



Engagement Any Way You Like It

The beautiful blue water on the cover of this month's magazine reminds me of a recent interaction. While sitting in a conference room full of association media professionals, I found myself discussing member engagement. The facilitator had asked us to think about it from our own perspectives and ask ourselves in what organizations do we feel really engaged. The answers from my industry colleagues were typical—church or synagogue, alumni association, and (in a campaign year in Washington, DC) political party. I couldn't think of one immediately, and when I did, I wasn't sure I wanted to say it out loud: "My local pool."

As I thought about it, I became less embarrassed and more sure of myself. I'm very engaged with my summer pool, Highpoint, for the following reasons.

There are easy opportunities to get involved with this membership organization on a long-term or project basis. Volunteer opportunities include service on the board. Volunteer board members run membership, facilities, the budget, and more. Looking for a smaller commitment? During the summer swim team season, we need timers, concession workers, and even people willing to help move chairs and tables to prepare the deck.

There are formal and informal social opportunities. Yes, there are the fun annual celebrations, such as Independence Day and, of course, Crab Feast. But you can also always find a nice group of families grilling their dinners and talking about their work weeks.

It's easy to obtain pool news. Those aforementioned volunteers update the pool's website, send out regular email communications, and make sure our social media pages are humming with the latest developments.

It's fun for the whole family. For my husband, there are the "grillers"—the men who like to outdo each other in the food

department and share cooking tips. He also dedicates much of his summer to helping manage the swim team. For my daughter, there's the swim team, which appeals to her social and athletic pursuits. For my son, there's genuine pool fun, including running and jumping in and bugging my daughter and her social group.

It's a strong community. It's easy to put my finger on what's in it for me—my friends. I can go to the pool anytime and find a friend to advise me on my latest tween challenges, drive my kid to practice because I have a conference call, or simply share a glass of wine. It might sound minimal, but to me, it's huge.

APICS engagement

Yes, I know APICS isn't your neighborhood pool, but it does offer amazing engagement opportunities for you. First, you can volunteer. Check out www.apics.org/about/volunteer-with-apics to learn how you can participate in professional mentoring, supply chain research, and educational programs or ways you can provide financial support.

APICS also distributes industry news through outlets such as *APICS* magazine and the magazine's tablet app, *Supply Chain Management Now*, and more. Plus, the APICS website houses a wide variety of information about APICS education, certification, local chapters, and anything else you might need.

Lastly, think about participating in an APICS event—whether it's APICS 2016, September 25–27, in Washington, DC, or your local chapter meeting. APICS provides great opportunities to network with your peers and make some new friends.

In the publications my team manages, we write all the time about how supply chain is a promising and rewarding career. What we may not emphasize enough is APICS's role in gathering industry professionals together in physical and virtual spaces to create communities. The choice is yours. How will you dive in with APICS?

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