IFMA JACKSONVILLE
ASSOCIATE RULES OF CONDUCT

IFMA is a professional business organization with the primary goal of education. The Associate's purpose is to support the Professional Members (Facility Managers) and be a resource for them.

It is our philosophy that Associates educate our Professional Members on the goods and services they can provide, and it is up to the Professional Member to call on Associate Members when they believe that company can fulfill their business needs.

At IFMA Jacksonville, we understand that Associate Members need to promote their business and it is our sincere hope that our Associates will receive business from their association with IFMA. However, we encourage you to do this in a way that does not alienate our Professional Membership.

The following list of rules and recommendations will help guide you in your efforts to promote your business.

LUNCH & LEARNS

IFMA provides monthly luncheons with educational programs for our Professional Membership. These Lunch & Learns provide a great opportunity to meet our Professional Members and build a relationship with potential customers. *They should not be viewed as a sales opportunity.*

At these Lunch & Learns,

- We do not encourage the distribution of business cards unless they are requested by a Professional Member.
- We never want our Professional Members to feel cornered or overwhelmed by Associates.
- Please understand that our Professional Members come to the Lunch & Learns to be educated and meeting you is secondary to their goal.
- It is up to you to create an atmosphere of trust and respect by getting to know Professional Members personally, understanding the problems they are confronted with, and ultimately solving their problems.

LUNCH & LEARN STATEGIES

To get the most out of our Lunch & Learns, we encourage you to:

- Arrive early.
- Make a genuine effort to meet ALL attendees (Associate Members, Professional Members, and their guests).
- Bring a customer you are currently doing business with.
- Attend the Lunch & Learns on a regular basis so you build recognition.
- Sit with different attendees each time.

LUNCH & LEARN STATEGIES (CONTINUED)

To get the most out of our Lunch & Learns, we encourage you to:

- Join in the conversation when the opportunity presents itself.
- Present a professional and pleasant appearance.
- Dwell on the positive.
- Avoid divisive topics (i.e. politics).
- Mind your manners.

SOCIALS

IFMA provides three socials a year, and these are a great opportunity to meet Professional Members in a relaxed environment.

At these Socials,

- Remember that our Professional Members are there to have a good time and are usually not interested in discussing business.
- Learn about hobbies and outside interests our Professional Members might have.
- Meet Professional Members' spouses and families.
- Remember that it is not an opportunity to hand out business cards or promote your business.
- Take the opportunity to promote yourself and learn about others.

SOCIALS STRATEGIES

To get the most out of our Socials, we encourage you to:

- Arrive early and be ready to have a good time.
- Bring your significant other or a friend, they can help promote conversation.
- Bring current customers as guests, as they are often your best spokespeople.
- Be a sponsor, as this is a great way to get your company name in front of a large number of potential customers.
- Try and meet as many people as possible.
- Present a positive and professional image.
- Join the Social Committee and get involved with the event. This is a great way to meet people and get the first opportunity for sponsorships.
- Meet an individual and then move onto another, unless you really hit it off with someone or are enjoying their company.
- Participate in conversations but avoid divisive subject matter and jokes that could be offensive.
- Say goodbye to those you met before leaving, as this is a great opportunity to further conversation or to build on the relationship you just started.

OTHER EVENTS

IFMA provides two fundraising events each year which include the Golf Classic and Clay Shoot. The primary goal of these events is to raise money for the organization. Our Professional Members are attending to show their support for the organization and have a good time! These events are typically the most well attended so they provide the best opportunity to meet potential customers.

At these events,

- Do not discuss business.
- Meet people and make new friends/colleagues.

EVENT STRATEGIES

To get the most out of our Events, we encourage you to:

- Arrive early and be ready to meet as many people as possible.
- Sponsor the event, as these are the largest events and provide the greatest return on investment.
- Bring current customers as guests. They are often your best spokespeople.
- Join the event committees. It is a great way to meet IFMA Members and get the first opportunity for sponsorships.
- Circulate through the crowd to meet the most people.

GENERAL ITEMS

To get the most out your Associate Membership, please follow these general guidelines:

- *Do not send mass emails to membership or board members.* If you want to reach out to a specific member via email, this is fine so long as the message is specifically directed to that individual.
- *Do not be a salesman.* Be a professional with solutions for our members' problems.
- *Do not continue to pester Professional Members when they have made it clear they are not interested in your goods and services*. You will only alienate them.
- *Treat everyone in a respectful manner*. Do not cut others off during conversations or try to speak over them.
- *Listen more than you talk*. This is the only way to find out the needs of your potential customers.

Note: You will not win customers immediately; our Professional Members must know and trust you before they will provide you with an opportunity. This takes time so do not be discouraged.