

# Integrity-ish of the Industry

Jason Spangle

A decorative graphic on the right side of the slide, consisting of a 3D corner shape. It features a bright blue outer edge and a grey inner edge, creating a sense of depth and perspective against the dark background.



What is Integrity and who cares?



Current Level of Industry Integrity



What Integrity is NOT and the number 1 issue



Setting HIGH standards/ Networking/ Involvement



Raising the bar on Industry Integrity

# Integrity

- in·teg·ri·ty

- /in'tegrədē/

- *noun*

- noun: **integrity**

- 1.

- the quality of being honest and having strong moral principles; moral uprightness.

- "he is known to be a man of integrity"

- Honesty – Honor – Uprightness

- 2.

- the state of being whole and undivided.

- "upholding territorial integrity and national sovereignty"

- Unity – Wholeness – Cohesion

- Strength – Solidarity





The Michigan Septic Tank Association is a non-profit organization consisting of Septic Tank Installers, Cleaners and Manufacturers, Sewer and Drain Cleaners, Excavators, Portable Restroom Manufacturers and Distributors and other related industries and businesses.

Association Goals:

To be the voice of our industry.

To address the issue of safe affordable disposal of septage and grease trap material.

To keep members informed of changes that concern our industry through newsletters, meetings, annual wastewater conferences, industry in-services, random mail outs and the internet.

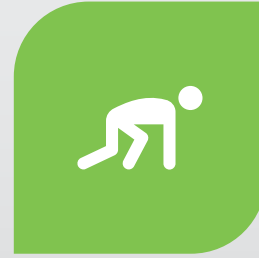
To provide general information to the public about our industry.

To provide a lobbyist to represent MSTA's interest in Lansing.

# Continuing Education

- Within the domain of continuing education, professional continuing education is a specific learning activity generally characterized by the issuance of a certificate or continuing education (CEU) for the purpose of documenting attendance at a designated seminar or course of instruction. Licensing bodies in a number of fields (such as teaching and healthcare) impose continuing education requirements on members who hold licenses to continue practicing a particular profession. These requirements are intended to encourage professionals to expand their foundations of knowledge and stay up-to-date on new developments.

# What It Is NOT!



IT IS NOT THE RACE  
TO THE BOTTOM



IT IS NOT  
LOWBALLING



IT IS NOT MAKING  
MONEY NO MATTER  
WHAT THE COST

**What I hear when someone says to me:**



**"I found someone who can do it cheaper"**



# The Race to the Bottom

- A situation in which striving to have the lowest possible prices in order to attract the highest number of customers also drives down standards of the product or service, worsens conditions for workers in the industry, and ultimately leads to problems for everyone.

- “Jumping on the price war train is a recipe for disaster when it comes to the longevity of your business.”

## It Kills Innovation

- First and foremost, a race to the bottom will kill your hopes and dreams of becoming the next innovative company in your space.

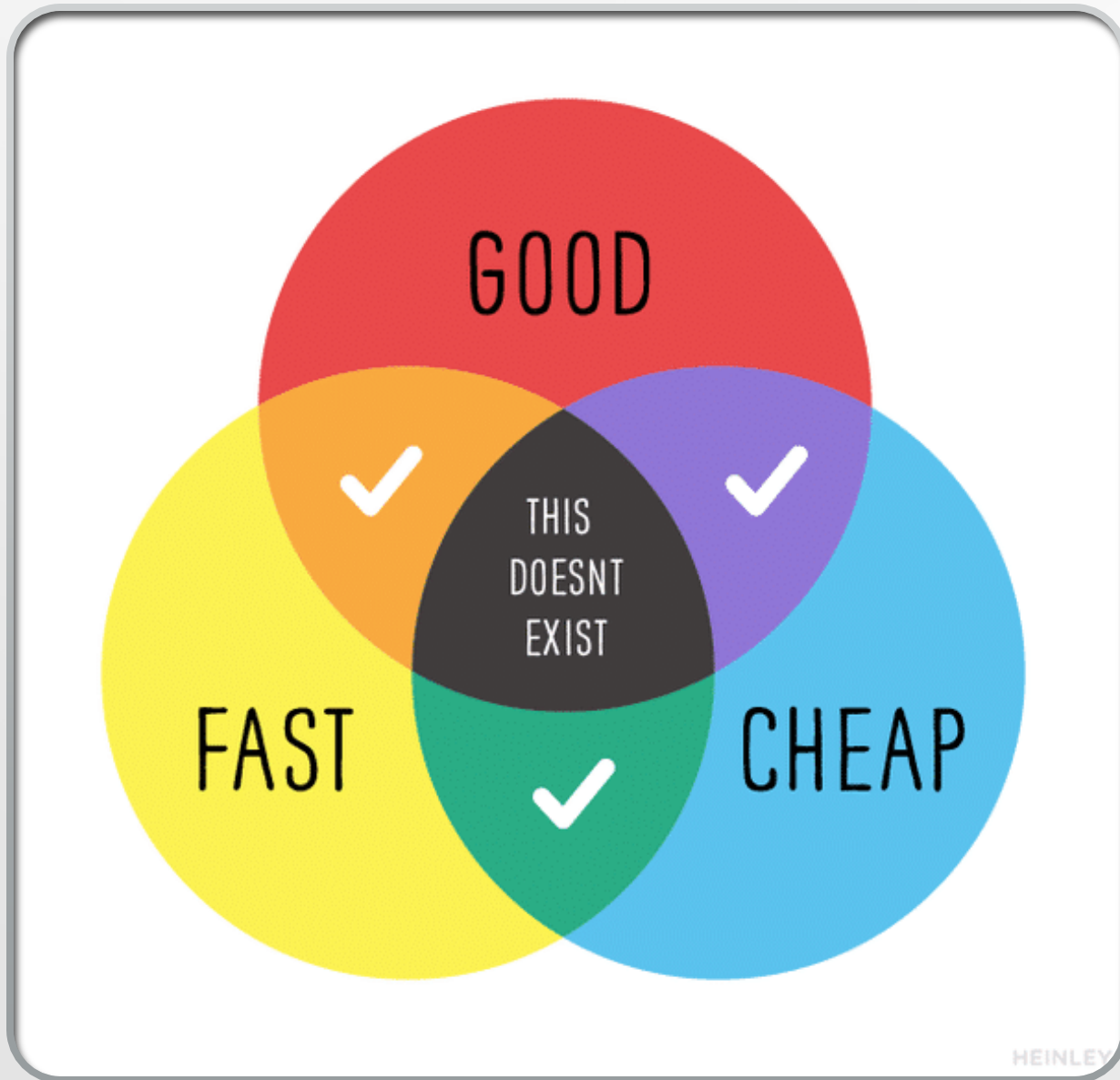
# It Means Your Brand Is “Cheap”



When you ask your customers what word they associate with your brand, the last thing you want to hear is “cheap.”



But if a low price is the only way to convince your clients to work with you, then chances are that's why they're even talking to you. They're around because you're cheap.



Simply put, you can't have everything you want in a race to the bottom. If you're going to try to produce a cheap product, you'll have to sacrifice somewhere. And when you start compromising like that, it won't take long for your customers to notice the dip in quality.

# It Puts Your Future At Risk!



If you don't make enough money, you can't invest in the future, much less guarantee it. There are plenty of negative long-term effects that have been documented by entrepreneurs through the years.



Temporary price cuts can become permanent ones all too quickly. Reduced profit margins mean fewer options for growth. And when you try to raise your prices, there's a good chance you'll only drive customers away.

Being Cheaper is NOT the best strategy!



**RAISE**  
Your  
**Standards**





- **Networking** is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. **Networking** often begins with a single point of common ground.



Net-  
WORKING


# Industry Involvement



Working together for the good of  
the whole



Raising the standards to get the  
best return



Know Your Worth,  
Then Add TAX!

Lets Raise the Bar on  
Integrity and Standards  
within our Industry!

