ASSOCIATED BUILDERS & CONTRACTORS NORTH ALABAMA

Huntsville, AL
Tiffany Brightwell, President
www.abcnalabama.org

Tiffany Brightwell, president of ABC North Alabama, has what it takes to efficiently and effectively run an association. As a former chamber of commerce executive, she understands the difference the right software platform can make for a member-based organization.

When she came on board at the ABC North Alabama in 2013, Brightwell recognized that a robust AMS built for builders associations would allow the organization to reach their full potential.

ABC North Alabama was using MS ACCESS and spreadsheets to manage their memberships. Both the national and local levels of ABC had invested copious amounts of money with another AMS provider. It was a "learning experience" at best.

Brightwell was aware of GrowthZone through her previous experience with ChamberMaster software. The North Alabama chapter was next in the queue for a website overhaul, and she seized the opportunity to transition to a software platform that provided an easy integration, a streamlined user experience for the staff, an event management feature, and website management.

With a multitude of options in the AMS market, Brightwell took the time to do her homework. She honed in on GrowthZone as it was a robust, customizable product at a justifiable price point.

The capability to access historical member data has made a big difference. It has allowed them to share with members what benefits they have taken advantage of, training participation, event attendance, etc. "The fact that it's easy to use and we don't have to access folders full of paper to pull the information is like nothing the staff had seen before. The board was excited to see the organization move into the 21st century," said Brightwell.

The event registration, the ability to record communication, and the fact that users can't move on without saving changes are some of her favorite features.

When asked what advice she would give to associations looking for an AMS, Brightwell shared, "Make sure you know what features you truly need, and the tasks you need to be able to perform, and you should also have realistic expectations."

"Don't discount a product because it comes at a lower price point. Shop around, do demos, and compare platforms – there might be features you don't even know about," she continued. "Do your homework and make sure you're getting the most bang for your buck."

"We've had a very positive experience no matter who we've worked with at GrowthZone. They've always worked through any issues we've had in a timely manner," she concluded.