

January 2011

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S.T.E.P. 2011 - Save the Dates for July 18-22, 2011

Save the dates for S.T.E.P. July 18 – July 22, 2011. A reminder postcard has been mailed and should be arrived shortly. We will again be staying at the Sheraton Gateway Suites in Rosemont, IL. The agenda will remain the same as this year – opening reception on Monday evening, followed by MEMBER ONLY appointments on Tuesday. Wednesday, Thursday and Friday will be open for appointments with both member and non-member companies. We will be sending registration materials in early spring. 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 (630) 767-7998.

Cost Study - Profit Report - Deadline is February 1, 2011

Survey materials for the 2011 Profit Planning Group Cost Study were sent to distributors. If you did NOT receive the survey materials please email Kathy at kathy@nmdaonline.com. The deadline for survey materials to be sent to PPG is February 1, 2011. NMDA will set-up a teleconference for all participants to review the overall report and answer any questions.


Top 11 Regulatory Changes for Small Business in 2011

The New Year is bringing a host of changes for small businesses in many areas including taxes, IRS enforcement, FSA plans, FTC compliance, unemployment insurance and more. Payroll processor Paychex has released a list of the top 11 regulatory issues facing small businesses in 2011. [Learn more!](#)

Mobile Marketing - Engaging Them at the Point of Need and Device of Choice

Date: Thursday, February 10, 2011
Time: 3 p.m. - 4 p.m. EST
Cost: \$97

David Nour will give you a look inside mobile marketing and trends in 2011. This session covers the best practices in engaging your market in a real time manner through the device of choice. David will discuss how you can increase your market share as well as customer satisfaction and loyalty by understanding the evolution of this technology and the market behavior shift. **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.** [Click here to register.](#)

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