



VOLUME 1

NATA UPDATE

A quarterly publication of the National Alliance of Trade Associations (NATA)

The Power of Many. The Power of Membership.

As an individual business owner, you can only do so much. There are only 24 hours in a day, after all, and there's only one you. But there's strength—and power—in numbers. In the mid-1990s, a group of business owners realized that together, they could accomplish so much more than they could alone.

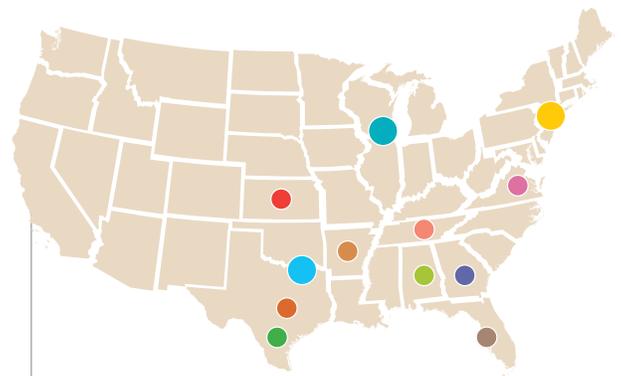
By leveraging their collective buying power, they were able to secure the most competitive pricing on the products they needed. They positioned themselves to develop and share resources to improve the quality of their operations. In addition, they gained a larger, louder voice in the legislative process, thereby influencing laws that could affect their businesses. In coming together, the National Alliance of Trade Associations (NATA) was born.

For over 15 years, NATA has been uniting businesses across the nation. Its 12 trade association members work to help their individual members succeed by providing benefits ranging from negotiating purchasing agreements with major vendors to offering economic, social, educational, and legal services, products, and opportunities.

Through NATA and your local trade association, you are more than a single business owner. You are part of a unified, powerful whole.

Why Does NATA Matter?

NATA serves its membership by providing a platform to negotiate agreements with national vendors, share industry knowledge, make industry connections, and provide tangible and intangible benefits to ensure the competitive viability of members' businesses. NATA raises awareness of compliance issues and offers training on theft prevention, customer service, and other hot topics to help you increase sales and profitability. Not only does NATA offer unified branding opportunities and specialized insurance and financial products, it also connects you with business peers across the nation so you can share best practices and learn from one another.



THE DYNAMIC DOZEN NATA's Twelve Trade Associations

- ALABAMA MERCHANTS ASSOCIATION (AMA)
Serving Alabama
- ARKANSAS BUSINESS ALLIANCE (ABA)
Serving Arkansas
- ATLANTA RETAILERS ASSOCIATION (ARA)
Serving Georgia
- BUSINESS ASSOCIATION FOR TRI-STATES (BAT)
Serving New York, New Jersey & Connecticut
- FLORIDA RETAILERS' ASSOCIATION (FRA)
Serving Florida
- GREATER AUSTIN MERCHANTS ASSOCIATION (GAMA)
Serving Greater Austin
- MIDWEST BUSINESS ALLIANCE (MBA)
Serving Illinois & Wisconsin
- MOKAN RETAILERS ASSOCIATION (MRA)
Serving Missouri & Kansas
- NORTH TEXAS BUSINESS ALLIANCE CO-OP (NTBA)
Serving Dallas and Oklahoma
- SOUTH TEXAS MERCHANTS ASSOCIATION (STMA)
Serving San Antonio
- TRI-STATE TRADE ASSOCIATION (TTA)
Serving Tennessee
- Virginia Trade Association (VTA)
Serving Virginia

NATA members represent more than 4,000 independent retail stores with over \$2 billion in total sales per month and some 20,000 employees.



NATA Programs Offer Protection, Collaboration, and Value

NATA forms relationships, strengthens buying power, shares best practices, fosters education, and promotes unity among small business owners through a variety of products and services.

- INSURANCE AND RETIREMENT.** NATA connects members with insurance products to protect themselves and their families. Its exclusive life insurance program, which has paid over \$5 million in claims, offers peace of mind to business owners seeking to protect their loved ones. Its felonious assault insurance (only available to large corporations) covers both store owners and store employees and provides a death benefit to employees. NATA also encourages members to save for retirement.
- STRONG VENDOR RELATIONSHIPS.** NATA has developed solid relationships with a number of national vendors, including Coca-Cola, Gatorade, Frito-Lay, Worldpay and Quest Fuel. Through these relationships, NATA members receive favorable pricing, benefits, and promotions.
- COLLABORATION.** NATA partners with a number of other organizations on efforts that benefit its membership. Through its partnership with NACS, the National Association of Convenience Stores, NATA advocates on behalf of its members in Washington, D.C.
- TRADE ASSOCIATION OPERATIONS AND GOVERNANCE.** NATA assists its 12 trade association members with operational and governance issues and is committed to uniting these organizations to ensure members are as successful as possible.
- EDUCATION.** NATA is currently developing a host of online training opportunities that will be available to members 24 hours a day, seven days a week. Course topics will include theft prevention, customer service, responsible selling of age-restricted products, safe food handling procedures and more. Keep an eye out for more information in the coming months.
- COMMUNITY SUPPORT.** NATA also helps members give back to the community by supporting the Aga Khan Foundation and its various initiatives aimed at alleviating poverty and building infrastructure in developing countries. By partnering with the Aga Khan Foundation, NATA reaches out to vulnerable populations on four continents in support of education, health care, the environment and civil society. Lastly, NATA partners with sister alliances in Canada, the United Kingdom, and India to leverage opportunities globally.

NATA plans on launching a number of new products and services for members in the coming months. Please visit the NATA website at www.natausa.com to make sure you're taking full advantage of everything NATA membership has to offer.



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NATA by the Numbers

 **12**
 Trade Associations

 **4,000**
 independent member stores

 **20,000**
 individuals employed by members

 **\$2 billion**
 in sales each month at member stores

 **\$37 million**
 in total savings for members in 2014

 **\$10,330**
 in savings per member store

Welcome to the first edition of the *NATA Update*. This quarterly publication was launched to foster greater collaboration between NATA's 12 trade association members and to provide timely, meaningful, and relevant industry information to members. We hope you will find it interesting, informative, and above all else, useful.

If you have any feedback or content suggestions for future newsletters, please email us at info@natausa.com.

—Shaile Abdullah, Editor-In-Chief