

ask



2016 Membership Drive

why?

Earn up to \$500 per NEW Council Member YOU Refer!

Just Ask Why?

“Why are you not a member of the Council?”

“Why do you invest in other organizations but not the Council?”

“Why are you not supporting the number one advocate for our industry?”

“Why are you not meeting policy makers at Advisory Meetings?”

Recruit peers & partners to become NEW members and earn CASH doing it!

Share your personal experiences and impacts that CQG membership has had on you, your company or your bottom line. *Need more?* Hear from your fellow members--

“What makes this organization so good is their quality of speakers and the people who attend. I always feel more knowledgeable, have great take-aways and feel like my time was well spent. Great ROI for us.”

Sally Riker, Partner
Lowe Engineers

“Council membership affords a unique opportunity for open dialogue, meaningful discussions, and networking with local officials and private enterprise. This is the basis for quality growth.”

Chuck Deeb, Vice President
T.Y. Lin International

“Engagement in CQG is a priority for me because it helps me keep pulse on region's real estate activity. Also, it's a venue to interact with great people who get things done.”

Scott Meadows, President
Wheeler/Brand Management
Company

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2016 Membership Drive Prize Structure

DURATION: September 21 – December 31, 2016

HOW TO EARN INCENTIVES: It's easy – just refer a new member to join the Council, and you will receive a Visa Gift Card! New members also receive a Council Credit that can be redeemed for Council event registrations!

	PREMIER \$5,000 • YOU earn \$500 ; NEW member receives \$250 credit; BOTH get Council polo
	SUSTAINING \$2,500 • YOU earn \$250 ; NEW member receives \$100 credit; BOTH get Council polo
	SUPPORTING \$1,500 • YOU earn \$150 ; NEW member receives \$75; BOTH get Council polo
	ASSOCIATE \$750 • YOU earn \$75 and NEW member receives \$50 credit

GRAND PRIZE DRAWING

Earn up to 5 entries per new member referred for the chance to win a 3-day/2-night trip to St. Simons!

Premier 5 entries	Sustaining 3 entries	Supporting 2 entries	Associate 1 entry	Upgrade 1 entry
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EVEN MORE INCENTIVES for REFERRERS!

- First 5 Referrers receive 2x the cash gift card!
- Recognition on the Ask Why? resource webpage and in the Council's weekly e-newsletter *Priorities*
- Acknowledgement at Council Advisory Meetings
- Refer a Premier or Sustaining member, and you'll receive an award on stage at the December 9 Annual Meeting; other Referrers will be recognized from the podium

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2016 Membership Drive Referrer Tool Kit

What resources are available to help YOU refer the Council? Beyond your own experiences, use these tools below with peers, colleagues and partners demonstrate the value that a Council membership can provide!

- **Council for Quality Growth Membership Guide** – Refer to our Membership Guide, a one-stop shop for information about What We Do, Initiatives & Programs.
- **Advisory Committees** – Invite a prospect to attend an upcoming event, including one of the eight monthly meetings around the region where members interface with elected officials and policy makers about relevant issues.
- **Member Testimonials** – Share what fellow members are saying about their ROI and impact Council membership has on their businesses.
- **Engage CQG staff** – Make an introduction or set up a meeting with Council staff, who can speak with the prospect about their specific interests.
- Use these **common hesitations about joining**, such as:

Hesitation: “There isn’t any reason for me to join.

Answer: Every voice matters at the Council. The Council needs your perspective and expertise as they advocate for all of us who work in the growth and development industry. As a member, you can be assured that the Council will monitor, research, report and take action when needed on issues at the local, regional, state, and federal levels that could have a direct impact on your bottom line.

“Time and time again I have been able to help as the Council took on a critical issue in our Region or State. The Council truly is interested in quality growth and has always been willing to put its time and money on the table to work for the best solution regardless of the situation. The membership mix of developer, attorney, banker, architect, engineer, broker, etc. has given the Council vast wisdom to help with solutions to incredibly difficult situations.”

Louis Young,
President
Columbia Engineering

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Sample Responses to Common Hesitations

"I don't have time to be a member."

They know members are busy, which leaves little time to fight the battles that are facing your industry. That's why they work on our behalf to ensure that planning, zoning, and other regulatory policies promote smart growth and strong infrastructure. They're our voice at civic and community meetings, and they actively advocate and lobby in city council, county and regional commissions, and state legislative and regulatory forums. The Council reports to members about the issues and developments that could impact members' business. They also have a members-only virtual clearinghouse of relevant ordinances, legislation, and more. They're essentially doing the work for you.

"I can't afford to join. It is too expensive."

The Council offers a variety of membership benefits and services no matter the size your company or budget. Packages and payment plans are available upon request and consideration. The Council's work on behalf of its members has a direct and profitable impact on their bottom lines. Membership is not only an investment in you as an individual and for your company, but for your industry, community and region, as well.

"I belong to too many associations already."

Although you receive specific benefits from other associations, the Council is the only organization that works every day to ensure the Metro Atlanta region's regulatory environment supports quality growth and development. The Council provides you a seat at the table with elected officials. Civic leaders regularly turn to Council members to advise on regulation that protects communities while continuing to encourage economic development. Membership provides you direct access to leaders and influence on policies that matters to your business.

"I joined once, but dropped."

Why? What could the Council have done differently to engage you as a member?

"I want to think it over." "Can you just mail me some information?"

I would be happy to send some information to you, however, let's review the benefits you will receive from your membership and see if I can answer any questions you might have.

"I don't know anyone else who is a member."

You would have access to more than 1,500 industry leaders, including developers, contractors, engineers, architects, planners, law firms and others who work at the intersection of private investment and public policy. You would also have access to the hundreds of elected officials and staff across metro Atlanta, state agencies and legislative leadership, with whom the Council regularly works.

"The Council keeps us informed of important issues and developments that affect our projects and clients, the kind of stuff you can't afford not to know."

**Rob Ross, Vice President
Kimley-Horn & Associates**

"Having a voice and a resource through the Council has been incredibly important to us as we have developed, redeveloped, acquired and sold properties over the years."

**Patti Pearlberg, Vice President & Partner
Coro Realty Advisors, LLC**

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Official Rules

- Only employees of Council member companies whose dues are current are eligible to participate
- A new member is anyone who has not paid Council membership dues in over 12 months
- An upgrade is any member whose dues are fully paid for 2016 and then pays the full difference to move to a higher membership tier. The primary representative with the company of their designee will receive the gift card.
- Once a new member joins, any employee with the company is eligible to participate and receive Referrer incentives
- The new member must list the individual from the Council member who referred them on the membership application for the new member and referrer to receive credit
- Prizes and incentives will be distributed within 30 days of the new member paying the new dues in full
- Only new dues paid between September 21 and December 31 will deem a new member and referrer eligible for prizes and incentives
- The new member credits may be used between October 1, 2016 and May 31, 2017 for Council program event registrations (with the exception of some Council partnered events). Unused credits will expire on May 31, 2017 and may not be redeemed for cash. Credits may not be used towards membership dues.
- Anyone who earns \$600 or more in value on the membership drive must submit their W9 to CQG before they receive their prizes. They will receive a 1099 at the end of the year for the value of their prizes.