

Message from 2015 WCBA President, Brad McMahan

I am excited to take on the 2015 Presidential duties for the West Cobb Business Association. The President's role is as a facilitator. As the economy improves, our organization's role is to facilitate the improvement of the business climate in West Cobb. WCBA does this with events that encourage our members to get to know one another and build relationships that will be mutually beneficial. You may never do business with the person that you meet at one of our events, but the relationship that is built through our organization can result in your doing business with one or more of the two-hundred plus people that person knows.

As individuals, we start a new year and put a focus on how we can improve all aspects of our lives. We get that gym membership, that diet book, and that business association membership. Some of us have great success in toning those muscles, trimming that waistline, and growing that business. Those that achieve those successes realize that you have to go to the gym, follow that diet, and get involved in the business association. Just buying that business association membership is not going to increase the success of your business!

My goal is to get all of our members more involved. WCBA has more opportunity for membership involvement than any other business association in Cobb County. There are a minimum of fifteen monthly and four annual opportunities for a member to become involved and engage other members. Review all of our opportunities at www.westcobbbusiness.com.

Attending every event is a tall order, but I encourage each of our members to get involved with the events that are a good fit for you and your business and not only attend the events, but help produce them. We are always looking for ideas for new networking opportunities. We will be expanding our current offerings in 2015 with events on different days and at alternate times of the day.

Our organization has a great membership with a family feel. I invite you to join the West Cobb Business Association family and get involved!

~ Brad McMahan, 2015 WCBA President