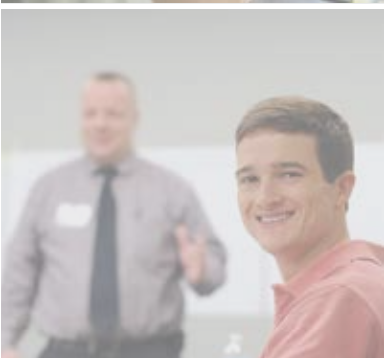
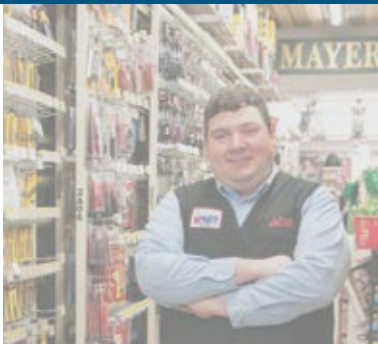


NORTH AMERICAN HARDWARE AND PAINT ASSOCIATION





Helping Retailers Succeed Since 1900

2021 Member Guide



Learn more about the association, membership and other resources to help your business by visiting **YourNHPA.org** today.

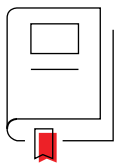
Stay connected on social media

  North American Hardware and Paint Association
 your_nhpa  Your_NHPA

How can we help you?

The **North American Hardware and Paint Association (NHPA)** has only one mission—to help you. Since 1900, the organization has been connecting retailers with one another, developing resources and education to help you grow and acting as a collective voice for the independent channel.

MEMBERSHIP OPTIONS



Basic Membership

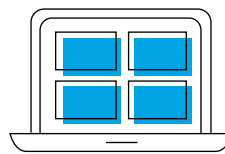
Cost: Free

What's included?

- Subscription to *Hardware Retailing* or *Paint & Decorating Retailer* magazines along with exclusive online content
- Free training resources and guides available online
- A variety of digital newsletters with industry news, retailer profiles, tips and more

Ideal for retailers

- Who aren't sure how to start a training program
- Who want to learn more about NHPA



Premier Membership

Cost: \$299 annually

What's included?

- Access to more than 40 online employee training courses with reporting and gamification features
- In-depth webinars covering topics like understanding how to use the *Cost of Doing Business Study*
- "Certified to Help" store certification
- And more

Ideal for retailers

- Who want to start or build a robust training program
- Who are hoping to reduce turnover and boost employee confidence



Individual Options

Cost: Varies

NHPA also offers a variety of resources and programs that retailers can take advantage of regardless of membership status.

Ideal for retailers

- Who are looking for advanced leadership or operations training for themselves or their key employees
- Who want to meet other retailers to share best practices
- Who are looking for business service providers like liability and health insurance

TOP 10 WAYS NHPA WORKS FOR YOU

TWO MAGAZINES

NHPA publishes two monthly magazines, *Hardware Retailing* and *Paint & Decorating Retailer*, that feature operations best practices and strategic solutions along with new products and trends.

MANAGER TRAINING

NHPA offers online training courses to help new and seasoned managers with leadership, finances, team building and more.

ROUNDTABLES

NHPA hosts and moderates nearly a dozen annual retailer roundtables on topics such as finance, human resources, IT, young retailers and more.

PODCASTS

NHPA offers three different podcast series that feature unique perspectives on industry trends, retail success stories and how-to management advice.

COST OF DOING BUSINESS STUDY

For more than 100 years, NHPA has fielded this study to help retailers compare their businesses to industry averages to make more informed decisions for their operations.

EMPLOYEE TRAINING

The association has a growing library of online training, including more than 40 courses that cover product knowledge, project sales, customer service, operations and more.

COMPREHENSIVE TRAINING

The Retail Management Certification Program teaches business owners, managers and key employees the ins and outs of running a business to drive them to higher levels of performance.

NEWSLETTERS

NHPA produces several digital newsletters to help retailers dive into the topics most important to them, including industry news, new products, operations, strategy and leadership.

BUSINESS SERVICES

The association offers a wide range of business services, including workers' compensation and liability insurance, health insurance, credit card processing and more to help retailers save time and money.

VIRTUAL AND LIVE EVENTS

NHPA hosts several events throughout the year, including the NHPA All-Industry Conference and Young Retailer of the Year Awards. In 2021, NHPA is also offering free monthly webinars.

NHPA's Academy for Retail Development offers employee, manager and retailer training. Get more details at YourNHPA.org/training.

A well-trained staff will boost your profits.



LEVEL 100

Basic Employee Training

Included with Premier Membership

NHPA offers 38 online courses across eight key topics to help new and seasoned employees gain a better understanding of basic retail practices.

Online Course Topics Include:

- Joining a Retail Team *(NEW)*
- Hardware Retailing
- Building Materials Retailing
- Selling Skills
- Merchandising
- Loss Prevention
- Project Selling
- Our 3 Pennies of Profit
- Coatings Specialist
- Paint Customer Service Specialist



LEVEL 200

Advanced Employee Training

Included with Premier Membership

These online courses can give employees, managers or owners a better understanding of some of the core operational and sales fundamentals that are key to running a successful business.

Online Courses Include:

- Retail Pricing
- Retail Accounting
- Retail Inventory Management
- Advanced Selling Skills *(FALL 2021)*



LEVEL 300

Leadership & Management Training

Course fees and materials

NHPA offers several courses in its Foundations of Leadership Program to help new managers understand key concepts of leadership and personal development. Each course offers industry-specific training for effective communication, problem-solving and building and leading teams. These nine-week courses are online and built with flexibility for busy schedules.

2021 Courses Include:

- Intro to Leadership *(NEW)*
- Leading Your Team *(NEW)*
- Financial Management *(FALL 2021)*
- Custom options are also available



POWERED BY  NHPA

As the industry leader for education and training, NHPA offers a wide range of programs, courses and tools to help you build an effective training program, boost employee confidence and build your leadership bench. Here, you'll find a brief overview of NHPA's most popular training options.



LEVEL 400

Comprehensive Retail Training

Tuition, course materials and travel

NHPA's Retail Management Certification Program is a college-level course designed to teach key employees, future owners and retailers effective business practices for owning and operating a home improvement operation. Sessions are taught by successful retailers, university professors and industry experts.

Students Will Learn:

- Advanced Retail Operations
- Business Strategy
- Human Resources
- Marketing
- And more



LEVEL 500

Executive Education

Participation fee and travel

NHPA provides independent retailers from all wholesale affiliations with opportunities to connect with one another at networking roundtable events. With agendas set by the retailers in attendance, topics cover best practices and common challenges.

Roundtable Themes Include:

- Financial Affairs
- Human Resources
- Information Technology
- Marketing and Merchandising
- Young Retailers
- And much more

Team Building & Store Training

NHPA offers several tools to help retailers build training strategies and promote their industry knowledge to customers.

TeamBuilder and DiSC Assessments

Learn more about your employees' work and communication styles, assess your organizational structure and learn how to build effective processes and maximize staff potential.

NHPA's Certified to Help

Let customers know your employees are prepared to provide excellent customer service. To be eligible, retailers must have their employees successfully complete a set list of NHPA training. *Available to Premier Members only.*



What is important to you?

TOPICS	Strategy & Data-Driven Insights	Leadership, Management & Culture	Operations & Retail Best Practices	New Products & Category Trends
OVERVIEW	You're motivated by big ideas. You want to spend time on thinking about the big picture, innovation and long-term planning.	You're one who considers people and teams above all else. You constantly look for ways to improve culture and build leaders around you.	Your main focus is keeping the business running smoothly. Whether you're a retailer or manager, you are always looking for ways to improve operations.	You're focused on a specific area in the business. Your goals include finding new products and improving category sales.
NEWSLETTER	<p>Strategist</p> <p>Once a month, receive industry data, articles and resources to help build long-term plans and growth strategies for your business.</p>	<p>Launchpad</p> <p>Once a month, get tips, articles and tools to build strong company culture and leaders in your organization.</p>	<p>Foundations</p> <p>Once a month, receive operations tips, how-to articles, retailer profiles and other resources to help you improve your processes and teams.</p>	<p>Hot Products</p> <p>Twice a month, get a new dose of articles on today's popular category trends and a list of hot products in the industry.</p>
PODCAST	<p>Taking Care of Business</p> <p>Twice a month, Dan Tratensek sits down with experts, wholesale executives and retailers to get the latest insights on the industry.</p>	<p>Tell Me More</p> <p>Twice a month, Renee Changnon talks to retailers across North America to learn about their careers, unique ideas and retail insights.</p>	<p>Editorially Speaking</p> <p>Once a month, Melanie Moul discusses key topics facing independent home improvement retailers today. These episodes correspond with the association's two publications, <i>Hardware Retailing</i> and <i>Paint & Decorating Retailer</i>.</p>	
WEBINARS	<p>Strategic Series</p> <p>MARCH New Retail Metrics</p> <p>JUNE Inventory Management</p> <p>SEPTEMBER Contactless Commerce</p> <p>DECEMBER Market Measure</p>	<p>Leadership Series</p> <p>JANUARY Managing Through Personality Profiles</p> <p>APRIL Leading Diverse Teams</p> <p>JULY What Makes a Young Retailer</p> <p>OCTOBER Building Your Bench</p>	<p>Operations Series</p> <p>FEBRUARY Project Management Methodology</p> <p>MAY Category All-Stars</p> <p>AUGUST Exploring Soft Skills</p> <p>NOVEMBER Successful Event Management</p>	

Learn more about the association, membership and other resources to help your business by visiting YourNHPA.org today.

Tools you can use.



Cost of Doing Business Study

Free for participants (\$499 value)

This annual study provides detailed financial information from hardware stores, home centers, lumber/building material outlets and paint outlets in the U.S. Retailers use this resource to compare their operations to average and high-profit businesses. It can also be used as a tool to determine new ways to increase profits. Participation is free and confidential and includes a copy of the study and several tools.



Business Services

Cost varies

NHPA partners with expert organizations in an effort to save you time and money.

- Workers' Compensation & Liability Insurance
- Health Insurance & Prescription Savings
- Credit Card Processing & Payment Services
- Human Resources Management
- POS Integration



Industry Magazines

Free

NHPA publishes two monthly magazines that include *Hardware Retailing*—serving the hardware industry—and *Paint & Decorating Retailer*—serving the paint and decorating industry. These publications give readers in-depth information on how-to management, new products and category trends. In addition to the magazines, both brands offer digital newsletters, a website, digital issues and more.



Train the Trainer Guide

Free

This quick-start guide gives trainers the knowledge they need to start a formal training program or to make their existing programs stronger. With easy-to-read, step-by-step instructions, the guide is full of practical tips and instructions for creating an effective training program.



Trainer's Toolbox

Free

The Trainer's Toolbox provides everything you need to lead a short training session with employees. It provides retailers with lessons under five minutes, complete with visual elements and trainer notes. Lessons cover selling skills, merchandising, operations, category-specific knowledge and product trends.



Tools, Guides and More

Free

Retailers also have access to a growing library of additional tools and guides on several subjects, including human resources, marketing, operations and product categories. Discover resources like a termination checklist, a social media toolkit, a store critique worksheet, selling guides and more.



industry experts.

**DECADES OF EXPERIENCE
DEVOTED TO YOUR BUSINESS**

Property Business Income General Liability Cyber Liability Crime Commercial Auto
Inland Marine Workers' Compensation Umbrella/Excess Liability
Employment Practices Liability Director and Officers Flood Earthquake

- Opportunity to receive an annual dividend
- Policies for businesses with complicated exposures
- Superior claims service 24/7
- FREE risk management consultations
- FREE HR consultations
- Expanded product offering for equipment rental operations
- Special event coverage for wedding receptions, fundraisers, sporting events, and more



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