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FOR IMMEDIATE RELEASE

National Business Development Association Launches New Website

Houston, TX, July 9, 2014 – The National Business Development Association (NBDA) announced today the launch of its new website at the same URL, www.nbda.co. The new website features a new design with a fresh look and is focused on providing a better user experience for its growing member base. Supported by comprehensive website analytics including additional space for programs and strategic growth initiatives, the new site delivers a user-friendly and easy to navigate experience.

“The foundation has been built, the model has been proven and the new website will not only allow us to continue to grow nationally, but also provide additional resources, programs and network opportunities for business development professionals to be more successful,” said Christine Spray, Founder of NBDA and President of Strategic Catalyst, Inc.

Enhanced features and functions include additional resource sections focusing on partnership information, membership directory, new chapters, photo galleries and more. The new website remains equipped with a resource library that provides numerous tools and resources including blogs, white papers, articles, association newsletters and more.

“After years of serving in start-up, business development and restructure roles and then building our own businesses, people frequently asked, “where do we go for best practices on business development?” We realized that there were multiple marketing associations, but not one true business development trade association focused entirely on providing the venue for new business relationships and c-level speakers and panelists who share why they hire us. In a period where time is of the essence, we strive to provide best practice resources, events and getting people connected, all in one place.” Spray added.

The newly revamped NBDA website was designed by TopSpot Internet Marketing Solutions and is hosted on StarChapter’s association management based platform.

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About the National Business Development Association

The National Business Development Association, founded by Christine Spray - a nationally recognized business development professional, trainer and coach - was formed to fill the need for a national trade association to provide best practices for senior "business to business" professionals tasked with developing new business by building relationships with current clients, new clients, centers of influence, vendors, partners and organizations. For more information about NBDA and its upcoming July event, please visit www.nbda.co.

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