

# FOR IMMEDIATE RELEASE

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**TEXAS RETAILERS**  
ASSOCIATION

## Texas Retailers Association Announces John McCord as Executive Director

**Austin, TX** - Today the Texas Retailers Association announced John McCord has been selected as their new Executive Director. McCord joins TRA after leading legislative efforts for the National Federation of Independent Business in Texas for the past three years. He will assume the role in mid-February.

“On behalf of myself, the association membership and the board of directors we would like to welcome John McCord as the new Executive Director of the Texas Retailers Association. John brings a wealth of experience which will be tremendously beneficial to the association and the Texas retailers we represent.” said Theresa Flores, TRA Board Chair.

“I’m excited about the opportunities ahead for the Texas Retailers Association,” said McCord. “Retailers employ almost three million people in over 370,000 establishments across Texas. As our economy continues to suffer from the effects of COVID, inflation, labor shortages, and supply chain issues, I look forward to ensuring TRA is a leading voice for those recovery efforts.”

McCord brings more than 15 years of experience in public policy and political work to the Retailers Association. During his tenure at NFIB, McCord advocated for many of the same priority issues facing the retail sector today. Prior to his time with NFIB, he served in numerous campaign roles around the state before serving as a Chief of Staff in the Texas House.

McCord graduated from West Texas A&M University with a degree in communication. He currently sits on the Board of Directors for March of Dimes in Central Texas and was recently appointed as a member of the Texas All Payor Claims Database Stakeholder Advisory Group. He and his wife, Mia, met as young staff members in the Capitol. They recently celebrated their ten year anniversary and live outside Austin with their two children.

### About TRA

The Texas Retailers Association represents companies and retail professionals who make up one of the world’s largest economies and provides them a voice in Austin and Washington, DC, as well as valuable membership benefits. Through TRA’s various initiatives we aim to improve the lives of not just retailers, but customers as well. By providing government advocacy, industry information and education resources and events, as well as supporting educational programs and scholarship funds, we ensure our members concerns are met and protected.

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