

MiSHE Associate Member Guidelines

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This document is intended to give you, as an Associate Member, direction and guidance as you involve yourself and your company in providing products or services to MiSHE (Michigan Society for Healthcare Engineering) members. This document is provided you a guide for interaction with members of the MiSHE and assist you in your effort to offer products or services to Healthcare members. This document is in compliance with the MiSHE BYLAWS and MEMBER'S HANDBOOK. It is your responsibility to read, understand, and support these existing documents. You are encouraged to interact with MiSHE members who work to provide healthcare facilities with a safe environment for patients, visitors, and staff. Your ability to help with this mission is both needed and encouraged.

To assist you in your effort to offer their products or services to the MiSHE Membership the following is provided as a guide:

1. Be involved and support your Regional Chapter of MiSHE (WM, SE, EC, NC, UP-MiSHE and MAHE). As an Associate Member, you have the opportunity to join more than one Regional Chapter. Get to know your chapter members personally. Be willing to support your local chapter in meeting their goals. Your first efforts should always be to support MiSHE; not profit from your membership. Here are some examples:
 - Attend Regional Chapter meetings, regularly, when they are scheduled, and participate in the educational programs, seminars, and social events that are offered.
 - Pay your dues regularly and on time. Volunteer to sponsor other Professional members dues payments when Professional members are not being reimbursed or encouraged to be members by their healthcare organizations.
 - Work to bring new members to the association when calling on healthcare institutions. Assist with membership campaigns. Be familiar with the membership categories in the bylaws and be able to access membership information from the MiSHE web. Volunteer to sponsor guests (and related costs) at meetings and volunteer to transport new members to meetings and other events.
 - Volunteer to host meetings; sponsor host locations; offer media and equipment to use at meetings; offer to transport members to meetings, and support your Regional Chapter by volunteering to be on committee's as the need arises.
2. Support your Regional and State MiSHE association. Be willing to support the MiSHE Conference held yearly in different locations around the State of Michigan by purchasing a vendors booth(s). Here is an example:
 - Attend the MiSHE Annual Conference as a participant or an exhibitor. It is highly recommended that your company purchase a Vendors booth(s). Your purchase of a booth(s) helps to support MiSHE and your Regional Chapter. Having a presence at the Annual Conference affords you the opportunity to display your goods and services to many Professional Members, in one place, from the entire state.
3. You are encouraged to promote your product or service to MiSHE members in a professional manner. The phrase "Professional manner" is a phrase to mean that you will demonstrate a common sense approach when working with or communicating to any Member of MiSHE. Your products or services are greatly appreciated and needed by MiSHE members, but not all MiSHE members have the same needs. If you use common sense in keeping MiSHE members informed of their products or services and are patient for a MiSHE member to contact you, you will gain their respect and have a greater opportunities. Refer to the MiSHE Member's Handbook, Associate Member Section, Code of Ethics Section to use as a guideline. You are encouraged to keep MiSHE members apprised of new products or processes available on the market that might be useful to facilities; increase the awareness of product replacements; or changes/modifications to National, State, or Local Codes or Standards that might impact the successful operation of a healthcare facility. If you are aware of something sooner than facility members, you should communicate the information as early as possible to the MiSHE members, so that they can be better prepared. Here is an example:
 - Be ready to provide "generic" educational presentations or sponsor other "expert" speakers that can talk "generically" about the products and services you represent. NOTE: *Generic, information-packed, presentations, that are not "sales presentations", most often are perceived as representing YOU in the best light. These types of presentations tend to place your company at the top of the list of companies that a facilities manager would go to first. Sales presentations tend to do the opposite; it is often better to be asked who you are and who you represent, than to have your audience think of the presentation as a sales tactic.*
4. Use common business courtesy in any involvement and interaction with MiSHE Members. Your efforts should always be conducted in a manner that assists MiSHE members to make the best decisions for healthcare facilities. Always remember that your role is to be there to help and assist MiSHE Members in any way possible. To that extent, you should always be a resource for products or services, but the use of high pressure sales tactics, to buy your product or service, should never be your approach. Here is an example:
 - You are encouraged to interact with any MiSHE Member. Using any form of communication (i.e. phone, e-mail, text, letter, brochure, Face book, Twitter, etc.) is acceptable as long as the sender of the communications does it in a professional manner; not using high pressure sales tactics. Spamming is considered to be a type of communication practice where information is sent without being "personally" addressed and "personally" suited to the receiver. Spamming, in all forms of media, is not considered to be an acceptable form of communication.

You are always encouraged to think innovatively; get involved at the local and state level; provide feedback about how other, outside, associations that you belong to operate. Observing and sharing successful strategies about other similar associations helps to better the regional and state chapters.