



VOLUME 3

NATA UPDATE

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

NATA Names 2018-19 Executive Committee

In June, the NATA named its 2018-19 Executive Committee. The Executive Committee serves as the guiding force for the organization as it strives to help members succeed by providing valuable benefits ranging from negotiating purchasing agreements with major vendors to offering economic, social, educational, and legal services, products, and opportunities.

The members of the 2018-2019 NATA Executive Committee are as follows:

- **Chairman:** Mehdi Ali, Greater Austin Merchants Cooperative Association
- **Vice Chairman:** Arif Hooda, North Texas Business Alliance Co-op
- **Honorary Secretary:** Ahmed Mandani, Arkansas Business Alliance
- **Treasurer:** Parvez Mulji, Alabama Merchants Association
- **Member at Large:** Rahim Umlani, Tri-State Trade Association

As chairman, Ali, who serves as president of the Greater Austin Merchants Cooperative Association, will preside over the meetings of the NATA Board of Directors and represent NATA at conferences and other events. He also will oversee all of NATA's activities and ensure the organization continues to grow and thrive.

NATA would like to thank retiring Chairman Suhel Kazani and Vice Chairman Amin Lalani for their dedicated and exceptional service to the NATA membership.



The 2018-19 NATA Executive Committee Members

Published quarterly, the *NATA Update* fosters greater collaboration among NATA's 12 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.

—Shaila Abdullah, Editor-in-Chief

EDITOR'S NOTE

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
-USA-
NATIONAL ALLIANCE OF
TRADE ASSOCIATIONS, LLC



Together We Are Stronger: Trade Association Best Practices

NATA and its 12 trade association members serve more than 4,000 independent convenience stores across the country. While NATA acts as the unifying organization, each trade association plays an important role in supporting its efforts and strengthening its effectiveness.



For NATA to succeed, its trade association members must succeed. Here are five best practices trade associations should follow to help ensure they accomplish their goals and achieve their mission.

1 Understand your responsibilities.

As a faith-/community-based organization, each trade association exists to serve its membership. Members trust the association to promote their interests by reaching purchasing agreements with major vendors, raising awareness regarding compliance with industry and government requirements, and encouraging best practices in business. The trade association also provides leadership and participates in projects that are beneficial to local, national, and international communities.

2 Live your values.

Just like any other organization, trade associations must identify and adhere to a set of core values. The values that govern trade associations reflect the benefits they provide members: education, bridge-building, service, financial management, ethical behavior, and transparency. These are more than words used in the “About Us” page of a website; they are the fundamental principles guiding each organization. They clarify the organization’s purpose and help develop trust with members.

3 Know your strength.

When it comes to purchasing power, more is better. In order for NATA to be able to negotiate the most

beneficial contracts with major vendors, its trade association members must unite and work as one. Vendors recognize the power of a unified voice. They also appreciate that each trade association is led by a volunteer board that serves without any compensation.

4 Play your part.

To fully benefit from everything NATA has to offer, trade associations must participate in NATA’s programs and activities. This includes complying with deals and following stated rules and requirements. It also includes serving as an ambassador to your community and providing services to your customers beyond the products you sell.

5 Follow the rules.

Each trade association is organized under the laws of its state and governed by its by-laws/operating agreements and board of directors. It must adhere to these laws and agreements and operate in an ethical manner. This includes embracing the ethics of Islam, such as those related to providing education/research, respecting life/healthcare, and creating a sustainable environment.

By following these best practices, trade associations can offer the greatest value to both their members and NATA. Ultimately, their combined individual strength will result in one powerful force.

Outreach and Engagement: NATA Members Serve Their Communities

NATA and its members believe in giving back to the community. After all, convenience stores are an integral component of many neighborhoods, and many store owners develop deep friendships with their customers. Two NATA members recently participated in fundraisers to help the children in their communities live longer, healthier lives. economic, social, educational, and legal services, products, and opportunities.



Improving Child Health in Arkansas

Arkansas Children’s is the only hospital system in the state dedicated solely to caring for children. Its services are sorely needed; Arkansas ranks 46 out of the nation’s 50 states in child health, and 34,000 children in the state lack health insurance. One in three children haven’t received their recommended immunizations, and the state’s infant mortality rate is higher than the national average.

The hospital’s mission is inspiring: “We champion children by making them better today and healthier tomorrow.” Its ambitious vision—“Arkansas Children’s will fundamentally transform health-care delivery for the children of Arkansas and beyond”—is one the Arkansas Business Alliance is happy to support.

In 2017, the Arkansas Business Alliance became the presenting sponsor of the Arkansas Children’s Festival of Stars, which collects donations for a special holiday store, the Snowflake Shop, where parents can choose gifts to give their hospitalized child. The event allows parents to create an experience for their child that they may not otherwise be able to provide. The Arkansas Business Alliance has pledged to meet or exceed its pledge amount over

The Arkansas Business Alliance was the presenting sponsor of the 2017 Arkansas Children’s Festival of Stars.

the next five years. In addition, the organization collected toys and baby items at its main office in Little Rock.

“Many of our members have sought out services at Arkansas Children’s, and we are grateful to have such quality care for children here. Our children are our future, and we are dedicated to the mission of the hospital,” said Ahmed Mandani, president of the Arkansas Business Alliance. “Our hope is that our continued pledges will help children continue to have the best possible care.”

34,000

children in Arkansas don't have health insurance

46 out of 50

Arkansas' rank among states in child health

Fighting Childhood Cancer in North Texas

According to the Children’s Cancer Fund, cancer is the No. 1 cause of death by disease in children in the United States. More than 40,000 children undergo treatment for cancer each year, and there are over 350,000 childhood cancer survivors. Each day, about 250 children lose their battle to cancer.

These statistics are sobering. That’s why the Children’s Cancer Fund, a nonprofit organization based in Dallas, champions kids in their fight against cancer through strategic investments in research and care in North Texas. The organization raises money through several fundraising events throughout the year, including Pulling Together, in which local companies compete in a tug of war. The North Texas Business Alliance (NTBA) was a proud sponsor of the 2018 event. On August 11, NTBA competed against Southwest Kia in the Pulling Together event. NTBA emerged victorious and survived the epic battle. As of press time, the event had raised almost \$200,000. At \$38,796, the North Texas Business Alliance had raised more money than any other team.



to support
Children’s Cancer Fund

AUGUST 11, 2018
LYNN CREEK PARK
GRAND PRAIRIE, TX



40,000

children get cancer treatment each year



250

children die from cancer each day



350,000

children who have survived cancer



\$38,796
raised by
NTBA

