The Executives Association of San Diego Celebrates 100 Years of Helping Small Businesses Succeed

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San Diego ? Since its inception 100 years ago, the Executives Association of San Diego has thrived during some of the greatest economic challenges in history: World Wars, the Great Depression, the 1990s recession, the COVID-19 pandemic and more. As the organization celebrates its 100th anniversary on January 6, 2023, the members-only group of local executives has the distinction of representing many of the city?s oldest and most respected businesses ? along with some of the newest and most innovative.

Marsh McLennan is a charter member of the Executives Association and has been a member for 100 years. Other notable businesses are the Brigantine Restaurants, San Diego Employers Association, The BBB of the Pacific Southwest and Lloyd Pest Control. The sole purpose of the Executives Association is to promote, facilitate, and further the interchange of business information that will enable members to secure new business.
?The roots of the Association run deep within San Diego, with members whose businesses have helped shape San Diego, ?said Charles Murch, past president, whose membership dates back 22 years. ?We have numerous second or third-generation businesses who have stayed in the organization because they see the unique value of a group focused on helping each other succeed and grow.?

Wade Aschbrenner, past president, credits the organization?s longevity to its integrity and singular commitment to the success of its members.

?We have a proven ability to grow businesses through personal interaction and superior service, and the reputation of our members is unparalleled for networking and business-building groups,? said Aschbrenner. ?Personal relationships and recommendations are stronger than online reviews, and members refer others from both inside and outside of the association.

The association offers members a way to meet other decision makers from premier San Diego- area businesses. There meetings allow executives to form long-term relationships with trusted resources that have the potential to be the catalyst for rapid, large scale financial growth in the future.

?We?re solely about supporting each other, especially in difficult times,? said Murch. ?Some members talked about how they wouldn?t have made it through the 90s recession or through covid without the Association. We help each other thrive.?

As the Executives Association of San Diego enters its second century, Murch is excited about the future.

?We?re bringing in businesses that didn?t even exist a decade ago, ?he said. ?Businesses evolve with time and we?ll continue to evolve and grow with them.?

Chris Williams, CEO of the West Region, at Marsh McLennan and San Diego philanthropist Malin Burnham will be speaking at the association?s 100th anniversary event on February 6th.

Owners, C-suite executives, and senior managers from companies spanning all areas of business, from brick-and-mortar establishments to New Economy entrepreneurs can contact The Executives Association of San Diego at (619) 255-4534 or admin@execs-sd.org to find out more about the organization.

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The Executives Association of San Diego

With a background of many years? experience in serving its members and in enabling them to serve each other, The Executives? Association of San Diego has achieved a unique place in local business life.

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