



INTERNATIONAL
CASUAL FURNISHINGS
ASSOCIATION

SALES REPRESENTATIVE MEMBERSHIP APPLICATION

Return to: **Jackie Hirschhaut, Executive Director**
International Casual Furnishings Association
1912 Eastchester Drive, Suite 100
High Point, NC 27265
Telephone: 336/881-1016

(Please print or type company name)

desires membership as a Sales Representative in the International Casual Furnishings Association, a division of the American Home Furnishings Alliance. AHFA is a nonprofit trade association incorporated in North Carolina.

The annual dues for an independent sales representative are \$150.

Upon membership acceptance, I/we agree to support and promote the affairs and activities of the International Casual Furnishings Association and will receive all the rights and privileges of membership.

Geography and Lines carried _____

All memberships are renewed January 1 of each year. In the event of cancellation, dues cannot be refunded. If joining after the beginning of ICFA's fiscal year, the full dues amount paid will be prorated and applied to the subsequent fiscal year. Members are billed the first working day of January, the first day of ICFA's fiscal year.

Name _____ Title _____

Physical Address _____

Mailing Address _____

City and State _____ Zip _____

Telephone _____ Fax _____

Web Address _____ E-mail Address _____

Authorized By (Please Print Name): _____ Date _____

Authorized Signature: _____

By providing my credit card account below, I authorize ICFA to retain the information in order to register me in the ICFA Sales Representative's Office Depot and Staples discount programs plus renew my dues on January 1.

CREDIT CARD INFORMATION: Charge to: _____ MasterCard _____ Visa _____ American Express _____ Discover

Account no: _____ 3- or 4-digit code: _____ Expiration Date: _____

Name/Address as Shown on Card: _____

Signature: _____

ICFA DUES ARE TAX DEDUCTIBLE.
Payment must accompany application.

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

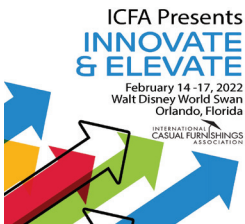


CONNECT WITH INDUSTRY PEERS

- **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



SHARPEN BUSINESS SKILLS, CONTACTS AT THE ANNUAL EDUCATIONAL CONFERENCE

- **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



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



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



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 online or contact Jackie Hirschhaut at Jackie@ICFAnet.org or by calling 336/881-1016.