



VOLUME 2

# NATA UPDATE

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

## Joining Forces for the Greater Good

Local businesses are an integral part of their communities. In addition to providing necessities like food and gas to their neighbors, they hire local people, partner with local organizations, and support local charities.

The National Alliance of Trade Associations (NATA) and its 12 trade association members are dedicated to giving back to their communities. NATA, for example, helps members support the Aga Khan Foundation and its various initiatives aimed at alleviating poverty and building infrastructure in developing countries. Its members donate to nearby nonprofits, support school fundraisers, help beautify and clean up parks and recreational areas, and work together to establish a strong, successful business community.

This issue of the *NATA Update* spotlights recent activities of two NATA members that demonstrate their commitment to their colleagues and their community. Whether they are helping each other succeed or improving the safety of the neighborhood, NATA members are impacting their communities each and every day.

## Building a Stronger Business Community

According to the Bureau of Labor Statistics, about two-thirds of businesses with employees survive two years, half survive five years, and one-third survive 10 years. NATA and its 12 trade association members work to help their members overcome challenges and obstacles and establish successful, profitable businesses.

In Texas, the Greater Austin Merchants Cooperative Association (GAMA) offers a unique service to members in need of assistance: the GAMA Reset Program. The program



The GAMA Reset Program levels the playing field for struggling member businesses in Central Texas.

provides tools, informal training, advice, and assistance to struggling stores.

After receiving a request for a reset, the GAMA Reset Team (GAMA RT) takes a hands-on approach by performing an in-store evaluation and developing a customized plan based on three core principles: reliability, timeliness, and achieving full compliance. The team helps with everything from fixture installation to shelf tag replacement to product replenishment. The store operator, in turn, must make a firm commitment to work with the GAMA RT and follow the recommended plan of action. The operator also is required to participate in project-specific training as needed.

“We work alongside members to help them meet their directives and deadlines,” said Rafiq Ali, GAMA warehouse manager. “Our goal is to ensure complete satisfaction and build partnerships by successfully completing projects on time and under budget.”

## Improving Safety and Security

Safety and security are top priorities of NATA and its 12 trade association members. Many member businesses, such

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



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as convenience stores, are vulnerable to a variety of crimes, from shoplifting to robbery. NATA members offer resources, host safety and security seminars, and develop programs to help members improve safety and security at their stores.

**PREVENTION AND PREPARATION**

When it comes to safety and security, it’s important to remember that there are multiple stakeholders involved, according to GAMA COO Shane Walker. These include members, customers, employees, suppliers, and the community.

“Being in the retail business, our member stores face risks every day that threaten their safety and security, their money, and their lives,” Walker said. “We want our key stakeholders, who are all part of our GAMA family, to be safe while shopping, working, or servicing our member locations.”

In 2018, GAMA plans to encourage member stores to take three steps: 1) think a little more than they did before, 2) look a little more than they did before, and 3) do a little more than they did before. This includes adopting GAMA procedures, processes, and policies as well as carrying workers’ compensation insurance to protect the store in the event an employee is injured on the job.

“Implementing preventative measures can be the difference between life and death or losing everything you own,” Walker said. “Don’t wait until something bad happens to react; be proactive and do the right things now.”

**THE IMPORTANCE OF STRONG PARTNERSHIPS**

Building a strong relationship with local law enforcement agencies is key—but the relationship can’t be one-sided. The Atlanta Retail Association (ARA) recently recognized an opportunity to thank local law enforcement agencies for their continued partnership by donating \$10,000 to the creation of a K-9 training facility in Johns Creek, a suburb of Atlanta. The facility, which is used by several metro Atlanta K-9 departments, is aimed at keeping drugs and narcotics off the streets. ARA was the primary donor, and its name appears on the facility.

The project was a vision of Leadership Johns Creek, a program of the Johns Creek Chamber of Commerce designed to build future leaders for the city. Members of the Leadership Johns Creek Class of 2017 read about the drug problem in the area and wanted to do something to help. They approached city officials about their idea and created a plan to establish a facility where dogs could learn how to run an obstacle course, climb ladders, jump through windows, sniff out drugs, and seize and hold a suspect. ARA



Representatives from ARA are recognized for their contribution of \$10,000 toward the creation of a K-9 training facility in Johns Creek.

leaders heard about the project and donated to the cause. The facility opened at the at the 133-acre Cauley Creek Park development site in May.

“Prior to getting this, all the 16 hours of training were done where people allowed us to use their property. We had to force whatever space we had to fit our needs,” Officer W. Goins told the Johns Creek Herald. “Now we have the facilities to train the dogs the way we want.”

**Highlights from the Next Issue**

- Arkansas Business Alliance’s partnership with a local children’s hospital
- Implement safety measures and avoid premises liability lawsuits

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 it to [info@natausa.com](mailto:info@natausa.com).

—Shaila Abdullah, Editor-in-Chief

EDITOR’S NOTE



**NATA**  
-USA-  
NATIONAL ALLIANCE OF  
TRADE ASSOCIATIONS, LLC

[NATAUSA.com](http://NATAUSA.com) 404-481-3819

[info@natausa.com](mailto:info@natausa.com)