

10 Remarkable Reasons Why Resourceful Retailers Join the ICFA



1 SIGNIFICANT GROUP DISCOUNTS

- **Increase** your purchasing power with an in-store consumer financing program and a discounted, large-group credit card processing program
- **Lower** rising employee medical costs through a group health care insurance plan

2 ANNUAL ICFA EDUCATION CONFERENCE

- **Learn** effective new ways to profit during three days of seminars, breakout sessions and roundtables plus a retail design tour
- **Enjoy** networking and socializing events in a warm-weather, beautiful venue that changes every year



3 STRATEGIC INDUSTRY ROUNDTABLES AT CASUAL MARKET CHICAGO

- **Discover** tactics for retailer success presented by experts during sessions held the day before Casual Market Chicago
 - **Network** during an afternoon event featuring door prize drawings and a members-only reception
- *The ICFA Lounge is always available for meetings

4 THE INCOMPARABLE POWER OF PEER NETWORKING

- **Build** long-lasting relationships by comparing challenges, insights, solutions and feats with those who share your experiences and support your success
- **Connect** with colleagues and make new contacts at ICFA meetings and events, all designed for enjoying the company of your peers



5 EXTENSIVE INDUSTRY LEADERSHIP OPPORTUNITIES

- **Impact** our industry and the objectives of our organization through leadership positions available to all members
- **Support** your membership category as one of several retailers on the Board of Directors
- **Represent** your store on the Retail Council, a nationwide cross-section of merchants representing single- and multi-store operations, all focused on improving business performance
- **Participate** in all ICFA Membership Meetings with Planning Workshops and join working committees to highlight the retail perspective

6 EFFECTIVE TEAM TRAINING RESOURCES

- **Enhance** your skills and share with your team the valuable learning opportunities provided by our annual Educational Conference and Industry Roundtables
- **Motivate** your team's improvement or instruct new associates through online continuing education classes presented in a comprehensive series of webinars



7 NATIONAL RECOGNITION THROUGH INFLUENTIAL ANNUAL AWARDS PROGRAMS

- **Earn** great distinction as an outstanding single- or multi-store business by winning an Apollo Award
- **Gain** attention as a merchant recognized by the Mary Fruehauf Retail Genius Award for superior creativity in marketing and merchandising concepts
- **Celebrate** with those named among the prestigious group of exceptional retail leaders selected for the ICFA Lifetime Achievement Award

8 INSIDER INSIGHTS ON LEGISLATION AND REGULATORY ISSUES

- **Develop** political clout as a vital part of the American Home Furnishings Alliance, providing guidance and lobbying support to counter potentially harmful state or federal regulations



9 VALUABLE AND TIMELY INDUSTRY NEWS

- **Stay current** on programs, events and legislative/regulatory news from Washington plus new member benefits through a free subscription to *The Furniture Executive*, the AHFA's monthly newsletter

10 BRANDING AS AN INDUSTRY LEADER

- **Proclaim** your professionalism on your store's front door with an ICFA logo decal conveying the values of industry pride, engagement, and commitment to growth

WANT MORE REASONS TO JOIN THE ICFA?

Ask one of the 100+ leading retailers about their return on investment in their membership to our dynamic organization of industry professionals. For more information, visit www.icfanet.org/member/register or contact Jackie Hirschhaut at Jackie@ICFAnet.org or 336/881-1016