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## **Continuing our success requires ABC Mass. must continue to grow**

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Karl Hudson

ABC Massachusetts has enjoyed a great deal of success in recent years. We've headed off legislation that would have been harmful to the merit shop and our industry as a whole, dramatically increased representation on all important state trade boards, and launched new programs like the Merit Apprentice Program and Building Mass Careers that are creating a pipeline of qualified workers for member companies.

But whether it's our ability to be heard on Beacon Hill or the money to fund new programming, it's the growing membership that makes it all possible. In recent years, under the leadership of membership director Ken Ledwak, our chapter has earned multiple recognitions from ABC National. Membership is up 30% over the last five years to 468, and 500 is within reach this year.

As I write this, Membership Week is underway, and like so much of what we do, it is member-driven.

In the past, we have asked members to cold call prospective members, but we're changing that up this year. Instead, we ask you to reach out to prospects you work with, know personally, trust and feel could benefit from ABC membership. We believe this will be a more effective approach.

There has rarely been a busier period in our industry. Yet continuing success requires setting aside time to plan for the future.

Membership works the same way. If you want to maintain and grow our ability to work on your behalf on Beacon Hill, and improve the workforce training, education and safety programs we provide, ABC Massachusetts must continue to grow.

Please take a few minutes to call those you have a relationship with and would benefit from becoming a member. ABC has long used a simple slogan that says it all: "More members, more clout." Membership is indeed the best way to ensure your ability to compete on a level playing field now, and in the future.

If you have questions or need more information about membership, don't hesitate to contact Ken Ledwak at [Ken@abcma.org](mailto:Ken@abcma.org), or give him a call at 781-273-0123. Thanks for your help.

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