

# New Business Flows Through ASCII Membership



*“I joined ASCII for something different initially than what I found.... I was looking for a place to get advice from my peers and for marketing opportunities, but when I found the treasure trove it really solidified the value of membership.”*

– Stanley Louissaint,  
Founder, Fluid Designs

Every community or organization strives to highlight one reason for its success; however, The ASCII Group has been able to sustain and grow through many different avenues since its founding in 1984. Because ASCII continues to evolve based on member input of their needs, there is a unique glue that keeps the membership thriving, growing, and learning together in a premier business community. As a result, retention rates of membership have always been a strong point, including some members who have been around since ASCII’s beginning. ASCII has members who joined 25-30 years ago and are still active in ASCII’s member forum, continue traveling to ASCII events, and are respected voices in the industry.

Of course, a membership community is only as strong as the success of its members, and one member who embodies that success is Stanley Louissaint, the founder of Fluid Designs in Union, NJ, who has been an ASCII member since 2014. Stanley is no stranger to hard-nosed work environments; his clients are law firms in the greater New York/New Jersey metro area. He often analyzes business opportunities with a level of shrewdness, so when he initially came across ASCII, he was primarily looking for an organization where he could commiserate with peers and get advice. What Stanley didn’t know is the countless other benefits he came across with his ASCII membership.

Before joining, Stanley wasn’t aware of what ASCII was or if there was a community that could help fellow MSPs in a substantial manner. He was looking for a group to share information with peers, get advice, and more importantly help his business grow and thrive. He had basic marketing tools but didn’t realize the potential that ASCII could unlock with its programs and services.

*“You have other people who are legitimately in your same situation, in the same industry in the same business...so when you are talking about your issues – it is relatable from both standpoints. Not only do they understand your problems but can potentially provide you with solutions for them as well.”*

ASCII has worked to elevate Fluid Designs by providing programs that affect every aspect of Stanley’s business, not just the obvious cost-cutting programs. ASCII takes a holistic approach to working with MSPs to help them grow their business.

ASCII’s popular member-only forum, where members trade thousands of messages each month on a variety of topics, has been a big help for discussing advice, learning from fellow peers, and helping Stanley with day-to-day feedback. There are often new products and services Stanley is learning about from other members that help his business directly. The invaluable time saving aspect of the forum is found when Stanley can spend a few minutes glancing posts, and learn about a new software update, or technical issue that he might be missing otherwise.

***“I have been a member with ASCII since 2014 and in that time, I have obtained around \$200,000 worth of business from other members and the subcontracting desk.”***

*– Stanley Louissaint, Founder, Fluid Designs*

Another program Stanley has found useful is ASCII’s social media service, which makes regular postings to his Facebook and LinkedIn accounts. By using this service, Stanley’s social media pages stay up to date, he saves countless hours by not having to find information to post, which gives him more time to focus on current clients and new business.

Additionally, Stanley’s use of the ASCII subcontracting desk, where he can partner with ASCII members when he needs help in a different geographic location, has helped his business gain timely geographic assistance with boots on the ground anywhere in North America.

A key factor in Stanley’s positive experience with ASCII has been the public relations opportunities and exposure ASCII has provided him, including being on the covers of industry magazines, writing thought leadership articles, sitting on panels, and more. Pertinent public relations exposure from ASCII has helped further solidify his position as an expert in the industry.



for external help. During a once in a lifetime pandemic that brought business to a standstill, Stanley was able to utilize the ASCII community and grow his business, while helping another member. During lockdown, a fellow ASCII member needed help with a client’s exchange server. The project resulted in one month of work and \$25,000 of closed business, and Stanley estimates that since joining ASCII in 2014, he has secured around \$200,000 worth of business from other members (over \$30,000/year in new business).

This example shows how ASCII members work together to grow their own businesses. Through this sharing of revenue, there has also been sharing of friendships among ASCII members. ASCII provides several opportunities for members to get to know each other, giving them a trusted set of advisors they can turn to with business questions.

Monetary savings and growth are only some of the reasons to become an ASCII member according to Stanley. But he believes what sets ASCII apart from other organizations is its core connections. The ability to harness real relationships from in-person events, and talking to members day-to-day, has proven to reiterate Stanley’s confidence in his membership. The mentorship, the success stories, the failures, and the core trust of members has helped the community stand strong. Stanley believes becoming an ASCII member is one of the best decisions he has made for his business, and for his personal life!



Saving and making money has also been a primary benefit to the relationship that Fluid Designs has with ASCII. Stanley has taken advantage of over 15 ASCII-exclusive discounts provided to its members through strategic partnerships that cover several aspects of his business.

Along with these savings, Fluid Designs has picked up new business through ASCII’s subcontracting feature. When certain ASCII members haven’t been able to resolve an issue internally and need to partner with another ASCII member, they have reached out to Stanley

**Become an ASCII Member:** 800-394-2724 | [info@ascii.com](mailto:info@ascii.com) | [www.ascii.com](http://www.ascii.com)

