

## Testimonials From Our Members

“The AFWPI did it again with yet another awesome conference last week in New Orleans. As always, the experience was incredible and jam packed with friendly wedding professionals, keynote speakers and exhibitors.”

—Joe Tortorello, *Wedding Zone*

CONGRATULATIONS on a phenomenal mixer. You guys just keep getting better and better! It was a great business experience and a lot of fun as well.

—Laurie Morgan, *The Wedding & Special Event Yellow Pages*

I am so thankful to have joined AFWPI. It is a really wonderful and caring organization.

—Patricia Frink, *PJ's Petals*

I wanted to let you know that the last e-mail I received from you ... got me quoted in the local (St. Louis) newspaper.

—Carolyn Burke, *Wedding Liason*

Thanks for the list! I just wanted to let you know that I have gotten quite a few “bites” off of the postcards I send out to the list of brides you supply me with! It has been great!

—Amy Zellmer, *Constant Creations Photography*

I have gotten more for my money from (AfWPi) than any other organization I have joined.

—Larry Abbott, *Tower of Chocolate*



Association For Wedding Professionals, International  
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[www.afwpi.com](http://www.afwpi.com)

## What is the Association For Wedding Professionals, Int'l ?

We are an international organization dedicated to providing quality service as a central resource of information, and referrals for those planning weddings and those who service weddings. Brides and grooms may obtain free referrals to wedding professionals by visiting our website or by calling.

### FAQ's

#### What type of membership do you offer?

We offer two different memberships - Regular and Associate.

#### What is the difference between the two?

Regular members are the professionals who earn their income from the brides and receive a monthly list of brides.

Associate members earn their income from the wedding professionals and receive a monthly list of professionals.

#### Is there a difference in cost?

Regular Members pay \$240.00 + a one time set-up fee of \$25.00

Associate Members pay \$360.00 + a one time set-up fee of \$25.00

#### Do we need to have a business license?

Proof of licenses are required or reason for exemption explained. If they are pending, please note on your application that fact.

#### How do we get started?

Complete the enclosed application and mail or fax it to our office.

Association for Wedding Professionals, Int'l  
6700 Freeport Blvd Suite 202  
Sacramento CA 95822



# Association For Wedding Professionals, International



AFWPI

## BENEFIT INFORMATION



Take Your Business  
To The Next Level!

# A Message From The President



AfWPI's purpose is to create a worldwide wedding community; where its members work together toward making this wonderful industry the best it can be — a community whose members recognize that in order for one to prosper, all

must prosper.

There are many associations, societies and organizations in the wedding industry — some local, others regional, and still others category-specific. All have benefits making them worthy to join. AfWPI is an inclusive organization. To be a member, we ask only that you have a legitimate business in the wedding industry, that you agree to follow our code of ethics, and that you have a desire to grow.

We work constantly to bring more benefits to AfWPI members, to create awareness of the dignity and integrity of the wedding industry and to educate professionals to reach their goals.

As you read through this brochure, keep in mind that we are here for *you* — a person who took something he or she loved and turned it into a business. Please let us know how we can help you grow that business and become the professional you want to be.

Sincerely,  
Richard Markel - President

# Benefits Of AfWPI Membership



- Use of the **AfWPI Logo** in any of your literature and advertising.

- A certificate of membership that lends credibility to you as a professional



- Listing on the AfWPI Web site, which receives about 40,000 unique visitors per month and is in the top 10 on most search engines



- Your listing includes links to your email and web site.

- A monthly list of brides, including email addresses, wedding cities, number of guests expected, honeymoon information, and services needed.

- We sent more than 11,000 brides' contact information to members in 2006!

- Referrals to brides who call our Wedding Hotline



- Discount admission to annual conference, regional conference, and seminars.

- Monthly networking events where you'll get to know other wedding professionals in your area



- Discounts on...



... advertising in bridal publications...

...exhibiting in bridal shows...



- And many other services...

- A program that allows you to accept credit cards at discount rates.

- Insurance Programs — Job Search Programs — Wholesale and Service Resource

# Mission Statement

The Association for Wedding Professionals, Int'l was formed to further the wedding industry through networking, marketing and promotions. With a group effort, we will educate current and future wedding professionals in the area of marketing; set a standard for the wedding industry that focuses on ethics, professional behavior and working together to provide better services. With these efforts, we expect to see growth for individual wedding professionals and, therefore the industry as a whole.

## Code Of Ethics

- Exhibit professional and ethical behavior.
- Communicate completely with their customers regarding prices, what the service/product includes and what is in the contract.
- If a dispute arises, settle it professionally and promptly.
- Return phone calls to current as well as potential customers.
- Treat other wedding professionals with respect.
- Assist in the advancement of the wedding industry by helping to educate the public and potential wedding professionals.
- Observe all laws and obtain any license(s) required by law for any businesses as well as your type of business.
- Honor all agreements made with customers, suppliers and services provided to you.