

Your guide to making the most of your RECA Membership

As a RECA member, there are many ways you can get involved in the organization. We've developed this guide to help you figure out how you want to get plugged in. Choose one option, or many... Try them out and switch it up.... And let the RECA staff know how we can help.

Do you enjoy...

...tackling policy issues behind-the-scenes like transportation, permitting, environment, affordability or the Land Development Code?

Serve on a **RECA Task Force!** Our advocacy and policy efforts are only as strong as the expert advice we can provide from our members. RECA's Task Forces tackle specific issues as they arise, where you may be asked to provide your industry expertise on a current issue. For more information, email geoffrey@reca.org.

... representing our industry in an advocacy setting by becoming involved in political campaigns, or weighing in, showing up, and speaking up on issues of critical importance on RECA's advocacy agenda?

Sign up to be a **RECA Advocate!** A RECA Advocate is an engaged and action-oriented individual with a vested interest in policies and practices that will shape the future of the City of Austin & the central Texas Region, and who volunteers to engage with local decision-making bodies such as the City of Austin, Travis County and the Texas Legislature. For more information, email geoffrey@reca.org.

...giving back to the community through a major philanthropic project?

Join the **Christmas in October Committee!** RECA's Christmas in October Committee plans and implements a major improvement/renovation project for a worthy organization as part of RECA's philanthropic efforts. Since RECA was founded in 1991, Christmas in October has raised more than \$2 million in monetary and in-kind contributions for local organizations in need. For more information, email paula.romano@reca.org.

...making calls and sending emails to prospective and current RECA members?

Join the **Membership Committee!** RECA's Membership Committee focuses on developing new strategies for recruiting new members strategizes engagement efforts with current members. Committee also helps welcome new members at RECA events and plans and participates in an annual Membership Appreciation & Recruitment Party. For more information, email ariel.zimmerman@reca.org.

...sharing the value of RECA and what RECA is doing in the community?

Become a **RECA Ambassador!** RECA Ambassadors are a group of volunteers who help welcome new members and engage current members at RECA events like our regular luncheons and out in the community. For more information, email ariel.zimmerman@reca.org.

...planning, developing and supporting the communications and programs offered by RECA?

Join the **Events & Communications Committee!** RECA's Events & Communications Committee plans, develops and supports communications and programs that encourage engagement and participation from RECA members and the public. The committee plans upcoming RECA luncheons and the RECA Exchange by identifying ideas for topics, speakers, content and creative ways to communicate our programs effectively with our members and the Austin community. For more information, email paula.romano@reca.org.

...visiting our surrounding communities and learning about their success and the issues they face?

Attend **Regional Updates!** These sessions are opportunities for members to drill deeper into a wide range of regional issues through a series of guest speakers and collaborative off-site events with regional allies. The program topics range from regional infrastructure issues such as water and energy to land-use policies of cities and counties throughout the Central Texas region.

...hearing the most recent policy related updates from local and regional transportation, development, city government and other officials and the impact of these initiatives on the commercial real estate industry?

Attend **Policy Briefings!** These updates include updates from local and regional transportation, development, city government and other officials as well as the potential impact of these initiatives on the commercial real estate industry.

...networking with other commercial real estate professionals and learning about current industry topics?

With **six RECA luncheons, four RECA networking happy hours, the RECA Exchange, our Charity Golf Classic** and more, RECA hosts dozens of events throughout the year where you can network with your industry friends and build new connections for your business. Check out the calendar of upcoming events at www.reca.org/events to learn more and see what's coming up.

...developing as a young leader?

Attend **REAL YP events!** RECA's REAL YP program gives all young members the opportunity to network, volunteer and socialize while learning about the latest industry or professional development topics. You can also apply for RECA's Leadership Development Council (LDC), a one-year leadership development program where class members participate in an overnight retreat, monthly lunch and learn programs, tours of City Hall and the Capitol, the development and presentation of an industry white paper, a mentor program and more. If you have already graduated from the LDC program, we encourage you to continue to attend the REAL YP program offerings. For more information, email ariel.zimmerman@reca.org.

...gaining exposure for your company or brand?

RECA has **sponsorship opportunities** available at all levels to help you promote your company in front of our key industry decisionmakers. Email paula.romano@reca.org for more information about our upcoming events and opportunities.