

2022



NHPA

ASSOCIATION GUIDE

NORTH AMERICAN HARDWARE AND PAINT ASSOCIATION

Education | Networking | Research | Advocacy

HELPING INDEPENDENT HOME IMPROVEMENT RETAILERS SUCCEED SINCE 1900





MEDIA BRANDS

HARDWARE
Retailing

PAINT & DECORATING
RETAILER

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

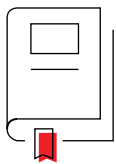
Stay connected on social media

  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

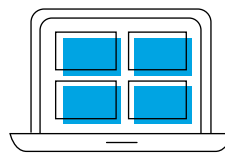
Cost: Free

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 250 five-minute online training modules with reporting features for managers
- Gamification features to improve interaction and engagement
- NHPA Onboarding handbook and resources for new employees
- "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.

LEADERSHIP 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.

DIGITAL PRODUCTS

NHPA offers a wide range of digital products to help you stay up-to-date. Listen to a podcast, subscribe to a newsletter or follow along on social media.

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 250 five-minute modules that cover product knowledge, project sales, customer service, operations and more.

COMPREHENSIVE MANAGEMENT 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.

RETAIL MARKETPLACE

NHPA launched the Retail Marketplace to give retailers an industry resource for selling their stores, buying other businesses and posting professional jobs.

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. Virtual events also take place throughout the year.

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 270 five-minute modules and a total of 44 courses to help employees gain a better understanding of basic retail practices.

Online Course Topics Include:

- Basic Paint Sales
- Joining a Retail Team
- 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



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. Interactive group sessions and self-paced options are available.

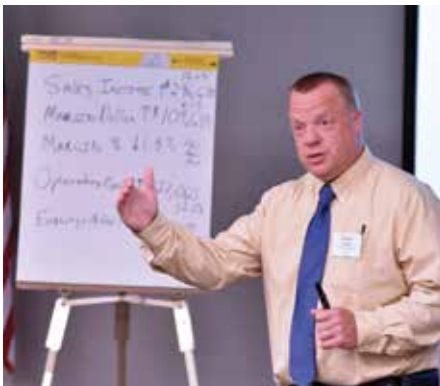
2022 Courses Include:

- Your Leadership Style
- Leading Your Team
- Financial Management
- Bigger team to train?
We have custom options.



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.*



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

Tools you can use.



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.



Retail Marketplace

Cost varies

The NHPA Retail Marketplace offers a way for home improvement retailers to post open job positions or to advertise that they are selling their store or are interested in buying other stores. The Marketplace is a cost-effective way to reach nearly 40,000 retailers in the home improvement industry.



Compliance & Safety Training

Cost Varies

Through a partnership with JJ Keller & Associates, a trusted name in compliance training, NHPA offers a wide range of online HR and workplace safety courses. Keep your team compliant and your workplace safe with help from NHPA. Courses are affordable with some available in Spanish.



Newsletters

Free

NHPA produces several digital newsletters to help retailers dive into the topics most important to them. Whether you're looking for the latest industry news, how-to management advice and best practices for running a successful business or the newest category trends and new products, NHPA has you covered. To learn more and sign up for free, visit YourNHPA.org/subscribe.



\$499
Value

Cost of Doing Business Study

Free for participants

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



Podcast

Free

Listen as Dan Tratensek, chief operating officer at NHPA and publisher of *Hardware Retailing* and *Paint and Decorating Retailer*, interviews wholesale executives, industry experts, retailers and more. These episodes will leave you with insights on the latest trends, ideas for your business and more. Visit YourNHPA.org/podcast.



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.



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.

Take Your Next Step

Are you expanding your operation or looking for an exit strategy?
Connect with 40,000 home improvement retailers on the
NHPA Retail Marketplace.



Are you selling your business?

List your business for sale on the NHPA Retail Marketplace to reach interested and motivated home improvement retail buyers. Public and private listings are available.

Are you interested in buying stores?

If you are currently looking to expand your business through acquisition, the NHPA Retail Marketplace can connect you with potential sellers in the industry. Public and private listings are available.



Are you hiring?

Find talented, qualified people in the home improvement industry. List your open position on the NHPA Retail Marketplace to find the best personnel fit for your business.

Get started today!

Visit YourNHPA.org/marketplace to take the next step.



NHPA

Retail Marketplace