



1) Credibility

Being a member of an established professional consulting association offers instant credibility. PATCA is different from other similar organizations in that it actually screens new member applicants against their past clients.



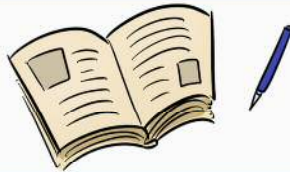
2) Visibility

PATCA offers consultants a multiplier marketing effect in regard to their visibility through listing on the PATCA website where web crawlers search out the key words you have entered. Ample networking opportunities are available to help spread the message about your services.



3) Cross Collaboration

As PATCA is a mix of consultants from different disciplines, members have the opportunity to ask questions in areas outside their specialty such as legal questions, technical questions, marketing questions, etc.



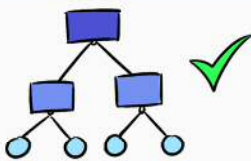
4) Education & Training

PATCA provides on-going professional speakers at meetings, mentoring and occasional training classes for new consultants, learning that would cost far more elsewhere when you can find it.



5) Venue for Leads

PATCA has a referral program of soliciting qualified consulting job leads and passing them on to the membership for response. These leads readily pay for membership when obtained.



6) Referral Resource

With PATCA's Consulting Directory as well as personal member contacts developed through membership, a consultant can find additional consulting skills needed on a client's project and feel confident in meeting or exceeding the client's requirements.



7) Tax Benefits

As a member of PATCA, membership dues can be totally written off on Schedule C, dinner meetings written off by 50%, and travel to PATCA meetings written off under Vehicle Expense. Such expenses become evidence to the IRS of your consultancy being a legitimate, on-going business.