

## NMDA Promotes the Power of D

The distributor is the key link for both manufacturers and retailers.

### Value-Added Benefits for Manufacturers

- Selling through distributors reduces the need for manufacturer storage, cuts inventory costs and moves product faster.
- Distributor handling of many small shipments to dealers reduces transportation costs and keeps product pricing competitive.
- Manufacturers can concentrate on their core products and marketing those products; distributors concentrate on getting products to the market.

### Value-Added Benefits for Retailers

- Distributor buying power means lower overall prices.
- Dealing with one or two distributors instead of hundreds of manufacturers slashes costs and reduces hassle and paperwork.
- Distributor computer systems provide data to optimize profits.
- Faster distributor shipments reduce retail requirements for storage space meaning more active product selling space.

NMDa has invested in a series of brochures regarding "The Power of D." Distributor members are encouraged to send these brochures to manufacturers that are not currently using the "Power of D."

Retailers can also order the brochures to explain the benefits to distribution to staff members.

## NMDA Mission

Our mission is to promote the common business interests and improve the business conditions of the marine industry, with an emphasis on wholesale distributors.

We support the industry through:

- promotion of boating to consumers - ensuring a strong customer base now and for the future.
- promotion of wholesale distributors as the best way for manufacturers to move products and promotions to independent marine outlets.
- promotion of the independent marine outlets as the best places to sell products (distributors) and buy products (consumers).



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## Join the National Marine Distributors Association

# Ride the Wave of Success



## Why Join NMDA?

Our goal is to improve the business conditions of the marine industry with an emphasis on wholesale distributors. We foster cooperation among manufacturers, distributors and retailers to promote the growth of the industry.

NMDA offers a wide range of services and programs. Following are highlights of key services and programs we offer.

### ***We assist you in improving the productivity, profitability and performance of your business.***

We offer seminars, conferences and other educational opportunities to help you better manage your business and develop strategies to meet business challenges. For example:

- **S.T.E.P Conferences**  
**S.T.E.P. Purchasing** – Co-located with MAATS, S.T.E.P. Purchasing provides a centralized location for manufacturers to introduce new products and programs into the distributor marketplace.
- **S.T.E.P. Training** - Manufacturers have the chance to train distributor sales and customer service personnel about the features and benefits of their products. It's a win-win for both manufacturers and distributors at this intense three-day event.
- **Supplier of the Year Award** - Awarded annually by the Distributor members of NMDA, the award recognizes those companies who meet and exceed the standards and goals set by the Supplier of the Year committee. All finalists receive valuable ratings and evaluations from your distributor customers.

- **Profit Report** - Is your distributorship average or high-profit? This study is an opportunity to compare your cost of doing business against other participating distributor members and gain insight into how to improve profitability.
- **Executive Conference** - A high-level strategic planning meeting between distributors and manufacturers in closed door, one-on-one prearranged meetings.

### ***Exclusive "members-only" services and partner programs.***

NMDA partners with key vendors such as the National Association of Wholesaler Distributors (NAW) and National Marine Manufacturers Association (NMMA) to provide our members with discounts and special access to unique programs and products.

### ***We work with other organizations to standardize graphic and supply chain processes for consistency and efficiency.***

NMDA works with the NMMA to promote the use of common supply chain standards for invoicing, shipping, packing, labeling, returns, and more. The goal is to improve efficiencies, reduce costs, and deliver a better experience to the boating customer.

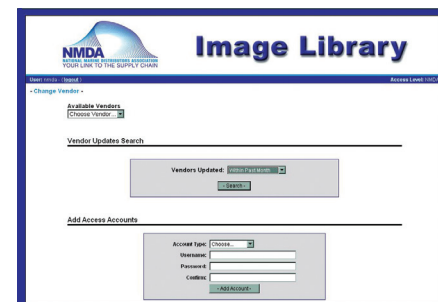
### ***Creation of a Marine Industry Image Library for use by distributors and manufacturers.***

NMDA has created an image library to assist both manufacturers and distributors with the creation of catalogs, sell sheets, web pages and other marketing materials. Manufacturers can upload their images and product information to their own area on the Image Library.

Once your images are uploaded, the Image Library will save your marketing staff valuable time, as they can simply direct users to the NMDA Image Library and know customers are getting up to date materials.

Distributor members have a single location where they can find

images from a variety of manufacturers. Access to images and product data is available 24/7 via a web browser. Visit the NMDA web site for more information ([www.nmdaonline.com](http://www.nmdaonline.com)).



### ***Resources to keep you informed about trends in the marketplace and industry news.***

Our monthly e-news bulletins remind members about educational opportunities, upcoming events and industry news that could impact members' businesses.

### ***Legislative tracking and lobbying to promote "industry-friendly" regulations.***

Through our NAW and NMMA affiliations, we keep members aware of issues of importance to the industry. We also actively lobby Congress when issues arise that affect our industry.