

Celebrating Great Partnerships



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Jarvis has served in executive roles and been responsible for designing, launching and managing complex projects across diverse industries.

If you are anything like me, you get the jitters before making a big commitment to partnerships, collaborations, unions or other groups. But once you're committed, you move forward to achieve joint goals. Every good partnership requires compromise, which is necessary for achieving optimal results.

We have all found ourselves, at one time or another, in a partnership that draws out the best in us and/or our brand. I am talking about that partnership that rose above all expectations.

But then there are those partnerships where we have had to work extra hard for every victory. And, as far as the bad partnerships go, I confess I have had experience with those, too.

Partnerships are formed for so many reasons, but ultimately you build them because you believe your brands are more powerful together than apart. In today's business world we are challenged to forego conventional alliances and push for excellence in the way our brands are perceived.

In our world of home improvement retailing, channel partnerships are critical to the success of independent retailers, manufacturers and distributors. Being sure we make the right choices in selecting partners is critical to our success as business owners and operators.

No one examines and recognizes the importance of channel partnerships better than NRHA, your association.

The upcoming NRHA State of Independents Conference will celebrate the forging of unconventional partnerships that have helped propel this industry forward. Three vendors will be honored with Channel Partnerships awards, which will be chosen by the retail community during the conference. ➔

Don't miss NRHA's State of Independents Conference, which is Dec. 10 at the Hyatt Regency O'Hare in Chicago. The event is **FREE** for retailers. For more information about the conference, please go to www.hardwareetailing/soic. To inquire further about the event or ask about any NRHA research, please email Dan Tratensek at DanT@nrha.org.

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