“As I See It”
How Associations Advance America

Our Founding Fathers knew there was a need for organizations to bridge the gap between the public and private sectors. When drawing up the Constitution, they put into law the basic rights to associate – freedoms to meet, speak, organize, and petition government.

But things are different today. The “halo” associations once wore is being eroded. Government leaders at the federal, state, and local levels have lost sight of the key contributions associations make to society.

Over the years, Congress has chipped away at the tax-exempt privileges it once granted to associations and the nonprofit community. The media has reported stories to further tarnish the image of nonprofit organizations. Associations are often labeled as “special interests” and lumped together with the highly publicized abuses of a few nonprofit groups.

That’s why associations just like IFRA and others all over the country are banding together to re-establish their collective identity and re-educate Congress and state legislatures about the benefits gained from activities routinely performed by associations.

Associations serve many roles which have a tremendous benefit to the public. They fulfill a unique role that would be hard to replace. For example, associations routinely:
- Set codes of ethics
- Retrain members of the workforce
- Conduct research
- Disseminate information
- Educate

Unfortunately, the image of associations in the United States is not what it once was. Many people view associations as those “special interest” lobbying groups. It is important for members of associations like IFRA to speak out positively for associations. It is important to impress upon people the good works associations do to benefit society.

So the next time someone talks about those “special interest” groups, tell them proudly that you are a member of one of those groups. I’ll bet the person speaking is also a member of an association. Then remind them of the vital work that associations do.

To help raise public awareness of this message, the American Society of Association Executives (ASAE) is spearheading a campaign to promote the value of associations to society. As a reminder of the campaign’s message, ASAE has developed the Associations Advance America logo.

The AAA logo serves to remind those who see it, government officials, the general public, the media, IFRA members of the value associations bring to America. It is also a reminder of the larger community of associations – each working to make this country a better place to live. Collectively, associations give our country the edge in its form of democracy, and helps make democracy work in America.

IFRA 1996-1997 New Members since 3/1/96

Voting Members

Bill Jackson
Furniture Options
Wichita Kansas
Rec. by Carl Barron

Bob Bloom
THORN Leasing Concepts
Wichita, KS
Rec. by Joel Kohn

Mike Crepeau
Charter Furniture
Dallas, TX
Rec. by Bob Crawford

Bill Pidgeon
Fashion Furniture Leasing
San Diego, CA
Rec. by Carl Barron

Ted Jaroszewicz
Workstream, Inc.
Cincinnati, OH
Rec. by David Hoguet

Michael George
Waterfield Insurance Agency
Indianapolis, IN
Rec. by Jerry Gorup

Robert Karger
Hino Diesel Trucks
Orangeburg, NY
Rec. by Bob Baker

Roger Sample
Emess Lighting/Cresswell Div.
Rollwood City, PA

Jerry Sagerdahl
Master Design
Greensboro, NC
Rec. by Bill Boland

Mark Dalrymple
Norling Studios
High Point, NC
Rec. by Jerry Gorup

Paul Huffman
Equitable Securities Corp.
Nashville, TN
Rec. by Blair Neller
OPPORTUNITIES
ON THE HORIZON

President Bob Baker from Instant Interiors received the IRA Olbum award, IFRA's most prestigious award, at the President's Awards Dinner.

Terry Furr (left) from Florida Furniture Rentals receives Associate Member of the Year award at the President's Awards Dinner.

Joel Kohn of ALCO Furniture Rental receives the Outstanding Membership Recruitment of the Year award.

Rose Ciricello from Valley Furniture receives Outside Sales Representative of the Year at the Industry Awards Reception.

Bill Swets of Instant Interiors accepts the Community Service award for Instant Interiors.

David Hoguet of Globe Business Resources accepts the Best Brochure – Office award for Globe.

Five of the Past IRA Olbum winners: (left to right): Bob Crawford, Brook Furniture Rental; David Hoguet, Globe Business Resources; Charlie Loudermilk, Aaron Rents Inc.; Joel Kohn, Alco Furniture Rentals; Bob Baker, Instant Interiors.