



Case Study

Michigan Floral Association
1152 Haslett Road
Haslett, MI 48840

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Organization Overview

The Michigan Floral Association (MFA), founded in 1920, is a full-service trade association representing florists, growers, suppliers, wholesalers, educators and students. MFA provides education and professional partnerships, which help to position the members of MFA at the forefront of the floral industry. They host The Great Lakes Floral Expo and trade show, conduct educational seminars, design product reviews, magazine publishing and interact with state / federal government agencies.

Before Computility

The Michigan Floral Association has been using Computility software since 2006. Prior to Computility they were struggling with having to track the same information in multiple places. For example, they were doing double data entry between their main internal database and their accounting software. They were also limited in terms of what they could track using their main database. For example, they could only track dues payments and not any other type of purchase. They wanted one system that could manage all of their association information, purchases, contacts, etc. and integrate with QuickBooks accounting software. Computility was the answer for them.

Key Benefits

QuickBooks Integration

“Having a system that integrates with our accounting software is one of the biggest benefits for us. Among other things, we use Computility for invoicing and accounts receivable. It’s amazing how much more accurate our information is and the time saving that goes along with this. It’s a perfect setup for cross-referencing our revenue figures, transaction details and outstanding bills.”

Online Event Registrations and Dues Payments

“In the first year we were able to move approximately 30% of our purchases online. Not only does that cut administrative time and expense, but it’s a huge bonus to our members. We’ve had members rave about the convenience this has offered. Some even told us they would not have attended our conference had it not been for the ability to sign up and pay online with such ease.”

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Marketing Initiatives

“Using Computility has really helped our targeted marketing efforts. We are able to segment key demographic details to profile those in attendance at our workshops. We also segment reports based on individual revenue and purchase history. We work with everyone from company employees, to students, to business owners. Based on this data tracked in Computility we know exactly who to target for future sessions. A lot of the follow up communication to these groups is done via email and using Computility has made this easy as well.”

Continuous Upgrades at No Cost

“The enhancements made to the system have been wonderful. We feel like we always have the latest technology to run our association - with Computility we don't feel like we're going to have to start all over with a new system every 5 years.”

Excellent Customer Service

“The support has been wonderful. When we need help Dave gets us going and always stays with us until everything is solved.”