

## *What People are Saying About CMA...*

*"The time spent talking to your peers at CMA is invaluable to your business," Stan Reubenstein, Aurora Marketing.*

*"We have great things planned for 2012 to weather the economic storm and come out winners," Carroll Hollingsworth, D H Marketing.*

*"The ongoing success of CMA and the annual conference isn't based on what the Board does. It is based on the general membership and their desire to make this conference the most valuable use of their time and budget." Barry Webster, Sigma Marketing.*

*"CMA has been evolving, to become more of a vital resource," Jeff Hall, Hutton Communications.*



COMMUNICATIONS  
MARKETING  
ASSOCIATION

Communications Marketing Association

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**Communications  
Marketing  
Association**

*Where  
Communications  
Professionals  
Meet  
To Do  
Business*

*Benefits of  
Joining CMA*

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# What is CMA?

The communications industry was built on the collaboration and cooperation of manufacturers, distributors and representatives working together to market and sell communications products. CMA continues that tradition as a non-profit organization, founded in 1973 to support the ever successful relationship between independent representatives, distributors and the manufacturers they represent. CMA's network is steady and growing, along with the annual event it sponsors, the Communications Marketing Conference (CMC).



## Benefits of CMA Membership

- **Association** with peers dedicated to the common goal of increasing sales and market potential in the communications industry.
- **CMC Registration.** At the annual CMC, professionals meet to share ideas, sharpen sales skills, train on new products and plan yearly strategies. Manufacturers, distributors and Representatives utilize this conference

for annual sales meetings to get on track for the coming year. And manufacturers' awards are given to reps and distributors for outstanding achievement.

- **Networking.** Keep up-to-date on industry trends, share success stories or brainstorm problem areas. What works and doesn't work? Keep in touch with your peers.
- **www.cma-cmc.org** You receive a free listing that links to your site for more information. Want to know which rep/distributor covers which region? Need a representative for a new product line? At CMA's website you'll find answers to these questions and much, much more.

## Manufacturers, Reps and Distributors

You'll find CMA's peer network invaluable, as you face stronger competition in uncertain economic times. Everyone benefits from CMA.



## For Manufacturers

- ◆ Provide product and sales training
- ◆ Seek representatives for new lines
- ◆ Save time and money by using the CMC as your annual sales meeting
- ◆ Recognize outstanding performers
- ◆ Build and improve your profitable sales team

## For Distributors, Reps & Consultants

- ◆ Create new and strengthen existing relationships
- ◆ Train on new products
- ◆ Pursue new lines
- ◆ Discuss common concerns & issues
- ◆ Be recognized for your outstanding performance

## Communications Marketing Association

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