



Patrick Newton of Powell's Nursery (left) and Tyler Meskers of Oregon Flowers visit during an OAN open house at the office in Wilsonville, Oregon. OAN FILE PHOTO

Beneficial for all

Discover how your participation in member programs can strengthen the OAN's collective purchasing power

BY STEPHANIE WEIHRAUCH

AT THE OREGON ASSOCIATION OF NURSERIES, we are dedicated to providing our members with relevant benefits that add value to their businesses. Yet did you know that by taking advantage of these benefits, you are also playing a pivotal role in supporting the association?

Many of our benefit programs, when offered in a group format, generate residual revenue for the group holder, the OAN.

In the past, our members have looked for tangible ways to support the association that provides them a return on investment. It's all in the ROI, correct?



Stephanie Weihrauch

Nursery Guide listings. This increases the revenue to support this endeavor, but also gives the member advertising potential with Nursery Guide, both print and online.

What about other programs offered by OAN? Do those return revenue and support the association's mission? The answer is a resounding yes!

Let's take a closer look at a few:

Fuel Discount Program: OAN and Ed Staub & Sons joined forces many years

In a recent instance, rather than support the association with a cash donation during the membership renewal process, several members looked to increase their

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ago to create a comprehensive fuel management program. This OAN Fuel Discount Program enables members to pool their collective buying power to ensure favorable pricing and participants gain access to multiple commercial fueling networks with thousands of sites available nationwide.

Did you know? The discount program has a rebate of .5%! Currently a very small portion of our members utilize this program, providing a minimal revenue stream to the association. By increasing members enrolled in this program, we could potentially see great growth in this easy-to-use program.

Credit Card and eCheck Processing Program: OAN's partnership with EVO Payments simplifies the selection process for credit card processing. EVO offers credit card processing and electronic check (echecks) options, offering your customers convenient choices

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for paying invoices.

Did you know? OAN receives a rebate on the volume of money processed through this group program based on a very detailed formula. With less than 25 members currently utilizing this benefit, there is untapped potential to create additional revenue for the association. This would be ideal for a business, such as retail nurseries, with high volume credit card transactions.

Medical and Dental Insurance

Program: Everyone has a choice when providing medical and dental benefits to their employees. OAN and Leonard Adams have been partners for the OAN insurance program, and it has been, by far, our biggest success. Our members benefit from group rates so whether you are a small organization with three employees or a large one with more than 100, the group rates remain competitive and at



Value from your membership

Visit OAN.org/Benefits for more information on how to sign up for these member programs and discover how your participation increases the buying power of the OAN, directing rebates and commissions towards the association.

times, better than the general market.

Did you know? There are close to 150 members enrolled in the insurance program through Leonard Adams and it helps keep membership dues stable as a result of its steady stream of residual revenue.

Office supplies:

Although Staples Business Advantage does not provide a rebate on purchased supplies, this pro-



gram offers a better pricing structure, next day delivery, and additional discounts to OAN members. This program is offered through Staples Business Advantage only, and you will not find these prices in their retail stores, direct mail order, or at Staples.com.

Did you know? This exemplifies the collective buying power the members have as a group.

Change can be challenging, especially when you have established relationships with vendors and no immediate need to switch. What you may not realize is that these programs not only lead to cost savings for your business, but also make a positive contribution to the association at no extra expense to you. ☺

Stephanie is director of finance and administration for the Oregon Association of Nurseries. Reach her at 503-582-2001 or SWeihrauch@OAN.org

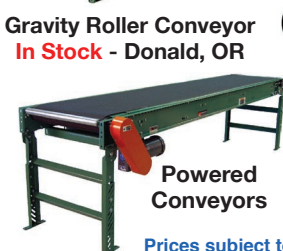
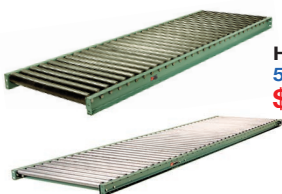
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