



LOUISA GUNGHO

20+ years of in-house experience
Is interested in everything ACC has to offer
Looking for ways to “give back” with her skills
Joined ACC via a local chapter CLE recruitment event

- **How would you engage with Louisa within her first three months of ACC membership?**
- **What does she care about?**
- **How can you focus her interests?**
- **How do you see this Louisa engaging with your chapter in the future (6 months, a year, three years, etc.)?**



MARA PHONE-A-FRIEND

3 years of in-house experience

Isn't much of a joiner. In-person anything will require a personal connection/ a cause she cares about

What's an ACC?

Joined ACC via corporate membership and is still oblivious to this fact

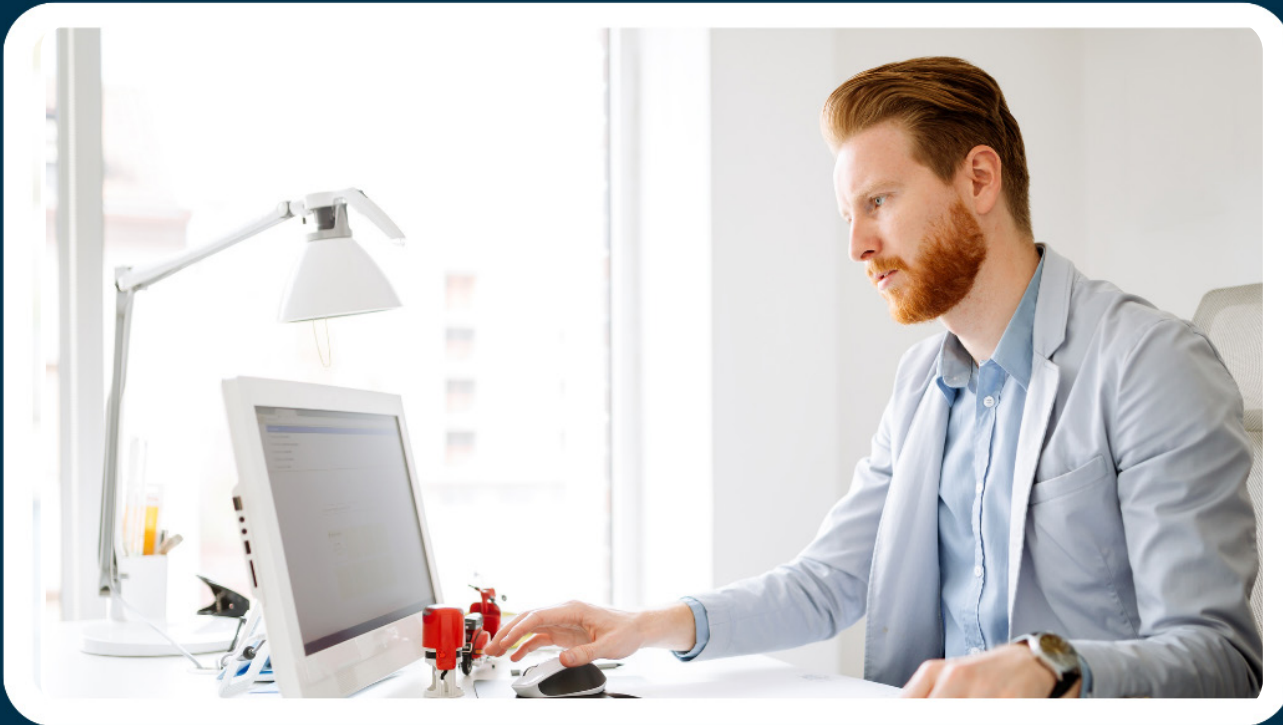
- **How would you engage with Mara within her first three months of ACC membership?**
- **What does she care about?**
- **How can you focus her interests?**
- **How do you see Mara engaging with your chapter in the future (6 months, a year, three years, etc.)?**



JOHN PARTAY

12 years of in-house experience
Wants to party and wants a new job
Searching for opportunities to network his way into
a new position/build his resume
Joined ACC because of a local chapter signature event

- How would you engage with John within his first three months of ACC membership?
- What does he care about?
- How can you focus his interests?
- How do you see John engaging with your chapter in the future (6 months, a year, three years, etc.)?



PERRY RECLUSE

7 years of in-house experience
Wants his CLE credits and to be left alone,
Only intends to be in person at Annual Meeting, once a year
Is somewhat aware of ACC offerings, but doesn't care too much
Joined ACC via LinkedIn ad

- How would you engage with Perry within his first three months of ACC membership?
- What does he person care about?
- How can you focus his interests?
- How do you see Perry engaging with your chapter in the future (6 months, a year, three years, etc.)?