



TRADE ASSOCIATION FOR REGIONAL DRUG RETAILERS, WHOLESALERS, AND SUPPLIERS



FRONT END FOCUS

Welcome New Board Members!

Chain Drug Marketing Association (CDMA) presented a successful 84th Education & Trade Expo from March 16-18 at the Hilton Chicago.

The Trade Expo saw both an increase of Buyers and Exhibitors from the previous year. Exhibitors found the Expo to be essential in forming new relationships with CDMA's difficult-to-reach regional chains and independent pharmacies. "The show has allowed us to take the product to the next level to the independents. It has also enabled us to meet the distributors and retailers that we would not have been able to meet had we not been with CDMA. It has allowed us to increase the depth and breadth of our line." said Bill Hart with EcoSmart Technologies, Inc., a new CDMA Associate Member.



John Rocchi, Klingensmith's Drug Store; Linda Hagen, Dr. Comfort



Jon Zieve and Bruce Kneeland, Activant Solutions; Bob Messick, Fruth Pharmacy

New additions to the Board of Directors include John Rocchi of Klingensmith Drug Stores of PA and Bob Petryszak of Drug Emporium of WV. Bob Messick of Fruth Pharmacy was elected to move to the Executive Committee as the 2nd Vice Chairman. The new Board of Directors is looking forward to another successful year of new ideas and improvements for CDMA.

CDMA will commemorate 85 years of making the connection between our Supplier Members and Retail and Wholesale Members at the Hilton Orlando from January 26-29, 2011.

Thank You Sponsors!

- 21st Century
- A&S Pharmaceuticals
- A&Z Pharmaceuticals
- AAA Pharmaceuticals
- Aaron Industries
- Actavis
- Activant Solutions
- Apothecary Products
- Arkray USA Inc.
- BestMed
- Champion Treasures
- Coca-Cola
- ConAgra Foods
- Dr. Collins, Inc.
- Dr. Fresh
- Dube Group, LLC
- First Boston Pharma
- Frito-Lay Inc.
- Health Enterprises
- Hospital Specialty
- Humco Holding
- Inverness Medical Group
- K.C. Pharmaceuticals
- Mars Chocolate NA
- Militti Sales & Promotions
- OHM Labs
- PL Development
- Procter & Gamble
- Quaker Oats Company
- Ranir
- Reliance Vitamin
- Sara Lee
- Schude Sales
- (Mobi Technologies & Truly USA)
- Senoret Chemical
- Steribottle
- Sure Foot Corporation
- Therapearl
- Today's Optical
- Tower Labs
- Triad Group
- Union Springs
- Pharmaceuticals
- Unibind
- United Exchange
- ViJon Inc.
- XenaCare Holdings, Inc.

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Thank you CDMA Members, Exhibitors, Sponsors, and Staff for making the 84th Education & Trade Expo a resounding success!



Table Top Rocks!



As Seen on TV

The Table Top Showcase portion of the show gave members the chance to look at items from the CDMA Warehouse along with products shipped directly from a variety of CDMA suppliers. As Seen on TV products were extremely popular with big purchases from our members on the show specials offered. CDMA will be merging its Source CDMA everyday items into the Everyday

Essentials program when CDMA *relaunches its vastly improved website* soon. Due to the Expo being moved up to January next year, CDMA will be presenting its full 2011 Direct Import Program in the Table Top Showcase, along with our relaunch of Everyday Essentials and new promotional display options for members on food, snacks, and seasonal items, along with a host of new products from our drop ship suppliers. This part of the show will be revamped to show CDMA's evolving capability to supply fully the front end of the pharmacy.



Direct Import

General merchandise and seasonal products were represented with some great suppliers this year. Lolly & Company offers members a full line of brand name toys at a

great cost direct and through the CDMA Warehouse. The metal helicopters and AllerMates (kids' bracelets identifying allergies) were both very popular purchases. Fitness Manufacturing Partners is a new supplier to CDMA Members trying to make a splash in the drug channel with fitness and wellness items. Champion Treasures and Sports Tissues with NCAA licensed items were popular suppliers. Returning suppliers Brisco Apparel and Dick Kaufmann offered novelty and basic clothing items that fit the promotional sweet spot for drug stores. Millitti Sales was a popular low-priced impulse supplier along with Atlas Imports and their energy shot called Tweaker (stocked in the CDMA Warehouse!). Many other great suppliers made the trade floor both a good source for front end product but also an enjoyable time as members were all smiles, especially when booth prizes were announced.



Tweaker Energy Shots

CDMA has made some strides to offer not only a great private label program but a terrific alliance with True Value Company and now a huge offering of seasonal products and everyday warehouse items.

Watch for the relaunch of Everyday Essentials soon and save the date now for the 85th Anniversary Expo, January 26-29, 2011 in Orlando! The future has never looked brighter!

"Profit through Direct Import"

Bill Earnest, Kopp Drug

Jim Devine, CDMA

Brenda McGee, Value Drug Company

Working Together to Create the Best Christmas Ad Ever!

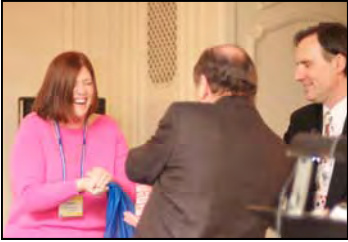
Left to right: Ann Pringing of Pringing's Pharmacy; Betty Tate of Plaza Pharmacy; Mitch Melone of Lakeville Pharmacy; Bunny Franklin of Powhatan Pharmacy; Carol Gregg of Powhatan Pharmacy

Left to right: Deb Walker of Medicine Center/Medicine Shoppe Pharmacies; Diane Davis and Sheri Hammer of Liebe Drug; Colleen Turowski and Paul White of Medicine Center/Medicine Shoppe Pharmacies

Left to right: Nancy Pringing and Ann Pringing of Pringing Pharmacy; Jim Salley of F.W. Kerr; Mitch Melone and Grant Derwin of Lakeville Pharmacy; Betty Tate of Plaza Pharmacy; David Jenkins of Fruth Pharmacy



Quality Choice celebrates 15 Years of Growth & Success!



Bobbi Howsare, Kopp Drug, Jim Devine, CDMA and Ken Mate

This year, CDMA is celebrating the 15th Anniversary of Quality Choice, your store brand! The celebration kicked off at the CDMA 2010 Spring Education and Trade Expo with our Anniversary Reception. The evening was complete with friends, colleagues and associates who have

contributed to the success of the QC program. The reception opened with the musical styles of The Prism Trio and ended with the mystifying and comical performance by a magician, Ken Mate. The evening was sponsored by A& Z Pharmaceuticals, Aaron Industries, Filo America, Frank W. Kerr Wholesale, Health Source Marketing, IVC Vitamins Group, OHM Laboratories, Rochester Drug Wholesale, Time Caps Labs, United Exchange and Value Drug Wholesale. Lee Rudibaugh, with First Boston Pharma, accepted the award for Quality Choice Supplier of the Year, on behalf of Mike Barna.

The following day, CDMA hosted the annual Quality Choice Forum, which brought new & exciting buys to all who attended. First, CDMA unveiled the next stage of store brand products under the HyTop banner. The Hytop label will offer our members a highly premium product line with the profits from a store brand. We launched 33 new HyTop products concentrating in general merchandise and consumable categories. For the Quality Choice label, we launched 29 new items varying between all HB& W categories. The Hytop label will be available in the CDMA warehouse to be purchased and shipped with Quality Choice.



Lee Rudibaugh, First Boston Pharma and Jim Devine, CDMA



Rick Whitten of WinCo Foods; Ric Durr of Brushpoint; Nancy Lebold, Ginny Palumbo, and Denise Biencourt of WinCo Foods

Following the plethora of new items, the buyers were surprised with 26 WOW Buys available only at the show! Each manufacturer attending the Forum extended a very special discount to CDMA if we collectively bought a required number of cases. As a group, we achieved each goal! Good Job CDMA! Lastly, the buyers were taken back by the

multitude of discounts across the complete program ranging between 5 – 20% off invoice.

Overall, the show was a huge success! The supplier's were extremely grateful to the buyer's who concentrated with one-

on-one meetings to review the product line and distribution voids. Thank you to all who attended the show! We are looking forward to a fun and exciting year!

Remember to save the date for our Virtual Trade Show (VTS) August 30 – September 10, 2010.

From Susan Barry, Director of Store Brands:

"I would like to personally thank all of our members who have supported the Quality Choice label over the last 15 years. You have embraced the QC label as your store brand and we look forward to celebrating many more years together!"



Marvel Heroes Bandage Sales Continue to Grow!

Sales of the Quality Choice Marvel Heroes Adhesive Bandages continue to grow. The popularity of the three cartoon series that are running and the anticipation of the upcoming Ironman movie (due to launch May 7, 2010) are fueling this increase in demand. Our manufacturer projects this trend will continue in 2010, especially once the movie is released. CDMA will offer a promotion display for the QC Marvel Hero bandage in time for the movie launch. Demand will continue to grow further with the release of three additional planned movies: Thor, The Avengers and Captain America.



For additional information or ordering details, please contact the Quality Choice Team at (800) 935-2362.



Productive, Interesting, and Fun!

This year's 84th Education & Trade Expo in Chicago created profitable opportunities for all attendees. Through pre-planning, many exhibitors who were new to CDMA understood how to work with our Members and brought great show specials and unique, as well as, everyday products. The Booth Bingo game enticed buyers to stop at every booth, for a chance to win valuable prizes and a grand prize of \$500 cash. A wide diversity of exhibitors made the trade floor productive, interesting and fun for our buyers!

Health and Beauty exhibitors presented their product lines in diabetic supplies, durable medical equipment, fragrances, skin care, germ protection, hair care, oral care, lip care, sun care, eye wear, pain relief, weight loss, fitness, sports medicine, blood pressure monitors and baby care. ILEX Consumer Products Group re-launched the Calgon brand name and Procter & Gamble featured an array of products, many in small counter top display vehicles.

General merchandise exhibitors presented greeting cards, sports licensing products, clothing, gifts, electronics, hardware, pet, audio, video, photo, toys, games, seasonal, travel & trial and everyday products.



Janet Cohen and Mark Obermeyer from Mars Chocolate

Mars Chocolate, Frito-Lay and Pennsylvania Dutch Candies treated attendees to snacks and sweets. They were very popular booths!

Many valuable service companies represented on the trade floor included our new calendar program, software, inventory and hardware solutions, customized shelf labels and in store signage, insurance, financial transaction services, eLearning solutions and photo solutions.

The buzz from the Chairman's Reception created ideas that were exchanged at the Buyers Only Breakfast the next morning. "Hot Buys" on the trade floor mentioned during the breakfast were Champion Treasures (collegiate items), Trimfoot (baby and toddler footwear), EcoSmart (organic insecticide), and many, many more! Discussing such great opportunities openly at breakfast made for continued excitement on the trade floor later that day, which led buyers to the booths to write purchase orders.

Other topics of discussion at the breakfast were DVD in-store rental services, such as the newly popular "Redbox". Carrying collegiate merchandise was also a prevalent topic as many of our Members do well with these products. Our Members always find this time valuable in gathering together to learn from each other during our annual Trade Expo.

Overall, there was no doubt that exhibitors, retailers, wholesalers and buying groups alike were very pleased with the outcome of the show. Buyers appreciated the efforts made by the suppliers who were eager to work with them to bring profit to their stores. Suppliers felt a genuine interest shown by the retailers. We thank everyone for a productive, beneficial and successful show! If you didn't attend, you missed some great opportunities! Don't make that same mistake in 2011!

Kills Germs, Moisturizes and Softens!

Susan Brown's Baby Naturals - Moisturizing Hand Sanitizer

By John Reinhardt, VP Technical for Susan Brown's Baby



All Hand Sanitizers kill germs; according to the FDA, they must kill 99.9% of the microorganisms (bacteria) on the skin in 15 seconds or less. To achieve this, most use 60 to 90% ethyl alcohol in a gel base; very effective, but alcohol is a solvent that dries out the skin causing painful cracks and fissures.

Enter **Susan Brown's Baby Moisturizing Hand Sanitizer**, developed to kill bacteria on the hands, while moisturizing the skin with "beads" of Jojoba Esters and Vitamin E. These jojoba "beads", the blue and pink particles suspended in the **Moisturizing Hand Sanitizer**, break up and absorb into the surface layer of the skin (stratum

corneum), replacing skin lipids stripped away by the high concentration of ethyl alcohol. Normal skin lipids form a moisture barrier in combination with flattened skin cells (corneocytes) on the surface of the skin (epidermis) to maintain moisture (hydration) within the stratum corneum.

Clinical studies have been conducted that demonstrate **Susan Brown's Baby Moisturizing Hand Sanitizer** effectiveness in relieving chronic inflammatory skin diseases on the hands of Health Care Workers (HCW). In one study, 14 HCWs with hand eczema replaced the hand sanitizer product they had been using at work with the **Susan Brown's Baby Moisturizing Hand Sanitizer** for a two week period. A clinical evaluation at the end of the study



indicated that the hand dermatitis of all the HCWs improved. Also, after 7 days, the treated skin retained 25% more water, and after 14 days, 51% more water was retained compared to the subjects' skin at the beginning of the study.

For more information regarding this breakthrough new product, please check susanbrownsbaby.com or contact Jaime Zaguroli, CDMA Category Manager at zaguroli@chaindrug.com or 800-935-2362, x677.

Susan Brown's Baby products were featured on The Doctors as a "Baby Must-Have"! To view the video clip, go to susanbrownsbaby.com



What our Attendees are Saying About the Show...

Buyers

"Your whole team has obviously worked very hard on this past event and in my opinion and many others it was by far the best!"

Lanny Doud, RDC



"Good show with knowledgeable and experienced suppliers."

Jack Walker, Walker Drug



"One of your better shows, great turnout of suppliers lots of variety and great people to work with."

Phil Gooch, NC Mutual



Exhibitors

"What I like about this show is that there is a commitment by all of the CDMA members to stop by your booth. They are willing to share information that is helpful to better understand their needs and, therefore, opportunities. We are launching the first low-cost push tab reversible vial and we have developed interest with 10-15 members which is exceptional for our first time at this show."

Dave Polfliet, Apothecary Products, Inc.



"This is our first time at the show. It's been a wonderful experience. We have met a lot of people that we would not have had the opportunity to meet had we not been affiliated with CDMA. We had a lot of positive feedback."

Mary Thomson, Dr. Collins, Inc.

"We were very pleased with the support we received from the CDMA team prior to and during the show. The show was a great opportunity for us to meet with a range of buyers from new, and potential, retail accounts. We look forward to working with your team for the rest of the year."

Ken Mark, SteriBottle Inc.





Congratulations Prize Winners!

Congratulations to the Buyers that won a prize from the **Booth Giveaways** (and a BIG thank you to the Exhibitors that participated)!

- Mitch Melone from Lakeville Pharmacy won a Garmin GPA from Frito Lay, Inc.!
- Deb Walker from Medicine Center/Medicine Shoppe Pharmacies won 5 Double-Strand Pearl Necklaces from Militti Sales & Promotions, LLC!
- Steve Feller from Drug World won a CD Collectible Box Set from Sony Music Entertainment!
- Sid Parsons from Drug Emporium WV won an 18 Piece Sidekick Display complete with Merchandise from Sure Foot Corporation!

Congratulations to our **Booth Bingo Winners!**

We hope you are enjoying your Portable DVD Player or Digital Photo Frame!

- Ruth Buller, Evans Drug
- Grant Derwin, Lakeville Pharmacy
- Angelia Fleming, White Oak Pharmacy
- Sharon and Geoffrey Hammond, White Oak Pharmacy
- Jane Hess, Punxsutawney Hometown Pharmacy
- Nancy Princing, Princing's Pharmacy
- Mary and Ted Scherr, Dakota Drug
- Diana Troyan, Klingensmith's Drug Stores

Michelle Grantz with Klingensmith's Drug Stores won the Grand Prize of \$500!

These **"Early Birds"** just couldn't wait to register for the 84th Education & Trade Expo! These lucky Members were selected from the prize drawing and received \$50 as a thank you!

- Brett Feller, Drug World
- Michelle Grantz, Klingensmith's Drug Stores
- Sharon Hammond, White Oak Pharmacy
- Vivian Klocko, Walker Drug
- Mitch Melone, Lakeville Pharmacy
- Sara Rhodes, White Oak Pharmacy
- Mary Scherr, Dakota Drug
- Diana Troyan, Klingensmith's Drug Store
- Deb Walker, Medicine Center/Medicine Shoppe Pharmacies



Klingensmith's Drug Stores also won a \$1,500 credit from True Value, for their Seasonal Department!

Check Out CDMA's New Members Since Our Last Issue!

Retail Members

Avenue C Pharmacy

New York, NY
1 Store

Briargrove Pharmacy

Houston, TX
1 Store

Burch Drug Store

Elysburg, PA
1 Store

Cornerstone Pharmacy

Appalachia, VA
1 Store

Costa Drugs

Clarks Summit, PA
3 Stores

Groveland Pharmacy

Groveland, CA
1 Store

Marble Works Pharmacy

Vergennes, VT
1 Store

McLanahan Drug Store

State College, PA
2 Stores

Medicine To Go Pharmacies

Lakewood, NJ
1 Store

PHD Pharmacy

Orlando, FL
1 Store

Rider Pharmacy Inc.

Fairmont, WV
1 Store

Sai Ram Pharmacy

Brentwood, NY
2 Stores

CDMA's New Associate Members Since Our Last Issue!

Aqua Leisure Industries

Summer Inflatables, Swim Fins, Goggle Sets, Pool Water Games, Floatation Suits
aquaileisure.com

Bruder Healthcare Co.

Thermalon & Spa Essential Moist Heat/Cold
bruder.com

Camrose Trading

Disney Branded Fragrances
camrosetrading.com

Champion Treasures

Unique & Innovative Licensed Sports Novelty Products
championteamshop.com

Chattem, Inc.

Act, Arthritis Hot, Aspercreme, Balmex, Benzodent, Bull Frog, Capzasin
chattem.com

Cirrus Healthcare Products, LLC

Private Label and Branded: Earplugs, Ear Planes, Bio Ears, Clear Ears
cirrushealthcare.com

Citrusway

Citrus Way Natural Anti-Fungal Nail and Skin Treatment
citrusway.com

Coastal Solutions, Inc.

Bite Blaster, Jellyfish Squish, Fire Ant Coolant, Chigger Chaser, and Bite Fixer
coastalsolutionsinc.com

Designer Greetings

Greeting Cards, Gift Wrap
designergreetings.com

Dr. Collins, Inc.

Dr. Collins Brand Toothpaste, Toothbrushes, Tongue Care,

All White Bleaching Kits and Gels, Floss, Lip Balm
drcollins.com

Dr. Fresh

Infectiguard Brand Sanitizers
drfresh.com

The Dube Group, LLC

Health Companies available through The Dube Group are Health-For a Care, Naturopathix, and Physi-Cal Enterprises

EcoSmart Technologies

Insect Repellent, Planting & Gardening, Organic Pesticides
ecosmart.com

Frito Lay, Inc.

Program: "Snacks To You"
fritolay.com

Hamilton Beach Brands

Full Line of Kitchen Appliances with the Hamilton Beach and Proctor Silex Brands
hamiltonbeach.com

Harry D. Koenig & Co.

Naturally by Kingsley, Kingsley Kids, Kingsley for Men
harrydkoenig.com

Honey Naturals

Zarbee's Cough Syrup
zarbees.com

Ilex Consumer Products (Calgon)

Calgon Brand - Bath and Body
takemeaway.com

International Bancard Corporation

Payment Processing, Loyalty Card Program
intlancard.com

Jack-Post

Christmas Tree Stands and Outdoor Furniture

Lead Off Management & Consulting

Hot & Cold Therapy Products
therapearl.com

Mars Chocolate (NA)

Candy, Chocolates, Snacks
marsnewsroom.com

Melissa & Doug, LLC

Children's Educational Games, Puzzles, Plush and Wooden Toys
melissaanddoug.com

Militti Sales & Promotions

True Leather Products: Wallets, Checkbook Holders, Cell Phone Cases, MP3 Holders
milittisales.com

Mueller Sports Medicine

Athletics, First Aid Wraps, Tape, Braces
muellersportsmed.com

Ophthalmic Management Company

Optical Supplies, Eye Glass Cases, Frames, Cloths, Cords, Cleaners
factoryeyeglass.com

Pound International Corp.

Stud100B Desensitizing Sprays for Men
stud100.com

PPRB Marketing

Marketing Services, Calendars
pprb.com

Prince of Peace Enterprises, Inc.

Tiger Balm External Analgesics
popus.com

Schude Sales & Marketing

General Merchandise (Truly

USA & Mobi Technologies)

Scott Specialties, Inc.

Compression Hosiery, Sport Aid, Orthopedic

Sony Music Entertainment

Sony Music, Displays that include CDs, DVDs, Pre-Loaded MP3 Players
sonymusic.com

Sports Tissues, LLC

General Merchandise, Licensed Tissue Boxes & Cups, Novelties, Houseware
sportstissues.com

Steri-Bottle, Inc.

Ready-To-Use, Sterile, Disposable Baby Bottles
steribottle.com

Sure Foot Corporation

DueNorth Ice & Snow Traction Aids
duenorthproducts.com

Trimfoot Co., LLC

Infant and Children Footwear, Includes Wee Kids, Gerber & Disney Brands
trimfootco.com

Unibind, Inc.

Photobook Solutions, Gift Card Holders, Calendars
unibind.com

Vered Cosmetique, Inc.

"I On Beauty" Facial Implements, Cosmetic Accessories, Hair Care
ionbeautytools.com

XenaCare Holdings, Inc.

Cobroxin Spray and Gel, Weight Loss Products
xenacareholdings.com



CDMA Employee Spotlights



Jamie Miles joined CDMA in February as Administrative Assistant to Susan Barry on the Quality Choice Team. Processing orders, managing customer service for retail members, and working on various accounting tasks are only some of the job responsibilities that Jamie handles. When not spending time with her two dogs and husband Dave, Jamie enjoys reading, decorating, cooking and working on their new home. Despite her busy schedule, Jamie is currently pursuing her BA in Business Administration, and has plans to one day obtain her Master's degree.

Jamie can be reached at miles@chaindrug.com or 800-935-2362, x825

Jaime Zaguroli is the newest addition to the CDMA team and had a very exciting first day as Category Manager at the 84th Education & Trade Expo in Chicago! Jaime is in charge of categories like Health & Beauty, Consumables, and will also assist in managing the Ad Program and Everyday Essentials.

Being the exercise enthusiast she is, Jaime loves to spend her free time running and biking. Her husband, Daniel, and her also enjoy working on their new home. What's the best part about working at CDMA? The staff! "I love that everyone is willing to help everyone else. It is great to be part of a team that works together."



Jaime can be reached at zaguroli@chaindrug.com or 800-935-2362, x677.

Thanks for a great show in Chicago!



The CDMA Staff

First Row (from left to right): Elaine Freeman, Jim Devine, Judy Aspinall, Brianne Ray

Second Row: Cheryl Mudd, Jaime Zaguroli, Susan Barry, Mike Horka, Jamie Miles, Deb Hayes, Sandra Soliman

Not Pictured: Sue Huber-Lencioni, Renee Lauth, Jennifer Miller, Reid Nicklaus, Matt Van Hoet, Tim Watts



Interested in sending in an article for the Front End Focus?

Contact Cheryl Mudd at mudd@chaindrug.com for more information.



More Show Pictures are available on CDMA's Facebook Page!

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