



AFFILIATES NEWS BULLETIN

**A news service from NAFA's Affiliates Committee to all
NAFA Full Affiliates, Regional Affiliates, and Expo Exhibitors**

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**Thank you, 2014 I&E
Exhibitors! If you are not yet
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Institute & Expo, contact
Scott Groves at 770-576-4971
or nafa@naylor.com, or visit
www.NAFASExpo.org**

[12 West Capital](#)

A Message From Joe McDonald, Affiliates Committee Chair



**Joe McDonald,
NAFA Affiliates Committee
Chair**

We are heading into exciting times within NAFA as an organization, and there has never been a better time to be a part of it all than now. As you are no doubt aware of, the restructuring taking place first with the NAFA staff and later with new programs and services, are surely bound to open eyes to the dynamism of this Association. That's good for the Members, and that's definitely good for the Affiliates.

The Affiliates Committee will continue to foster relationships between NAFA and its Members and Affiliates. As you doubtlessly know, this committee plays a large role in advocating to the larger NAFA organization on behalf of its Members and Affiliates to ensure a valuable all-around experience. Additionally, I plan to collaborate with the committee members so that we are consistently thinking of new, innovative ways for NAFA to increase exposure, sustain memberships, and continue to be an indispensable resource as our industry evolves.

It's hard to believe that NAFA's 2014 Institute & Expo is only a couple of weeks away. It seems like just yesterday we were in Atlantic City for the 2013 I&E! Planning for this year's event has been underway for more than nine months, and all indications are

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[BSM Wireless Inc.](#)
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[Canadian Extreme Climate Systems](#)
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[CSI Global-Fleet](#)
[CURT Manufacturing, Inc.](#)
[CVR \(Computerized Vehicle Registration\)](#)
[Cyrus Proximity](#)
[Davis Instruments Corp.](#)
[Dejana Truck & Utility Equipment](#)
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that the 2014 I&E will be yet another tremendously successful conference. The numbers coming in are impressive, and the fact that so many fleet managers are committing to attend says to me that NAFA's core mission is absolutely resonating with them.

The Curriculum Planning Committee received a lot of positive feedback last year on our efforts to include more fleet professionals in the sessions and courses. Members expressed appreciation for being able to learn directly from their peers, so we are continuing that effort for 2014 and I am very pleased with the level of engagement thus far.

Networking was another area that we received feedback on, as people wished there were more opportunities available. So NAFA is adding an additional networking session to the schedule for the 2014 I&E, which will take place at the end of the Expo on Thursday, April 10. This is a tremendous way for the varied constituents of NAFA to get together in a relaxed atmosphere, but with the benefit of still being engaged with what the Expo Floor has to offer.

All of these planning efforts are already paying off, and we expect a lot more activity in the final months leading up to the event.

Speaking on behalf of the Affiliates Committee, I can say that we're looking forward to continuing to do our part to make the 2014 I&E a great experience that provides new insights, reaches new audiences, and helps grow the NAFA organization.

The Countdown Is On



NAFA has a fantastic way of reaching out to I&E attendees, and to give Affiliates and exhibitors a boost in visibility. *Countdown To I&E*, the e-newsletter, launched in February and will continue through the conference. Each issue will highlight three aspects of the I&E that mean the most to attendees: Networking; Education; and the overall I&E Experience, which includes special events, keynote speaker info, and the Expo.

A dedicated products and services "Exhibitor Spotlight Zone" will soon be a part of the newsletter, affording exhibitors an opportunity for increased exposure! This section will showcase your company, provide links to your company's site and marketing, and will direct recipients to your Expo booth. *Countdown To I&E* is a true 21st

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[Ford Motor Company](#)
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[GovDeals, Inc.](#)
[GPS Insight](#)
[GPSTrackIt.com](#)
[Handsfree](#)
[Harley-Davidson Motor Company](#)
[Havis, Inc.](#)
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[Lowen Color Graphics](#)
[Lucky Line Products, Inc.](#)
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century conduit to people looking for providers, with the newsletter being delivered to attendees' emails on schedule. And thanks to the NAFA mobile app developed for the I&E, the newsletter will be directly linked. Imagine your company's information and Expo booth location being delivered to attendees without fail with each newsletter's release.

Placement in the Exhibitor Spotlight Zone is limited, so make plans to be a part of NAFA's *Countdown To I&E* today. For more information, please contact Naylor services by email: nafa@naylor.com

Networking Opportunities Everywhere At 2014 I&E



The Networking Reception, NAFA's premier networking event sponsored by the Affiliates and Manufacturers, takes place on the second night of I&E (the opening day of the Expo), Wednesday, April 9. The event will be held in second floor atrium of the Minneapolis Convention Center this year. The expanded area that the Convention Center affords allows attendees space to do business, make connections, and spend time with fleet industry colleagues with lots of seating, great food, and drink.

The 2014 I&E will also host the second annual **Fleet Excellence Awards and Opening Night Celebration** on Tuesday night, 6:00 pm in Ballroom A of the convention center. The opening night festivities bring a reception of appetizers, pasta, and carving stations, as well as an open bar, where everyone can relax, network, and enjoy the atmosphere. Live entertainment will cap the evening off, beginning at 8:00 pm.

Each day of the I&E will present attendees with a **Continental Breakfast and Networking Coffee Breaks** to provide all attendees a relaxation break between sessions, and plenty more

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[Mevotech Inc](#)
[Michelin North America, Inc.](#)
[MicroGreen by SOMS Technologies](#)
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[Mitsubishi Motor Sales of Canada Ltd.](#)
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[Optimo Electronics](#)
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[PHH Arval](#)
[Polaris Industries](#)
[PowerFlare](#)
[Premier Graphics & Advertising Group](#)
[Prime Design, a Division of IEM, Inc.](#)
[PriorityStart \(BLI\)](#)
[Pro Cut International](#)
[Propel GPS, LLC](#)
[Pyle Equipment Auctions](#)
[RAM Mounting Systems](#)
[Ranch Hand Truck Accessories](#)
[Ranger Design Inc](#)
[Reading Truck Body, LLC](#)
[Redline Detection](#)
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[Screen Graphics of Florida, Inc.](#)
[Sears Auto Center](#)
[Second City Leasing](#)
[Sharpline Converting, Inc](#)
[Shell Oil Products U.S.](#)
[Signature Graphics, Inc.](#)
[SmartDrive Systems Inc.](#)
[Southeast Toyota Distributors, LLC](#)
[SpaceKap](#)
[SPATCO DEF Dispensing Systems](#)
[Spectro Inc](#)
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[Subaru of America/Canada](#)
[SuperSprings Inc.](#)

opportunities to mingle and converse.



Don't forget Thursday! As the Expo floor starts to wind down at 2:30 pm, the **"Happy Hour"** reception gears up. Grab a drink and make the rounds. Here is a terrific chance to network and ingratiate yourself to potential leads.

The 2014 I&E has your networking options covered, from opening until closing.

Two-Tiered Structure for NAFA Affiliates: Full Affiliate Vs. Regional Affiliate

NAFA Affiliates are an important and vital part of this Association. No matter if you are a Full Affiliate or a Regional Affiliate, the bond and professional relationships that NAFA Members and NAFA Affiliates have is critical to the success of the individual fleet professionals and the Association as a whole.

What is the difference between a Full Affiliate and a Regional Affiliate? Within NAFA there are two categories of Affiliation, namely Full Affiliate and Regional Affiliate. These titles do not refer to one's geographical area of membership and/or associated "regional" benefits, but instead refer to a company's team of individual professionals.

A company must first have a Full Affiliate on board the official NAFA roster and then that company is entitled to have up to five Regional Affiliates from the same employer. The benefits and access to the networking, education and training, discounts, meetings, and so much more are the same for each type of Affiliate. The difference is that the Regional Affiliate is billed for a lower fee amount: the company may register their full team of fleet professionals and receive a discount for having multiple Affiliates

[Sutton Leasing](#)
[T-Mobile Fleet Solutions](#)
[Taylor Cable](#)
[Teletrac, Inc.](#)
[Telogis, Inc.](#)
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Affiliates Committee Leaders & Members - Contact Us

The Affiliates Committee presents the interests and concerns of Affiliates to NAFA and supports the mission and goals of the Association.



Chair: [Joe McDonald](#)
Director, Account Management,
Wheels, Inc.
(848)795-5406

on the NAFA roster.

In addition, if there is the case of a company wanting more than six fleet professionals (one Full Affiliate and five Regional Affiliates) to participate officially as NAFA Affiliates, the cycle starts over: the next professional would be classified as a Full Affiliate and then the company would be eligible for up to five more Regional Affiliates. There is no limit to this six-person discount cycle!

How It Works - For example, under the current 2014 NAFA fees, a Full Affiliate pays \$479 U.S. for a complete 12 months of membership which includes full access to networking databases, inclusion in databases and directories, networking opportunities, and discounts. A Regional Affiliate pays \$389 U.S. for twelve months of membership with all the same access and benefits as the Full Affiliate. With the two-tiered pricing structure, companies may benefit and save! (For examples, [click here](#).)

Thank you for making the time, investment, and commitment to NAFA and the fleet management industry! The Association aims to better serve all our membership -- both Members and Affiliates -- and to provide fleet solutions for all fleet professionals.

NAFA's Online Buyer's Guide: The Fastest Way For Members To Locate The Products And Services You Sell!

The NAFA Online Buyer's Guide is the most effective way to present the products and services you sell! GPS/Vehicle Navigation Systems, Shop Equipment, Legal Services, Paint Protection, and much more are offered and NAFA Members are using the OBG every day to find them.

Members use search menus to find vendors by product/service, company name, keyword, or location. By clicking on the "Add Search to Browser" button in the upper-right corner, Members can add the NAFA Buyer's Guide to their browser's search toolbar and have the ability to find local search results any time they are surfing the Web.

By clicking on the RFP (request for proposal) Automator link, they can request project bids from the companies or vendors of their choice. They can enter specific Request for Information, and get private, personalized responses delivered to their inbox. By providing more specific information in the data field on the page, NAFA will pass the request on to you, our large vendor network. Vendors can then respond to the parameters of these specific requests via email.

Make sure your potential client-base is always aware of your current status, product and service lines, and most convenient



Vice Chair: [Alain Primeau](#)

National Sales Manager, Major Accounts
UAP Inc.
(514)256-5031



Trustee-Affiliate: [Mark Klein](#)

Strategic Account Manager
Safelite Solutions
(614)210-9433

Committee Members:

Denise Berecz, Business Development
Manager,
Chrysler Group LLC

Michelle Christie, Marketing Events,
Ford Motor Company

Betsy Flegg, FCO Marketing Manager,
GM Fleet and Commercial

James Spellissy, Vice President-
Business Development, PHH Arval

Richard Wanders, National Account
Sales Manager, Leggett & Platt
Commercial Vehicles

methods of contact. Review and update your company's Buyer's Guide profile on a regular basis so that you will always have your best foot forward. Regularly reviewing and updating your information means you will always be current and competitive!

View complete lists of members and vendors, advertising rates, NAFA publications, and a whole lot more! NAFA's Online Buyer's Guide is an Affiliate's best tool for selling their products.

Check out NAFA's Online Buyer's Guide today by [clicking here!](#)

NAFA's Market Research And Survey Email Service Can Help You Get The Answers You Need

NAFA offers Affiliates a survey e-blast service to help reach Members with critical data and information.

- Do you want to survey Members about new vehicles?
- Do you want Members' opinions about safety policies?
- Do you want to gather information about vehicle maintenance?

NAFA's Market Research and Survey Email Service allows you as a NAFA Affiliate to survey NAFA Members while giving membership the confidence of knowing their email addresses are secure. This service is available exclusively to NAFA Affiliates and NAFA Members!

Surveys to the NAFA membership allow NAFA Affiliates to target every segment of fleet management from corporate fleet managers to those in the public sector. Surveys can seek feedback on such topics as options available on vehicle selector lists, driver training programs, safety policies, and the use of fleet cards.

Reserve your broadcast time now, as broadcasts are limited to only one message per week. For details including pricing, please [click here](#). To reserve a broadcast spot, please contact Maureen Smith at (609) 986-1049 or msmith@nafa.org.

NAFA Affiliates News Bulletin

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