

Why AGC's Tech Leaders Trust Fonteva for Association Management Success



Chris Love acquired two degrees from George Washington University and has held technology leadership positions for more than twenty years with BIO and AdvaMed. Similarly, Toni Burkhart earned a bachelor's degree from the University of Central Florida and has worked alongside Chris Love at both [BIO](#) and [AdvaMed](#) as the Director of Database Operations.

Over the past nearly two decades, Chris Love and Toni Burkhart have now worked together at three associations. What reunited these two association professionals at their current organizations, the Associated General Contractors of America (AGC), with Chris as the Chief Information Officer and Toni as the Senior Director, Database Operations? Well, as it turns out, a primary reason is that they both have a strong affinity for Fonteva- both the company and its products and services offerings.

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- Toni Burkhart, Senior Director, Database Operations, Associated General Contractors of America (AGC)



After having what can best be described as a subpar experience with another Salesforce-related AMS at their previous association, Chris and Toni each longed independently to return to the supportive environment Fonteva had provided while at their first association together.

Toni indicated that she wouldn't have selected the other solution at a previous association where she worked and added, "From a trade association perspective and from a technical perspective in building integrations, I am not a fan of [Person Accounts](#). A lot of the third-party

vendors and applications out there aren't robust enough to deal with the person accounts model. It also makes reporting more difficult when you are dealing with the same objects. The integration security plan that was built out was not implemented properly. They did not set up many screens to be customized to what the staff was using. If I had been at [the previous association] from the beginning, I would have chosen Fonteva."

Toni stated, "AGC deciding to go with Fonteva is one of the reasons that brought me over to AGC."

Chris echoed this, "I was excited when I saw the job requirements and that they were moving to Fonteva."

Chris described the difference by talking about the culture fit and the feeling of being more engaged with Fonteva staff across the board.

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- Chris Love, Chief Information Officer, Associated General Contractors of America (AGC)



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He added, “The customer service at Fonteva is better, and Fonteva is more focused on the clients’ needs.” In fact, Chris illustrated this point by referencing new screens that they were excited to see from Fonteva since joining AGC that were based on Toni’s input from when they had been at BIO. In contrast, Chris detailed a situation in which it is difficult to even get someone on the phone at another Salesforce solution provider. Chris had previously served on Fonteva’s Customer Advisory Board (CAB) and appreciated that Fonteva listened to and looked for input through this vehicle.

Toni prefers the Fonteva solution for its flexibility and stated that it is easier to be able to modify or clean up as needed. The other company’s version of a Salesforce AMS is more locked down, according to Toni, and for any change a ticket had to be submitted for that provider to fix on the back end. Chris added that Fonteva team members have a more proactive and responsive attitude. He likes that he does not have to continually follow up on inquiries or requests. Toni described the Salesforce ecosystem in which outside vendors and third-party providers have much more experience with and are more knowledgeable about Fonteva than they are about any of its competitors. Toni sees a more active customer community with Fonteva as well- both in terms of higher levels of engagement and through shared experiences. With over 300 customers and a 96% customer retention rate, Fonteva has consistently fostered these kinds of relationships. Chris and Toni like that clients are not left on their own, and both also share an enthusiasm toward the possibility of helping to form a DC-area Fonteva users’ group.

To learn more about Fonteva, explore our [Fonteva Quick Tour](#). If you’re interested in gaining deeper insights into Person Accounts for associations, watch our webinar: [The Truth Behind Salesforce Person’s Accounts - What Associations Need to Know](#).