

# National Office Products Alliance

# Prospective Affiliate Member Information Kit



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
www.nopanet.org

## **PROSPECTIVE AFFILIATE MEMBER BENEFITS**

### **TABLE OF CONTENTS**

Support Letter from Wholesalers & Buying Groups .....	3
NOPA ROI .....	4-5
Government Advocacy .....	6
Standards – OPIDS .....	7
Independent Dealer Locator .....	8
eNewsletters .....	9
Independent Dealer eZine.....	10
Scholarships.....	11
Insurance	
Life & Long Term Disability.....	12
Vision Program.....	13
FedEx Discount Services.....	14-15
Staff Directory .....	16



National Office Products Alliance

301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

Dear Office Products Industry Partner:

We are writing to encourage your company to become an active member of the National Office Products Alliance (NOPA), the industry association for independent dealers. Our organizations participate as affiliate members – making us part of a dynamic group of over 800 successful dealers and companies like your own that are key business partners.

The independent dealer channel has changed dramatically in the past decade and NOPA along with it. Today, NOPA's focus is on developing and facilitating collaborative industry-wide initiatives that promote the success of our entire market channel. Your support of these initiatives, with your expertise and financial contributions as an involved member, is vital to NOPA's effectiveness and our channel's collective business success.

NOPA is best known for its strong advocacy of independents on legislative and regulatory matters, an arena in which it is respected for its work to help the independent channel gain greater access to the large, expanding federal marketplace and pushing for critical government reforms. Increasingly, NOPA also helps dealers coordinate their own advocacy efforts and share best practices to compete for and win state and local government business.

Since 2006, NOPA – with our full support – has coordinated the Office Products Industry Data Standards (OPIDS) project. This program benefits everyone in our supply chain, by allowing us to harmonize key product data to streamline e-commerce and improve our mutual customers' buying and service experience. In the past few years we have made major progress in this area, aligning our industry's use of manufacturer codes, product item numbers and units of measure to an extent not seen in a decade or more.

With major wholesalers and buying groups so active in NOPA, and given the tremendous progress we are making on behalf of the entire independent channel, we believe it is time for all leading industry manufacturers to join and participate in our dealers' Association.

We have enclosed further background on NOPA and a membership application. We invite you to join the Association. Chris Bates, President of NOPA, would be delighted to answer any questions you have. He will be contacting you in the near future on this matter. The NOPA staff may be reached at 800/542-6672; emails: [cbates@nopanet.org](mailto:cbates@nopanet.org)

Thank you for your prompt attention to this invitation to join NOPA.NOPA.

A handwritten signature in black ink that reads "Wayne Beacham".

Wayne Beacham  
President  
S.P. Richards Company

A handwritten signature in black ink that reads "Richard Gochnauer".

Richard Gochnauer  
President & CEO  
United Stationers, Inc.

A handwritten signature in black ink that reads "Charlie Cleary".

Charlie Cleary  
President  
Trimega Purchasing  
Association

A handwritten signature in black ink that reads "Mike Gentile".

Mike Gentile  
President & CEO  
Independent Stationers



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

## Highlight Your Support of Independent Dealers!

### Valuable Benefits of NOPA Membership for Industry Manufacturers:

- **NOPA members are the ‘top-tier’ dealers of all sizes from all parts of the United States.** They are the most forward-thinking, performance-focused and successful office product dealers in their markets. Precisely the high-quality network of informed dealers you need!
- **Members are leaders among their peers.** Selling a wide range of national-branded products to government, institutional and commercial markets, NOPA members are your most profitable, committed customers!
- **Help end-users find dealers selling your products!** The NOPA Independent Dealer Online Locator (IDOL) web-based tool offers customized dealer contact information with links to and from your website to IDOL so that your customers will always know where to find your products.
- **Network with a broad direct customer audience!** NOPA is inclusive, providing a home for proactive dealers who participate in industry buying groups and/or have first-call relationships with the major office product wholesalers.
- **NOPA is the umbrella organization for critical industry-wide projects, such as government business advocacy and product data standards.** With the active support of buying groups and wholesalers, what better way to get directly informed and engaged on key industry initiatives?
- **NOPA membership adds to your credibility and reputation.** As a key dealer customer organization, your recognition as a member of NOPA sends a clear signal of your strong support for independents.
- **NOPA offers low-cost, high impact ways to connect with dealers:**
  - Support independent’s strong government advocacy agenda
  - Participate in NOPA-led office product data standardization
  - Build stronger dealer commitment to your products, brands
  - Solidify your company’s relationship with 800+ dealers.

**Put NOPA to work for you today. Call us at (800) 542-6672 for more information.**



National Office Products Alliance

301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

## Top Reasons Why You Should Support the Independent Dealer Channel

- **Broad Distribution.** Independent office products dealers provide complete coast-to-coast sales coverage, operating successfully in small towns and major metropolitan areas.
- **Largest Office Products Sales Force.** Independent dealers provide more “feet on the street,” more catalog and flyer mailings, more phone calls and more websites promoting your company and products than any other office products distribution channel.
- **Mid-Market Dominance.** Independent dealers are strongest with the profitable mid-market customer segment. According to U.S. government statistics, the mid-market (businesses employing 20-250 employees) comprises the fastest growing segment of the economy and represents 46% of all U.S. office workers.
- **Customer Consultants.** Independent dealers are an informed and knowledgeable sales force, providing customers with superior service, product advice and recommendations.
- **Huge Volume.** The independent dealer channel represents a tremendous volume of sales: over \$7.6 billion dollars worth of office products and \$9 billion worth of office furniture.

**The Bottom Line:** Independent office products dealers are knowledgeable, dedicated, and committed business partners. Most dealerships are family-owned businesses with a strong entrepreneurial drive and established community ties. Independent office products dealers are back, stronger than ever, competing effectively in the marketplace and winning. Who better to passionately and profitably represent you?

## Top Reasons Why You Should Support NOPA

- **Better Educated Dealers.** Field a better educated and more effective dealer sales force. NOPA provides tools and training to educate and assist independent office products dealers to boost sales, profits and customer satisfaction.
- **More Competitive Dealers, Valuable Industry Information.** NOPA’s strategic information and financial and compensation benchmarking reports are geared toward helping independent office products dealers identify ways to improve operations and compete more effectively.
- **Stronger Dealers.** NOPA has a legislative and regulatory advocacy program that works on Capitol Hill and with the Executive Branch to help office products dealers gain fuller access to government contracting opportunities, and to contribute their voice in support of measures – such as health care insurance reform – to improve their business climate.
- **700 Dealers Strong.** Our association is 700 dealers strong and growing. By advancing the interests of the independent dealer channel of distribution, NOPA is creating a more efficient and more profitable industry for everyone.

**The Bottom Line:** We all win when we work together. Your membership support helps NOPA provide business solutions that make dealers more effective and more profitable. Better and more profitable dealers mean more profits for your company.

## **NOPA Government Advocacy Helps Independents Gain Ground**

With NOPA's sustained leadership and coordination of grassroots advocacy, Independents have gained a stronger position in federal, state and local government markets over the last five years in particular. There are new risks as well as opportunities for Independents as government markets continue to evolve rapidly.

Here are highlights of what NOPA's recent advocacy work has accomplished and its current priorities.

### **Federal Government Advocacy**

- NOPA advocacy in 2009 and early 2010 – starting with a letter to President Obama and meetings with the Office of Federal Procurement Policy of the White House – increased the number of small business awards under the second-generation Federal Strategic Sourcing Initiative (FSSI-OS2) on office supplies.
- Starting in the fall of 2010, NOPA has worked to unify independents, both successful and unsuccessful FSSI bidders, to push for essential changes in implementation of that government-wide procurement program. Unlike the first FSSI program, the FSSI-OS2 procurement has been implemented by most major agencies on a mandatory basis. NOPA is now working with Congress in a strong push to restore federal market access for the hundreds of NOPA members who are GSA Schedule 75 contract holders, but did not receive FSSI-OS2 awards, and have experienced subsequent sharp declines in their federal sales.
- NOPA's persistent advocacy for changes in the Small Business Administration's (SBA) small business affiliation rule has generated broad support for legislation and SBA rulemaking to address the serious problem of small business pass-throughs. SBA has recently advised NOPA of plans for a proposed rulemaking on this critical issue in 2011.
- Legislation has been introduced in the Senate and is expected in the House to address NOPA's request to establish parity between incentives for federal agencies to buy office products from individual dealers with special preferential small business status (8a, HUBZone, Women-Owned, and Service-Disabled Veteran-Owned) and from dealer teams whose members have such status. There is a solid opportunity this year for such legislation to pass Congress.

### **State and Local Government Advocacy**

- In 2008-10 NOPA brought together dozens of dealer members in Texas to influence development of the State's new office supplies contract RFP. This multi-year effort resulted in release of a small business-friendly RFP, multiple competitive bids by self-formed teams of independent dealers and a 2010 award of one of two state-wide contracts to an 8-member independent dealer group.
- Last year, the State of Florida – under pressure from new legislation that NOPA and its members helped pass – conducted its first competitive bid process for office supplies in many years, with one of three contract awards made to a leading Florida-based independent dealer. NOPA also has successfully pushed for deregulation of Florida's onerous interior design practice regulations that have limited the ability of non-licensed interior designers and dealers to prepare space plans and specify office furniture for commercial, government and institutional customers.
- In 2009-10, NOPA worked with New Jersey dealers to file legal and legislative challenges against the State's decision to shift purchasing without competition from local independents to Staples using the National Joint Power Alliance (NJPA) national contract. This legal battle continues in the State's Appellate Court.
- Through coordinated efforts among leading independent dealer groups, NOPA helped set the stage for a new competitive bid open to dealer groups for the national Los Angeles County/U.S. Communities program contract. One of the two competing dealer groups won the single-award contract. This is a huge victory for all independents!

**Join NOPA's Grassroots Advocacy Network and Make Your Voice Heard!**



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

## **NOPA-BSA Office Products Industry Data Standards (OPIDS) Initiative**

In December 2005, NOPA and OPWA (predecessor organization for the Business Solutions Association (BSA)) jointly launched the OPIDS initiative. The project's initial objective was to develop consistent industry product data identification standards that the independent channel could implement for the 2007 general office product catalogs. The initial focus has been on standardizing and maintaining standards on:

- Manufacturer prefix codes (3-digit MAC)
- SKU item identification numbers (SKU)
- Units of measure at the wholesaler level of sales to dealer (UOM)
- Most frequently used color codes (2 or 3 digit)

An OPIDS committee was formed in early 2006. NOPA and BSA serve as facilitators of the process. The Committee consists of senior staff of the national wholesalers and two of the buying groups (is.group and TriMega) who have in-depth product data management experience. It meets by conference call quarterly or more frequently as needed to complete an annual review of variances in the participants' MAC, SKU and UOM use at the individual product item level.

To the maximum extent possible, the Committee then works to eliminate identified variances and to maintain consistency in MAC, SKU and UOM use throughout the year. This ongoing data management and review process is supported with technical assistance from Trade Service.

Manufacturers, wholesalers and dealers are welcome to participate in the OPIDS process directly or by submitting questions and comments to NOPA or BSA. Periodically, senior management of the organizations conduct conference calls to discuss the status and progress of the OPIDS process.

### **Benefits of the OPIDS Initiative**

The benefits of consistent product data standards – to manufacturers, dealers and their final customers – include:

- Increased accuracy in order placement and fulfillment
- Improved productivity in data and product distribution management
- Higher customer satisfaction as dealers are able to enhance the ease and accuracy of customers' online product searches using their websites
- Greater sales and higher dealer profits as customers are empowered more fully to buy their office products from them on line.

**Questions on OPIDS may be addressed to Chris Bates at NOPA ([cbates@nopanet.org](mailto:cbates@nopanet.org);  
Tel: 703/549-9040, x 100) or Cal Clemons at BSA ([calc@clemonsmgmt.com](mailto:calc@clemonsmgmt.com)).**



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

## Drive Your Brand Through The Independent Channel

For the first time, manufacturers can connect easily online with their independent dealer partners to drive increased sales in this important channel. NOPA's new dealer locator tool is designed to allow current and prospective commercial, government and institutional customers who visit your website to quickly find an independent dealer in their local area to help them buy your products.

NOPA has designed the "Buy Local – Independent Dealer Locator" logo with embedded link, which manufacturers like you can post on their website for this purpose. After linking from your website to the dealer locator tool on the NOPA site, customers can find an independent channel source for your products by simply typing in their zip code. They will retrieve a list of local dealers that service their address as easily as they can through one of the national chain stores! Only NOPA members in good standing may use this link at no charge.



The OfficeMax logo features the brand name in a red, italicized, sans-serif font with a red underline.



The Office DEPOT logo features the brand name in a red, italicized, sans-serif font.



### **BENEFITS FOR MANUFACTURERS:**

- Build increased customer interest in your products with more exposure.
- Boost sales through the Independent Dealer Channel that most consistently and effectively supports your name-brand products.
- Increase efficiencies by boosting your online sales through the Independent Dealer Channel.
- Make it easy for commercial end-users to "buy local" while enhancing your sales and your most loyal distribution customers' profitability.
- Participating manufacturers will be provided with a direct website link from the NOPA website to their own website, so that end-users may readily collect more information about your products.

Visit NOPA at [www.nopanet.org](http://www.nopanet.org) for a demo of the Independent Dealer Locator and to learn more about how we can help YOU!

"What a great opportunity to leverage the power of the internet! I need a way to grow my internet sales. By linking the manufacturers brand to our dealership to provide local service is a win-win for everyone." **Joe Garrigan, NOPA Chair & President, Garrigan's Office Plus**

"The Phillips Group is excited that manufacturer's will now have the ability to list the local independent dealers on their website as a viable option for securing their products! Many end users prefer working with a local community oriented supplier and a manufacturer can now provide even more sourcing options for their end user customer base." **Bob Chilton, NOPA Vice Chair & President, The Phillips Group Supply Company**



National Office Products Alliance

## NOPA Weekly eNewsletters

Beginning in January 2009, the National Office Products Alliance (NOPA) introduced a totally redesigned weekly Connecting eNewsletter to the industry filled with all the latest news, products and industry information to stay up to date in the world of office products.

Count on NOPA each week to deliver dealer news, industry events, association news, financial highlights, government advocacy, business basics, short surveys and more as we become your resource for industry information. And, with our newsletter archives, you can search through a year of news to find background on stories, news and products.

While everyone benefits from the NOPA Connecting eNewsletter, NOPA offers Members-Only Advocacy Alerts and Member Updates with information strictly for NOPA members. These include Calls-to-Action, advocacy issues and special benefits and information for NOPA dealers.

### Stay on Top of Key Industry News

NOPA's newly redesigned **FREE** weekly Connecting eNewsletter is your guide to all the latest on the office products industry.

- Industry News & Events
- Association News
- Government Advocacy
- Product Introductions
- Business Basics



**NOPA** [www.nopanet.org](http://www.nopanet.org)  
National Office Products Alliance or call 800.542.6672  
to Sign Up Today!

**Government  
Advocacy Alert**

**NOPA MEMBER  
UPDATE**  
National Office Products Alliance



## NOPA's Official Electronic Publication

In January 2009, INDEPENDENT DEALER ([www.idealercentral.com](http://www.idealercentral.com)) became the Official Publication of NOPA. Published by industry veteran, Simon De Groot, INDEPENDENT DEALER celebrates the successes of today's independents and their trading partners and turns the spotlight on opportunities to make them even stronger and more profitable!

Every month, INDEPENDENT DEALER brings in-depth coverage of dealer success stories and growth opportunities...from emerging product categories, hot new vertical markets and ways to boost productivity and efficiency.

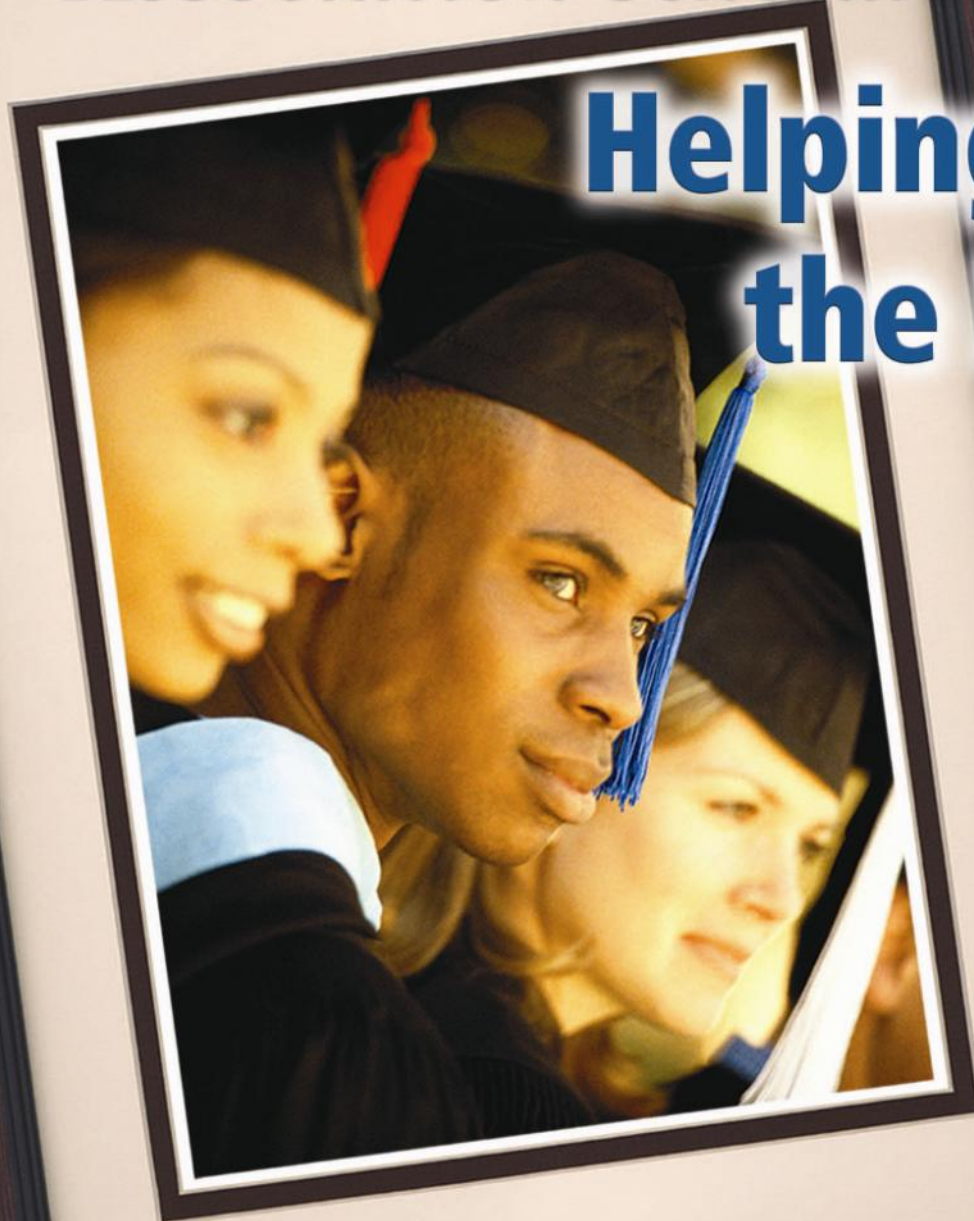
Plus, you'll find regular columns from sales training experts Tom Buxton and Krista Moore, management guru Bill Kuhn and former NOPA/OFDA government affairs director Paul Miller.

NOPA members automatically receive copies of INDEPENDENT DEALER in their inboxes monthly. To sign up associates or business partners to receive INDEPENDENT DEALER, click [here](#).



*Association Scholarship Fund:*

# Helping Fund the Future



For more information or to download applications, please go to the website and click on the Scholarship Program link on the left of the page. Or call us at 800.542.6672, ext. 121.

[www.nopanet.org/Scholarship-Program](http://www.nopanet.org/Scholarship-Program)

**OFDA**

[www.ofdanet.org](http://www.ofdanet.org)

**NOPA**

[www.nopanet.org](http://www.nopanet.org)



# WE HELP MAKE LIFE SIMPLE

for NOPA/OFDA members

With convenient options for life  
and disability coverage

Click here for more information and to  
download NOPA's 2011 Life & Long  
Term Disability Brochure.

For more information, contact Kathy  
Manolas at 800.542.6672 or via  
email at [kmanolas@iopfda.org](mailto:kmanolas@iopfda.org)

  
UNICARE.

  
National Office Products Alliance

  
Office Furniture Dealers Alliance

**N  
E W  
N O P A  
V I S I O N  
P L A N O P E N**

**UNIVIEW VISION® – SEE THE DIFFERENCE**

- Coverage as low as \$7.45 per month per employee.
- Annual coverage for routine eye examinations.
- Annual allowance (\$130) for frames, lenses and/or contacts.
- Additional discounts of 15% to 40% on unlimited purchases of non-covered materials like extra pairs of glasses – even after covered benefits are used up.
- Access to a broad, convenient, national network of more than 44,000 providers and provider locations including independent optometrists, ophthalmologists and national retail locations like:

**PEARLE VISION**

**OPTICAL**

**Sears**  
Optical

**LENSCRAFTERS**

**JCPenney**  
jcp.com

**Kathy Manolas**

**800.542.6672**

**manolas@iopfda.org**

**UNICARE**

**NOPA**  
National Office Products Alliance



301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
www.nopanet.org

## **FedEx Association Advantage®**

As a member of NOPA you are entitled to discounts on select FedEx Express®, FedEx Ground® and FedEx® international shipments. It's the FedEx Association Advantage® - another great advantage for members of NOPA.



FedEx has teamed up with NOPA to provide you with special member discounts of up to 27%\* on select FedEx® services and up to 20% on select FedEx Office<sup>SM</sup> services. As a member of NOPA, you can receive discounts on select **FedEx Express®**, **FedEx Ground®**, **FedEx Freight®**, **FedEx® international** and **FedEx Office** services. It's the FedEx Advantage® —another great advantage for members.

### **Your Member Discounts\*\***

FedEx Express: up to 22% on select services

FedEx Ground: up to 20% on select services

FedEx Freight: Up to 70% on FedEx Freight services (see details below)

FedEx international shipments: up to 28% on select services

FedEx Office: up to 20% on select services

## **Uncertainty about your freight shipping can cost you and your business**

You can relax knowing that FedEx Freight and FedEx National LTL are here for you. Make sure your LTL (less-than-truckload) needs are met during this challenging economy by enrolling and activating your benefits with FedEx Freight and FedEx National LTL.

As a NOPA/OFDA member, you can now save up to 70%\* on regional and long-haul freight shipments. Plus you'll receive the on-time reliability and careful handling of your freight that you expect from FedEx. We're here for you, your business and your customers.

*CONTINUED ON NEXT PAGE*



Choose FedEx Freight for its extensive next- and second-day regional service as well as all-points coverage of virtually every ZIP code — all backed by a no-fee, money-back guarantee\*\*. Choose FedEx National LTL for your planned long-haul service. Either way, your freight will be handled by a carrier that is financially stable and customer focused.

FedEx Freight offers:

- Reliable, on-time delivery of your LTL palletized or non-palletized freight shipments of 151 to 20,000 lbs. and up to 24 linear feet.
- Extensive next-day and second-day regional service as well as all-points coverage of virtually every ZIP code — all backed by a no-fee, money-back guarantee\*.
- Tools like FedEx Freight Advance Notice® that give you complete visibility to your shipment or FedEx Freight A.M. with delivery by 10:30 a.m. backed by our money-back guarantee.

FedEx National LTL offers:

- Flexibility to manage your shipment cost and transit times: if your shipment can arrive on a three to five day schedule, you can save money with FedEx National LTL.
- Freight shipping designed for planned inventory replenishment.
- Services like FedEx National LTLSM Custom Delivery, a free service offering delivery on, before or after a specific date.
- Volume or truckload shipping solutions.

\*All services subject to terms and conditions of the FXF and FXNL 100 Series Rules Tariffs.

\*\*Applies to FXF 1000 Rate Base customers only. Subject to terms and conditions provided in the FXF 100 Series Rules Tariff.



National Office Products Alliance

301 North Fairfax Street, Suite 200  
Alexandria, VA 22314  
800.542.6672  
703.549.9040  
Fax: 703.683.7552  
[www.nopanet.org](http://www.nopanet.org)

## Directory & Contacts

### **Chris Bates**

President  
703-549-9040, Ext 100  
[cbates@nopanet.org](mailto:cbates@nopanet.org)

### **Alicia Ellis**

Director of Marketing & Communications  
703-549-9040, Ext 113  
[aellis@nopanet.org](mailto:aellis@nopanet.org)

### **Billie Zidek**

Director, Events & Member Services Administration  
703-549-9040, Ext 125  
[bzidek@iopfda.org](mailto:bzidek@iopfda.org)

### **Mary Tucker Grady**

Manager, Membership Data Services  
703-549-9040, Ext 145  
[mgrady@nopanet.org](mailto:mgrady@nopanet.org)

### **Kathy Manolas**

Insurance Program Manager & Accounting  
703-549-9040, Ext 107  
[kmanolas@nopanet.org](mailto:kmanolas@nopanet.org)

### **Antonio Payne**

Accounting/Finance Manager  
703-549-9040, Ext 120  
[apayne@nopanet.org](mailto:apayne@nopanet.org)

### **Molly Murray**

Membership Development Representative  
800.542.6672  
[mmurray@iopfda.org](mailto:mmurray@iopfda.org)