



**Happy New Year!**



**NISSCO BUYING CONFERENCE**

Lost Pines, Texas ~ March 26 - 30, 201

**In This Issue**

[Exclusive Partnership with AXIS Group Marketing Organization](#)

[2012 Buying Conference Update](#)

[NISSCO's New Website](#)

[Welcome to New Distributors](#)

[Supplier Spotlight](#)



**NEW! Content Rich Marketing Resource Web Page**

Provide interesting content to your customers that helps you sell!

NISSCO provides

Hi {FIRST\_NAME|Valued Member},

We're starting 2012 with exciting announcements and business building opportunities:



- NISSCO Forges Exclusive Partnership with [AXIS Group](#) Marketing Organization

- [Buying Conference](#) Update

- NISSCO's [New Website](#)

- Welcome to [NEW Distributors](#)

-[Supplier](#) Spotlight: vonDrehle Corporation



In spite of a challenging economy last year, a record number of Distributor Members qualified for our five-day

[T.R.I.P. excursion](#) to the Riviera Maya in February.

**With 56 participating Preferred Supplier sponsors, everyone should be able to qualify for the 2012 T.R.I.P.** At our Buying Conference we will share business building resources and opportunities to help you get included in that T.R.I.P.

NISSCO provides content-rich resources that you can use in your marketing activities.

[click here](#) for NISSCO Content-Rich Resources Page



If you have not received your registration packet, please contact Kim Allison-Foster at 800.229.9541 or 703.480.6596.

You can also email Kim at [kallison@nissco.com](mailto:kallison@nissco.com).

A flyer for NISSCO Exclusive Marketing Seminars. The title is "Marketing in a Click, Click World" on Tuesday, March 27, 2012, from 9:30 am to 11:30 am. It features a photo of three people looking at a laptop. The text includes: "Your NEXT CUSTOMERS are LOOKING for YOU... Can They FIND YOU?", "NISSCO gives YOU the tools to BE FOUND... WHERE your NEXT CUSTOMERS are LOOKING!", "Learn how to grow your business with Internet Marketing Strategies used by Fortune 500 companies.", "Session One: Positioning your Business for Online Success. Did you know that 71 percent of businesses begin their buying process online? Are you prepared to search engines to attract those new customers? Our experts will address the fundamentals of online marketing. From Search Engine Optimization to Social Media Marketing and marketing automation, be prepared for practical tips and some advanced strategies used by the country's top corporations.", "Session Two: Enriching Your Business with Content Marketing. When a company engages in good content marketing, 81% of customers are more likely to purchase. See how you can experience the benefits of customer education with your online and traditional marketing activities to capture increased business and customer loyalty.", "All distributor attendees will receive a FREE marketing evaluation. We'll review your current website and online presence, evaluate your current marketing program, provide practical advice, and offer valuable resources." At the bottom, it lists services: Website Building, Website Enhancement, Search Engine Optimization, Social Media, Online Marketing, Blogging, E-commerce, Video Creation, Sales Collateral, Advertising, Public Relations, Press Releases, Logo Development, Case Studies. Contact info: NISSCO BUYING CONFERENCE | P.O. Box 1054 | Evans, OH 44618 | 800.229.9541 | [nissco.com](http://nissco.com)

DON'T MISS  
*"Marketing in a  
Click, Click World"*

Happy New and Profitable Year!

Mark Bozich  
President, NISSCO, LLC

## EXCLUSIVE PARTNERSHIP ANNOUNCED WITH AXIS



As the premier Buying Group for Independent Distributors, we are thrilled to announce our **exclusive partnership with [AXIS Group Marketing Organization](#)**.

AXIS **levels the marketing playground** as it brings the marketing strategies used by "big box stores" to our members.

Its marketing services places YOUR COMPANY where YOUR NEXT CUSTOMER is LOOKING for you. And .. gives them a reason to purchase from YOU!

- Website Building and Enhancement
- Search Engine Optimization (SEO)
- Social Media Set-up and Maintenance
- Content Marketing
- E-Newsletters
- Video Marketing (creation and distribution)
- Sales Collateral
- Public Relations
- Logo Development
- Case Studies

[> read more](#)

[> email a request](#) for a personalized presentation about AXIS services

[>> back to top](#)

Buying Conference  
Seminar

[> read more](#)

## SUPPLIER PRODUCT VIDEOS



The Andersen Company has released a series of videos about matting, including:

- Entrance mats
- Anti-Fatigue mats
- Anti-Slip mats
- Logo mats.

[Check out The Andersen Company YouTube channel!](#)

# NISSCO BUYING CONFERENCE 2012

Conference packages were sent in mid-December.



**IF YOU HAVE NOT RECEIVED YOUR CONFERENCE PACKAGE**, contact Kim Allison-Foster at 800.229.9541 or 703.480.6596. You can also email Kim at [kallison@nissco.com](mailto:kallison@nissco.com).

NOTE: This year's conference includes a special seminar on ["Marketing in a Click, Click World"](#) and complementary website and marketing evaluation.

[> read more about the Buying Conference](#)

## NISSCO's NEW WEBSITE: [www.nissco.com](http://www.nissco.com)

Check out the new public NISSCO website — [www.nissco.com](http://www.nissco.com). This site will be updated regularly with the most current NISSCO news and supplier information. Bookmark it and visit it regularly.

As a NISSCO member, you will continue to have access to complete member contact information through a "Members Only" website — [www.nisscomembers.com](http://www.nisscomembers.com). The user name and password that you've always used will provide access to that site.

[visit www.nissco.com](http://www.nissco.com)

[visit www.nisscomembers.com](http://www.nisscomembers.com)

[>> back to top](#)

## **WELCOME TO NEW DISTRIBUTORS!**

**Janitors World/Select Enterprises  
Freedom Supply; Laport, Inc.  
B&J Peerless  
Q4 Industries, LLC (Supply Hero)  
T-Ray Specialties  
Davis Safety Supply**

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## **SUPPLIER SPOTLIGHT: von Drehle Corporation**



Capture an [inside glimpse of von Drehle Corporation](#) and why it is an industry leader. Did you know that von Drehle does not use a single tree in its production? Products are made with 100% recycled material. For its customers, the company runs inventory heavy so all orders can ship complete within 24 hours.

The company's culture that emphasizes integrity shines through in this short video.

[www.vondrehle.com](http://www.vondrehle.com)

**NOTE: the code for this video is available for downloading and using in your marketing activities on the NISSCO website. [Click here.](#)**

[>> back to top](#)

NISSCO, LLC | 45662 Terminal Drive | Suite 200 | Dulles, VA 201664340 | 800.229.9541

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NISSCO, LLC  
45662 Terminal Drive, #200  
Dulles, Virginia 20166-4340  
US

[Read](#) the VerticalResponse marketing policy.

