



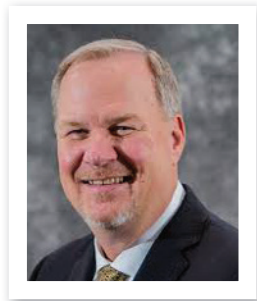
VOLUME 7

NATA UPDATE

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

Update from our CEO

On May 18, 2020, Mike Thompson was appointed as the Chief Executive Officer of NATA. He brings more than 40 years experience in CPG distribution and convenience retailing. Prior to joining NATA, Mike led the Greater Houston Retailers Cooperative Association (GHRA) as a Chief Executive Officer.



I am extremely excited to have this opportunity to join the NATA Team! After 30+ years in the supplier industry and the last 10 years with The Greater Houston Retailers Cooperative Association, I am honored to have the opportunity to be a part of this great group of amazing business leaders.

NATA has long been a trailblazer in the development and prosperity of small independent convenience store owners across the United States and prides itself in strengthening the convenience store industry through its trade association network. It is obvious that much of our success is generated from the application of best practices and collaboration with industry leadership, supplier networks and government regulators. I look forward to contributing to this important work and building on the honorable history of success of the current and prior NATA leadership.

In today's convenience store environment, our shoppers, suppliers, competitors, industry and our culture are changing rapidly. The independent convenience store operator must persistently stay in front of this change. At the same time, we must find

ways to stay relevant in those micro-environments in which our stores operate. NATA is an important resource to its trade association network providing valuable industry information, training, guidance, safety and operational support with the goal of providing a better future for independent convenience store owners.

Our work here is important, we are challenged with providing tremendous value to a very diverse collection of regional trade associations and their unique independent store owners. Much work has already been done and I look forward to bringing a tremendous amount of energy to the goal of building on NATA's critical capabilities.

Mike Thompson
CEO, NATA

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

NATA members represent more than 3,400 independent retail stores with more than \$4.8 billion in total annual sales and some 17,000 employees.



NATA
-USA-
NATIONAL ALLIANCE OF
TRADE ASSOCIATIONS, LLC



NATA Members Declare War on COVID-19

Challenged with staying open as essential businesses during the onset of the COVID-19 pandemic in spring 2020, NATA members acted quickly to provide clean, safe, and welcoming environments for their employees and customers. NATA members' efforts to combat the spread of COVID-19 in their facilities included the following measures.



Alabama Merchants Association (AMA)

AMA provided **care packages** with one gallon of sanitizer, two boxes of face masks, three bottles of hand sanitizers, and decals to all AMA stores.

Reaching out to area residents in need in June, AMA and i-CERV members donated 3,000 pounds of food and water to the Green Valley Baptist Church Food Bank. In April, AMA members donated face masks, gloves, and hand sanitizers to the Hoover Police Department and Shelby County.

Arkansas Business Alliance (ABA)

ABA **posted guidelines** directed by the governor in all stores and assisted stores in getting **social distancing signage**.

ABA **contracted the vendor ServPro to perform deep cleaning** to help prevent the presence of COVID-19 in c-stores. Through its program to thoroughly disinfect a store if an employee or customer tests positive for COVID-19, ServPro follows cleaning guidelines issued by the Centers for Disease Control while making cleaning crews available 24 hours a day, 7 days a week.

Atlanta Retailers Association (ARA)

ARA supported a **COVID-19 response team** that identified solutions and resources for members. The response team worked in tandem with the ARA Board of Directors to fast track assistance, resources, and information to members.

The ARA website hosted a **COVID-19 resource center** that served as a repository for COVID-19 related information about the Paycheck Protection Program, a list of FAQs, and rent abatement templates.

ARA supplied member locations **social distancing signage** that included floor marker decals and door signs reminding customers to comply with social distancing recommendations.

ARA provided **continuous communication** using various communication channels—ARA Newsletter, email, MMS (multimedia messaging service) text, and voicemail—to disseminate updates from state and local governments and community organizations.

Safety and security webinars were presented by Operation 21 to update ARA members about the changing landscape due to the COVID-19 pandemic.

ARA contracted with CINTAS to provide members a one-time complimentary **store sanitizing service** at almost 1,000 stores. After the initial service, members could opt in to continue the service.

Atlanta Retailers Foundation **responded to a community need** by donating 1,000 face masks to the Eastside Medical Center in Snellville, Georgia.

Florida Retailers Association (FRA)

FRA contracted with EnviroMaster that provides **industrial and commercial cleaning and sanitization services** to make offices, restaurants, and other businesses safe.

FRA provided **daily briefings**, updating members on COVID-19 mandates and guidelines issued for counties throughout Florida. Informing members about the **availability of PPE items** from vendors was an additional effort by FRA to help members during the pandemic.

Greater Austin Merchants Cooperative Association (GAMA)

GAMA contracted with EnviroMaster to provide weekly **electrostatic spray treatments** in all 558 member locations for five weeks. After the initial service arrangement ended, members could opt in to continue the service. GAMA also subscribed to this service on a weekly basis for its wholesale facility where essential products, including face masks, gloves, sanitizer, toilet paper, paper towels, and water are kept in stock.

Plexiglass units for checkout areas were made available by GAMA for members.

GAMA provided members **continual updates on the status of the pandemic** for local regions and cities, issued details on cleaning procedures required to meet expectations of customers and offered an operational list of changes to consider in stores.

Information about handling employees diagnosed with COVID-19 or in close contact with others diagnosed with the coronavirus, new time off policies, and proper paperwork to file were disseminated.

In **response to community needs** during the pandemic, GAMA donated \$25,000 to the Central Texas Food Bank and provided resources and company trucks for an i-CERV food drive in Cedar Park, Texas.



North Texas Business Alliance (NTBA) Co-op

NTBA provided members **real-time updates** and a **directory of resources** concerning COVID-19 safety precautions and governmental declarations.

NTBA **worked with many organizations**, including Jamati institutions, Children's Cancer Fund, North Texas Food Bank, and the American Red Cross to provide resources needed during the COVID-19 pandemic.

Tri-State Trade Association (TTA)

TTA provided a free one-time **sanitation service** for members' stores.

TTA donated in April, **face masks, gloves, and hand sanitizer** to the Memphis Police Department and Shelby County Sheriff's office. In August, TTA contributed almost \$17,000 and about 11,000 pounds of food to Mid-South Food Bank in Memphis, Tennessee.

Business Association for Tri-State (BATS), Midwest Business Alliance (MBA), Mogan Retailers Association (MOKAN) & Virginia Trade Association (VTA)

These NATA trade associations **followed their state protocols** regarding COVID-19, provided **regular updates** to their members and employees, and **shared NATA communications and webinars** related to the coronavirus.

NATA names its 2020-2021 Executive Committee and NATA 2020-2021 Board Members

In May, NATA announced its newly elected 2020-2021 Executive Committee

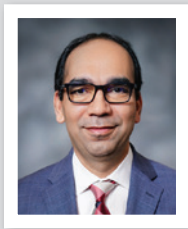
NATA’s newly elected Executive Committee is excited to continue leading its member trade associations through the challenges of COVID-19 and all other business challenges that may arise this year. Combining NATA resources and the entire NATA Board working collaboratively together and sharing best practices, each and every member store has the support it needs to be successful in a very challenging environment.

The members of the 2020-2021 NATA Board are as follows:

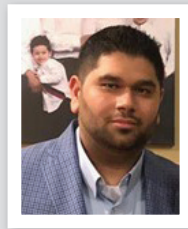
Executive Committee



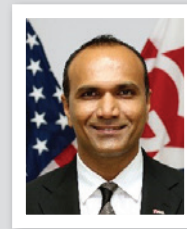
CHAIRMAN
Ahmed Mandani
Arkansas Business Alliance



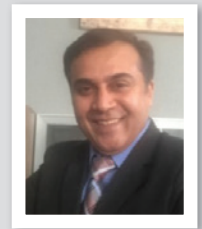
VICE CHAIRMAN
Firoz Narsidani
Atlanta Retailers Association



HONORARY SECRETARY
Akbar Ravji
Virginia Trade Association



TREASURER
Mubarak Momin
Greater Austin Merchants Cooperative Association

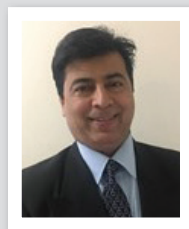


MEMBER AT LARGE
Aseem Khoja
North Texas Business Alliance Co-op

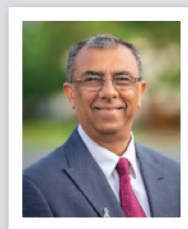
Board Members & Trade Association Presidents



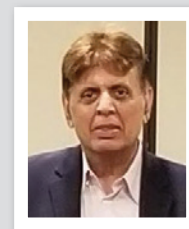
Nizar Batada
Alabama Merchants Association



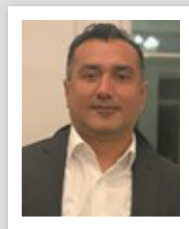
Sadruddin Lakhani
Business Association for Tri-State



Akbar Parpia
Florida Retailers Association



Nooruddin Tejany
Midwest Business Alliance



Hanif Lakhani
Mokan Retailers Association



Rahim Umlani
Tristate Trade Association



Take Advantage of WellCard Savings

During these uncertain times NATA is doing what it can to make certain you have access to medical care when you need it.

Below are two options available to NATA member stores:

1

WELLCARD FREE OF CHARGE

\$45 fee per each
Telemedicine Consultation
(NATA store employees only)
<http://wellcardsavings.com/NewUsers.aspx?groupnumber=well247>

2

WELLCARD FOR \$8/PER MONTH PER EMPLOYEE

\$45 fee per each
\$0 fee on unlimited Telemedicine Consultations (Includes employee and family)
<http://247doctorcall.com/nata>

This is not a medical plan



Telemedicine

Telemedicine provides the convenience of on-demand, 24/7 phone and video access to U.S. based, licensed physicians. You can connect instantly with our network of physicians for information, advice and treatment. Includes prescription medication, when appropriate.

Medical

Nationwide access to cash medical providers of every specialty.

- Save an average of 20%.
- Discounts from providers contracted with the plan.

Diabetic Supplies

WellCard users can save 52%-75% on diabetic supplies, including blood sugar (glucose) test strips and monitors, lancets devices, lancets glucose control solutions, therapeutic supplies and much more.

- 3 to 5-day UPS Ground residential home delivery - No more pharmacy trips.
- Recurring shipment program.

Pharmacy Savings

Discounts are available at participating pharmacies.

- Pharmacies include CVS, Wal-Mart, Walgreens, Costco and community pharmacies.
- Use through our exclusive mail order service and save an average of 20% off regular retail price of mail-orders.

Dental Savings

Reduced fees on dental care.

- Average savings of 20% to 50% off most standard dentist fees.
- Consulting dentists are available 24/7 to help you evaluate, diagnose and solve your dental concerns.
- In-person follow-up dentist visit support is available within 24-48 hours, to connect you with a dental office that fits your needs.

Vision Savings

Reduced fees on vision care.

- Save on exams, frames, lenses, laser vision correction and more.
- Save immediately with discounts applied at the point of service, resulting in lower out-of-pocket costs.
- Total member savings of up to 40-50% on eye care and eyewear (national average).

24/7 Pet Consultation

One thing all pet owners know is that accidents and illnesses don't wait for regular veterinary office hours. That's why WellCard Savings is providing you with discounted access to veterinary experts, 24/7. Call, chat and email.

