

February 2011

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S.T.E.P. 2011 - Save the Dates for July 18-22, 2011 - Materials to be Sent in April

By now I am sure you have saved the dates for S.T.E.P. July 18 – July 22, 2011. We will again be staying at the Sheraton Gateway Suites in Rosemont, IL.

We will be sending registration materials to **members** in early April with non-members receiving information at the end of April. While this year's schedule should be similar to last year's, you may want to leave some flexibility in your appointments until you have received the complete agenda and registration packet.

Also, if there is a company that you would like invited S.T.E.P., please email [Kathy](#) with the contact information including a full address and email.

What: *s.t.e.p.*SM
When: July 18-22, 2011
Where: Sheraton Gateway Suites
Rosemont, IL
Format: Monday - Annual Meeting and Reception.
Tuesday - Meetings with NMDA members only.
Wednesday-Friday - Meetings with NMDA members and non-members.
Questions: Registration information will be mailed in early spring. Contact NMDA at (800) 767-7888.

NMDA Strategic Planning Meeting

The NMDA Board will be hosting a strategic planning meeting in March to ensure that our association is providing the tools and information you need to help you run your business. Each Board member has been given a list of NMDA members to contact so we can better determine your needs. If a Board member has called you and you weren't able to speak at the time, please return the call. We will be updating our goals and strategies for the coming year(s) using the information YOU have told us will help you in your business.

Possible Repeal of 1099 Reporting Requirements

The Senate has approved a measure that would repeal the expanded Form 1099 reporting requirements that are part of the health care overhaul. On Thursday, February 17th the House's tax-writing Ways & Means Committee will consider and likely approve legislation to repeal the 1099 reporting requirement that was enacted last year as part of the health care reform bill (Patient Protection and Affordable Care Act). NAW strongly supports full repeal of the 1099 expansion, directed a letter to Ways & Means Chairman Dave Camp (R-MI) in this regard and, with 160 like-minded organizations, joined in the supportive letter of the Small Business Coalition for Affordable Health Care. To view NAW's letter, go to: <http://www.naw.org/files/NAWletter.pdf>

Employee Use of PDA May Trigger Overtime Pay

Are your employees using their company-provided or personal BlackBerry, iPhone or other personal digital assistants (PDA's) to check and send business-related emails during non-office hours? If these workers are nonexempt employees, the employer may be exposed to claims for overtime pay for this off-hours work. [Read more about the PDA issue.](#)




How to Help Salespeople "Get Dangerous Quickly" with New Products and Services Webinar

Date: March 10, 2011
Time: 12:00 p.m. — 1:00 p.m. CT
Speaker: Alan Rigg

When your company trains salespeople to sell a new product or service, what level of adoption do you typically see? In many organizations, just 10% to 20% of salespeople make any headway in selling the new product or service. This issue is compounded when companies attempt to train new salespeople to sell the company's entire portfolio of products and services. [Click here to register for this webinar.](#) **Even though you are NMDA members, be sure to indicate that you are a member of OPEESA when you register in order to receive the discount**

Transforming Data into Action: Using Analytics for Better Distributor Sales Decisions

Because the Analytics trend is so important to our wholesale distribution industry today, the NAW Institute for Distribution Excellence has just published an entire book on this topic. **Transforming Data into Action: Using Analytics for Better Distributor Sales Decisions**, by Tony Pericle, shows you how to become proficient in your use of the information your company produces. It shows step-by-step you how to organize data and reports at your company so you can arm your sales force to sell more productively and more efficiently. This book gives you the practical value to become an "Analytical Distributor". [Click here](#) to order.

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If you do not wish to receive these emails or you need to add a person to the email list, [click here](#).