



September 1, 2008

Dear ACG Orange County Member:

Leads. Resources. Results.

This is our brand promise to our members, the fresh new face and voice of our organization.

It comes from our core strengths – generating new-business leads for members, providing them the resources they need to get better at what they do and win in the marketplace, and helping them deliver the results they seek.

You'll see this promise come to life in everything we do throughout 2008 – 2009.

We will host more networking opportunities than ever before, including a series of “pods” – small, intimate breakfasts where 12 or so members at a time can get to know one another and establish key relationships. Our Events will be more useful for members and non-members alike. Academy will feature an outstanding lineup of speakers and topics. We will systematically onboard new members to help them get maximum value out of their ACG OC experience. And our newly redesigned website will be more robust, informative, and useful.

You will notice a change in our culture as well.

Rather than trying to be all things to all people, we will focus on what matters most: helping you generate new business, trading intelligence, and engaging you in the ways that are meaningful to you.

This is the new face and voice of ACG OC. I hope that you are as excited as I am about the coming season.

I look forward to working with you to develop the leads and resources you need to drive results.

Regards,

Tracy Albert
President
ACG Orange County