

There are thousands of industry associations representing the U.S. service industries. They can provide useful information on industry trends, documents, references, conferences, membership lists and other topics. Your best single reference is the *Encyclopedia of Associations*, available in libraries or bookstores or by calling the Gale Research Company in Detroit at (313) 961-2242. This reference describes 22 000 associations in the United States, providing:

- a high-level contact for each organization;
- the number of members;
- the focus of the organization;
- information on upcoming shows, meetings, and conventions; and
- the organization's publications and periodicals.

Trade commissioners routinely keep lists of associations, contacts and upcoming shows in their region and may be helpful in this regard.

Some service industry associations include:

Association	Location	Telephone	Fax
ARCHITECTURAL AND DESIGN			
American Institute of Architects	D.C.	(202) 626-7300	(202) 626-7420
CONSULTING ENGINEERING			
American Consulting Engineers' Council	D.C.	(202) 347-7474	(202) 898-0068
National Society of Professional Engineers	Virginia	(703) 684-2800	(703) 836-4875
ENVIRONMENTAL SERVICES			
American Academy of Environmental Engineers	Maryland	(410) 266-3311	(410) 266-7653
Greenpeace	D.C.	(202) 462-1177	(202) 462-4507
GEOMATICS			
American Congress on Surveying and Mapping	Maryland	(301) 493-0200	(301) 493-8245
Management Association of Private Photogrammetric Surveyors	Virginia	(703) 391-2739	(703) 476-2217
HEALTH CARE SERVICES			
American Hospital Association	Chicago	(312) 280-6000	(312) 280-5979
INFORMATION AND COMPUTER SERVICES			
Information Technology Association of America	Virginia	(703) 522-5055	(703) 525-2279
TRANSPORTATION SERVICES			
American Trucking Association	Virginia	(703) 838-1700	(703) 684-5720
American Public Transportation Association	D.C.	(202) 898-4000	(202) 898-4070
GENERAL			
Coalition of Service Industries Inc.	D.C.	(202) 775-1723	(202) 785-2617

There are different ways to enter the U.S. market. These include selling directly from your Canadian office, offering an 800 number to U.S. clients, sharing office space and secretarial help in an existing U.S. facility, opening your own office in the United States, acquiring a local firm or hiring people away from an existing firm.

Many service firms find a local partner in their priority region and negotiate a market development arrangement with them. Aligning with a local partner can provide various benefits that can speed up your market entry.

1. Access to market contacts

You will have immediate access to your partner's contacts in governments, companies, universities, unions, etc.

2. Access to knowledge

You will have access to current information about local supply and demand, plus practical advice on insurance, litigation, liability issues, accreditation and other important subjects.

3. Reduced client concern and increased credibility

You will be able to reassure potential customers that you do have access to local knowledge and experience. Since many bankers, utilities, etc. will not reference your Canadian credit history, you can benefit from the reputation of your partner.

4. Diversified risks and costs

You will be able to pool marketing resources with your local partner and thus spread the risks and costs, making start-up less expensive. You can also gain new service ideas and strengthen your management skills.