



FOR IMMEDIATE RELEASE
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Manager Specific Education Taking Place at the Distribution Management University

CHICAGO – The 2016 Distribution Management University (DMU) will be held in conjunction with the NAFCD + NBMDA Annual Convention on Tuesday, November 1 from 8:30 a.m. - 4:00 p.m. at the Hyatt Regency Chicago in Chicago.

The 2016 DMU is a unique opportunity for general, sales, branch and operations managers to expand their industry knowledge and enhance leadership skills. The 2016 DMU is focused on the real world of the market level manager. Sessions are fast paced, interactive and fun, and provide real tools to grow profit and market share.



Sam Richter, internationally recognized expert on sales, marketing, and leadership, will lead the 2016 DMU. His award-winning experience includes building innovative technology, sales, and marketing programs for start-up companies and some of the world's most famous brands. Richter has been featured in thousands of television and radio programs, national and online publications, and he presents his customized Know More! keynote and training programs to audiences around the globe.

In this program, Richter will give attendees insights on how to build relationships and enhance your personal brand. Attendees will learn how to use information to make a big-time impression with prospects, deepen relationships with clients and differentiate themselves from the competition. They will also learn how their personal brand can make or break their business brand.

“After record DMU attendance in 2015, we are thrilled to offer the DMU again this year,” said Kevin Gammonley, executive vice president of NBMDA and NAFCD. “Sam Richter’s expertise on sales and marketing will provide DMU attendees with the tools they need to positively impact their companies.”

Enroll your managers in the 2016 DMU today to see immediate cost savings and productivity boosts to your business. Register by September 15 and save \$100.

Learn more about the event and register for the 2016 DMU at <http://www.distributorconvention.org/dmu>.

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About NBMDA

NBMDA is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware, finishes and related products. Membership is comprised of distributors and manufacturers that serve the independent building material, and kitchen and bath dealer as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store

fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit www.nbmda.org.