



## North American Hardware and Paint Association

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### FOR IMMEDIATE RELEASE

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## NHPA Announces 3 Focus Areas for 2023 Independents Conference

September 28, 2022, *INDIANAPOLIS*—The North American Hardware and Paint Association (NHPA) has announced the three focus areas that will be at the center of the presentations, panel discussions and keynotes at the 2023 NHPA Independents Conference.

Focus areas for the two-day industrywide event include operations and productivity, cybersecurity and risk management and marketing and e-commerce. Guided by the theme of “Putting Technology to Work for You,” the conference will highlight the latest in retail technology and focus on solutions independent home improvement retailers are using to improve their efficiency, their customer service and their competitive advantage in the channel.

“In our conversations with retailers, wholesalers and industry partners, these focus areas continue to rise to the top as critical opportunities for the independent home improvement channel,” says NHPA chief operating officer Dan Tratensek. “We are excited to offer an event that focuses on real-world technology solutions and will bring retailers and industry groups together to learn from each other how to navigate this space.”

If you are an independent home improvement retailer who has explored solutions in one or more of these focus areas and would like to share your experiences at the 2023 NHPA Independents Conference, contact NHPA communications and content manager Melanie Moul at [mmoul@YourNHPA.org](mailto:mmoul@YourNHPA.org).

In addition to the education, conference sessions and networking opportunities, NHPA is also inviting technology and service vendors to exhibit and meet with attendees. If you are a service provider that offers technology solutions to the independent home improvement channel, contact NHPA chief financial officer and executive vice president of business services David Gowan at [dgowan@YourNHPA.org](mailto:dgowan@YourNHPA.org) to find out how you can participate in this event.

To be the first to get updates on the 2023 NHPA Independents Conference, including registration information, speaker announcements and additional events, visit **[YourNHPA.org/conference](https://YourNHPA.org/conference)**.

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### **About the North American Hardware and Paint Association**

Founded in 1900 by a group of retailers, NHPA is a not-for-profit trade association whose mission is to help home improvement, paint and decorating outlets in the U.S. and Canada become better and more profitable retailers. Governed by a board of independent hardware and paint retailers, NHPA fulfills its mission by providing how-to management resources, product discovery, training programs and networking opportunities for the industry it serves. Learn more at **[YourNHPA.org](https://YourNHPA.org)**.