

March 2011

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**NMDA is Growing!**

The NMDA Board of Directors met recently for a Strategic Planning Meeting. One of the things the Board members did to prepare for the meeting was to call a group of members. The membership list was divided amongst the Board, a set of suggested questions was provided and they started making the calls. Many great things came out of the calls, but one that stood out was when members were asked which non-members they would like to see attend S.T.E.P. several companies were mentioned. We welcomed the input but some of those companies are already NMDA members.

That made us realize that perhaps it was time to update you on the NMDA Distributor members. The list at right shows the current members. We have welcomed four new distributors since the first of the year and are hopeful that we will continue increasing the distributor ranks. We have tentative agreements from all that they will be attending S.T.E.P. in Rosemont in July.

If you know of a distributor who is NOT a member, but that you feel would benefit from membership in NMDA, please let [Laura Leon \(Medart Marine\)](#), NMDA membership chair, or [Nancy](#) know. They will be more than happy to share the benefits of membership in NMDA with the prospective member.

|                                    |
|------------------------------------|
| BBG P&A Distribution               |
| Bell Industries                    |
| <b>Bluewater Supply (new 1/11)</b> |
| CC Marine                          |
| CWR                                |
| Den-Mac                            |
| <b>Donovan Marine (new 1/11)</b>   |
| Ellett Brothers                    |
| Fisheries                          |
| Freeport Marine Supply             |
| <b>Hutchings Marine (new 3/11)</b> |
| Keller Marine Service              |
| Kimpex                             |
| Llewellyn Supply                   |
| Lorenz & Jones                     |
| Marine Equipment & Supply Co.      |
| McGill Distributors                |
| Medart Marine                      |
| <b>Mermaid Marine (new 2/11)</b>   |
| Morgan Recreational                |
| Northern Wholesale                 |
| Paxton                             |
| Payne's Marine Supply              |
| Port Supply                        |
| V & V Marine Products              |
| Vita-Plate Battery                 |
| Western Marine                     |

How do you feel about the 2011 business climate?  
NMDA Members  
Click here!  
Results in next newsletter.



**Deadlines**

As you prepare for S.T.E.P. 2011 there are a few things to keep in mind. In order to make the most of your meetings and provide the value that you and your customer/vendor need, please keep in mind the following deadlines.

Pricing for NMDA Programs should be **AVAILABLE** July 15th but **EFFECTIVE** October 1.

The meetings will not be beneficial for anyone if you have to "get that information" and/or "I'll send it to you as soon as it is available". It should be available July 15 and effective October 1.

**House and Senate Spar on Repeal of 1099 Reporting Rule**

While the House and the Senate have both voted to repeal the 1099 reporting rule, there are some differences. The House bill seeks to eliminate all of the changes to 1099 reporting put forth in the health care legislation that became law in 2010. The Senate would like to keep the portion of the new 1099 rules that relates to 1099 requirements on landlords. Another problem is that due to the self-imposed requirement that no legislation will be passed that in effect lowers taxes without a PAYGO - a budget neutral alternative - there must be a cut in expenses or an increase in revenue somewhere else to pay for the money the government expects it will lose by revoking this provision. The White House has indicated that it supports repeal of all of the new 1099 provisions. This information from [accountingweb.com](#). To view the [accountingweb](#) article, [click here](#).

**NAW Supporting Use of LIFO - Urging Against Repeal**

As you know, NAW has led a coalition effort to defend the use of LIFO (Last-In-First Out) against threatened repeal since repeal was first proposed in the Senate in 2006. President Obama has called for repeal in each of the budgets he has submitted to Congress – as he has done in the Fiscal Year 2012 budget he submitted last month. NAW plans an aggressive effort to defend LIFO this year, with meetings scheduled with members of the House Ways and Means and Senate Finance Committees on an on-going basis. NAW sent Congress a letter explaining LIFO and urging opposition to repeal. To view the LIFO Coalition's letter, go to: <http://www.naw.org/files/LIFOCltmLetter.pdf>

**NMDA Will be a Sponsor of Boat Show Exhibitor Magazine**

The National Marine Manufacturers Association (NMMA) started a new magazine called Boat Show Exhibitor. The first issue was out before the Miami Boat Show and the second issue will be out this summer. Boat Show Exhibitor is the world's only magazine dedicated to helping boat show exhibitors maximize the return on their primary marketing investment: boat shows. NMDA is a sponsoring organization of the magazine. If you would like to receive the magazine, [click here](#).

**How to Increase Profits by Meeting Your Customers "Silent Demand" Webinar**

Date: April 7, 2011  
Time: 12:00 p.m. — 1:00 p.m. CT  
Speaker: Dr. Daniel McQuiston

Many innovative companies have discovered the way to increased customer loyalty – and profits – is by meeting their customer's silent demand. Silent demand is the needs of the customer that occur after the discovered demand needs have been met. Successful businesses have traditionally focused on meeting their customers' discovered demand – determining their target audience, understanding their needs, and designing and marketing a product to meet those needs. In this presentation, Dr. McQuiston explains the concept of silent demand and then lays out what a company – any sized company – can do to begin to meet that silent demand. [Click here to register for this webinar.](#)

**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.

