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## Reasons to become an MBNA member ...and there are plenty more



- 1. Advocacy.** MBNA Represents our interests before the business community and the government. When our industry faces major challenges, MBNA is right there, fighting for you.
- 2. Annual Convention.** MBNA's Annual Convention is an impressive resource to participate in industry and general knowledge education sessions as well as the Industry Display and Exhibit. Join with hundreds of memorialists and suppliers as they take steps to become more professional.
- 3. Certified Memorialist.** MBNA's CM® is the only industry specific certification program. Certification shows that you are truly concerned and qualified to provide quality memorial products.
- 4. Complaints.** Problems with cemeteries? MBNA participates in an Allied Industry committee where complaints can be heard and resolved.
- 5. Consumer Response.** Want to know what customers think about your company? MBNA's Consumer Response Program can help you project the correct image and gain insight to your client's needs.
- 6. Consumer Rights.** MBNA's Consumer Advocate, Carolyn Jacobi, actively fights for the rights of consumers and monument companies. She is available to help solve individual problems as well as tackling state and national issues.
- 7. Data.** MBNA helps you understand the memorial market, get information on competition from other industries. MBNA participates in the Wirthin Report of consumer's attitudes and buying trends in the death care industry.
- 8. Design.** Quality design is an important part of each memorial. MBNA maintains a Design Notebook where you can view quality design work from other MBNA members.
- 9. Education.** MBNA offers an outstanding Memorial Art Correspondence Course, taught by the best designers in the industry. This course will sharpen and improve your design skills that will help your company stand out.
- 10. Friendship.** MBNA's members are people who have many of the same concerns, needs, and interests as you. They're the kind of people you'll enjoy meeting. And they're the kind of people who will probably end up as your friends.
- 11. Give and Take.** MBNA provides its members with the opportunity to discuss their mutual problems...probe new directions...share and criticize each other's thoughts...all with a high degree of respect and candor.
- 12. Happenings.** MBNA sponsors a variety of enriching events and activities: the annual convention, with its many education sessions, industry displays where you can speak face to face with your suppliers, annual Knowledge Quest seminars, videos, training manuals, and more.
- 13. History.** MBNA's roots go back over 100 years to when the need for an industry association was first recognized. Join MBNA and link up with the past and future of the memorial industry. MBNA continues to provide new ideas in education, support, protection, and inspiration for the professional memorialist.
- 14. Ideas.** One of the most valuable benefits of MBNA membership is the opportunity to "listen in" on the creativity of peers. Our association is like rich farm soil; once fertilized with the participation of members, bold new ideas sprout up everywhere!
- 15. Industry Displays.** As part of the Annual Convention, MBNA offers the finest memorial industry displays and exhibits. Spread over several days, this display and exhibit are your best opportunity to see what is new and meet with your suppliers.
- 16. Instruction.** Problems training staff? Need to update your skills? MBNA offers a wide range of videos, books, and manuals to help you with every aspect of your business, from shop techniques, to marketing, management, and public relations.

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17. **Insurance.** MBNA, through endorsed sources, gains Canadian members access to supplemental insurance programs. Getting the coverage you need at reasonable prices is a benefit of MBNA Membership.
18. **Internet.** MBNA maintains a web site with access for the public to your company's name, location, and phone.
19. **Know-How.** Got a problem? Need technical advice? Help with a difficult accounting issue? MBNA is as near as the telephone. And if you need more detailed information, MBNA can put you in touch with one or more individuals who have the "know-how" you need.
20. **MB University.** MBNA offers, through state and regional associations, thought provoking educational seminars led by successful peers as well as regionally and nationally recognized business experts.
21. **Leadership.** Your business and trade needs leaders—people who can actively mobilize you and your peers toward industry wide action, and who can chart your industry's future. MBNA produces voluntary leadership that can make a difference.
22. **Management.** MBNA is the most cost-effective vehicle for managing industry-wide concerns and activities.
23. **MB News.** MBNA is known for its expert publication, MB News. This monthly magazine is chock full of news, trend information, research, commentary, and creative design—all available to you at your fingertips.
24. **Member Roster.** The annual MBNA Roster/Buyers Guide will help you stay up-to-date and in touch with other memorialists and suppliers.
25. **Networking.** "Networking" is one of today's buzzwords. MBNA events, meetings, conventions, and member directories make networking a reality for you and your peers.
26. **Observation.** MBNA is much like a telescope: it gives its members the opportunity to survey the North American scene. And it's like a microscope: MBNA gives its members the chance to probe important industry and economic issues with great precision.
27. **Profit.** Face it: you're in business to make a profit. Your ability to generate profit is MBNA's primary concern, and its programs are ultimately geared to help you survive and prosper.
28. **Quality.** In this quality-conscious age, the degree to which you are able to sustain high standards of product quality and customer service will strongly influence your ability to grow. MBNA provides you with examples of firms "doing things right" and gives you the chance to learn from them.
29. **Recommendations.** Trying to solve a thorny problem? Trying to set the stage for a new project? MBNA can often point you in the direction of solutions and strategies.
30. **Safety.** Providing a safe workplace is a necessity in today's regulatory environment. MBNA's Safety Program can help you stay on top of this often complicated issue.
31. **Travel.** Whether it's strictly for business and educational purposes, or for a combination of business and pleasure, MBNA membership offers you and your family the opportunity to attend conventions and educational sessions at memorable destinations across North America.
32. **Unity.** You're never alone when you join an association. MBNA membership gives you and your peers the opportunity to speak with a single voice on matters of importance to your industry.
33. **Vision.** A wise sage once said that the characteristic of a true leader is the ability to mobilize toward the future. MBNA helps you visualize the opportunities that lay ahead—and find the tools necessary to turn those opportunities into sound business plans.
34. **Warnings.** Bad news on the economic horizon? The regulatory front? In the courts? MBNA serves as an "early warning system" for its members and helps ward off potential industry-wide problems.
35. **Zest.** There's something special about celebrating your successes and triumphs with like-minded people, of achieving recognition for the good work you've done, and of feeling tremendous satisfaction of true accomplishment. These are the rewards of your business. MBNA helps you make the most of them.