

## **Leveraging Existing Relationships: Are Trade Associations the Key to Improving Industry Compliance?**

### **Description**

This session provides an inside look at successful compliance assistance programs already in place at two national trade associations. Discussion will focus on methods other compliance assistance providers can use to maximize their outreach efforts through better collaboration and partnering with trade groups. In addition, panelists will examine the measurable benefits that can be realized by leveraging existing relationships and working within existing frameworks.

### **Goals/Outcomes**

To demonstrate that trade associations play a key role in improving industry compliance, and to share case studies and examples of how trades are best suited to: understand and identify industry needs; obtain industry input; raise industry awareness; and disseminate “need-to-know” information and compliance tools.

### **Key Questions**

- What are the tools, tips, and tactics used by trade associations to raise environmental awareness and increase compliance throughout a particular industry?
- How can other compliance assistance providers maximize their outreach efforts by leveraging existing compliance assistance frameworks already in place within most trade associations?
- What measurable benefits can providers realize by strengthening their relationships with trade associations?

### **Presenters**

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