

**August 8/19/15**

**Subject:** HBPA Advantage (Member Discounts)

Good Afternoon,

I received your contact information from Laura Plato. My name is Danica Fick and I work with the NTRA & HBPA Advantage program. My goal is to familiarize you with our program and to work together on reaching out to your members. Your members receive these discounts at various national companies at no additional cost. I would be grateful to hear any suggestions you have on how to best execute this plan of reaching out to your members (i.e. visiting large farms, attending annual meetings, placing discount information on your webpage or newsletters).

Attached is an NTRA Advantage overview of the available products and the great savings from national vendors such as John Deere\*, Nationwide, Red Brand, OfficeMax, UPS, and Sherwin-Williams Paints. These products can be purchased for horse activities, businesses, or personal utilizations in which members are involved. We can also have the attached document personalized with your logo.

I am confident that after reviewing this information you'll see how the NTRA/HBPA Advantage program can improve your member's business performance and increase members connection in your organization.

Please let me know if you have any questions. I look forward to visiting with you in the near future about the NTRA/HBPA Advantage program and how we can work together to expand the program within your association.

Also, below is some example verbiage that you can place next to the flyer if you chose to put it on your webpage for your members.

*Your membership with the HBPA, entitles you to special savings on products used for your equine farm, business or personal use.*

**Benefits** – HBPA Advantage will provide you discounts with Nationwide, John Deere, Sherwin-Williams, OfficeMax, Red Brand, Valvoline, and UPS. You can buy products directly from these companies at greatly reduced prices – no minimums required!

**How to Join** - To enroll and enjoy the benefits of one-stop buying, call **866-678-4289**.

Please let me know if you have any questions and if you would like me to personalize the flyer with your logo for your webpage and/or send you any printouts.

Thank you,

**Danica Fick | NTRA Advantage**

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