



September 14, 2010

NEDA Headlines

2010 NEDA Executive Conference — October 17-19

**Competing For The Future: Are You Ready Today For Tomorrow?
HOTEL CUT-OFF DATE AND EARLY REGISTRATION ENDS
Friday, SEPTEMBER 24, 2010**

The NEDA Executive Conference is quickly approaching!

The schedule for this established annual conference includes a first-class roster of speakers, roundtable dialogue among your peers, thought-provoking panel discussions and a generous amount of time to network.

Don't miss the early registration deadline and hotel cut-off date of September 24, 2010.

Register today and save at <https://www.formdesk.com/neda/execconf!>

To guarantee the conference special hotel room rates of \$159 at the InterContinental Chicago O'Hare reserve your room by September 24, 2010. To reserve your room online go to <http://www.ichotelsgroup.com/h/d/ic/1/en/cwshome/DPRD-874NY9/ORDAP/website/> or contact the hotel directly at 800-341-7949. (Ask for group code "NED" when making reservations.)

Web Analytics: How to Measure the Success of Your Website October 5, 2010, 1:00pm EST

How will you know if your Website is a success? Gone are the days when a marketer can rely on subjective measures, gut feel or esoteric statistics like "hits." To be successful with online marketing, you need to be able to accurately measure the bottom-line impact your Website, search engine marketing, email marketing and social media campaigns are having on your business. But how do you do it?

Spend 90 minutes with online marketing expert, Bob DeStefano, to learn how to measure your online marketing success leveraging Web Analytics. Whether you are an online marketing novice or an expert, you will learn actionable tips and proven strategies to:

- Define business-building success measures for your e-marketing campaigns
- Discover your most profitable source of Web traffic
- Pinpoint the flaws that are driving visitors away
- Identify the most effective campaigns that turn visitors into customers
- Measure your 'offline' marketing success

For more information and to register go to <http://aea-4.eventbrite.com/>

The Four Pillars of the Sales Profession — October 5-7, 2010

Facilitated by Don Buttrey of **Sales Professional Training, Inc.**, sales professionals will learn how to document their organization's value-added services and sell them to their customers during this intensive **2 1/2-day seminar offered in Dayton, OH.**

The Four Pillars of the Sales Profession is a comprehensive sales training course - in its second successful year!

The seminar will focus on each attendee's selling situation. Sales Professionals will learn how to document their organization's value added services and sell them to their customers. With the help of the logical and systematic "SELL Process", attendees will work on a target account of their choice to gain practical, hands-on tools for better face-to-face selling.

Selling skills will be covered through high-energy discussions, workshops, and role-plays. Topics such as relationship skills, communications, people skills, and selling customer benefits and value versus price will be covered.

Go to <http://associationdatabase.com/aws/AEA/pt/sp/fourpillars> for more information.

Thank You! 2010 NEDA Executive Conference Sponsors

Opening Reception — **Digi-Key & Molex**

Monday Breakfast — **Mouser Electronics**

Monday Morning Networking Break — **Allied Electronics**

Monday Luncheon — **EE Times Group, a UBM Company**

Monday Afternoon Networking Break — **Arrow Electronics**

Monday Evening Reception — **Carlton-Bates Company & Littelfuse**

Tuesday Breakfast — **CNA Insurance**

Tuesday Morning Networking Break — **Mouser/TTI**

Conference Binder — **Sharp Microelectronics of the Americas**

Badge Lanyards — **Murata**

Room Keys — **Texas Instruments**

Note Pads — **Tyco Electronics**

Conference Pens — **netCOMPONENTS**

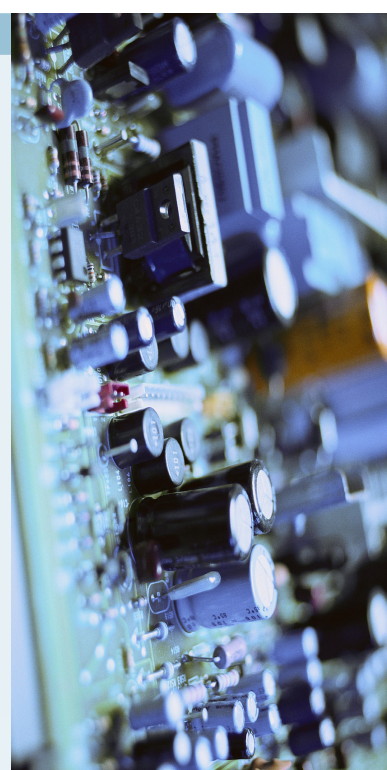
Conference Post Its — **US Micro Products**

Conference Bags — **Honeywell Sensing & Control**

Promotional Marketing Sponsors — **EDN of Cannon Communications LLC; EE Times Group, a UBM Company; Electronics Sourcing; Hearst Business Media; and Penton Media**

Exhibit Booth — **CNA Insurance**

General Conference Sponsors — **Bourns Inc.; Hearst Business Media; Honeywell Sensing & Control; KEMET and Vishay**



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Web Analytics: How to Measure the Success of Your Website, NEDA/AEA Webinar, October 5, 2010, 1:00 pm EST

The Four Pillars of the Sales Profession, October 5-7, 2010

Save these dates

- NEDA Channel Marketing Awards Deadline, Friday, **September 17, 2010**
- NEDA Executive Conference, October 17-19, 2010, InterContinental Chicago O'Hare, Chicago, IL, register at www.nedassoc.org
- How to Reach New Customers with Online Public Relations, NEDA/AEA Webinar, November 16, 2010, 1:00 pm EST
- Sales & Marketing Optimization Seminar, Texas A&M University, December 7-8, 2010
- Pricing Optimization Seminar, Texas A&M University, December 8-9, 2010

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