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FOR IMMEDIATE RELEASE

National Business Development Association Announces 2014 Schedule

Houston, TX, October 15, 2013 – The National Business Development Association (NBDA) announced today its schedule for 2014, which will commence with a membership drive happy hour event at BBVA Compass Plaza on January 23rd from 5:30pm-7:30pm. Currently, NBDA has over 115 members that come from a variety of industries and it is looking to grow its membership to more than 500 in 2014. One of the many benefits of attending the membership drive happy hour event will be a complimentary professional headshot provided to all that register for member the night of the event. Registered guests may use the headshot certificate following the event by scheduling an appointment at Barfield Photography.

All 2014 networking breakfast events will be held at the Junior League of Houston on the following dates. All events will include a panel of speakers that address relevant topics related to business development and practice growth. The events focus on what works and does not work in today's market, what others are doing to achieve success, and learning from the latest in thought leadership from well-known experts. A listing of past events is available at <https://www.nbda.co/HoustonEvents.shtml>

- February 18, 2014 · 7:30 – 9am
- April 15, 2014 · 7:30 – 9am
- June 17, 2014 · 7:30 – 9am
- August 19, 2014 · 7:30 – 9am
- October 21, 2014 · 7:30 – 9am
- November 18, 2014 · 5:30 – 9pm *Annual Holiday Party*

In addition to the breakfast networking events at the Junior League, NBDA plans to host several workshops throughout 2014. The goal of the workshops aligns with the mission of the organization, which centers around creating a vibrant learning community where members can stay abreast of industry trends while continually sharpening their skills to increase revenue for their organization.

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NBDA workshops will be held at BBVA Compass Plaza on 2200 Post Oak Blvd on the 19th floor on the following dates:

- March 18, 2014 · 3:30 -5pm
- May 20, 2014 · 3:30 -5pm
- July 15, 2014 · 3:30 -5pm
- September 16, 2014 · 3:30 -5pm

The final two events of 2013 are a workshop and holiday party. “Maximizing LinkedIn for New Business” is the focus of the October 23 workshop, which will be held from 3:30pm – 5pm at BBVA Compass Plaza on 2200 Post Oak Boulevard. Registration is complimentary for NBDA members and \$75 for non members. Christine Spray, Founder of NBDA and President of Strategic Catalyst Inc, will speak about how to set-up and maximize profiles and how to utilize LinkedIn for new business opportunities. All levels of LinkedIn users will benefit and increase their level of understanding on how to become more successful with LinkedIn.

The Houston Chapter Annual Holiday Party will celebrate the success of year one and proceeds will benefit the Salvation Army Choir. The event will be held at Hotel Granduca in Uptown Park on November 19 from 5:30pm – 8pm. The registration fee for members is \$100 and \$115 for non members. Registration is available through the NBDA website: <http://nbda.co/CalenderEditEvent.aspx?eventID=377>

“We are grateful for the success of year one and look forward to our continued success in our second year. We are proud to fill the need for a national trade association that provides best practices to those individuals whose primary responsibility is generating business for their organization,” said Christine Spray, Founder of NBDA and President of Strategic Catalyst Inc.

Information about NBDA and all events, past and upcoming, is available at www.nbda.co.

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 events or how you can get involved, please visit www.nbda.co.

