

September 2009

In This Issue:

- [State of the Industry Survey Results](#)
- [New Improved Executive Conference for 2010](#)
- [S.T.E.P. Purchasing](#)
- [You Are Covered by the FTC Red Flags Rule](#)
- [Administration Encourages Unions, Organizing Businesses](#)
- [Dues are Due October 1, 2009](#)
- [Are Your Profits Being Quietly Stolen?](#)
- [The Four Pillars of the Sales Profession - Seminar](#)

### State of the Industry Survey Results - Distributor Members

We had 91% of all distributor members participate in this survey and we thank them for their input. It has been a difficult year, but some of the results are surprising. [Click here](#) to view the survey results.

### New, Improved Executive Conference for 2010

A new, improved Executive Conference will be held next April. We are currently looking at the week of April 19th and are awaiting responses from the hotels as to availability. We anticipate offering a tour of one of our distributors' facilities immediately following the Executive Conference. Please watch this eNewsletter and your mailbox for more information.

### S.T.E.P. Purchasing

As you have probably read by now in the industry press and last month's eNewsletter, the NMMA has discontinued the MAATS show. S.T.E.P. Purchasing will continue to exist and the Board of Directors is quite confident that the event will become bigger, better and even more cost effective. Discussions are currently ongoing as to what changes will be made to NMDA's premier event. We are quite excited about the prospects and look forward to introducing NMDA members to S.T.E.P. 2010!

### You are Covered by FTC "Red Flags" Rule - New Implementation Date Nov. 1, 2009

The Federal Trade Commission has issued new rules requiring creditors to develop programs to protect against identity theft. These new rules take effect on November 1st. [To learn what you may need to do to comply, read NAW's "Identity Theft Prevention Programs Required by FTC's Red Flags Rule."](#)

### Obama Administration Encourages Unions and Organizing Businesses in Executive Order

The NAW thanks you – very much – for your help and support of NAW's effort to prevent enactment of the so-called "Employee Free Choice Act." We are still at great risk, however, of a false "compromise" bill backed by Labor's allies in Congress. NAW and the coalition are still fully engaged in the effort to ensure that such a compromise does not succeed. In addition we are facing additional battles as the Obama Administration and its Labor allies continue to aggressively push to increase union membership and organize more businesses. One of President Obama's first acts was to sign an Executive Order requiring Federal contractors and subcontractors to post notices that inform their employees of their rights under Federal labor laws. Subsequently, the Department of Labor promulgated a proposed rule to implement the Executive Order (74 Fed. Reg. 38488, August 3, 2009). The problem is that the language of the bill encourages practices to form unions but does not fully inform employees about their rights not to join a union. Other language is inaccurate or biased. [View the NAW's comments here.](#)

### Reminder - Dues are Due October 1

NMDA's fiscal year begins October 1 and dues statements were mailed out September 1 with an October 1 due date. If you have not received your statement, or need another copy, please email [Kathy@nmdaonline.com](mailto:Kathy@nmdaonline.com).

### Are Your Profits Quietly Being Stolen?

**Date:** September 30, 2009  
**Speaker:** Barry Brandman, author of *Security Best Practices*  
**Time:** 1 - 2 p.m. Eastern  
**Cost:** \$149  
[Register Now!](#)

Employee theft has fast become a critical problem, costing companies billions of dollars and forcing many unsuspecting distributors and wholesalers into bankruptcy.

To make matters worse, internal theft always escalates in a tough economy. In the last year, white and blue collar crime has spiked to record levels. When workers feel threatened by rising living expenses, reductions in overtime and possible job loss, they oftentimes become your "silent partners." Much of this crime is committed by "trusted" employees who take advantage of weaknesses in company controls and profit at their employer's expense.

You'll learn where your company is most vulnerable, which security safeguards are ineffective and don't work, how to prevent workers from becoming dishonest, as well as tried and proven techniques that will protect your business from various types of risk. **IMPORTANT: NMDA members need to select OPEESA as the sponsoring organization during registration.**

### The Four Pillars of the Sales Profession

**Dates:** October 20-22, 2009  
**Location:** Dayton, OH  
**Cost:** \$895

Facilitated by Don Buttrey of Sales Professional Training, Inc., sales professionals will learn how to document their organization's value-added services and sell them to their customers during this intensive 2 1/2-day seminar offered in Dayton, OH.

**WHAT?** The Four Pillars of the Sales Profession is a comprehensive sales training course - which is brand new in 2009! The seminar will focus on each attendee's selling situation. Sales Professionals will learn how to document their organization's value added services and sell them to their customers. With the help of the logical and systematic "SELL Process", attendees will work on a target account of their choice to gain practical, hands-on tools for better face-to-face selling. Selling skills will be covered through high-energy discussions, workshops, and role-plays.

**WHERE?** The Seminar is held at the DoubleTree Guest Suites South, Dayton Mall in Dayton, OH. Once you register, you will receive information to make your hotel reservations. The special room rate for participants is \$92.00.

Registration is handled through the AEA office and all other arrangements (hotel and meeting space) are handled by Don Buttrey. The registration fee includes 2 1/2 days of training, take-home material, breakfasts, breaks and lunches. **IMPORTANT: NMDA members need to select OPEESA as the sponsoring organization during registration.** For secured online registration, [Register Today!](#)

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Email addresses will not be shared or sold to anyone.  
If you do not wish to receive these emails or you need to add a person to the email list, [click here](#).