

Ask yourself: How can AFFI help you achieve success?



The Advantage

Maximizing Your Membership Value

- * **Subscribe.** Stay informed! (1) An AFFI membership allows everyone in the company to receive AFFI's *Capital Connection* e-newsletter. Just send a list of recipient email addresses to info@affi.com. (2) Also, subscribe to *Frozen Express*, a daily email with industry news, by visiting the link available from AFFI's homepage at www.AFFI.com.
- * **Log on.** Benefit from the exclusive resources of AFFI's Members Only section on www.affi.com. To log on to the AFFI Members Only section, you must create a username and password. To do so, click on the Members Only button on the homepage. It will take you to the log-in page. Scroll down the page to the bottom, where you have spaces to input company name, username and password. You must enter your company name exactly as it is listed in AFFI's *Membership Directory and Buyer's Guide*. You may then use whatever you wish as your username and password. Share this information company-wide.
- * **Use the logo.** In venues where it would benefit your company to demonstrate your AFFI membership, use the special "AFFI member logo," which is available from the Members Only section of www.affi.com.
- * **Ask.** Question? Call us! Ask for assistance from AFFI's expert staff. You can reach us at (703) 821-0770.
- * **Participate.** AFFI's committees, councils and task forces offer tremendous value. Committee members network, receive the most timely information on relevant issues and recommend action to AFFI's Board of Directors. Visit the Members Only section of www.affi.com to see the current committee lists. (Opportunities to serve on committees are determined by membership category and other policies related to committee service).
- * **Keep current.** AFFI wants to ensure your company always is represented correctly in all membership materials. Be sure to contact AFFI at (703) 821-0770 with changes in contact information or personnel. In addition, AFFI has launched an electronic version of its Membership Directory and Buyer's Guide, which makes it possible for updates to be made throughout the year, unlike in the previous printed edition.
- * **Do business and network.** Visit www.affi.com/eventspr.asp for a complete list of upcoming AFFI events.
- * **Advocate your interests.** AFFI guides the way when it comes to government advocacy. AFFI provides events and know-how that empower company representatives to tell elected officials and federal agencies what is on their minds, and what is affecting their bottom lines.

Staff Orientation/Professional Development Idea

Empower your staff by informing them they can turn to AFFI for help, and by utilizing AFFI as a professional development tool:

- * Provide AFFI contact information during orientation sessions with new company staff.
- * Send new staff – and staff in new positions – to AFFI events. They offer great opportunities to learn about the industry.
- * Place staff on AFFI committees as part of professional development.