

# 10 Stupendous Specifics for Savvy Independent Sales Reps to Join the ICFA



## 1 CONNECT WITH INDUSTRY PEERS

- **Meetings**, conferences and industry events provide spontaneous opportunity for face-to-face networking along with the development of long-lasting business relationships
- **Events** are an ideal time to schedule meetings with retail customers and manufacturers to identify and resolve issues through personal contact
- **Identify** performance excellence by casting votes for the Apollo and Manufacturer Leadership Awards

## 2 REALIZE DISCOUNTS AND SAVINGS FROM YOUR MEMBERSHIP INVESTMENT

- **Receive** significant discounts on copy/print orders, cell phone service, hotels, rental cars and other business expenses for sole entrepreneurs
- **Benefit** from exclusive programs for group health care and insurance plans for independent sales representatives



## 3 SHARPEN BUSINESS SKILLS, CONTACTS AT THE ANNUAL EDUCATIONAL CONFERENCE

- ICFA Presents  
**INNOVATE & ELEVATE**  
February 14-17, 2022  
Walt Disney World Swan  
Orlando, Florida  
INTERNATIONAL CASUAL FURNISHINGS ASSOCIATION
- **Internationally** distinguished speakers provide actionable advice to help improve your business and overcome challenges
  - **Meet** and engage with current and potential retail customers during three days of seminars, break-out sessions and roundtable discussions
  - **Enjoy** relaxing after-hours gatherings and networking events against the backdrop of a beautiful destination venue that changes every year

## 4 THE INCOMPARABLE CAPABILITY OF PEER NETWORKING

- **Build** longtime relationships by comparing challenges, insights, solutions, goals 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 BRANDING AS AN INDUSTRY LEADER IN OUTDOOR FURNITURE

- **Proclaim** professionalism on your lapel with the custom ICFA Sales Representative pin conveying industry pride, engagement and commitment to design growth

## 6 INDUSTRY LEADERSHIP OPPORTUNITIES

- **Impact** the outdoor furnishings industry and the objectives of our organization by volunteering for a leadership position available to all sales reps
- **Become** a powerful advocate for all independent sales representatives as the membership category delegate on the ICFA Board of Directors
- **Represent** your peers on the ICFA Sales Rep Council, a cross-section of multi-line men and women all focused on improving business performance
- **Participate** in both the spring and fall ICFA Membership Meetings/Planning Workshops and join a working committee to highlight the sales rep perspective



## 7 GAIN INSIDER INSIGHTS FROM INDUSTRY NEWS ACCESS

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

## 8 ACQUIRE INTERNATIONAL RECOGNITION THROUGH ANNUAL AWARDS PROGRAM

- **Receive** the highest accolade in our industry as Sales Representative of the Year
- **Experience** legacy acknowledgement as a winner of the Lifetime Achievement Award



## 9 COMMUNE WITH THE COMPETITION

- **Take** advantage of a neutral and nurturing environment for exploring various challenges, industry insights, solutions and successes that transcend common competitive concerns with your peers

## 10 VALUABLE AND TIMELY INDUSTRY NEWS

- **Stay** current on key programs, events and legislative/regulatory news from Washington, D.C., through a subscription to *The Furniture Executive*, the AHFA's monthly newsletter featuring a page dedicated to ICFA activities in every issue

## WANT MORE REASONS TO JOIN THE ICFA?

Ask a few of the 100+ leading sales representatives about their return on investment from their membership to our most dynamic organization of industry professionals. For more information, visit [www.icfanet.org/member/register](http://www.icfanet.org/member/register) online or contact Jackie Hirschhaut at [Jackie@ICFAnet.org](mailto:Jackie@ICFAnet.org) or by calling 336/881-1016.