

Contact: Caroline Rosen  
[crosen@malonebailey.com](mailto:crosen@malonebailey.com)  
713.343.4286

**FOR IMMEDIATE RELEASE**

---

## **National Business Development Association Announces New Member Only Initiative to Visit with CEOs of Local Businesses**

Houston, TX, January 20, 2014 – The National Business Development Association (NBDA) announced today a new initiative for members only to visit with CEOs of Houston-based businesses at their respective offices for an “intimate” conversation over lunch. The goal of the new initiative is to provide NBDA members with a unique opportunity to connect with C-level executives and gain more intelligence pertaining to earning their business and trust. Referred to as “field trips,” the first event of its kind will take place on January 22, 2014 with Dave Dunlap, Chief Executive Officer of Superior Energy Services.

“As we all know, it's very difficult to appoint most prominent executives. They are not just *persuasive*, but *influential*. They're not just *successful*, they're *significant*. NBDA is a gathering of senior level business development professionals, who share many common goals, mostly relating to business development & sales opportunities. By investing time with C-Level executives, we'll gain further knowledge and intelligence about what it takes to gain their business and trust,” said Jack Warkenthien, CEO of NextStep Solutions and Chairman of the NBDA Field Trip Committee.

Field trip participation is a benefit of being a member of NBDA and only 12-16 spots are open per event. Participation is based on a first come, first serve basis. Although an ongoing program in nature, there will only be two or three events of its kind per year. The format of each event will include the CEO sharing his/her story, a Q&A session with the CEO and a tour of the facility/office if applicable.

NBDA recently announced its 2014 schedule, which kicks off with the January 23<sup>rd</sup> event, “3 Key Elements for Breakthrough Results in 2014.” The speaker for the event is Karla Pierson, a Performance Management Consultant at Sunergos and Pierson will cover three key elements needed to take business to the next level by being a transformation leader, creating accountability and fostering the right culture for breakthrough performance in every area. The event will be held at BBVA Compass Plaza at 2200 Post Oak Boulevard from 5:30pm – 7:30pm. More information is available online at <http://nbda.co/CalendarEditEvent.aspx?eventID=382>





National Business Development Association

All 2014 premier 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 – 8pm *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. 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

Information about NBDA and all events, past and upcoming, is available at [www.nbda.co](http://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](http://www.nbda.co).

###

