

May 2010

## In This Issue:

- [Supplier of the Year - Final Ballots Due May 28](#)
- [S.T.E.P. 2010 - Spaces are Filling Fast](#)
- [Members Save Money on UPS Freight Deal](#)
- [Search Engine Optimization and Social Media](#)
- [Taking Charge of Distributing Sales Book](#)

### Supplier of the Year - Final Ballots Due May 28, 2010

The Supplier of the Year Luncheon will be held on July 28, 2010. NMDA mailed the final ballot packages to distributor members with the ballots due back by May 28, 2010. If you did not receive your packet, please contact [Kathy](#)

### S.T.E.P. 2010 - July 26-30, 2010 - Spaces are Filling Fast

The response to the new S.T.E.P. Purchasing Conference format has been excellent, so if you plan on attending, send in your registrations now. On July 26th, the Annual Meeting and Opening Reception will be held. On July 27th the meetings will be for NMDA members only. Wednesday through Friday meetings can be scheduled with non-members or NMDA members. NMDA registration fees cover lunch on Tuesday, Wednesday and Thursday and two evening receptions as well as all the meetings you schedule.

It is up to you to make appointments, NMDA will simply provide the lists of invited vendors and buyers. Meetings are a minimum of 40 minutes, but can go longer.

All registration will be done via fax or email on the NMDA forms. Registration payment is by CHECK only; no credit cards are accepted for registration. Schedules must be sent to the NMDA office by June 30, 2010. If you did not receive your packet, please contact [Kathy](#). If you have questions, please visit the [NMDA website](#) for a list of Frequently Asked Questions or S.T.E.P. Status Updates listed under S.T.E.P. on the left hand side.

### Member Alert from UPS Save up to \$500 off your Freight Costs

NMDA has established a new Member Savings Program with UPS Freight to provide **special savings** on your LTL shipments. (Shipments from 150 lbs to 20,000 lbs.) Enrollment is Free! Discount applies to:

- Purchased materials collect to you
- Shipped goods prepaid from your facility
- Drop Shipped (3rd party shipments)
- The discount applies to/from all 50 U.S. States and all Provinces of Canada
- Discounts start at 70%

To enroll and/or discuss customized discounts call 866-443-9303. (Be sure to identify you are with NMDA.) You can also send an email to [associations@upsfreight.com](mailto:associations@upsfreight.com).

### Search Engine Optimization and Social Media

Date: **June 17, 2010**

Time: **12:00 p.m. - 1:00 p.m. CT**

Speaker: **Mark Juelich, Executive Director, American Warehouse Systems/ToyotaLift and Barry Lauterwasser, President, Symbion Marketing LLC**

Cost: **\$149**

This webinar will dispel the myths behind SEO, and present effective means to boost your site's ranking. [Be sure to indicate that you are a member of OPEESA when you register in order to receive the discount.](#)

### Taking Charge of Distribution Sales: New Book from NAW

As you know, the wholesale distribution industry makes things work in our economy, and distribution sales managers make things happen at wholesale distribution firms! Sales management is a hands-on job that is subject to real-time performance appraisal. This appraisal is conducted daily by salespeople, customers, suppliers, and distributor general managers and owners. This book, by Gary T. Moore, provides real-world ideas, methods, and direction for distributor sales managers. Only \$113. [Order today.](#)

 [SHARE](#)    ...