

Welcome to the ORA Vendor Program! This program was started at the ORA a number of years ago and was originally known as the Strategic Partners program with the same goal as today: to locate, vet, convert to members, and then highlight select vendor companies that bring excellence in customer service and tailored or discounted products & services to ORA members to help them save time, money & protect their businesses while increasing membership value-add & ORA non-dues revenue and giving vendors opportunities to build their businesses.

Between 2014 & 2017, in-depth work was started in order to revamp this program to evaluate current partners at that time and modernize the program, overall, to better meet the business needs of Ohio's restaurant, foodservice & hospitality industry. The end result was a three-tiered program, renamed the Preferred Vendor program with the refreshed goal of the **Triple Win Scenario**: 1) the vendors win with an increase in their bottom lines through sales to & professional relationships with ORA members, 2) the association wins with an increase in revenue, and most importantly, 3) the members win with more high-quality preferred vendors from which to choose and work with to help operate more successfully.

Upon inclusion of a new area of expertise to the ORA in 2019 of Business Development and the hire of a Director of this area, the Preferred Vendor program took on new life with multiple levels of vendors, reorganized benefits & promotional opportunities to these vendors, a standardization of their dues structure, revenue share and cash investment in the program, along with a revitalized marketing strategy. The current vendor levels include Preferred & Standard, from highest to lowest investment: Premier, Strategic, Featured (Preferred) and Enhanced & Core (Standard). There is no additional investment beyond dues from Core Vendor members.

To learn more about the ORA Vendor Program, please visit <https://www.ohiorestaurant.org/vendor-program>.

To view our online Buyers' Guide, visit <https://ohrestaurantbuyersguide.com/>, found under the Resources tab on the ORA website.

To see all of our current Preferred Vendors, please visit the ORA Marketplace at <https://www.ohiorestaurant.org/marketplace>.

We are always looking for industry input on how we can grow this program for the triple win! Send us a note from the ORA Marketplace online form to share your ideas with us.

More information? Contact ORA's Director of Business Development & Growth Melissa DeGraw at mdegraw@ohiorestaurant.org. For ORA Marketing & Communications, contact ORA's Managing Director of Marketing & Communications Maureen O'Rourke at morourke@ohiorestaurant.org.