



## Who is Associated Industries of Florida?

**Known as “The Voice of Florida Business,” Associated Industries of Florida (AIF)** has represented the principles of prosperity and free enterprise before the three branches of state government for over 100 years.

**A not-for-profit trade association, AIF is supported by its members**, which hail from all corners of the state and represent every segment of Florida’s private sector. Through AIF, they join to ensure the principles of economic liberty get a fair hearing before the state’s elected officials, Supreme Court justices, and executive agencies.

**The good fortune of our state hinges on the prosperity of Florida’s employers.**

AIF works to lessen the burdens government would place on employers, while seeking solutions to conditions that threaten their success.





## Why Join AIF?

### **One bad piece of legislation can impact your company.**

Every legislative session, bills are proposed that increase your cost of doing business and adds to a long list of regulations you must navigate — often making you a target for frivolous lawsuits.

**That is where we come in.** We stand in the gap between your business and those harmful proposals. Our advocacy experts work every day to win the fight to protect you. AIF has a rock-solid reputation in Florida for not backing down when our members are targeted by bad legislation.

While defeating bad legislation is important, AIF also works equally hard to ensure that pro-business legislation is supported and passed by the Legislature. The slightest improvements in areas such as taxes, regulations or labor laws can be of great benefit to the business community.

**Don't stand alone! Join AIF and our other members** and be part of a concerted, strategic effort to protect your business.

*Unless you are standing in the halls of the state Capitol every day, it can seem impossible to keep up with what exactly is happening!*

## Who Are Our Members?

AIF is supported by an extremely broad segment of corporate industries in Florida — banking, retail, utilities, technology, agriculture, insurance, entertainment, communications, hospitals, transportation, real estate, space exploration, small businesses, and many others.

## A History of Results

**AIF has a long history of taking on the tough battles** in the halls of the Capitol against both legislators and interest groups that seek to pass legislation that is harmful to our members in the business community. **Over the past several decades, we have spearheaded efforts to:**

- **Pass COVID-19 liability protection for Florida businesses,**
- **Improve the legal environment for employers who are frequent targets of frivolous lawsuits,**
- **Fight efforts to increase the cost of workers compensation insurance,**
- **Minimize insurance mandates to better control health care costs,**
- **Expose and defeat legislation that would hinder employers with overburdensome regulations,**
- **Provide proactive plans based on our members' needs to legislators that would stimulate the Florida economy and allow businesses to flourish, and**
- **Promote responsible governance of emerging technologies to support continued business growth and innovation.**

What is the common theme of these, and many more issues just like them, that the AIF leadership team works on every day on behalf of our members? **The outcome of these issues directly affects the bottom line** of the men and women in our business community who employ and provide benefits to our citizens.

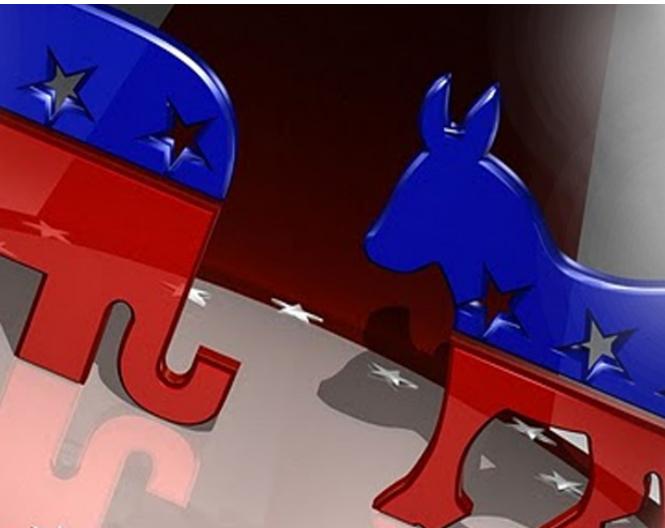
## As a Member

**Upon joining AIF, you may select the level of involvement that suits your needs.** Through our highly focused councils, committees and task forces, you can take a lead role in the public policy issues that affect your company.

Our staff is always available to assist you via phone or email. As an AIF Member, we will communicate important information and updates through email, print, and web services. During the legislative session, AIF members receive daily emailed updates on the important issues that will affect the business community. Urgent notices will be sent to members as they occur to advise you on exactly what is happening in the Capitol.

AIF Members are eligible to join our Political Council, as well as become branded sponsors of AIF's events throughout the year.

### The Center for Political Strategy



AIF's Center for Political Strategy is a culmination of listening to the needs of our members and Florida's top employers. Their desire was for a robust, complete and comprehensive political entity that could improve the political landscape for the business community. The goal is to ensure that pro-business candidates, Republican or Democrat, are elected to the Legislature so that legislation which supports employers, not harm them, can be achieved.

**The two main functions of The Center will be:**

- 1. Develop data, intel and strategies to recruit and engage candidates to improve the legislature's business climate.**
- 2. Develop services within The Center for AIF corporate members that will enhance and elevate their own political efforts on behalf of their companies.**

## Sponsorship Opportunities

Only AIF members are eligible to be branded sponsors of the various events we hold throughout the year. Both annual and issue-related events are well attended by business leaders, governmental policy makers, and legislative VIPs.

## What is the Bottom Line for You?

As your company works every day to grow and continue to be successful, **joining AIF is an investment to ensure that you are not blindsided by state policies and regulations that will harm your business.** With a proven track record in defending our members in the halls of government for over 100 years, we welcome the opportunity to begin working with you and addressing the issues that are important to your company.

## How to Contact AIF about Membership

**Membership:** Janessa Burdette • 850.224.7173 • [jburdette@aif.com](mailto:jburdette@aif.com)

**AIF Issues & Advocacy Questions:** Adam Basford • 850.224.7173 • [abasford@aif.com](mailto:abasford@aif.com)



## AIF Policy Councils and Coalitions

As a member, you can take a leadership role in the public policy issues that affect your company.

Community Growth Council

Environmental Sustainability & Agriculture Council

Financial Services Council

Florida Energy Council

Florida Transportation & Maritime Council

Health Care Council

Information Technology Council

Manufacturing, Aerospace & Defense Council

Taxation Council

[AIF Coalition for the Future of Artificial Intelligence \(AI\)](#)

[H2O Coalition](#)

Please contact us or visit our website for more information.

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