

# National Office Products Alliance

# Prospective Dealer Member Information Kit



301 North Fairfax Street, Suite 200  
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[www.nopanet.org](http://www.nopanet.org)



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## **PROSPECTIVE DEALER MEMBER BENEFITS**

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## NOPA ROI for Independent Dealer Members

**Here are just a few ways NOPA provides a real return on your membership investment:**

- 1. Your Advocate in Washington DC and State Capitals.** NOPA is the industry-wide organization representing dealer interests before the U.S. Government and key states, insisting on a level playing field in contracting for independents and protecting office products dealers' business against misguided government proposals.
- 2. Your Voice in Industry Data Standardization.** NOPA provides leadership to promote ongoing product data standardization among wholesalers and buying groups to help dealers improve order fulfillment accuracy, boost operational efficiency and achieve consistently superior customer service.
- 3. Your Source for New Business Leads.** NOPA's members-only service, the Independent Dealer Locator (IDL), is a versatile search tool with expanding links to industry manufacturers' websites. It is designed to channel greater sales to the independent dealer channel and specifically to NOPA members.
- 4. Your Low-Cost Insurance Provider.** Through the Association Group Insurance Trust, members save significantly on group life and long-term disability insurance, programs to help members recruit and retain the top employees they need to grow and become more profitable.
- 5. Your Industry "Insider" Informant.** NOPA's weekly Connecting eNewsletter will help members stay on top of the latest industry news and our NOPA Action Alerts will help them maximize the value they receive from association services and engage them in key advocacy initiatives.
- 6. Your Business Advisor.** NOPA's official industry publication – *Independent Dealer* – is filled with practical how-to-articles, dealer success stories and management tips to improve dealers' business.
- 7. Your College Financial Aid Office.** Each year, the Association Scholarship Fund awards multiple 1, 2 and 4-year scholarships to owners, employees and close relatives of employees of NOPA member firms.
- 8. Your Members-Only Discount Source.** NOPA members receive substantial discounts on valuable business services including express mail, ground package shipping, electricity and more.
- 9. Your Industry Association.** By bringing independent dealers and their key business partners together, NOPA has created a vital community to advance common purposes and protect common interests in ways that only an energetic, inclusive industry-wide association can provide.

**Put NOPA to work for you today. Call us at (800) 542-6672 for more information.**

## **NOPA Government Advocacy Helps Independents Gain Ground**

With NOPA's sustained leadership and coordination of grassroots advocacy, Independents have gained a stronger position in federal, state and local government markets over the last five years in particular. There are new risks as well as opportunities for Independents as government markets continue to evolve rapidly.

Here are highlights of what NOPA's recent advocacy work has accomplished and its current priorities.

### **Federal Government Advocacy**

- NOPA advocacy in 2009 and early 2010 – starting with a letter to President Obama and meetings with the Office of Federal Procurement Policy of the White House – increased the number of small business awards under the second-generation Federal Strategic Sourcing Initiative (FSSI-OS2) on office supplies.
- Starting in the fall of 2010, NOPA has worked to unify independents, both successful and unsuccessful FSSI bidders, to push for essential changes in implementation of that government-wide procurement program. Unlike the first FSSI program, the FSSI-OS2 procurement has been implemented by most major agencies on a mandatory basis. NOPA is now working with Congress in a strong push to restore federal market access for the hundreds of NOPA members who are GSA Schedule 75 contract holders, but did not receive FSSI-OS2 awards, and have experienced subsequent sharp declines in their federal sales.
- NOPA's persistent advocacy for changes in the Small Business Administration's (SBA) small business affiliation rule has generated broad support for legislation and SBA rulemaking to address the serious problem of small business pass-throughs. SBA has recently advised NOPA of plans for a proposed rulemaking on this critical issue in 2011.
- Legislation has been introduced in the Senate and is expected in the House to address NOPA's request to establish parity between incentives for federal agencies to buy office products from individual dealers with special preferential small business status (8a, HUBZone, Women-Owned, and Service-Disabled Veteran-Owned) and from dealer teams whose members have such status. There is a solid opportunity this year for such legislation to pass Congress.

### **State and Local Government Advocacy**

- In 2008-10 NOPA brought together dozens of dealer members in Texas to influence development of the State's new office supplies contract RFP. This multi-year effort resulted in release of a small business-friendly RFP, multiple competitive bids by self-formed teams of independent dealers and a 2010 award of one of two state-wide contracts to an 8-member independent dealer group.
- Last year, the State of Florida – under pressure from new legislation that NOPA and its members helped pass – conducted its first competitive bid process for office supplies in many years, with one of three contract awards made to a leading Florida-based independent dealer. NOPA also has successfully pushed for deregulation of Florida's onerous interior design practice regulations that have limited the ability of non-licensed interior designers and dealers to prepare space plans and specify office furniture for commercial, government and institutional customers.
- In 2009-10, NOPA worked with New Jersey dealers to file legal and legislative challenges against the State's decision to shift purchasing without competition from local independents to Staples using the National Joint Power Alliance (NJPA) national contract. This legal battle continues in the State's Appellate Court.
- Through coordinated efforts among leading independent dealer groups, NOPA helped set the stage for a new competitive bid open to dealer groups for the national Los Angeles County/U.S. Communities program contract. One of the two competing dealer groups won the single-award contract. This is a huge victory for all independents!

**Join NOPA's Grassroots Advocacy Network and Make Your Voice Heard!**



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## **NOPA-BSA Office Products Industry Data Standards (OPIDS) Initiative**

In December 2005, NOPA and OPWA (predecessor organization for the Business Solutions Association (BSA)) jointly launched the OPIDS initiative. The project's initial objective was to develop consistent industry product data identification standards that the independent channel could implement for the 2007 general office product catalogs. The initial focus has been on standardizing and maintaining standards on:

- Manufacturer prefix codes (3-digit MAC)
- SKU item identification numbers (SKU)
- Units of measure at the wholesaler level of sales to dealer (UOM)
- Most frequently used color codes (2 or 3 digit)

An OPIDS committee was formed in early 2006. NOPA and BSA serve as facilitators of the process. The Committee consists of senior staff of the national wholesalers and two of the buying groups (is.group and TriMega) who have in-depth product data management experience. It meets by conference call quarterly or more frequently as needed to complete an annual review of variances in the participants' MAC, SKU and UOM use at the individual product item level.

To the maximum extent possible, the Committee then works to eliminate identified variances and to maintain consistency in MAC, SKU and UOM use throughout the year. This ongoing data management and review process is supported with technical assistance from Trade Service.

Manufacturers, wholesalers and dealers are welcome to participate in the OPIDS process directly or by submitting questions and comments to NOPA or BSA. Periodically, senior management of the organizations conduct conference calls to discuss the status and progress of the OPIDS process.

### **Benefits of the OPIDS Initiative**

The benefits of consistent product data standards – to manufacturers, dealers and their final customers – include:

- Increased accuracy in order placement and fulfillment
- Improved productivity in data and product distribution management
- Higher customer satisfaction as dealers are able to enhance the ease and accuracy of customers' online product searches using their websites
- Greater sales and higher dealer profits as customers are empowered more fully to buy their office products from them on line.

**Questions on OPIDS may be addressed to Chris Bates at NOPA ([cbates@nopanet.org](mailto:cbates@nopanet.org);  
Tel: 703/549-9040, x 100) or Cal Clemons at BSA ([calc@clemonsmgmt.com](mailto:calc@clemonsmgmt.com)).**



## NOPA's Members-Only Independent Dealer Locator

Through NOPA's Buy Local Independent Dealer Locator (IDL) website tool independent dealers who are members of NOPA can be easily located by customers in their market areas, and also connect with their manufacturing partners to drive sales to their local dealerships.

Specifically, the dealer locator tool allows a business customer visiting either NOPA's website or a growing number of manufacturers' websites to find products and services they are interested in purchasing from an independent dealership. Website visitors simply type in their zip code and retrieve a list of independent dealers that service their address within a self-defined mileage radius. Consumers will be given an opportunity to find a local independent dealer as easily as they now find a Big Box location.

Sample of Manufacturers "Where to Buy" Webpage:



### Benefits for Dealers:

- Capture additional sales from the manufacturers whose products you sell
- Drive new business to your company at no additional cost to you as a NOPA member
- Gain market share and new customers within your local delivery area that may not have known about you otherwise.
- Customers will view you as a resource for products you may not yet be currently advertising.

"Today's office supply buyers use the internet for product information. By partnering the NOPA independent dealer community with the manufacturers' websites, we can connect local service to the national brands. NOPA can provide the connection to the manufacturer sites....truly a win-win for the independent dealer."

**Chip Jones, NOPA 2010 Chair & President, Minton-Jones, Atlanta, GA**

"The Phillips Group is excited about the increased exposure this dealer locator tool provides for us to now be listed as a viable source alternative for the end user! The inclusion of independents on manufacturer websites has long been overdue and it will serve as a potential additional source of qualified leads for every dealer."

**Bob Chilton, NOPA 2009 Chair & President, Supply Division, The Phillips Group, Middletown, PA**

"The dealer locator system epitomizes a truly symbiotic relationship – the dealer reaps the rewards of being recognized on manufacturer websites, while the manufacturer develops more solid relationships with their often overlooked independent dealers. It is supplying recognition to independents and giving the consumer an option beyond the big box store. This is a well needed tool that is long overdue in our industry."

**Juanita Strickland, Past Chair, NOPA & Co-Principal, Malone Office Environments**

Call 800.542.6672 for a demo of the Independent Dealer Locator  
or visit the IDL [website](#) to learn more about how we can help YOU!



National Office Products Alliance

## NOPA Weekly eNewsletters

Beginning in January 2009, the National Office Products Alliance (NOPA) introduced a totally redesigned weekly Connecting eNewsletter to the industry filled with all the latest news, products and industry information to stay up to date in the world of office products.

Count on NOPA each week to deliver dealer news, industry events, association news, financial highlights, government advocacy, business basics, short surveys and more as we become your resource for industry information. And, with our newsletter archives, you can search through a year of news to find background on stories, news and products.

While everyone benefits from the NOPA Connecting eNewsletter, NOPA offers Members-Only Advocacy Alerts and Member Updates with information strictly for NOPA members. These include Calls-to-Action, advocacy issues and special benefits and information for NOPA dealers.

### Stay on Top of Key Industry News

NOPA's newly redesigned **FREE** weekly Connecting eNewsletter is your guide to all the latest on the office products industry.

-  Industry News & Events
-  Association News
-  Government Advocacy
-  Product Introductions
-  Business Basics





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or call 800.542.6672  
to Sign Up Today!

**Government  
Advocacy Alert**

 **MEMBER  
UPDATE**  
National Office Products Alliance



## NOPA's Official Electronic Publication

In January 2009, INDEPENDENT DEALER ([www.idealercentral.com](http://www.idealercentral.com)) became the Official Publication of NOPA. Published by industry veteran, Simon De Groot, INDEPENDENT DEALER celebrates the successes of today's independents and their trading partners and turns the spotlight on opportunities to make them even stronger and more profitable!

Every month, INDEPENDENT DEALER brings in-depth coverage of dealer success stories and growth opportunities...from emerging product categories, hot new vertical markets and ways to boost productivity and efficiency.

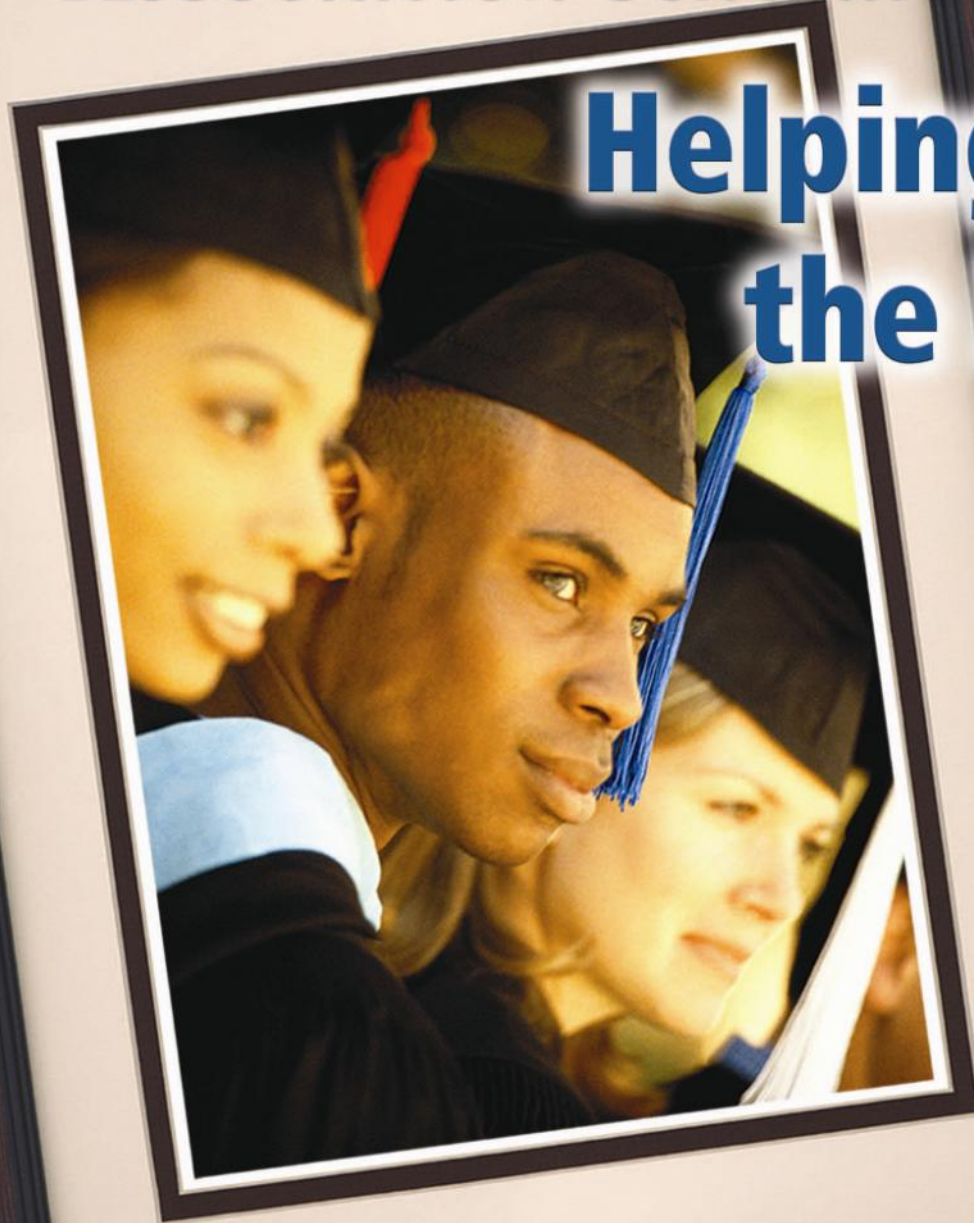
Plus, you'll find regular columns from sales training experts Tom Buxton and Krista Moore, management guru Bill Kuhn and former NOPA/OFDA government affairs director Paul Miller.

NOPA members automatically receive copies of INDEPENDENT DEALER in their inboxes monthly. To sign up associates or business partners to receive INDEPENDENT DEALER, click [here](#).



*Association Scholarship Fund:*

# Helping Fund the Future



For more information or to download applications, please go to the website and click on the Scholarship Program link on the left of the page. Or call us at 800.542.6672, ext. 121.

[www.nopanet.org/Scholarship-Program](http://www.nopanet.org/Scholarship-Program)

**OFDA** **NOPA**  
[www.ofdanet.org](http://www.ofdanet.org) [www.nopanet.org](http://www.nopanet.org)



# WE HELP MAKE LIFE SIMPLE

for NOPA/OFDA members

With convenient options for life  
and disability coverage

Click here for more information and to  
download NOPA's 2011 Life & Long  
Term Disability Brochure.

For more information, contact Kathy  
Manolas at 800.542.6672 or via  
email at [kmanolas@iopfda.org](mailto:kmanolas@iopfda.org)

  
UNICARE.

  
National Office Products Alliance

  
Office Furniture Dealers Alliance

**N  
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P L A N O P E N**

**UNIVIEW VISION® – SEE THE DIFFERENCE**

- Coverage as low as \$7.45 per month per employee.
- Annual coverage for routine eye examinations.
- Annual allowance (\$130) for frames, lenses and/or contacts.
- Additional discounts of 15% to 40% on unlimited purchases of non-covered materials like extra pairs of glasses – even after covered benefits are used up.
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**Kathy Manolas**

**800.542.6672**

**manolas@iopfda.org**

  
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## **FedEx Association Advantage®**

As a member of NOPA you are entitled to discounts on select FedEx Express®, FedEx Ground® and FedEx® international shipments. It's the FedEx Association Advantage® - another great advantage for members of NOPA.



FedEx has teamed up with NOPA to provide you with special member discounts of up to 27%\* on select FedEx® services and up to 20% on select FedEx Office<sup>SM</sup> services. As a member of NOPA, you can receive discounts on select **FedEx Express®**, **FedEx Ground®**, **FedEx Freight®**, **FedEx® international** and **FedEx Office** services. It's the FedEx Advantage® —another great advantage for members.

### **Your Member Discounts\*\***

FedEx Express: up to 22% on select services

FedEx Ground: up to 20% on select services

FedEx Freight: Up to 70% on FedEx Freight services (see details below)

FedEx international shipments: up to 28% on select services

FedEx Office: up to 20% on select services

## **Uncertainty about your freight shipping can cost you and your business**

You can relax knowing that FedEx Freight and FedEx National LTL are here for you. Make sure your LTL (less-than-truckload) needs are met during this challenging economy by enrolling and activating your benefits with FedEx Freight and FedEx National LTL.

As a NOPA/OFDA member, you can now save up to 70%\* on regional and long-haul freight shipments. Plus you'll receive the on-time reliability and careful handling of your freight that you expect from FedEx. We're here for you, your business and your customers.

*CONTINUED ON NEXT PAGE*



Choose FedEx Freight for its extensive next- and second-day regional service as well as all-points coverage of virtually every ZIP code — all backed by a no-fee, money-back guarantee\*\*. Choose FedEx National LTL for your planned long-haul service. Either way, your freight will be handled by a carrier that is financially stable and customer focused.

FedEx Freight offers:

- Reliable, on-time delivery of your LTL palletized or non-palletized freight shipments of 151 to 20,000 lbs. and up to 24 linear feet.
- Extensive next-day and second-day regional service as well as all-points coverage of virtually every ZIP code — all backed by a no-fee, money-back guarantee\*.
- Tools like FedEx Freight Advance Notice® that give you complete visibility to your shipment or FedEx Freight A.M. with delivery by 10:30 a.m. backed by our money-back guarantee.

FedEx National LTL offers:

- Flexibility to manage your shipment cost and transit times: if your shipment can arrive on a three to five day schedule, you can save money with FedEx National LTL.
- Freight shipping designed for planned inventory replenishment.
- Services like FedEx National LTL<sup>SM</sup> Custom Delivery, a free service offering delivery on, before or after a specific date.
- Volume or truckload shipping solutions.

\*All services subject to terms and conditions of the FXF and FXNL 100 Series Rules Tariffs.

\*\*Applies to FXF 1000 Rate Base customers only. Subject to terms and conditions provided in the FXF 100 Series Rules Tariff.



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## DEALER MEMBERSHIP APPLICATION

Company Name: .....  
Primary Contact: ..... Title:.....  
Address: .....  
City: ..... State:..... Zip:.....  
Phone:..... Toll Free:..... Fax:.....  
Website: ..... Email:.....

### COMPANY PROFILE

Number of Employees: ..... Annual Sales: \$.....  
Buying Group(s) ..... Association(s).....  
Manufacturer Alignment (if any).....

#### Products & Services Offered:

- |   |  |
|---|--|
| <input type="checkbox"/> Office Supplies                                | <input type="checkbox"/> Office Equipment, Business Machines, Related Supplies |
| <input type="checkbox"/> Computer Hardware, Software & Related Supplies | <input type="checkbox"/> Office Furniture & Accessories                        |
| <input type="checkbox"/> Coffee/Breakroom Products                      | <input type="checkbox"/> Janitorial & Sanitation Supplies                      |
| <input type="checkbox"/> Other Products (Identify):.....                | <input type="checkbox"/> Printing  |
| <input type="checkbox"/> Other Products (Identify):.....                | <input type="checkbox"/> Advertising Specialists                               |

### ANNUAL MEMBERSHIP DUES

<b>NOPA Only</b> Yearly Dues	<b>\$495</b>
OFDA Add-On Special	<u>\$250</u>
<b>DUAL Membership</b>	<b>\$745</b>

First year membership rates are pro-rated so you pay for only the months you are a member!

(If you sell office furniture, you may want to consider membership in NOPA's sister association, Office Furniture Dealers Alliance – OFDA). With dual membership in OFDA, you enjoy all the same benefits as you do in NOPA, but at half price when you are a NOPA member!

NOPA Membership \$41.25 per month x \_\_\_\_\* months .....\$  
OFDA (Optional) \$20.83 per month x \_\_\_\_\* months.....\$  
TOTAL .....\$

\*Include the current month in your calculation.

CHECK (Payable to NOPA in U.S. Funds)  CREDIT CARD:  Visa  MasterCard  Amex

Account Number: ..... Expiration Date: .....

Please keep the above credit card on file to renew my membership annually: Yes \_\_\_\_\_ No \_\_\_\_\_

Signature: ..... Date: .....

Mail to: 301 N. Fairfax St., Alexandria, VA 22314 or Fax to: 703.683.7552

Save Time and Register Online at [www.nopanet.org](http://www.nopanet.org)

Under Federal Law, dues to NOPA are normally deductible as ordinary and necessary business expenses to the extent that they are not used for lobbying activities. Under the Consolidated Omnibus Budget Reconciliation Act of 1993, NOPA must estimate the percentage of dues that will be used for lobbying activities and notify members of the amount of dues that are non-deductible. For 2011 we estimate this amount to be 10% of your dues. NOPA is a membership division of the Independent Office Products & Furniture Dealers Association. 12-1-2010



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As a NOPA Member, you will begin receiving NOPA’s Weekly *Connecting* eNewsletter and Monthly Electronic Publication, *Independent Dealer*. There are a number of ways that you can ensure that everyone in your office and/or branch offices receive these valuable member benefits.

- Complete the form below and send with your application.
- Attach a Company Directory complete with emails and send with your application.
- Email your Company Directory in Word, Excel or comma delimited text to [mgrady@iopfda.org](mailto:mgrady@iopfda.org).
- Add Employees to your NOPA Company Profile Listing (you will receive a username and password upon membership).

**BRANCH OFFICE LOCATIONS:** (copy or attach list if necessary)

Primary Contact: ..... Title:.....  
 Address: .....  
 City: ..... State:..... Zip:.....  
 Phone: ..... Fax: .....  
 Email Address: .....

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Primary Contact: ..... Title:.....  
 Address: .....  
 City: ..... State:..... Zip:.....  
 Phone: ..... Fax: .....  
 Email Address: .....

**ADDITIONAL CONTACTS:** (copy or attach list if necessary)

Name: ..... Title:.....  
 Phone: ..... eMail:.....

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**ADDITIONAL CONTACTS FOR NOPA ONLINE PUBLICATIONS:** (copy or attach list if necessary)

Name: ..... Title:.....  
Phone: ..... eMail:.....

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**INSTALLMENT PAYMENT OPTION AUTHORIZATION**

MasterCard    American Express    Visa    Discover    Diners Club International

Credit Card Number	Expire Date									
Cardholder Name (Please print)		<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;"></td> <td style="text-align: right; border-bottom: 1px solid black;"><i>Amount</i></td> </tr> <tr> <td>2009 Dues</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td>Scholarship</td> <td style="text-align: right;">\$ _____</td> </tr> <tr> <td></td> <td style="text-align: right; border-bottom: 1px solid black;">\$ _____</td> </tr> </table>		<i>Amount</i>	2009 Dues	\$ _____	Scholarship	\$ _____		\$ _____
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	Pd									
<b>Total:</b>	\$ <span style="border: 1px solid black; display: inline-block; width: 80px; height: 30px; vertical-align: middle;"></span>									

***I hereby authorize IOPFDA (for NOPA and OFDA) , to charge my credit card in \_\_\_\_equal payments of \_\_\_\_for my annual membership dues. The first installment will occur upon processing of this request, and the remaining three installments will occur on the first business day of the April, July and September.***

***The credit card used for payment must have an expiration date that exceeds today's date by twelve months.***



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## Directory & Contacts

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