportunity to promote their company (e.g., new products or services), to let the membership know more about their business and to encourage referrals for their business in a 1-2 minute announcement. EASF does not allow political or charitable requests or announcements.

Announcements (12:00–12:05) The president or presiding member for the luncheon will mention upcoming speakers and events, open classifications, applications received, and introduce new members and any guests.

Thanks, Leads, Testimonials (12:05–12:50) Members stand, introduce themselves, and give an “elevator” talk about their company’s products and services. It is also an opportunity to thank members for work received or a referral, and to give testimonials.

Presentation (1:50–1:25) Each week one members makes a 20-30 minute presentation about their business classification. Also, we occasionally have a guest speakers.

Closing Remarks (1:25–1:30) Speaker gift and attendance prize drawings.

Visitations: In addition to luncheons at the Marines Memorial Club, members can opt for hosting a lunch or evening reception at their place of business.



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Alternates: Members can have alternates to participate in their absence at an EASF luncheon or outside function. Alternates would be co-owners, management, and sales personnel from the member's company who attend when the regular member is unavailable to attend. Having an alternate member allows a business greater exposure and opportunities. For compliance with attendance requirements, if the regular member is absent, the alternate member attending the lunch will be a substitute for attendance.

Members are encouraged to invite guests, especially those who represent a company whose business category is open for membership. These potential members will be allowed two visits at no charge for their lunch. For any subsequent visits, the member who brings this potential member will be charged \$40.00. As well, a member can bring a guest who is not a potential member, such as a family member or friend, but each of these guest will cost \$40.00 for the member who invited them.

Weekly, the Executive Director will email you a bulletin with the upcoming calendar of events and information on the upcoming speaker.

EASF has two websites. The public site is www.sfexecs.com which features upcoming events and speakers on a Calendar and Bulletin page. As well, there are pages listing all member companies with contact information. The website includes our history, news, items, officers, and documents. Our private website is www.connectable.biz which has member profile pages with additional information, direct and general leads, and more. Contact our Executive Director who will provide you with information in order to access this website. Please bookmark these websites and become familiar with them.

Again, let me congratulate you on joining EASF. Please don't hesitate to contact me, the executive director, or a member with any questions or comments.

Sincerely,

Todd Crawshaw
President
Executive Association of San Francisco

Charee Lord
Executive Director
415-890-3460



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Tips for New Members

1. Be patient but persistent; it takes time to build relationships
2. Be yourself. Don't be a power monger or controller.
3. Attend every weekly meeting; try to arrive early.
4. Don't sit at the same table every week or with the same members.
5. Don't be afraid to seek out those you don't know.
6. Volunteer for committees. Accept assignments when asked.
7. Clear guests with the Executive Director before you invite someone to a meeting.
8. Don't leave luncheon meetings early; it's disruptive to the speaker and the audience.
9. Be visible, be vocal. Stand up in front of the group as often as possible.
10. In all discussions and talks, stay within your category / classification.
11. Avoid political and charity drive announcements.
12. Call in your hottest leads directly to the interested party.
13. Don't delay reporting a lead until Thursday. Call the member who can benefit.
14. Familiarize your staff, family, and friends with EASF. Encourage them to share leads.
15. The EASF member directory makes an excellent handout.
16. Don't be bashful about asking for leads, contacts or assistance.
15. If there is a particular company or individual you would like to do business with, ask them.
18. Before or after the lunch is a good time to set up business meetings with member.
19. Feel free to ask your sponsor or mentor for an introduction to a member.
20. Don't hesitate to approach a member and ask for the opportunity to quote or bid on a job.
21. Talk about your company products and services at each meeting.
22. Don't assume the members know your business – it is up to you to let them know.
23. Learn all you can about the business of your fellow members and look for leads to give them.
24. Use EASF as a resource for your own customers and clients.
25. Attend at least one board meeting within the first three months of membership.
26. Arrange visits with other members when you are in their neighborhood.
27. Get to know your mentor(s) and the Executive Director early.
28. Attend off-site meetings and special events.
29. Have an alternate available when you cannot attend meetings.
30. Keep up to date with the calendar on the EASF websites.