

In November 2024, we reimagined our Active Member Benefits statement with a re-design that better showcases the value of a TASB membership. As part of that work, we came up with the tagline TASB Advantage to articulate all of the programs, services and solutions that a TASB membership opens the door to. When then decided to do a video series, also showcasing the TASB Advantage with a look at the different programs offered. So far we've done about one a month, including an overall video and two additional videos on our Legal and Facility service areas. Our goal is to do one TASB Advantage video per month so by the end of 2025 we will have showcased most of the areas within TASB. Overall, these videos have been well received and give us another way to raise awareness about TASB and its services. This is especially important now because there are an increasing number of competitors within this space.