

## MESSAGE FROM THE CHAIRMAN Grant Petersen

### TAKING ADVANTAGE OF THE BABC

As a member of your regional chapter of the BABC, you have exclusive opportunities to develop business with 3,000 other member companies of the BABC, based in 25 other major business centers throughout North America and the UK, as well as to access other shared business services.

The BABC's member companies include many of the world's largest multinationals as well as thousands of middle-market companies. By definition, and their membership in the BABC, they are all pre-qualified as having an established interest in transatlantic business.

For example, you can:

- **Develop business, and your business network**, with companies in 25 other major business centers:
  - by accessing the BABC's On-Line Membership Directory, listing the members of all its chapters (more than 10,000 executives). This Directory is accessible only to BABC members, though a member password provided by your regional chapter;
  - by participating in the event programs offered by the BABC's chapters, on the same basis as their own members;
  - by networking directly with members of all the BABC's chapters at our Annual Transatlantic Business Conferences;
  - by having a voice on policy issues affecting transatlantic/global business, through BritishAmerican Business Policy Group
  - for lawyers, by joining the British-American Group of Lawyers (BAGOL) established to share business and intelligence among their members
- **Promote and market your company** to other BABC companies throughout the network, via the BABC website:
  - by becoming a "Patron" of the BABC, offering exclusive visibility on the BABC homepage, as well as other benefits;
  - by taking advantage of the (modestly-priced) advertising and sponsorship opportunities;
  - by offering a discount on your services and products to other BABC members, via our Member Discounts facility.

- **Save money** by taking advantage of the discounts offered by other BABC member companies on their services and products, in fields such as travel, media, business intelligence and consumer.
- **Gain business intelligence**
  - by accessing the extensive business information databases, covering more than 500,000 North American and European companies, that are maintained for BABC members;
  - through the periodic updates issued by the BABC to its member companies on major trade/economic policy issues that impact on its members' business interest.
- **Facilitate international staff transfers:**
  - by using our [J1 Visa Program](#), enabling member companies of the BABC's US chapters to bring qualified employees into the United States.

For further information about any of these opportunities, please contact Grant Petersen at 813.289.1247 or [grant.petersen@ogletreedeakins.com](mailto:grant.petersen@ogletreedeakins.com)