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NMDA Executive Conference - April 20-23, 2010 Registration Deadline is March 24, 2010

The NMDA Executive Conference offers participants a rare opportunity -- a suitable forum for owners, chief executives and general/sales/marketing managers of both wholesale distributors and manufacturers to discuss issues pertinent to their business relationships today and into the 21st century. With all the economic uncertainty, this is even more important this year. [View the companies that have already agreed to participate in the conference.](#)

The Executive Conference will be held at the Embassy Suites, St. Charles, MO, April 20-23, 2010 (with easy access to the St. Louis airport.)

In addition to the Executive Conference meetings, Bob DeStefano, SVM E-Business Solutions, will provide a presentation about "How To Market Smart in a Down Economy". His presentation will not only show you how to survive, but how to thrive in this challenging economy using proven measurable strategies. A **FREE** website analysis will be offered to attendees by SVM E-Business Solutions who will provide specific recommendations on how to produce measurable business results.

Due to member requests, we will be touring a members' facility. Michael Medart and his staff have graciously agreed to provide us tours of their facility as well as host us for a reception and dinner.

The room rate of \$120 includes a full, cooked to order breakfast every day. The registration fee includes the opening reception on Tuesday evening, two lunches, dinner on Wednesday and bus transportation to Medart as well as our speaker and coffee on the meeting floors. It's a great value for an incredibly valuable event. Please contact [Nancy](#) or [Kathy](#) for registration information.

New NMDA Standards are Available

The Standards Task Force has the new standards along with an explanation of the column headings and other information. We ask that you add these standards to your discussions at the Executive Conference, as the impact on the industry is profound. Here is the link for the [NMDA Pricing Standards Template](#) and the link for the [Explanation of the Pricing Standards](#). These forms will be on the [NMDA web site](#) later this week, in the Standards section which can be accessed from the front page of the web site.

S.T.E.P. 2010 - July 25-30, 2010

The S.T.E.P. Purchasing conference will be held July 25 – 30, 2010 at the Sheraton Gateway Suites, Rosemont IL. The new S.T.E.P. will be open to members for all days and non-members for the second half of the week. Registration information will be sent out in early April.

We will be returning to the NMDA style of S.T.E.P. with manufacturers using the living room portion of the suite for their meetings. This will allow vendors to set up a mini-showroom. YOU will make your own appointments (minimum of 40 minutes with 5 minutes between appointments to get to your next one) and there will be a flat fee for registration – not a per appointment price. **Mark your calendars and save the dates.**

URGENT - Act Now to Stop the Health Care Bill

The watershed moment in health care is expected to happen on March 18, and no matter which side wins, it will be by a razor-thin margin. We can not afford to sit on the sidelines. On February 23rd, the Wall Street Journal had this to say about the President's plan:

*"The President's Proposal", as the 11-page White House document is headlined, is in one sense a notable achievement: It manages to take the **worst of both the House and Senate bills and combine them into something more destructive.** It includes more taxes, more subsidies and even less cost control than the Senate bill. And it purports to fix the special-interest favors in the Senate bill not by eliminating them—but by expanding them to everyone."*

Your help is immediately needed. Please contact your U.S. Representative and tell him/her to vote against the Health Care Bill. Use this link <http://www.naw.org/govrelations/grtools.php>.

Building Personal, Professional Selling Relationships Webinar

Date: April 7, 2010
Time: 12:00 p.m. CT
Price: \$149 (member rate)
Speaker: Gary T. Moore, Industry Veteran

Even with all our electronic communication tools...often used by customers to block contact with salespeople...people still buy from people. People they like, believe, understand, and trust. This webinar will discuss how both the salesperson and the customer benefit from strong personal, professional relationships...and how to build them. [Register now.](#)

Seven Steps to Search Engine Marketing Success Webinar

Date: Tuesday, April 13, 2010
Time: 1:00 p.m. EST
Price: \$149 per location
Speaker: Bob DeStefano

Right now, somewhere, a potential customer is searching for your products. But, who will they find first – your company or your competition? Search engine marketing is all about getting in front of customers at the very moment they are searching for your products on Google and the other engines. But how do you take full advantage of search engine marketing and outshine your competition. [Be sure to indicate that you are a member of OPEESA when you register in order to receive the discount](#)

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