CDMA History

Chain Drug Marketing Association (CDMA) was founded in 1926 by a group of chain drug owners with the ambition of forming a group whose sole purpose was supporting the owners' marketing and merchandising efforts. Today, CDMA is focused on "making the connection" between our Supplier members with our Regional Chains, Wholesalers, Buying Groups and Independent members. By bringing the buying power of over 6000 retail stores across the country together, we can offer you an untapped market of opportunity.

Your front end solution...

- Profitable Store Brand Program
- Innovative Monthly Ad Program
- Exclusive Alliances
- Networking
- Member Benefits
- Online Member Resources
- Category Management Teams

Membership makes a difference! Now more than ever, businesses need an association that will support their needs and keep them competitive in an ever-changing environment. As a member of Chain Drug Marketing Association, you will benefit not only by having access to CDMA's programs, but you will have the use of CDMA's dedicated Category Managers 52 weeks a year. CDMA is a vibrant and growing Association. With your membership, we will move forward making connections for your success.

chaindrug.com
p 800.935.CDMA | f 248.449.9396
43157 W. Nine Mile Road Novi, MI 48376

CDMA

'Making the Connection Since 1926'

Profitable Store Brand Program

Quality Choice

Quality Choice (QC) is CDMA's exclusive store brand program for its members

Over 900 skus in 64 categories

Registered products with Center of Medicaid and Medicare Services

Registered products with Sigis

National brand equivalent

Customized Marketing Materials - Coupon books, displays, etc.

Aggressive merchandising and promotional support

Competitive pricing between 50-70% at retail level

Store and shelf signage indicating Compare & Save

81% of the consumers purchase is recommended or suggested by the pharmacist...recommend store brand!

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EVERYDAY ESSENTIALS

Everyday Essentials (E^2)

The Everyday Essentials Program includes Cosmetics, Beauty Care, Health Care, and many General Merchandise categories.

Over 3,000 sku's covering many of the categories and single items that are sometimes hard to source for many of our Members are now available on our website at www.chaindrug.com. Minimum per item will be a sleeve pack for most items.

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Innovative Monthly Ad Program

Ad Program

Brand your store

12 ads per year | meet all of your customers holiday and seasonal needs

50 to 60 items | large enough to make an impact, but small enough so that you can manage

Boost customer loyalty

Increase store traffic

Brand, niche, seasonal and hottest items

On many items we will break the case quantity – to help reduce ad residual

Well rounded product selection to drive customers to your store

Mix of brand, niche, seasonal and hottest items in each ad

Offer unique and new products

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EXCLUSIVE ALLIANCES

True Value

Through CDMA's alliance with The True Value Company, you will have the privilege of purchasing products from True Value.

True Value is an expert in the General Merchandise category with over 67,000 items and over $2 billion in purchases annually. Some of their key categories are: Automotive, Electronics, Hardware, Kitchen Gadgets, Light Bulbs, Personal Care, Small Appliances, and Seasonal Items.

- Order merchandise online through MembersOnline (MOL)
- Serving over 6,500 hardware and drugstore retailers
- Weekly warehouse deliveries
- Name brand products
- Access Category specific Plan-O-Grams through MOL
- Monthly 'Advisor' promotions

Worldwide

Worldwide is a member-owned buying group that has been supplying independent retailers across the US and Canada with products and services for the last 50 years. As a CDMA member, you will be able to purchase goods through Worldwide.

Access to toys, soft goods, sporting goods and home goods

Closeout inventory and hot deals throughout the year through their website

Photo Marketing Association

CDMA will help with your questions on the photo category and help you make the connection with supplier partners.

NETWORKING

Trade Show Access & Education

Attend CDMA's Spring Expo, True Value's Spring and Fall Markets and Worldwide's Spring and Fall Shows, without additional registration fees.

Attend Spring and Fall Markets for your general merchandise and seasonal needs.

Annual Spring Expo brings our membership together for education, show specials, networking, friendship and idea exchanges.

Online Virtual Trade Shows @ chaindrug.com

Our online buying Virtual Trade Shows (VTS) gives you all of the benefits of a live show, without the expenses – no airfare, no hotels, no travel expenses and no out of office time. These trade shows are held on CDMA's website.

- Direct Import
- Store Brand
- Weekly Specials

Member Benefits

Couponics, Inc.

Servicing retailers since 1970

Receive face value plus 6 cents and postage on shipments of 100 or more coupons.

Couponics helps CDMA retailers collect their chargeback money. Their trained staff is always available to answer your questions and/or comments.

Insured, bonded, and audited regularly by the manufacturers

They are independent agents for one of the largest clearing houses in the U.S.

Specialty Mailings

Mailings with samples and literature, from CDMA's Associate Members (Suppliers)

Receive relevant and timely information through our mailing program on new products, unique items, samples, catalogs, sell sheets and order forms. This mailing is intended to help you with your front end business.

Front End Focus Newsletter

Our membership newsletter provides articles and ideas on how to increase your store's productivity and efficiency, as well as communicating to our members the vision of our association.

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Online Member Resources

CDMA Ideas

Discuss category trends, success stories, along with merchandising and sourcing tips.

A fresh perspective on issues facing pharmacies and wholesalers.

Share your great ideas at our Spring Expo each year and year round on our website.

Product Sourcing

Our Associate Member supplier partners are ready and willing to present their products and special deals to our membership. Order forms are housed on our website, chaindrug.com for easy access.

- Seasonal candy
- Seasonal imports
- General merchandise
- Electronics
- Hardware
- Shoe care
- Photo
- Durable Medical Equipment (DME)
- Cosmetics
- Hair care
- Health care
- Stationary

Member Directory

Find suppliers, sources and other member contacts through our online member directory, available 24/7 through our website, chaindrug.com

Category Reviews

CDMA staff members attend over 30 trade shows during the year and report their findings to our members through our electronic newsletter, The Front End Focus, to keep you informed on what is happening in the industry.

Merchandising tips are sent to our members throughout the year.

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Online Marketing Resource

New Product Flash

New Product Flash (NPF) provides detailed information on new Branded & Niche HBC product launches 4 to 8 weeks prior to shipment to retail. As a CDMA retail or wholesale member, you have privileged access to this important resource.

- Product Description
- Product Images
- UPC
- List Cost
- Retail price range
- Expected distribution dates

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2010/2011 Board of Directors

EXECUTIVE COMMITTEE

Jack Walker	Chairman	Walker Drugs
Jim Devine	President	CDMA
William Earnest	1st Vice Chairman	Kopp Drug
Bob Messick	2nd Vice Chairman	Fruth Pharmacy
James Salley	Treasurer	Frank W. Kerr
Judy Aspinall	Secretary	CDMA

BOARD MEMBERS

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Lanny Doud	Rochester Drug Cooperative
Dick Moran	Value Drug Company
Karla Moschella	Value Drug Company
Bob Petryszak	Drug Emporium - WV
Stephen Reses	Stephen Reses Pharmacy
John Rocchi	Klingensmith Drug Stores
Paul White	Medicine Center/Medicine Shoppe Pharmacies
Robin Willmott	Quality Care Pharmacies
Linton Young	Honorary Member

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