

Message from GHRA President

March 23, 2011

To the Membership:

It is with great pleasure that we report to the membership that GHRA is bigger, better and bolder than ever before and well equipped to take on all challenges before us. 2010 was a very challenging year. While in the midst of the greatest recession since the great depression, many GHRA members were navigating difficult economic times and looked to GHRA to help forge a pathway towards a greater prosperity. The leadership at GHRA was up to this challenge and in 2010 continued to reach milestones never reached before. In this past year, members rebates increased by 8.25% resulting in greater member benefits. This is further evidence that when we unite together toward a common purpose, no amount of adversity can stop us from reaching our desired objectives.

Some of our accomplishments of the past year were:

- ❖ The opening of our new office in Stafford, Texas by Congressman Pete Olsen.
- ❖ Incentives provided to 65 GHRA members to attend the NACS Trade Show. (It is hoped that this year all GHRA members attend the NACS Trade Show to be held in Chicago)
- ❖ Developed a Gatorade Program and expanded our Vendor portfolio.
- ❖ A newly modified Mission Statement clearly defining our path and purpose.
- ❖ Formulating strict compliance policies and procedures and the implementation of new proprietary electronic field survey devices to better serve GHRA Members.
- ❖ Addition of a third field service representative to provide a higher level of support to our Members.
- ❖ First annual GHRA tradeshow held in Stafford, Texas. This event was an enormous success with over 85 vendors and 2,000 attendees. (Post tradeshow response indicates that the 2011 show will more than double in vendor participation)
- ❖ Presentation of the first annual GHRA Vendor of the year award.
- ❖ Presentation of the first annual Member recognition award.
- ❖ Incorporation of Greater Houston Retailers Charitable Foundation, a non profit organization to assist the families of fallen police officers, firefighters supporting our local communities.
- ❖ Redesign of GHRA website to include greater services to the Membership such as fuel rack prices.
- ❖ New streamlined and efficient Member renewal process.

In 2010 GHRA was able to leverage its Membership strength to bring a unique partnership with the Texas Lottery Commission. This new partnership enabled GHRA to develop a very successful exclusive Texas Lotto Promotion. This resulted in an increase in lotto sales of 15% across GHRA Members stores.

In a somber reminder that we work in a very challenging and dangerous industry, it is sad to note that two GHRA Member stores were impacted by violent crime in 2010. GHRA Members generously contributed funds to the GHRA Member Death Benefits Program to help offset the hardships brought on by these events. GHRA is committed to the safety and security of all of its Members and continues to offer safety training and education.

Through the upcoming year we will continue the process of implementing modifications to the Membership portal on our web site. In the near future our Members will be able to access Vendor pricing on line. Additionally, GHRA is continuing to refine the capability to contact Members through text or remote phone calls in order to communicate upcoming events, savings opportunities and other notices. In the coming months even more Vendors will be contacted to provide our Members with expanded goods and services in an effort to deliver greater product savings.

Looking ahead, 2011 appears to be as challenging as 2010. The economy is moving at a very sluggish pace, there is low consumer confidence, lack of liquidity in the financial sector, soaring foreclosure rates and inflationary pressures. All of which will continue to stall growth. Nevertheless, we can assure our Members that this Organization can and will overcome any challenges to reach its goals for financial growth as well as gain additional social and political capital for its membership.

All of these successes would not be possible without a solid, dedicated and extremely competent leadership and staff. This commitment to success lies in all levels of the Organization. Our field officers do an outstanding job of collecting and processing the necessary data that keeps GHRA informed about the needs of its Members. Our CEO and the administrative staff work tirelessly to insure all GHRA goals are attained without compromise. Our Board of Directors consistently volunteer hundreds of hours a month to lead the Organization and to honor the trust and exceed the expectations the Members have placed in them. And finally, without the firm unified support of its Membership, GHRA could not have achieved its many successes. To all, a very heartfelt thank you and let's make even more history in 2011.

Sincerely,

A handwritten signature in blue ink that reads "Hassanali Momin". The signature is stylized and cursive.

Hassanali Momin
President