

# Chapter Focus: Texas Chapters

Posted in September 11, 2013 → 6:47 amh.admin [No Comments »](#)

Chapters come in all sizes and activity levels. In large states like Texas, you can see this wide gamut of both size and activity illustrated as well. Texas is home to five ASA chapters, which are (in size order): Dallas/Fort Worth, Houston, San Antonio, El Paso, and Corpus Christi.

The chapters are spread out geographically but predominately located in the eastern/gulf side of the state, with the El Paso chapter hugging the western border of Texas. This geographical distance makes it challenging for chapters to collaborate or interact on a regular basis.

Sound familiar? No matter the state or region, it can be said that chapters often under-utilize one potential key asset at their disposal: their neighbors. While each chapter is essentially its own business entity, having the ability to collaborate and share resources can be immensely helpful to both large and small chapters.

We took some time to speak to each chapter and found some interesting commonalities between the five and a few striking differences. Take a look...

## El Paso Chapter



*Approximate Size:* 10 members

*Biggest Challenge:* The biggest challenge is convincing specific discipline members and potential members that investing in the ASA designation is worth the effort and of course cost. Many believe the state licensing is enough so it's hard to overcome that mentality. Second, El Paso is a small chapter and geographically isolated compared to the rest of the eastern Texas chapters. Finally, El Paso struggles with locating and tapping into young, new talent to recruit.

*Recruitment Strategies:* Each member has to work together to recruit for each specific discipline. Anytime an El Paso Chapter member meets a new appraiser, they always mention ASA and try to get them to come out to a meeting if possible.

*Relationship with other Texas Chapters:* Actually, the closest ASA chapter to the El Paso would be in New Mexico, so there is little to no connection to the other four Texas chapters. Even the New Mexico chapters are about four hours away so the El Paso Chapter is fairly isolated and has to rely on itself to create engaging programming and member development.

*“We’re small but our members have the opportunity to create stronger ties with one another,”* said El Paso Chapter President, Susan Eisen, ASA, Susan Eisen Fine Jewelry & Watches. *“At our meetings, we go around the room and talk about interesting or tough assignments we’ve recently had and that enables our members to learn from one another. It’s something that makes us unique.”*