



Business Development Organizations (BDO's)

**Catalina Marketing Services – Booth 2029**

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Catalina Marketing ([www.catalinamarketing.com](http://www.catalinamarketing.com)) is an international company that powers one of the largest precision media vehicles in the world -- Pointer Media Network ([www.pointermedianetwork.com](http://www.pointermedianetwork.com)). Pointer Media enables retailers, marketers and advertisers to leverage the network's sophisticated database of 250 million weekly shopping transactions with direct-to-consumer communication opportunities. Consumer-driven campaigns are designed to advance new product launches, protect against defection, and increase loyalty retention. Media distribution channels include 23,000 mass, drug and grocery locations, as well as 17,000 pharmacies facilitating engagement with 125 million

413 North Lee Street  
P.O. Box 1417-D49  
Alexandria, Virginia  
22313-1480

**Chain Drug Review / MMR: Mass Market Retailer – Booth 836**

220 5th Ave Fl 18  
New York, NY 10001-7798  
Phone: 1 (212) 213-6000  
[www.chaindrugreview.com](http://www.chaindrugreview.com)

**John S. Dioguardi**

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Chain Drug Review, published by Racher Press, Inc. is the industry's only bi-weekly news publication written and edited exclusively for the chain drug store industry. The experience of both the editorial and sales team of Chain Drug Review allows both our readers and advertisers to enjoy the benefits of a timely editorial product and access to a dynamic and ever changing industry responsible for over \$210.5B in sales.

We are committed to delivering a timely, accurate and informative editorial product. As well, we partner with our advertisers and establish long-term relationships designed to enhance and improve the selling process to the chain drug store industry.

Racher Press also publishes MMR: Mass Market Retailer ([www.massmarketretailers.com](http://www.massmarketretailers.com)), a global news publication that is read by headquarters level personnel in the \$1.31 trillion mass market retail industry.

(703) 549-3001

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[www.nacds.org](http://www.nacds.org)

## Business Development Organizations (BDO's)

### **Drug Store News Group – Booth 934**

425 Park Ave Fl 6TH  
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Phone: 1 (212) 756-5000  
[www.drugstorenews.com](http://www.drugstorenews.com)

#### **Wayne Bennett**

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#### **Michael Shaw**

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Drug Store News has been the voice of the retail drug industry for over seven decades. Forty thousand industry professionals read this publication for its timely coverage of industry news, merchandising trends and pharmacy developments. Its authoritative articles and studies provide extensive coverage of every major segment of chain drug retailing and combination stores, keeping it number one in readership.

The recognized industry source for statistics, Drug Store News publishes A.C. Nielsen Reports; exclusive Gallup consumer studies; and the IRI Annual Report of the Chain Drug Industry, long recognized as the most complete analysis of chain drug retailing.

### **Fesnak and Associates, LLP – Booth 617**

1777 Sentry Pkwy W Ste 400  
Blue Bell, PA 19422-2211  
Phone: (267) 419-2200  
[www.fesnak.com](http://www.fesnak.com)

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Fesnak and Associates LLP deliver an outsourced, shared services solution for the finance and accounting function that is ideal for emerging growth consumer products companies that embrace a “virtual” business model. When compared to internal hiring, our Financial Management Outsourcing solution offers a compelling value proposition:

- Access to superior talent and specialized expertise that is too expensive and/or too infrequently required to justify full-time hiring
- Allocate spending on financial resources to the right mix of skills at the right times
- Convert fixed costs to variable costs
- Adapt to growth and change without having to add headcount or upgrade positions
- Keep focus on core competencies
- Avoid investments in non-core people and technologies
- Avoid ancillary HR costs – e.g., benefits, equity compensation, 401K match, compliance, recruiting fees, turnover, bad hiring decisions, etc.
- Achieve segregation of duties without multiple hires

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Financial Management Outsourcing includes the following services:

- Back-office accounting and transaction processing
- Month-end closing and financial reporting
- Virtual CFO/Controller

### **GE Capital**

299 Park Ave  
New York, NY 10171-0002

#### **Smarter Loans & Equipment Finance**

With nearly \$30 billion in assets, GE Capital, Corporate Finance is one of the largest providers of asset-based, cash flow and structured loans and leases for mid-size and large U.S. businesses. GE industry experts specialize in providing smarter solutions to help companies compete effectively.

#### **Understanding Your Needs**

It all starts with understanding your goals. GE Capital supports working and growth capital, acquisitions, capital expenditures, greenfield/brownfield projects, refinancing and recapitalization, restructuring, balance sheet optimization, tax and interest rate management, business equipment leasing and more.

#### **Flexible Structures**

Choose from revolving lines of credit and term loans \$20 million to \$1 billion and more, to equipment finance including operating, True, TRAC, sale- leasebacks, leveraged or synthetic leases starting at \$500 thousand.

### **Hamacher Resource Group – Booth 1728**

8801 W Heather Ave  
Milwaukee, WI 53224-2416  
Phone: (800) 888-0889  
[www.hamacher.com](http://www.hamacher.com)

#### **Vicki Engle**

Business Development Manager  
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Hamacher Resource Group, Inc. (HRG) is the retail healthcare industry's one-stop shop for unbiased category management, market research, data analytics, e-commerce content, marketing services, and more. Manufacturers, healthcare distributors, retailers, brokers, and technology providers rely on HRG for its primary resource: health, beauty and wellness retailing expertise.

## Business Development Organizations (BDO's)

### **Market Performance Group LLC**

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Naperville, IL 60564-4116  
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Market Performance Group (MPG) is an experienced-based and analytically-driven organization that brings best-in-class approaches to optimize go-to-market strategies. We provide innovative strategy consulting, category management, customer marketing, and sales representation services to select, growth driven companies. We have a core competency in sales representation to the Drug channel (CVS, Walgreens and Rite Aid customer teams) including new item execution, promotional planning and evaluation, and sales administration. Our team of industry veterans provides access and influence to the top decision makers at these customers which is critical to business success. MPG also provides robust category management services to support our sales representation efforts. These services range from data analytics and reporting to SKU optimization and category reviews. We can address your custom needs such as new item launch plans, customer segmentation, and resource optimization to name a few. All of these solutions are turnkey and will have a positive impact on your business at the moment of implementation.

### **The Nielsen Company – Booth 1617**

150 N Martingale Rd  
Schaumburg, IL 60173-2408  
Phone: (800) 864-1224  
[www.nielsen.com](http://www.nielsen.com)

**Roxane Vanni-Fett**  
Client Services  
[roxane.vannifett@nielsen.com](mailto:roxane.vannifett@nielsen.com)

The National Association of Chain Drug Stores and The Nielsen Co. have joined forces to launch a new complimentary Syndicated Data Program for NACDS' Associate members. As the world's leading provider of market intelligence information and services, The Nielsen Co. has been helping companies for nearly 80 years to increase sales, grow revenue, and improve their return on marketing investments by providing the industry's most comprehensive market data. This complimentary benefit (a \$2,000 value) will provide annual syndicated data to assist NACDS Associate consumer product goods (CPG) member companies in gaining a better understanding of the competitive marketplace and to position their products accordingly.

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Information gleaned from this program will help you understand where your products fit in the market, the competition you face, the price points you need to hit, the volume you can expect, and much more. Additionally, it leads you to perform necessary due diligence about things like how truly differentiated your product is versus that of your competition. And when you make a presentation to your Category manager, you have information to speak knowledgeably about what's going on in the category and what your product can do for category sales.

Your customized Market Intelligence Report will provide you with the most current sales figures, brand rankings, and market performance reports – customized to your product categories and specific to your brands – made surprisingly affordable.

The customized reports will answer such vital questions as:

- Do you know the size and importance of the category you serve?
- Is the category expanding or contracting?
- Are you aware of the number of sku's in your category?
- Do you know the various product differentiations within the category?
- Do you know their average turns? • Do you know the price points?
- Do you have this knowledge for a specific retailer to whom you wish to present?
- And much more!

### **RollStream – Booth 1730**

7918 Jones Branch Dr Ste 240

Mclean, VA 22102-3323

Phone: 1 (703) 651-8000

[www.rollstream.com](http://www.rollstream.com)

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RollStream, in conjunction with NACDS, provides the **Consumer Product Safety Improvement Act (CPSIA) Certificate Exchange Network** - Are your products affected by the new CPSIA requirements regarding product safety testing? If so, do you have a plan for sending certificates of conformance with each shipment to a retailer or distributor? Compliance just got easier – stop by their table to find out how this program can work for you! **This new program is free of charge to NACDS members!**

## Business Development Organizations (BDO's)

### **TABS Group, Inc.**

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TABS Group provides analytical services to CPG Manufacturers, Retailers, and Financial Firms. Our mission is to significantly increase our clients' sales through effective insights and [Analytical Innovation](#) while reducing their costs by implementing efficiencies in the analytical process. Founded in 1998, TABS Group is comprised of executives with cross-functional expertise and CEO experience.