

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

**FOR IMMEDIATE RELEASE**

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## **National Business Development Association Launches in Houston**

Houston, TX, June 12, 2013 – The National Business Development Association (NBDA) announced today that it has officially launched its first chapter in Houston, Texas. NBDA, founded by Christine Spay, a nationally recognized business development professional, trainer, speaker and coach, was developed to fulfill 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. In addition, NBDA is also announcing today the launch of its website at [www.nbda.co](http://www.nbda.co), which serves as a tool for business development professionals and is equipped with a plethora of resources.

The mission of the NBDA is to create a vibrant learning community through programs where members and participants can stay abreast of industry trends while continually sharpening their skills to create revenue for their organization. NBDA hosts breakfast networking events at The Junior League of Houston every other month from 7:30am – 9:00am. The inaugural breakfast event was held on March 26, 2013 and the next breakfast event is scheduled for July 16, 2013 and will host a C-Suite Discussion with six CFOs, CEOs or Presidents titled “Winning the Work,” how to get in front of these executives and seal the deal.

“I am honored to share my passion for business development with the Houston business community and it has been my goal for several years to create an association that serves as a forum to share best practices. It is exciting to see NBDA serving its mission and with an average of 175 attendees at our first two breakfast events, I believe we’re serving an important need that’s been unfulfilled,” said Christine Spray, founder of NBDA and President of Strategic Catalyst, Inc.

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National Business Development Association

**NBDA membership offers numerous benefits including:**

- Quarterly Newsletter with Business Development Best Practices
- Opportunity to serve on a Committee and be more active and visible
- Access to the online Membership Directory on our website
- Access to the online Resource Section on our website
- Discounts to post Business Development positions on our online weekly Job Newsletters sent to the entire database
- Discounts to register for our events and programs

**Members and non-members alike benefit from the following:**

- Bimonthly networking events with senior business to business professionals responsible for developing relationships and new business
- Access to professional service providers and industry professionals with a common goal
- Thought leadership breakfast programs to learn and share what experts and other professionals are doing
- Sponsorship opportunities for all levels of participation within your budget
- Participation in our Annual Holiday Celebration Event at the end of the year
- Take Home Great Tools and Skills You Can Implement Right Away

The NBDA website, designed by Pierpont Communications and developed by Nodus Solutions, is designed to provide a variety of up-to-date resources and tools. The site is equipped with information about becoming a member, upcoming and past events, sponsorship details for those interested in supporting NBDA and a business development job board. Numerous tools and resources such as blogs, white papers, articles, a member directory and more are available in the members-only section of the website.

“I invite anyone who is responsible for or interested in business development to check out our new website to gain a better understanding for who we are and how we can help you be more successful. For those interested in getting more involved, we have various committees: Program Committee, Membership Committee, Sponsorship Committee, Greeter Committee and Philanthropy Committee,” said David Martin, Board Member, Membership Co-Chair of NBDA and Business Development Director for Choice Explorations, Inc.

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National Business Development Association

The concept of “giving back” is inherent to the mission of NBDA. For this reason, NBDA is proud to recognize Genesys Works as its philanthropic endeavor and supports Genesys Works.

The schedule of events for the remainder of 2013 is July 16, 2013, September 18, 2013 and November 19, 2013.

### **About the National Business Development Association**

The National Business Development Association, founded by Christine Spay - 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](http://www.nbda.co).

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