

Donna Reuter

## CHAIRMAN'S MESSAGE

# Take ownership of PCI: It's yours!

How much do you invest in PCI each year? Before you phone your accountant, I am not discussing money. I mean, how involved are you and how much time and energy do you devote to the institute? Do you encourage your employees to participate in this dynamic organization? For instance, are you or your coworkers joining us in Salt Lake City for the PCI convention this fall? If you stay on the sidelines instead, you might miss out on one of the greatest benefits of PCI membership.

PCI members can truly have an impact on both the institute and the industry. When you sit on one of the institute's many committees, your ideas are definitely heard. Our unique bubble-up funnel system allows PCI to sort through all input to develop an action plan for each area of focus with respect to a particular initiative. This model for excellence avoids the creation of silos that exist in many other organizations.

If your busy schedule prevents your attendance at PCI events, why not foster employee participation? Working in a volunteer situation provides tremendous opportunities to develop your skills, starting with diplomacy, leadership, and networking. In addition, volunteers get the chance to meet with some of the best minds in the industry. We all know you can't reproduce these experiences at a seminar or in a classroom, regardless of what you pay.

Work and involvement at PCI are extremely rewarding on a personal and a professional level. There are activities for everyone, but you will never know what your professional life lacks if you simply stand by. This fall's convention will be held in Salt Lake City. Attending is a great way to test the waters. Most meetings are held just before the convention's start time, and visitors are more than welcome to sit in. You are under no obligation to join a committee; just come to see how you like it and see what PCI is all about. A full committee meeting and convention schedule will be available on our website, [www.pci.org](http://www.pci.org), this summer.

I look forward to seeing you at our next event. For an investment with high returns, make PCI a bigger part of your life. ▮



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