



WHAT DO MY HMA DUES BUY? TOP TEN REASONS TO BE A MEMBER OF THE HMA

Members of The Hobby Manufacturers Association (HMA) often inquire how their HMA dues are spent. Here are some, **but not all**, of the programs and projects undertaken by the HMA to promote and assist the hobby industry.

- 1) **www.myhobbyfun.com web site:** This is an HMA-developed web site for consumers to learn more about hobbies in general or their hobby in particular. There is also a dealer locator on the site to assist consumers in locating a hobby shop nearby.
- 2) **“What’s Your Hobby” brochure:** A small foldout brochure which is distributed to consumers at hobby shows promoting hobby categories and directing consumer to the myhobbyfun.com web site for more information, at which time they can also locate a hobby shop.
- 3) **Developing tie-ins with educators:** The HMA is in the early stages of developing relationships with teachers and other educators to include hobby projects into their education programs. A possible “teacher/educator” link on the HMA web site is a possibility once this program is formalized.
- 4) **Member cost-saving benefits:** The HMA has negotiated discounted rates for health insurance, business insurance, credit card services and freight shipping. While many of our larger members negotiate on their own behalf, our industry is comprised of numerous small makers who do not have such bargaining leverage. The HMA has arranged association rates to help all members.
- 5) **Legislative assistance:** The HMA has and will continue to monitor legislative issues which could affect the hobby industry, and has and will continue to be proactive in reaching out to our Congress people should any action be necessary. Tremendous time and effort have already been spent on subjects such as the CPSIA toy safety law, proposed FAA radio control legislation and trademark questions regarding scale model kits.
- 6) **Trade show partnerships:** The HMA is collaborating with other associations in order to cooperate on trade shows. This process has enabled their members to exhibit to new markets at the New York Toy Fair and at the Craft and Hobby Association (CHA) Show at reduced booth rates. The HMA is offering the same to members to increase the visibility of toy and craft products at the iHobby Expo.
- 7) **Model Industry Credit Association (MICA):** For a small fee, HMA members can join MICA to receive and submit monthly credit reports on industry members. This vastly underrated tool can save HMA members money by referring to the MICA report to determine if any customers are delinquent and to whom they should extend credit.
- 8) **Size of Industry Report:** This comprehensive report is the result of many months of survey results anonymously reported by the hobby industry to a third party for their analysis. From this process the HMA has produced a professional document which is not only available on request to all industry members, but is also sent upon request to investors and entrepreneurs who consistently inquire to the HMA office with questions about our industry.
- 9) **National Association Precip Syndicate (NAPS) articles:** These are short, concise 2-3 paragraph articles about hobbies constructed by the HMA and submitted to NAPS for circulation. NAPS uses these articles as needed to complete sections of web sites and print news where necessary. HMA article submissions have thus far generated over 28,000,000 views of the 4 articles submitted and circulated over the last 3 years. Placement has included USA Today, New York Post, LA Times and more. Each article directs the public to access the myhobbyfun.com website.
- 10) **The #1 reason to join the HMA: It is the ONLY association representing hobby manufacturers in the USA. The HMA represents the industry on behalf of manufacturers for subjects and issues affecting the industry. If not for the HMA, hobby manufacturers would have no organization to whom they could turn in time of need.**

#1 through #9 above can only be achieved with the full support of hobby manufacturers!

Not a member? Join today! www.hmahobby.org or 973 283 9088. All inquiries are welcome!