

FPPA Membership Benefits for Paddlesport Outfitters & Retailers

FPPA Website:

- FPPA members are entitled to a directory listing at www.paddleflausa.com. This directory is limited to FPPA members only and is the only up to date directory on the web.
- Each member can also submit 25 keywords that help direct the public to their listing.
- FPPA volunteer will create a 4-color ad for each member or members can submit their own ad that is on every page of the FPPA website (ads randomly rotate).
- Current and up and coming legislative, business, and conservation issues are posted on the website.
- Volunteers work to have FPPA's website address listed everywhere possible.
- Member sites include a reciprocal link to www.paddleflausa.com
- FPPA members can post their events on the FPPA website calendar or a FPPA volunteer will post for you.
- List of vendors used by fellow members and FPPA exclusive discounts offered by vendors are posted at the Members Only Vendor list.
- Member to Member discounts. For business owners and employees.
- Biz Tips: A series of business tips of interest to the small business owner.

FPPA Social Media

- FPPA FaceBook page is available to members to post upcoming events
- FPPA FaceBook calendar is a calendar distributed monthly to each member and each member posts about a different member (share a post or tag in a photo).
- FPPA members like and friend each other on FaceBook.
- FPPA has a LinkedIn company page

FPPA Rack Card

- FPPA has rack cards in all the official VF Welcome Centers
- FPPA has rack cards at the Nature and Heritage Welcome Center in White Springs: FPPA maintains a display where members can have a brochure slot at a discount price.
- FPPA rack cards are available across the state to a variety of Chamber of Commerces, CVBs, and other DMOs.
- FPPA members display each other's brochures and rack cards as well as the FPPA rack card.
- A permanent P.O. Box address is maintained for FPPA brochure requests. Requests come from individuals and FPPA listings in magazine articles, newspaper articles, and book listings.

FPPA is a member, a partner, and/or works with each of the following:

- American Outdoor Association (AOA)
- Dept. of Environmental Protection (DEP). OGT supplies a link to FPPA's website for visitors to find outfitters.
- Florida Outdoor Recreation Coalition (FLORC)
- Florida Outdoor Writers Association (FOWA) is a member and attends annual conference
- Florida Paddling Trails Association (FPTA) is a member
- Visit Florida (VF): FPPA is a founding partner and participates in marketing opportunities provided by VF. FPPA is listed as a resource on www.visitflorida.com
- Florida Wildlife, Fish, and Conservation Commission (FWCC)
- Florida Youth Conservation Centers Network (FYCCN)
- plus other agencies and associations

More benefits of FPPA membership:

FPPA Network, facilitated by FPPA, is a proven way to meet others and gain invaluable insight and information regarding the paddlesport industry. Over 99% of FPPA members have e-mail, which makes networking that much easier.

Bi-annual Meetings in February and September is a chance to paddle a different waterway, meet with other outfitters, and participate in workshops and industry updates.

Co-op promotion: FPPA members promote each other

Information source: FPPA strives to be an information resource via email and the website for its members in regard to issues and needs that affect the paddlesport industry including insurance and regulations

Regulation Compliance: FPPA members are the first to receive the latest in regulation compliance. Examples include the FWC yellow livery sign and the FWC Paddleboard Safety flyer.

State Agency and Committee Representation: FPPA members attend DEP, Recreational Users Meeting, Enterprise Florida, Visit Florida, FBAC, FWC, and other agency and committee meetings whenever possible to stay up to date on issues.

Buying Co-op: members work with each other, manufacturers, and dealers to obtain top prices. See FPPA Vendor List

Conservation Issues: Many of the members are actively involved in a variety of conservation organizations and associations and share that wealth of information with all.

Government Representation: Members work together to write, phone, e-mail, or otherwise communicate with the various state and federal agencies to make FPPA's voice heard in decisions that affect paddlesports.