

March 27, 2020

President Donald J. Trump
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear Mr. President:

Our thoughts and prayers are with you and all who are suffering as a result of this monumental health crisis. We know the weight has been heavy. Our priority will remain the health and safety of all as we follow published guidelines. On behalf of the Retail Solutions Providers Association (RSPA) membership, we want to thank you and your Administration for your leadership on multiple fronts. We also want to express sincere gratitude for the empathy that you have directed toward workers on the frontlines. These are the men and women that drive our economy and contribute to our way of life.

We respectfully will address three objectives in this letter:

- 1.) Amplify the contribution of the many businesses delivering technical service, support, and enterprise-wide solutions that enable efficient and profitable retail operations.
- 2.) Address who we are and offer our help and support.
- 3.) Reinforce how your Administration can assist our members now that the CARES Act has been signed into law.

The Retail Solutions Providers Association was founded in 1948. We have hundreds of member companies, representing tens of thousands of workers that serve the Retail Merchant community. Our members touch all verticals in retail. Our community is made up of some of the largest companies in the world and those that are just getting started. The RSPA "community IQ" is constructed with diverse business models ranging from world-class vendors, payment processors, credit card companies, distributors, and software companies, to value-added resellers (VAR). In addition to diversity in our ranks, our members have one common goal; serve small to medium size retailers with efficiency, by delivering innovative solutions that increase merchant sales while reducing merchant expense. The SMB retail space is a thriving market. Although the COVID-19 virus has interrupted momentum, we remain optimistic.

While our community is quite diverse, most of our retailer-serving VARs have less than 10 employees. Many have fewer than 5 employees. These are the professionals that market, sell and implement enterprise-wide solutions, perform service calls, execute the ongoing administrative functions, and answer 24/7 help desk calls to keep the retailers' mission-critical systems operating. These businesses reside toward the edge of the traditional parameters used to categorize and define small to medium size businesses. RSPA value-added resellers are truly unique small businesses that perform critical functions for merchants on main street. Collectively, they deliver specialized, labor-intensive value across America, Canada and beyond.

These organizations are the result of entrepreneurial vision, energy and stamina. Leaders that wagered their financial future on service to retailers and one another planted the seeds of growth. In doing so, they have impacted countless families, individuals, merchants, and patrons along the way.

This week, I spoke with the CEO of one of our most established value-added reseller businesses. He shared that 80% of his revenue is linked to retailers that have now closed their doors due to COVID-19. He is just one example of how our members are wrestling with the realities of protecting their teams while establishing a vision to thrive again.

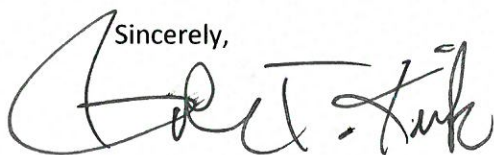
One of the hardest hit retail verticals is the restaurant business. An established restaurant reservation company recently reported that in less than 30 days, bookings in select markets went from 25% growth YOY to zero.

Mr. President, the work your Administration is doing gives hope. We respectfully request that your Administration ensures rapid delivery of CARES Act benefits to businesses that service retailers. RSPA members will once again deliver a substantial ROI for retailers and for our nation. As our members are vital to the success of retailers in SMB, we are all available to provide valuable insight as future programs are constructed and executed. I believe the combined perspective of RSPA membership is a one-of-kind and complete perspective. This assertion is driven by diversity in size, business models, and specialization. We remain eager to assist your Administration in any efforts to support the Retail Industry as we do our part.

The circumstances won't change who we are. It is who we are that will provide the fuel and spirit to confront the circumstances.

Once again, thank you for your ongoing leadership. Mr. President, we are here to help.

Sincerely,



John T. Kirk
President and CEO
Retail Solutions Providers Association
(410) 336-2094

cc: The Honorable Lawrence A. Kudlow, Assistant to the President for Economic Policy and
Director of the National Economic Council
The Honorable Steven T. Mnuchin, Secretary of Treasury
Senator Thom Tillis
Congresswoman Alma Adams