



The 2013 AFLA Conference is coming up in just a few weeks. Give us an overview of some of the highlights of this year's conference.

We are really excited about our lineup for 2013 and I look forward to seeing the corporate fleet buyers and all of the other AFLA members in September in Scottsdale.

New for 2013, we are holding two workshop sessions early in the morning before the grand opening of the event. And the night before, Women in Fleet Management will be hosting a session that they've opened up to all AFLA attendees.

One of our opening night keynote speakers is Waldo Wingman, and I understand he is a wonderful motivational speaker. We are really excited to have him there. Then we have some great content throughout the duration of the conference from our keynote speakers to the networking activities. One of the great things about AFLA is that we keep everybody together so you really get to see everyone who is there and network with them. You get to meet with everyone that you want to.

When fleet professionals talk about AFLA, what is often stressed is the opportunity for networking. Let's talk about that.

AFLA provides many great opportunities for networking. We have a golf outing, a poolside party, dinners and late night after-glow receptions where people really get to talk to each other and get to know each other.

Our opening night reception is always wonderfully received. It allows for people to learn from their peers, learn from their suppliers and get to know each other. That really is one of the main benefits of AFLA, and it is right in our Mission statement that we are here to network between the corporate fleet managers and industry leadership.

If you are a fleet manager and you have never been to AFLA what is the value proposition?

Coming to AFLA is a wonderful experience for fleet managers because we really provide a strategic, high level approach to looking at fleet. Most of our audience is experienced corporate fleet managers that have been in the industry for a while. To be able to network with each other and learn best practices from each other, to talk about what they have done to make their fleets better. The best part about coming to AFLA is that fleet managers get to interface with each other and with their service providers

that are Allied members. They get to network with each other and learn from each other across the board.

What is the value proposition for suppliers?

AFLA is a unique organization in that our suppliers are Allied members and are really at the same level as everybody else in the organization. That is proven throughout the whole organization in our leadership structure. Our Sponsorship Committee includes our service providers. Our Board of Directors has several positions that are for Allied members, for OEMs and others. So, a unique aspect of AFLA is that everybody is equal and they get to interface with these experienced corporate buyers. Again, they get to network, they get to learn about fleet from a very high, strategic approach and they get some wonderful, motivational and inspirational speakers along the way, too.

We are working quite a bit this year to make sure people are aware of our membership program. AFLA has a wonderful membership base, we have over 300 members and for \$200.00 a year you get quite a bit. You get a hefty discount on coming to the AFLA Annual Conference to begin with. You also get webinars; we try to do at least six webinars a year. You get whitepapers that we publish on a fairly regular basis and of course, we have a monthly spec sheet newsletter. Those are just a few of the membership perks and I think you will be seeing a lot more communication from us as the year progresses about our membership benefits and new benefits that we are exploring.

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About Bill Elliott

Bill Elliott brings a solid history of non-profit management experience to AFLA. He has a strong background in fundraising and development and has experience working with professional and trade associations. He enjoys developing relationships with leaders and members, and working with them to grow their organizations and achieve their goals. In addition to development, Elliott has considerable experience in marketing, advertising, public relations and IT, giving him a solid understanding of association management. He holds a bachelor's degree in Political Science from UW-Milwaukee and is currently studying to become a Certified Association Executive (CAE).