

## Connecting Members with Business Partners

It should go without saying, but our business partners are truly partners who help us succeed in our profession. They are great resources. They know the market. They know their products or services and can help us become more effective leaders in our respective firms and companies.

The best way we can reward business partners for their support is to continually find ways to connect them to the ALA membership. Business partners value “face time” more than anything. Be available to a BP when they request a meeting. You’re under no obligation to purchase their products or services, but please give them time to understand the needs of your firm or company. Make sure the business partners understand what your next step might be. If there is no next step, they will respect that. It is through this dialogue both sides can better manage expectations which solidifies a more beneficial relationship in the long run.

After all, relationships are what it is all about! Successful BP’s know that the key to their success is an investment in time and relationship building to be there when the time is right for you to make a buying decision. As **Bob Lovelace**, Vice President of **Image Matters** says, “One word I can say all the way around - RELATIONSHIPS!”

KALA is fortunate because many of our business partners, like **Image Matters**, continue to support our chapter long after their name recognition and market share goals are achieved. This good faith reinforces their place in our chapter.

Our chapter benefits from BP relationships in many ways. Support from BP’s offsets the expense of providing quality education and network opportunities within a chapter among other things. As a reminder KALA Business Partners support the following initiatives to your benefit:

- Monthly Meeting Sponsors
- Social Sponsors
- Educational Scholarships/Stipends
- Travel Stipends

Next time you receive a call from a Business Partner, say thank you first. Then, spend time with them. After all, it’s the relationships that are forged through this program that ultimately benefit both administrators and BP’s.