



# Grow

Your People and

# Success

Will Follow

*Maximizing the growth and potential of distribution professionals through continuing education and training.*

*The NBMDA Educational Development Program's objective is to grow the most important asset of the building and woodworking material distribution channel — its people.*



### Why Should You Invest in Education for Your Employees?

- Increase employee motivation and effectiveness
- Improve employee retention and recruitment
- Greater bottom-line returns

### Why Should You Support the NBMDA Education Development Program?

- Quality educational tools and resources at low cost
- Distribution-oriented programming
- Smarter competitors
- Invest in tomorrow's industry leaders

### Value-Added Features of the Sponsorship Program:

- Year-long exposure and special recognition of your firm's support of industry education
- A single invoice each year covers all of your NBMDA expenses
- Multiple opportunities to win \$10,000 in prize drawings

*"NBMDA's educational resources have significantly helped our distributors enhance productivity and profitability. We are happy to support the ongoing educational needs of the distributor community because we've seen the return on investment first-hand. Our distributors that are involved in NBMDA and take advantage of its many resources are growing at a faster pace than others and are among our most important customers."*

— Todd Vogelsinger, Director of Marketing,  
Columbia Forest Products

**The NBMDA Educational Development Program** provides funding to support the industry's strong need for additional training resources at competitive prices. The industry today faces numerous talent challenges, including aging workforce, talent attrition, attracting younger workers into the industry, continued globalization of the labor market and changing technologies and business methods.

NBMDA believes in the need to grow, train, retain and educate the most important asset of the building and woodworking material distribution channel — people. With your support, NBMDA can continue to develop and offer modern, cost-effective, and dynamic solutions for employee training that can benefit not only the companies that participate, but also the industry as a whole.

### Successful Offerings:

- University of Innovative Distribution
- Distribution Management University
- Annual webinar series
- Regional training workshops
- Distribution sales self-study and certification program
- Guest speakers — Annual Convention and Spring Conference

### Future Needs:

- Online educational tools
- Market research on industry opportunities and threats
- Programming maintenance and expansion

### Unparalleled Educational Offerings:

- NBMDA's University of Innovative Distribution (UID)



UID is a specialized training program focused on the unique needs of the wholesale distribution industry. UID has brought together some of the brightest minds in distribution-specific education and training to help you increase efficiency as well as profits.

- NBMDA's Distribution Management University (DMU)



DMU is a program designed for general, operations, and branch managers of distribution firms. This program will be featured at the Annual Convention bringing distribution management experts to share experiences and help managers recognize where savings can be found and revenues can be increased.

- NBMDA Sales Resource Center



This program recognizes the unique, relationship-building requirements of distributor sales: repetitive sales calls made to a defined customer base, with a wide variety of products and services to sell. Gain access to the largest body of online content for this selling situation available anywhere in the world.

# Manufacturer/Service Provider Program

## GOLD LEVEL

Annual Donation: \$11,000

### Complimentary Items Include:

- Annual membership dues (\$3,500 average value)
- One (1) Annual Convention booth (\$2,100 value)
- Two (2) Annual Convention registrations (\$1,600 value)
- Annual Convention Speaker sponsorship (\$3,500 average value)
- Three (3) tile ads in *NBMDA Channel Connection* (\$995 value)
- Ten (10) drawing tickets (\$1,000 value)
- Bi-annual compensation report (\$500 value)

### Special Recognition:

- Logo placement on NBMDA website
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Logo in onsite and advance programs
  - Recognition from podium
  - Donor ribbon
  - Logo on signage outside of each speaker session

## SILVER LEVEL

Annual Donation: \$7,000

### Complimentary Items Include:

- One (1) Annual Convention booth (\$2,100 value)
- Two (2) Annual Convention registrations (\$1,600 value)
- Five (5) drawing tickets (\$500 value)

### Special Recognition:

- Company name listed on NBMDA website
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Name listed onsite
  - Donor ribbon

## BRONZE LEVEL

Annual Donation: \$3,500

### Complimentary Items Include:

- Two (2) drawing tickets (\$200 value)

### Special Recognition:

- Company name listed on NBMDA website
- Annual Convention recognition includes:
  - Logo on signage at registration desk
  - Donor ribbon

# Distributor Program

## GOLD LEVEL

Annual Donation: \$5,000

### Complimentary Items Include:

- Annual membership dues (\$2,500 average value)
- Two (2) Annual Convention registrations (\$1,600 value)
- Two (2) Distribution Management University registrations (\$790 value)
- Three month trial subscription to the NBMDA Sales Resource Center at the Gold Level (\$500 value)
- Ten (10) drawing tickets (\$1,000 value)
- Bi-annual compensation report (\$500 value)

### Special Recognition:

- Logo placement on NBMDA website
- Listing in e-newsletter
- Annual Convention recognition includes:
  - Recognition from podium
  - Donor ribbon

## SILVER LEVEL

Annual Donation: \$2,500

### Complimentary Items Include:

- Three (3) drawing tickets (\$300 value)

### Special Recognition:

- Company name listed on NBMDA website
- Annual Convention recognition includes:
  - Name listed onsite
  - Donor ribbon

## BRONZE LEVEL

Annual Donation: \$1,500

### Complimentary Items Include:

- One (1) drawing ticket (\$100 value)

### Special Recognition:

- Company name listed on NBMDA website
- Annual Convention recognition includes:
  - Donor ribbon

*Tax Notice: Please note that this contribution will not be deductible as a charitable contribution for federal income tax purposes as NBMDA does not qualify for this type of deduction under Internal Revenue Code 170.*

*“Investing in staff development is a high priority for my distribution business and NBMDA’s educational resources allow us to do just that. Through its distributor-oriented programming, NBMDA has helped us improve our employees’ effectiveness and their ability to contribute to the growth of our company.”*

— Rick Turk, President, Metro Hardwoods



**NBMDA’s University of Innovative Distribution**  
March 6-9, 2016  
JW Marriott  
Indianapolis, Indiana



**NBMDA’s Distribution Management University**  
November 1, 2016  
Hyatt Regency Chicago  
Chicago, Illinois



**NBMDA at Woodworking Industry Conference (WIC)**  
April 13-15, 2016  
CasaManga Marriott Cancun Resort  
Cancun, Mexico



**2016 NBMDA Annual Convention**  
November 1-3, 2016  
Hyatt Regency Chicago  
Chicago, Illinois



**International Woodworking Fair (IWF)**  
August 24-27, 2016  
World Congress Center  
Atlanta, Georgia



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**NBMDA**  
330 North Wabash, Ste. 2000, Chicago, IL 60611  
Phone: 888.747.7862 | Fax: 312.644.0310  
Email: [info@nbmda.org](mailto:info@nbmda.org) | Website: [www.nbmda.org](http://www.nbmda.org)