NBMDA Annual Convention
& Tabletop Business Session
NOVEMBER 3–4, 2006 • ORLANDO, FLORIDA
WALT DISNEY WORLD® DOLPHIN HOTEL

Advance Program

Visit www.nbmda.org for more
information or to register online.

Early-Bird
Registration Deadline:
September 22, 2006

Housing Deadline:
October 3, 2006

Dedicated to improving member profitability and growth.
Strengthen your leadership skills. Enhance your knowledge. Build relationships.

**Keynote Speaker**

**A New Day in America:**

**Its Economy, Its Politics, Its Culture**

Friday, November 3, 2006
9:15 a.m.—10:30 a.m.

Stuart Varney
Fox News Channel

For a business to prosper, it must address economic issues impacting its ability to compete. Stuart Varney cuts through the jargon to make complex economic issues accessible and interesting.

Charismatic, articulate, and candid, Varney is credited with changing the way that television reports on financial and economic news worldwide. Formerly the host of CNBC’s broadcast of *The Wall Street Journal* Editorial Board with Stuart Varney and co-host of CNN’s *MoneyLine News Hour* from 1999 to 2001, Varney joined the Fox network in December 2003 as a contributor to a variety of shows, including *Your World with Nick Cavuto, Bulls & Bears,* and *Forbes on Fox.* He is also notably a founding member of CNN’s award-winning business team, and former host of both *Business Day* and *Business Asia.* He joined CNN upon its founding in 1980.

An economist educated at the London School of Economics, Varney is uniquely qualified to address the rapidly shifting domestic and global economic trends, the implications for business, institutional investors, and individuals. His exceptional coverage and analysis of the stock market crash of 1987 earned him a Peabody Award for excellence in journalism.

No discussion about the economy is complete without consideration of the political climate and the economic agenda of the current administration. Varney’s frank assessment of worldwide politics as it relates to economic trends, opportunities, and hazards is fresh, insightful, and comprehensive.

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**General Session & Roundtable Discussion**

**WINNERS OR WHINERS?**

Friday, November 3, 2006
1:45 p.m.—4:30 p.m.

Landy Chase
Chase Landy, Inc.

Early in his sales career, Landy Chase had the good fortune to be hired as a sales person for a very successful corporation with 44 offices around the United States. He was lucky; this sales office, located in Atlanta, Georgia, was a perennial top producer nationwide, with outstanding management and a stable full of motivated, successful sales people. In one of those years, the “bottom feeder” — the lowest performer on the team — was at 105% of quota; anything less than 115% of goal was just not part of the culture.

A few years later, Chase’s career with the company took him to a different city, this time to serve as a sales manager. In this office — set up in exactly the same business model, selling exactly the same services and products, and with exactly the same organizational structure — Chase found nothing less than a dungeon of utter despair. Like the Atlanta office, this one was a perennial standout — in this case, a consistent loser at the very bottom of those same 44 field offices.

Here, turnover was rampant, employees were miserable, and the office’s reputation for service was so poor that Chase learned to avoid telling people in the business community where he worked! As for sales numbers? In this office, the top producer was at 67% of plan — and it went down from there.

How could two offices within the same company have such completely different cultures — and what implications does the answer hold for you?

As proven in the above situation, the employee work environment — and the results attained — are determined by those who manage it. In this groundbreaking session on employee motivation, Chase takes a hard-nosed approach to a traditionally “soft” subject. Your attendees will have a first-time opportunity to benchmark their managerial style, and its corresponding impact on the work environment against Chase’s superb ideas in this subject area, including:

- Creating an Atmosphere of Success: Why “attitude” determines “altitude”
- Motivation: Whose job is it, anyway?
- Bad habits that will DE-MOTIVATE people: With nothing gained

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**General Session**

**Enhancing Distributor and Manufacturer Profitability**

Saturday, November 4, 2006
8:00 a.m.—9:30 a.m.

Steve Wolkenhauer
SFW Consulting

In today’s business environment, too many people spend way too much time trying to think “outside the box” and not enough time thinking about what to do with the boxes sitting in their warehouses.

Unlike many consultants, Wolkenhauer has spent his career working in the field at client locations, helping companies to better understand their businesses, and to enhance their pretax performance through a combination of hard skills training in support of business plans and hands-on consulting at all levels within the organization. This presentation will include thoughts on designing realistic business plans, strategic planning, product management, designing effective promotions, and creating a perpetual motion machine between the product mix and the customer base.

Wolkenhauer has 35 years of experience in most aspects of the wholesale distribution industry, including direct experience in territory sales, sales management and marketing management. After a successful line career, he was promoted to the corporate level of the parent company, a major international foodservice manufacturing and distribution company, in the areas of development and training.

As an internationally recognized consultant over the past seventeen years, he has worked with over 600 wholesale distributors from niche to broad line, in all 50 states, plus Canada, Mexico, the Caribbean, and Japan. Over 15,000 reps, managers and owners in a variety of industries have attended his pretax enhancing workshops.

To access additional information on this year’s featured speakers, visit www.nbmda.org.

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**“Hot Topic” Discussion Sessions**

Friday, November 3, 2006
10:45 a.m.—12:00 p.m.

Member firms will be surveyed prior to the start of this year’s convention to gather suggested “Hot Topics” that are impacting today’s distributors and stakeholder relationships. These topics will be explored in depth by your peers and trading partners.

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Visit [www.nbmda.org](http://www.nbmda.org) for more information or to register online.
Committee Meetings
Thursday, November 2, 2006
4:30 p.m.—6:00 p.m.
Friday, November 3, 2006
7:00 a.m.—8:45 a.m.

Contribute to your association by sharing your ideas, insights concerns and recommendations. NBMDA Committee Meetings are an informal opportunity to gain a better understanding of your association’s goals and objectives, propose new strategies to enhance member value and meet new people. These meetings are valuable networking opportunities that are not to be missed!

- All attendees, including manufacturers, are welcome and encouraged to participate.

Visit [www.nbmda.org](http://www.nbmda.org) for more information or to register online.
Attendee Events

Optional Dinner at Fulton’s Crab House
Thursday, November 2, 2006
7:00 p.m.—9:30 p.m.

Join your peers and fellow attendees Thursday evening for a private dinner right in the heart of Walt Disney World®. Fulton’s Crab House is located in a delightful, turn-of-the-century riverboat replica with a spectacular view of Lake Buena Vista, Downtown Disney®, Pleasure Island and the Downtown Disney® area. Enjoy the freshest seafood, delivered daily from ports and fisheries around the world. Not a seafood lover? No problem! There will be a non-seafood entrée choice as well! This dinner will include transportation to and from the Walt Disney World® Dolphin Hotel.

Dress is business casual.
For more information on Fulton’s Crab House visit www.fultonscrabhouse.com

NEW! Industry Issues
Focus Groups & Breakfast
Friday, November 3, 2006
9:00 a.m.—11:00 a.m.

Discuss industry topics with peers and trading partners over an informal breakfast. Topics will be assigned to various tables ahead of time and members are free to join whatever topics interest them.
No pre-registration needed.

Manufacturer-Hosted Meetings & Functions
Thursday, November 2, 2006
6:00 a.m.—8:00 p.m.

Several manufacturers are planning to host special meetings and functions in conjunction with the 2006 NBMDA Annual Convention. These manufacturers will take advantage of the concentration of distributors traveling to the convention by hosting their own corporate meeting designed to preview new product introductions or marketing programs. Others will focus on social functions including receptions, dinners and golf. Ask your supplier if they are planning to host a meeting or function. Manufacturers looking for assistance in planning their meeting should contact Kevin Gammonley (kgammonley@nbmda.org) in the NBMDA office.

Tabletop Business Session
Saturday, November 4, 2006
9:45 a.m.—4:00 p.m.

We have united the industry’s leading manufacturers and service providers within our Tabletop Business Session in order to provide you with valuable and efficient access to the decision-makers within these firms. This session provides a unique opportunity to visit with senior executives of your suppliers or potential trading partners for in-depth, uninterrupted discussions. Review the past year and plan for the year ahead. This is a high-quality, executive interchange between distributors and manufacturers. You will find this experience to be an efficient and cost-effective alternative to the typical trade show environment.

Benefits include:
• Insight into emerging trends and market opportunities
• Maximized productivity due to an efficient appointment scheduling system
• Strengthened relationships based on quality dialogue
• Competitive advantage through exposure to new products and market information

Closing Reception & Dinner
Saturday, November 4, 2006
6:30 p.m.—8:30 p.m.

As the 2006 Convention concludes, its time to relax with your fellow members and head outdoors. NBMDA will transport you to the laid-back, casual style of the Caribbean for our closing dinner party. The pool area will be transformed into a Caribbean-style setting complete with palm trees, bamboo huts and island décor.

A live steel drum band will keep you dancing to the music of Bob Marley, Jimmy Buffett, the Beach Boys and other island favorites. Food stations which allow you to mingle throughout the evening and graze on island delicacies such as tropical fruits, seafood and spicy meats at your leisure. Pina Coladas, Bahama Mamas, Rum Punch and Margaritas will flow from the island bar.

Come prepared to relax and socialize with your peers and trading partners in a relaxed and casual atmosphere. You may even leave $10,000 richer as the highly anticipated Education Foundation Raffle winners will be announced.

Dress is island casual and may feature Bermuda shorts, Hawaiian shirts, summer dresses, and sandals

Visit www.nbmda.org for more information or to register online.
While you’re busy attending the events of the day, your spouse or guest is invited to participate in any of NBMDA’s planned activities. The spouse/guest registration fee includes the following: (2) breakfasts, (2) luncheons, Friday’s Spouse/Guest Book Club, Friday’s Welcome Reception and Saturday’s Closing Dinner.

Your Spouse/Guest can also choose to participate in our optional Spouse/Guest Tour and Luncheon on Saturday, November 4, 2006.

**Book Club**
Friday, November 3, 2006
2:30 p.m.—4:00 p.m.

Each spouse/guest that registers for the Convention will be sent a book to read which has been selected by the spouses on the Convention Planning Committee. The book will be a quick-read to ensure that everyone will have sufficient time to complete it prior to the function. The group will gather in a comfortable setting to openly discuss and critique the book.

Participation is optional. This is a fun and creative way to meet new people and engage in stimulating conversation. Light refreshments will be provided. A $100 shopping gift certificate will be raffled with all attending spouse/guests eligible to win.

**Optional Disney Behind-the-Scenes Spouse/Guest Tour Luncheon**
Saturday, November 4, 2006
8:30 a.m.—2:30 p.m.

When most people hear the name “Walt Disney,” they think of Mickey Mouse, classic movies, and theme parks. What they don’t often think of, or even know about, are his many innovative ideas that eventually led to the creation of the Walt Disney World® Resort. This behind-the-scenes tour highlights Walt’s many accomplishments and takes you on an unforgettable journey where you’ll see firsthand, how Walt Disney World® makes the magic!

During this 3-hour behind-the-scenes adventure, your guides will share stories about the early days of Walt’s career and take you to a variety of locations for an up-close look at innovation.

You will visit:
**Walt Disney World® Nursery and Tree Farm**
See how horticulturists create world-famous topiaries.

**Textile Services**
Visit the new state-of-the-art laundry facility, one of the largest in the world.

**Main Street, U.S.A.**
Discover how Walt’s life and film career heavily influenced this turn-of-the-century location.

**Main Street**
The “Utilidor” System: Journey beneath the Magic Kingdom® Park to visit support systems located in the “tunnel.”

Following the tour you will enjoy a luncheon at Walt Disney World’s® Epcot’s World Showcase before returning to the hotel.
Hotel Reservations & Host City Information

Hotel Reservations

The 2006 NBMDA Annual Convention & Tabletop Business Session will be held at the Walt Disney World® Dolphin Hotel. The special NBMDA room rate is $189 for single/double occupancy. The deadline to secure accommodations with the special NBMDA rate is October 3, 2006.

To make reservations, call the Walt Disney World® Dolphin Hotel at 888.828.8850. You must mention that you are with NBMDA in order to qualify for our negotiated room rates.

Reservation Guarantee/Deposit Policy: A deposit equal to one night's stay is required to hold a reservation. The Walt Disney World® Dolphin Hotel will accept payment in the form of personal check, money order or major credit card with expiration date. If cancellation is made 72 hours prior to arrival the deposit of one night's stay will be refunded.

Check in time: 3:00 p.m. Check out time: 11:00 a.m.

Walt Disney World® Dolphin Hotel

In the heart of the Walt Disney World® Resort, the award-winning Walt Disney World® Swan and Dolphin Hotel is your gateway to Central Florida's greatest theme parks and attractions. The resort is located between Epcot® and Disney-MGM Studios®, and nearby Disney's Animal Kingdom® Theme Park and Magic Kingdom® Park. Enjoy 17 spectacular restaurants and lounges, including steak and seafood, sushi, poolside dining venues, and 24-hour room service. Recent additions include The Fountain and Picabu restaurants. Other amenities include the new Mandara Spa, five pools, including a grotto pool with a water slide and waterfalls, a white sand beach, two health clubs, tennis, jogging trails, paddle boat rentals, two game rooms, and supervised children's programs. You also receive many special Disney benefits, including complimentary transportation to all Walt Disney World® Theme Parks and Attractions, the enhanced Extra Magic Hours benefit, advance tee times on five nearby Walt Disney World® golf courses, Disney character dining, and Disney ticket desks.

Note:

It is vitally important that you reserve your accommodations at the Walt Disney World® Dolphin Hotel. NBMDA is contractually obligated to fill our room block and may be exposed to significant financial liability should our members fail to support this room block.
2006 NBMDA

Annual Convention & Tabletop Business Session Registration

September 22 – Early Bird Discount

Instructions:
A registration form is required for each person attending. Please photocopy this form when registering additional staff. Please type or print all requested information and mail with full payment to NBMDA, 5261 Paysphere Circle, Chicago, IL 60674 or register online at www.nbmda.org. Hotel arrangements should be made directly with the Walt Disney World® Dolphin Hotel at 888.828.8850 or via the NBMDA Web site. Note: All registration fees are in U.S. dollars.

Attendee Information
Check one:  ❏ Distributor  ❏ Manufacturer or Service Provider
First-time attendee:  ❏ Yes  ❏ No

Name (as you wish it to appear on your badge)

Title

Company Name

Address

City State/Country ZIP/Postal Code

Phone Number

Fax Number

E-Mail Address

Spouse/Guest’s name (if attending) as it should appear on badge.
NOT for additional company registrations.

Home Address (NBMDA use only)

Registration Fee
Please indicate number of individuals and total fees per type:

Section A: Convention Registration Fees

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<th>Early Bird Yearly Fee (Postmarked prior to Sept 22)</th>
<th>Standard Yearly Fee (Postmarked after Sept 22)</th>
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<td>Distributor Member</td>
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<td>Multiple Discount*</td>
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<td>Distributor Non-Member</td>
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*Available to registrants after the first two attendees from same company have paid full fee. Spouse/Guest registrants do not count toward discount.

Section B: Optional Events

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<th>Optional Event</th>
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<th>Standard Yearly Fee (Postmarked after Sept 22)</th>
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<tr>
<td>Optional Fulton’s Dinner (Nov 2nd)</td>
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<td>Raffle Ticket</td>
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Raffle tickets support the NBMDA Education Foundation. Grand Prize $10,000

Total Optional Events Fee: $105

Total Convention Registration Fees: $1,295

Section B: Optional Events

Payment
Please select one of the following payment methods:

❏ Payment is enclosed. Make check or money order payable to NBMDA.

❏ Charge it to my credit card. (Payment by credit card only may be faxed to NBMDA at 312.644.0310.)

❏ Visa  ❏ MasterCard  ❏ American Express

Name on Card

Signature

Exp. Date

NBMDA wants you to enjoy the Annual Convention and Tabletop Business Session. If, due to a disability, you have any special needs or requirements, please check here and we will do our best to accommodate you.

Cancellation Policy
A $95 cancellation fee will be deducted for written cancellations for convention registrations postmarked by October 20, 2006. No refunds will be issued after October 20, 2006.

Visit www.nbmda.org for more information or to register online.
Event sponsorships are still available! Contact NBMDA Headquarters for details.