



From the President's Desk...

TUSHAR PATEL

On behalf of the Asian American Retailers Association (AARA), it gives me a great pleasure to write this first newsletter of 2017. In this newsletter, I would like to update you on the current happenings in the organization and provide information on upcoming events.

After establishing the association in 2005, AARA has dedicated its resources to supporting businesses including convenience stores, liquor stores, and gas stations. The association has empowered business owners by providing them new tools and techniques to improve their bottom line in this constantly changing competitive and unpredictable business environment. In the past 10+ years, AARA has grown at an exceptional rate both in a number of members and retailers joining the organization. AARA has been recognized as one of the strongest associations in the New Jersey business communities. The credit for this great success goes to each and every hard-working member of this organization. I am confident that we will continue our growth at even faster pace in the future and feel honored to lead this effort as a president of this organization.

Our Preferred Vendor Program (PVP) is one of the many programs offered by AARA to our members for past few years. Under the Preferred Vendor Program, AARA is regularly hosting discussions with vendors to negotiate the best deals on behalf of all our members. Hosting negotiations at the organizational level gives us, the business owners, the power of volume buying. I am pleased to announce that we will continue to offer the Preferred Vendor Program to all our members in 2017. The prices negotiated with vendors via Preferred Vendor Program benefits our businesses to purchase services at the negotiated prices helping them improve the bottom line, the profit margins.

I would also like to inform you that our website (www.aarausa.com) is getting a new look. AARA has been working hard to redesign our current website adding more tools and making it easy to navigate. If you are not registered AARA member then I would strongly recommend you to visit our website and become a member to access member-only benefits including exceptional programs offered by the organization.

Last but not least, AARA will be hosting the 13th annual Tradeshow on Wednesday, September 27th, at NJ Convention & Exposition Center in Edison, NJ. Visit our website for additional information. This event creates a unique environment for retailers and Vendors to interact while learning about new products and services and familiarize on different aspects of the industry.

I wish everyone great success in 2017 and hope to see you all at one of our events.



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AARA has been continuously creating incentives for retailers by developing different strategies that aid them in growing their business.

AARA Membership Benefits include:

- *Invitation to various Annual & Special AARA Events*
- *Exclusive Meet and Greet with Industry Executives*
- *Group buying benefits that can save thousands*
- *Exclusive Promotions offered by several vendors & manufacturers*
- *Employee Recruitment through AARA's website*
- *Buy and Sell Businesses through AARA's website*

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Asian American Retailers Association

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