

My Apologies To The Lady In The Second Seat In The Second Row

I guess I had a case of speaker rage. After doing my CAS/MAS approved educational session for a room full of people, I asked for a show of hands as to how many in the audience were members of the regional association. Only half raised their hands.

Here comes the “poor lady” part. I asked the “poor lady”, why she wasn’t a member. She then responded with a harmless and simple question, ‘what does the association do for me’? Perhaps I’m old and was pumped up from my youth by President Kennedy who said “ask not what your country can do for you, ask what you can do for your country”. Somehow the poor lady’s question ignited a fuse. I said, what do you mean what can the association do for you, shouldn’t you ask what you can do for you, your industry, your future, and your business? I know it is a bit confusing, but rage does that. I said, right at this very moment there are dozens of your fellow distributors who volunteered to go to Washington D.C to talk to your Congress person and Senators. To let your legislators know what is important to our industry, to me and to you. They are lobbying in the best interest of all of us for consumer product safety, to get government to stop banning our products, on sales tax issues, on regulations that can hurt us. On financial issues like 1099s for sales associates. I asked her if she had any sales reps. She said yes. Poor lady, I said “don’t you care whether you need to put them on the payroll and give them benefits and if you can afford to”? About that time she seemed ready to leave.

Well I did back off and she began to respond with by saying, ‘I see your point’. I pulled out my soap box and began my un-rehearsed speech. I said sure you get financial benefits, you discounts on many different things, you get trade shows put on by volunteers like you who don’t have the time, but they find it and that’s why you are here today. You are sitting here today getting educated only because there are people in this association willing to share, willing to mentor, will to be your friends. Yes, you get a relationship with PPAI and SAGE. Frankly, you get a lot. You get a tremendous amount of value,. My favorite line.. you get to come to events where you never have to explain what you do for a living. But, I summed it all u but honestly, it’s not what you get, but more how your membership helps. Never before has our industry been so threatened by state and Federal regulations. Never before has the media been so inaccurate as to our value and contributions in the marketplace. To many people muckrake us calling us trikets, trash tchs names and saying our products a wasteful spending. So to the lady in the second seat, second row. I am sorry, but I’m also sorry you are not a member. If this is your career, your business your living. Your membership adds to our numbers. Only those groups with the power numbers accomplish what they need to with government and others. So it in not that we can make you smarter, make your life easier, make many things cheaper. It’s that we, with your membership can make us all better and ensure your future.

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