RETAIL TRADE ASSOCIATIONS

American Bookseller Association. The American Booksellers Association is a trade organization promoting the well-being of book retailers. It represents the interests of booksellers on national and international issues and is involved in the education, research and the dissemination of information to the bookselling community worldwide. Members include independents, specialty, franchise, college and university stores, chains and others with a special interest in bookselling. Site contains a database of member bookstores, which can be searched or browsed by location, name or specialty; entries include street address, email address, and links to store Web sites. Also includes book news, listings of book fairs and festivals, trade shows, and conventions; and bookselling statistics. www.bookweb.org.

Association of Collegiate Marketing Educators http://acme-fbd.org

American Collegiate Retailing Association http://www.acraretail.org

American Marketing Association https://www.ama.org/

China Chain Store and Franchise Association (CCFA) – A trade association of retailer, both domestic and international, operating in China. Some of CCFA’s activities are serving as a consultant for national and provincial governments, helping local and international retailers obtain various government approvals, organizing events, providing training and education courses to teach practical management technologies and strategies, publishing reports such as the Top 100 Chain-store groups, China Franchise Bluebook, and the report on food-safety, and providing information through its websites, news release, magazines, and E Newsletter www.chinaretail.org

Council of Fashion Designers - Designers of America, Inc. (CFDA) is a not-for-profit trade association of over 300 of America’s foremost fashion and accessory designers. The CFDA’s goals are to advance the status of fashion design as a branch of American art and culture; to raise its artistic and professional standards; to define a code of ethical practices of mutual benefit in public and trade relations; and, to promote appreciation of the fashion arts through leadership in quality and aesthetic discernment. The CFDA’s Educational Initiatives provide support and resources for students at the high school, collegiate and post-graduate levels. In addition, CFDA supports working designers in the early stages and throughout their careers. www.cFDA.com

Direct Marketing Association - The Direct Marketing Association is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques to generate sales. DMA advocates industry standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides research, education, and networking opportunities to improve results throughout the entire direct marketing process. www.the-dma.org
**Direct Selling Association** - The Direct Selling Association (DSA) is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. More than 200 companies are members of the association, including many well-known brand names. [www.dsa.org](http://www.dsa.org)

**Electronic Retailing Association.** A trade association for companies who use the power of direct response to sell goods and services to the public on television, online, and on radio. ERA serves as the cohesive voice for multi-channel marketers, while promoting government affairs initiatives and regulations designed to protect our members' bottom line. [www.retailing.org](http://www.retailing.org)

**Entertainment Merchants Association.** (EMA) is the not-for-profit international trade association dedicated to advancing the interests of the $33 billion home entertainment industry. EMA represents approximately 600 companies that operate approximately 20,000 retail outlets in the U.S. that sell and/or rent DVDs and computer and console video games and digitally distributed versions of these products. [www.entmerch.org](http://www.entmerch.org)

**European Institute of Retailing and Services Studies (EIRASS)**

**European Retail Academy (ERA).** Acts as a virtual platform and as an initiator of workshops/seminars/conferences to bring more transparency about retail-research and retail-education at universities or universities of applied sciences. Further on ERA acts as a catalyst for sponsors who would like to contribute to reach a high level of trade (retail/wholesale)-education ERA promotes the international transfer of know-how between business on the one side and universities at the other side. Some of its activities are:

- survey about trade-cathedras and their academic degrees
- the exchange of research-results
- joint research
- the exchange of professors and students between universities as well as with business companies
- to assist the Bologna-process
- to promote benchmarking in retail education
- to work in interdisciplinary academic groups as a retail-competence-center
- to help to establish a cosmopolitan world
- the transparency about Trade Fairs and Trade Congresses
- supporting journalists specialized in retail/wholesale

[www.european-retail-academy.org](http://www.european-retail-academy.org)
**Food Marketing Institute** Membership includes 1,600 grocery retailers and wholesalers. Maintains liaisons with government and consumers and conducts research programs. Publishes *Facts About Supermarket Development* and *Supermarket Industry Financial Review*. Formed by the merger of the National Association of Food Chains and Supermarket Institute. [www.fmi.org](http://www.fmi.org)

**Grocery Manufacturers Association** - The Grocery Manufacturers Association (GMA) is a trade association. GMA represents the world's largest branded food, beverage and consumer product companies. In doing this GMA has been an advocate for its members in public policy and has been at the forefront on initiatives to increase efficiency industrywide. GMA's largest members include the Altria Group Inc., the Coca-Cola Company, ConAgra Foods, General Mills, Nestle, PepsiCo, Inc., Procter & Gamble, and Unilever. On January 1, 2007 GMA merged with the Food Products Association and formed the world's largest trade association representing the food, beverage, and consumer products industry (GMA/FPA). Effective January 1, 2008 the association will use the single name Grocery Manufacturers Association. [www.gmabrands.com](http://www.gmabrands.com)

**International Council of Shopping Centers**
Represents 35,000 owners, developers, retailers, and managers of shopping centers; architects, engineers, contractors, leasing brokers, promotion agencies, and others who provide services and products for shopping center owners, shopping center merchant associations, retailers, and public and academic organizations. Promotes professional standards of performance in the development, construction, financing, leasing, management, and operation of shopping centers throughout the world. Engages in research and data gathering on all aspects of shopping centers; compiles statistics. An email summary of recent research reports and activities is available from the ICSC Research Department [icscresearchdepartment@icsc.org](mailto:icscresearchdepartment@icsc.org) [www.icsc.org](http://www.icsc.org)
Jewelers of America. "Jewelers of America is the largest association of jewelers in the world. JA's mission is to provide consumers with information and education about fine jewelry. This site provides information about choosing a professional jeweler and buying and caring for fine jewelry. It also includes the Jeweler's of America standard of contact, recent news releases, member news, and a jewelry IQ test. http://www.jewelers.org.

Museum Store Association. Founded in 1955, MSA is a nonprofit, international association organized to advance the success of cultural commerce and of the professionals engaged in it. By encouraging high standards of professional competence and conduct, MSA helps retail professionals at cultural institutions better serve their organizations and the public. https://museumstoreassociation.org

National Association of Chain Drug Stores Interprets actions by government agencies in such areas as drugs, public health, federal trade, labor, and excise taxes. www.nacds.org

National Association of College Stores. The National Association of College Stores (NACS) is the trade association representing stores which sell principally to students. The site contains links to more than 125 college and university stores as well as links to more than 20 firms that supply products to the collegiate retailing market. The site also contains information on educational sessions and cost-saving benefit programs that NACS offers to its members. www.nacs.org

National Association of Convenience Stores (NACS). Membership includes 4,000 retail stores that sell - gasoline, fast foods, soft drinks, dairy products, beer, cigarettes, publications, grocery items, snacks, and nonfood items and are usually open seven days per week. http://www.nacsonline.com

National Grocers Association (NGA) - The National Grocers Association (N.G.A.) is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. The meaning of “independent retailer” is more a question of ownership and philosophy of operation, rather than number of stores or type of format. Independent retailer are typically privately or publicly traded, but with controlling shares held by the family, and others are employee owned.. www.nationalgrocers.org

National Mail Order Association. Trade association provides business resources for small to medium size companies involved in direct marketing. The site offers a free newsletter and statistics associated with direct mail retailing such as response rates. www.nmoa.org/

National Retail Federation (NRF) The ARF was primarily concerned with the effect of legislation and government regulation on retailers. The NRF conducts extensive conferences and educational programs for retailers, provides statistical information and publishes Stores Magazine. www.nrf.com

National Shoe Retailers Association. The National Shoe Retailers Association represents independent shoe store owners and operators. This site provides general
information about the association and its membership, a list of its publications, upcoming events and conferences, and a link to the association's newsletter. www.nsra.org.

**Retail Association of India (RAI)** – some of the objectives of the RAI are to establish growth of modern retail in India, to support retailers by providing the required knowledge and information, to lobby and liaise with the government for easier establishment and operations of retailing in India, and to educate and train retailers to adopt modern retail practices in India. www.rai.net.in

**Private Label Manufacturers Association.** Private label is unique. It is sold everywhere in the world, but carries hundreds of different brands. Sales exceed 45 billion euros, yet most manufacturers are unknown to the public. Representing this diverse industry is the Private Label Manufacturers Association, the only international trade association devoted exclusively to the private label industry. www.plmainternational.com

**Retail Industry Leaders Association** Membership includes 750 mass retailing (discount) chains. Conducts research and educational programs on every phase of self-service general merchandise retailing. https://www.rila.org

**Shop.org** The only trade association to focus exclusively on Internet retailing. Its 300 members represent all segments of online retailing, including virtual retailers, conventional retailers, catalogers, manufacturers, and companies providing products and services for online retailers. Sponsors studies on electronic retailing. A division of the NRF. www.shop.org. Shop.org also has a blog about Internet retailing issues at https://nrf.com/news

**Society of American Florists.** Chartered by an act of Congress in 1884, the Society of American Florists (SAF) is the only national trade association that represents all segments of the U. S. floral industry. SAF’s 16,000 members comprise the industry's top retailers, growers, wholesalers, importers, manufacturers, suppliers, educators, students and allied organizations. This site includes industry trends and other information, upcoming events, and membership information. www.safnow.org.

**VICS.** VICS, the Voluntary Interindustry Commerce Solutions Association, undertakes activities to improve supply chain efficiency and effectiveness. It pioneered the implementation of a cross-industry standard, Quick Response (QR) that simplified the flow of product and information in the retail industry for retailers and suppliers alike. https://www.gs1us.org/industries/apparel-general-merchandise