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## **Continuing our tradition: April 24-25 membership drive**

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You could make a persuasive argument that April is the most important month of the year at ABC, and not just because it's tax time. On April 24-25, ABC will hold its membership drive.

Members are the cornerstone of everything we do at ABC. From fighting for fair and open competition on Beacon Hill, to highlighting the industry's best work at the Excellence in Construction Awards, to the networking events that facilitate members working with members, all of it is dependent on an involved and growing membership.

This year, ABC is putting together perhaps the most sophisticated membership drive we've ever mounted. Led by membership director Ken Ledwak, the effort has been broken into eight teams of eight members each. Members received professional marketing and sales training that will allow them to maximize the effectiveness of the calls they will be making later this month.

Many current members have also generously donated services or other valuable items to be used as incentives that will only be available to new members who join on April 24th and 25th.

In the course of your business, most of you are familiar with quality merit shop contractors or other professionals who serve the construction industry. Why not reach out to them and make them aware of the benefits of ABC membership? You would be helping the organization that represents the principles you believe in and, more importantly, strengthening ABC's ability to fight for you and your business.

Click on link below to view membership drive video. <http://www.powtoon.com/embed/dQAa5t6mtYi/>

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