



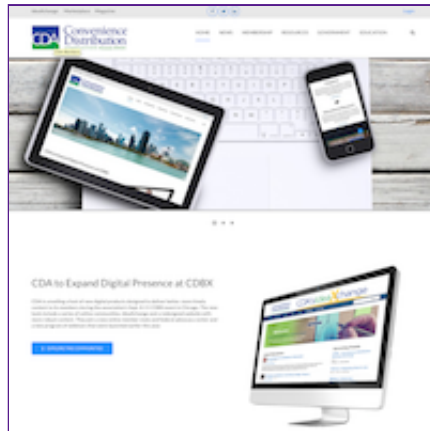
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For Immediate Release

## CDA Rolls Out New Website, Launches IdeaXchange Online Communities, New Programs at CDBX

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CDA is unveiling a host of new digital products designed to deliver better, more timely content to its members during the association’s Sept. 8-11 Convenience Distribution Business Exchange (CDBX) in Chicago. The new tools include a series of online communities, [IdeaXchange](#), and a redesigned [website](#) with more robust content. They join a new online member state and federal advocacy center and a new program of webinars that were launched earlier this year.



“Our new website provides a gateway to great new content that is locked down and available only to members of CDA,” said President Scott Ramminger. “We’ve made the log in process for members as easy as possible. All of these new tools are linked through our back office systems and feature a single sign in.”

### Enhancing an Already Strong Sense of Community

IdeaXchange is at the epicenter of the expanded digital presence. IdeaXchange is both an online community and a knowledge base or resource center. Both the association staff and members can easily post content. The content will grow organically over time as the communities are used. It will also serve as a workspace for CDA’s Board of

Directors, Committees, and Tasks Forces.

“These online communities are meant as an enhancement of the in-person communities within the association,” said Executive Vice President Kimberly Bolin. “CDA is also working hard to enhance the in-person meetings. We had great kickoff meeting of our new Manufacturer’s Advisory Council and 2017 Marketplace Planning Task Force this summer in Santa Fe. Both of these groups will be meeting — along with many of the rest of the association’s committees and Board of Directors — at CDBX.”

### CDA Adds Great New State and Federal Reporting & Advocacy Tools

In addition to the reengineered, redesigned website, and IdeaXchange, CDA has launched new state and federal government reporting and advocacy tools.

“Our Engage tool is allowing us — both the association, and our individual member companies — to track both state and federal legislation in an extremely detailed, customizable way. It also provides a platform from which members can easily and simply contact their state or federal legislators about an issue of concern. It is as simple as a few clicks of your mouse or taps on the screen of your smartphone.” Ramminger said.

### Education that is Better, More on Point — On More Topics

A variety of new webinar and video production and publishing capabilities are allowing CDA to offer members a deeper, broader array of education, at reduced cost.



“Just this summer we’ve offered members educational programming on leadership, Obama Care, electronic tobacco tax reporting, and more. Our in-person education efforts are going to remain at the forefront of CDA’s activity. But we can offer educational programming on-line at a very reasonable cost. There are no travel or hotel costs — either to the association or the members. And the presenters don’t have to leave their desks. So we can really strengthen our offering with these new tools,” Bolin noted.

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