



VOLUME 8

NATA UPDATE

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

NATA Framework

The National Alliance of Trade Associations (NATA), an organization that consists of 11 associations, is dedicated to uniting businesses across the nation while promoting the inclusion of all entrepreneurs and business owners. For over 20 years, this association has succeeded in providing economic, social, educational, and legal benefits, services, products, and opportunities to their membership.

NATA represents over 3,500 independent retail stores and 20,000 employees that accumulate over \$2 billion in total sales per month. They are dedicated to forming valuable relationships, increasing buying power, sharing the best practices, promoting education, and encouraging unity amongst Ismaili business owners.

In terms of structure, NATA functions on both the national and local level. They provide their members with products and services including training and educational materials, conferences, technical advice, networking and publications, and notifications on updates to certain industry standards.

Additionally, this organization benefits their membership by establishing a national platform in which businesses connect and learn from each other to grow their individual stores. Through this platform, members are able to arrange deals with national vendors, share past industry knowledge for other businesses to learn from and initiate strong connections. They focus on assisting these businesses in increasing their overall sales and profitability.

NATA provides various other services for its membership. These services include insurance products to protect themselves and their families,

education through several online training opportunities regarding topics like theft prevention and customer service, strong vendor relationships that result in favorable pricing and promotions, and lastly, community support through their relationship with the Aga Khan Foundation and its goals to help alleviate poverty and build infrastructure in developing countries.

Overall, NATA shares the best practices in governance and operations, providing an example for other trade associations to adopt and replicate. They will continue to strive for the improvement of business conditions for their members and guarantee their individual success, proving that there is power in numbers and unification.

Published quarterly, the *NATA Update* fosters greater collaboration among NATA's 11 trade association members. Each issue highlights the work and accomplishments of NATA and its members and provides timely, meaningful, and relevant industry information.

Thank you for your continued support of NATA and its members. If you have any feedback or suggestions for future issues, please email them to info@natausa.com.

EDITOR'S NOTE

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NATA
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NATIONAL ALLIANCE OF
TRADE ASSOCIATIONS, LLC



ATLANTA
RETAILERS
ASSOCIATION





Looking Forward: NATA’s First In-Person Meeting After COVID

In June, NATA had its first in-person meeting at the Virginia Trade Association’s new office in Richmond, Virginia. Their last in-person meeting was hosted in January 2020 and several virtual meetings were conducted until January due to the COVID pandemic.

At the June meeting, NATA recognized many important leaders including Malik Jivraj, Nizar Batada, Aseem Khoja, Sadruddin Lakhani, and Akbar Panjwani. These valuable members were presented with awards in honor of their commitment and hard work.

Additionally, the board of directors discussed several outsourcing opportunities for their members to continue growing their businesses while developing long lasting connections under a greater platform.

TA Meet & Greet in Las Vegas

In October, the directors of the 11 trade associations that form NATA attended a dinner in Las Vegas. At the event, the directors were able to network and discuss their potential plans for the future. At the Meet & Greet, they also presented proposals for the upcoming months and new strategies they could implement to benefit the thousands of independent retail stores they oversee.



Stronger and Profitable Alliances

There are several vendors that NATA has formed strong relationships with since its creation and they have contributed to its success. These vendors are committed to being beneficial to NATA members. Some of these vendors include:

- Breeden Benefits Group – Life and Felonious Assault Insurance Program
- Worldpay – Credit Card Processing
- ATM Link and Citywide ATM
- Bitcoin vendors:
 - National Bitcoin ATM
 - Coin Cloud
 - CoinFlip
- Amcom
- Coca-Cola Fountain



Trade Association Highlights

NATA members have made several strides over the past few months including hosting events for the community, opening new subsidiaries, donating COVID resources, and expanding their businesses.



Alabama Merchants Association (AMA)

AMA recently hosted a **picnic for members of the Jamat and its vendors** in the community. This event was filled with games and activities, a wide selection of food, and several performances throughout the day.

In October, a **Vendor's Appreciation Dinner** was hosted at the Grand Bohemian to recognize vendors and their continued partnership and dedication to AMA. Several vendors were able to attend and enjoy the festivities, including the presentation of awards during the dinner.

Additionally, they hosted **ServSafe classes** for several of their members, worked on loyalty, private label and the **MEP program**, and conducted a **will and trust program** in collaboration with the EPB where 173 wills were executed in a single day.

Greater Austin Merchants Cooperative Association (GAMA)

GAMA is putting the finishing touches on its **brand-new distribution center at NorthPark35** in Georgetown, Texas. The staff and board of directors are all looking forward to its completion and the start of a new chapter for their organization.

"I'm happy to report that the GAMA Warehouse relocation plan is now **60 percent complete and on schedule**," says Mubarak Momin, GAMA president. "In April, we broke ground at this **300,000-square-foot facility** in Georgetown that will accommodate GAMA's continued growth.

Once the new center is completed, the delivery portion of the business will move out of the current building and an additional **31,000 square foot cash and carry** will open within this new facility.

Even though GAMA still has a few months left of work to do, they are looking forward to the new opportunities this project will bring.

Tri-State Trade Association (TTA)

TTA hosted several events over the last few months. In May, they organized a **picnic for their membership** and the surrounding community. The day consisted of inflatables and games for the kids, a widespread selection of food, and music. This past September, they also hosted a **town hall meeting for members** who enjoyed dinner and live music during the occasion. They plan to host a **New Year's party on December 31** to celebrate the upcoming year and their continued relationships with their membership.

Furthermore, the **Economic Planning Board** hosted a **will workshop on Saturday, May 7** where 150 wills were created in a single day. In addition, the TTA decided to **refund half their membership fees** to its members as a token of appreciation for their role in furthering the goals of the organization.

Florida Retailers Association (FRA)

FRA recently donated **500 COVID test kits** to the **Tampa Housing Authority** for residents to self-test and obtain rapid results. Jerome Ryans, the President of Tampa Housing Authority, Sul Hemani, the Board of Commissioner, and Stephanie Gilmore, the Director for Program and Property Services, personally thanked the FRA for their contribution. They have continued to be at the **forefront of the COVID response** while employing their resources for the betterment of the community.

Atlanta Retailers Association (ARA)

The Platinum Business Alliance (PBA), a subsidiary of the ARA, was developed and launched to provide needed **support to Independence convenience store owners in Georgia**. They started their operations in **June 2021** and have since enrolled almost **250 additional member locations**. Unlike the ARA, the PBA does not have membership restrictions in place and is open to any convenience store owner. They are dedicated to their members and providing the utmost resources for their success.



PBA pledges to deliver **highly competitive vendor programs, pricing, and cold/warm equipment placement fees** while offering first-class members support to increase their store profitability. In fact, they have already received a tremendous response from the supplier community, as most key brands are planning on establishing marketing programs for this year and beyond, including Coca-Cola and Pepsi who will work with PBA to achieve immediate cold vault resets.

The first year of operations has allowed the PBA to overcome obstacles and learn how to better prepare for the following year. Their growth potential is promising as they continue to provide guidance and support to convenience store owners across Georgia.

“We are committed to ensuring that the Platinum Business Alliance has outstanding support programs and pricing for the convenience store channel in Georgia. Our focus, promise and commitment is to apply professionalism in every aspect of our support.”

– STEVE MCCOWN, ARA CEO