



2015 NIB/NAEPB NATIONAL CONFERENCE & EXPO

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#NIBCONFEXPO



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JanSan/MRO Sub-Committee

Stephanie Benedetti

Shawn Spengler

October 13, 2015



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JanSan Sub-Committee Update

- Primary goal identified as sales support to JanSan & MRO FSSI Awardees
 - Identified leads for JanSan & MRO areas
 - Most leads attended AbilityOne FSSI Industry Day in January, 2015
- Update from 10/12/15 meeting

NAEPB Strategy - Sub-Committee Tactics

Strategy Category	NAEPB Strategy	JanSan/MRO Tactics
Employment Growth & Employment Satisfaction (Grow And Diversify Employment)	Mandatory “ support and enforcement (OPERATIONS, PP) Leverage NPA’s combined capabilities in new business opportunities (SERVICES, OPERATIONS)	Work with NIB ETS and Channel teams to identify areas where ETS is still prevalent or untapped areas (example: food service contractors). Collaborate and create ETS marketing pieces that target these areas. Push for results driven reporting on insertion of 52.208-9 clause into JanSan/Food.
	Develop business models that can be easily replicated (SERVICES, OPERATIONS)	Continue to share agency and NIB best practices at meetings.
	Identify new business opportunities and different ways of approaching them (OPERATIONS)	Coordinate meetings or learning events with large contract award winners. Implement a sales/training program specific to FSSI that allows agency involvement and participation.
Membership Engagement and Value (Engage Members and Provide Value)	Coordinate with NIB to devise “information center” of products and services, core competencies and relationships (SERVICES, OPERATIONS)	Provide NIB information by assigned business/category utilizing the category leads to assist in gathering materials and information.
	Identify opportunities where joint “pooling” approaches will generate member benefits (OPERATIONS, SERVICES)	Continuously promote reciprocal purchasing activities and provide opportunities for agencies to speak at NAEPB SubCom meetings regarding their products.

JanSan Sub-Committee Update

- FY15 NPA reported sales through Aug
 - Commodities up 5%
 - JanSan up 10% YoY
 - MRO up 27% YoY
 - Food Service up 23% YoY
 - BSCs, MAS and Wholesalers up; GSA Down

Contacts

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Shawn Spengler – JanSan Sub-Committee Co-Chair

NIB – Director of Product Management, JanSan/MRO Products

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Writing Instrument Subcommittee

Amanda Alderson and Rich Weigold
Monday, October 12, 2015



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Office Products Subcommittee

Amanda Alderson

Monday, October 12, 2015



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Office Subcommittee Agenda

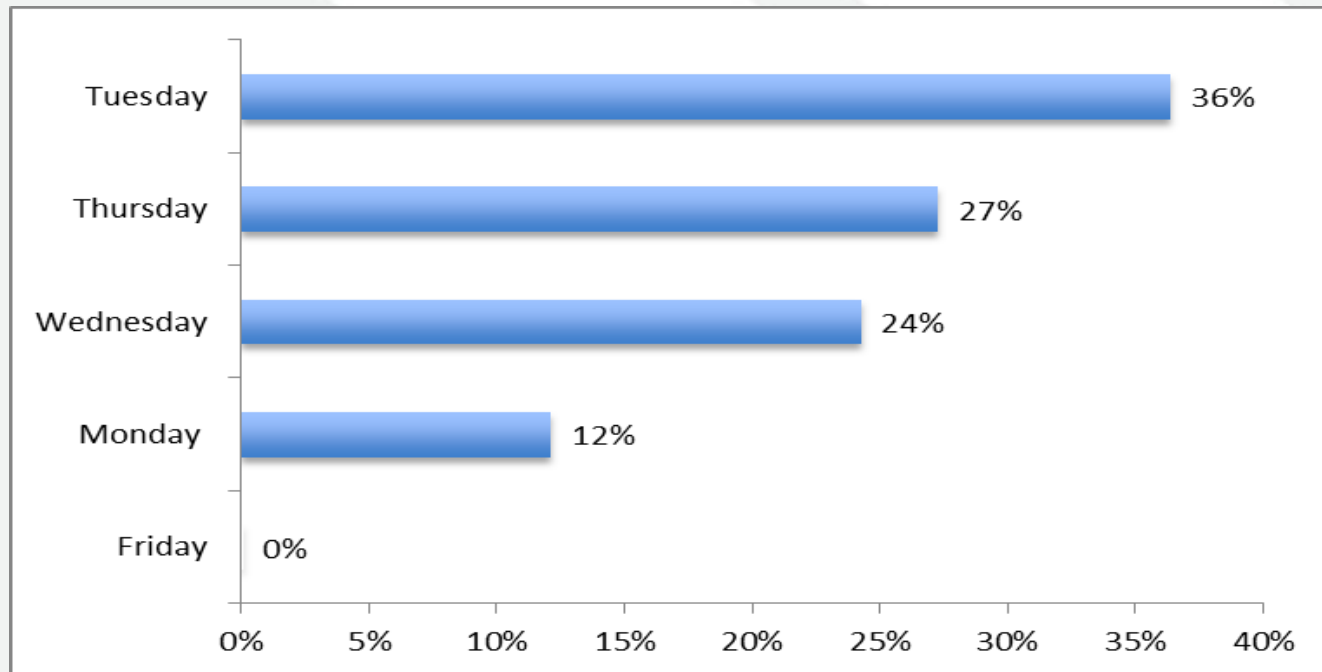
- **3:45 – Opening Remarks (Amanda Alderson)**
- **3:50 – Review of Subcommittee survey results (Amanda Alderson)**
- **4:10 – Introduction to ETS team (David Barrett)**
- **4:20 – Driving Sales and Compliance by OS3 Engagement (Jennifer King and Jack Glasscock)**
- **4:30 – OS3 and LC Industries Role (Jeffrey Hawting)**

Office Products Survey Results

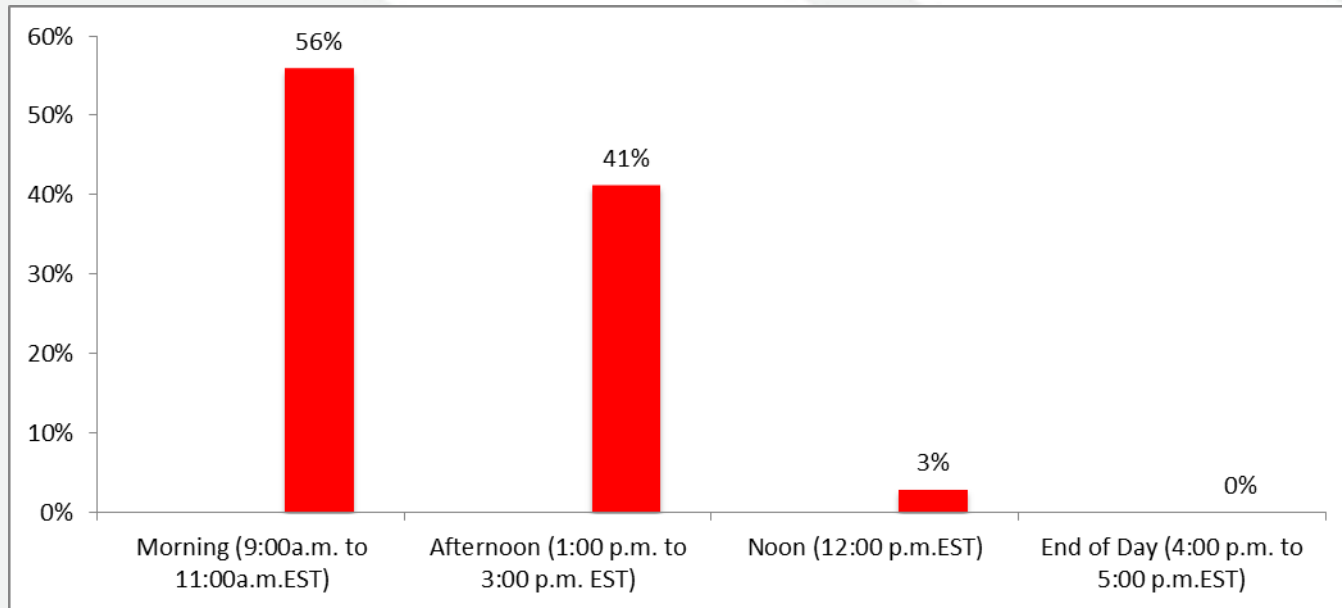
- Survey emailed via SurveyMonkey's online platform.
 - The survey was initially sent on 9/10/15 and a reminder was sent on 9/23/15.
- The response rate for the survey was 52%, with 42 agency professionals responding out of 81.

Office Products Survey Results

Preferred Day of Meeting



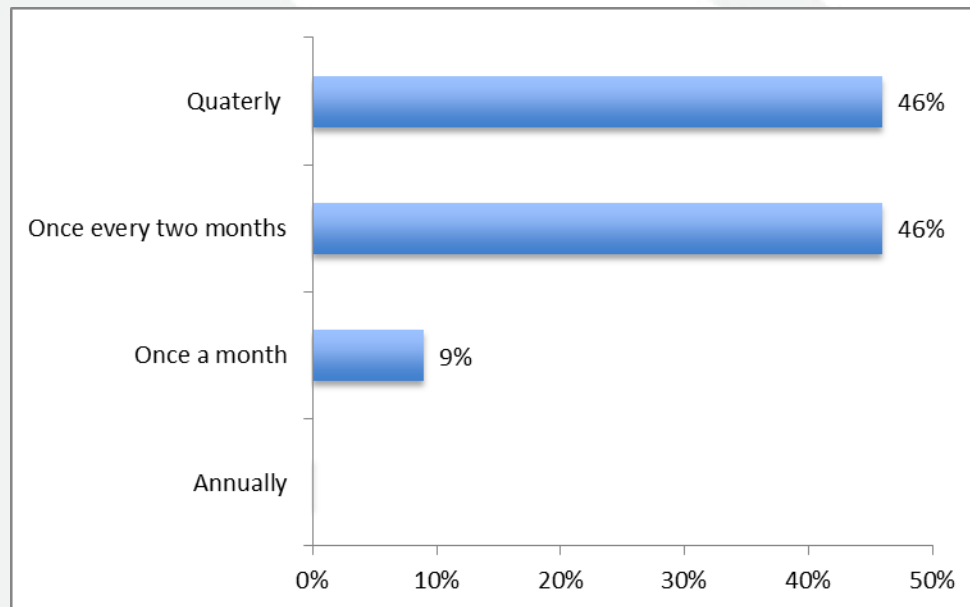
Office Products Survey Results



Morning meetings are preferred by the greatest proportion.

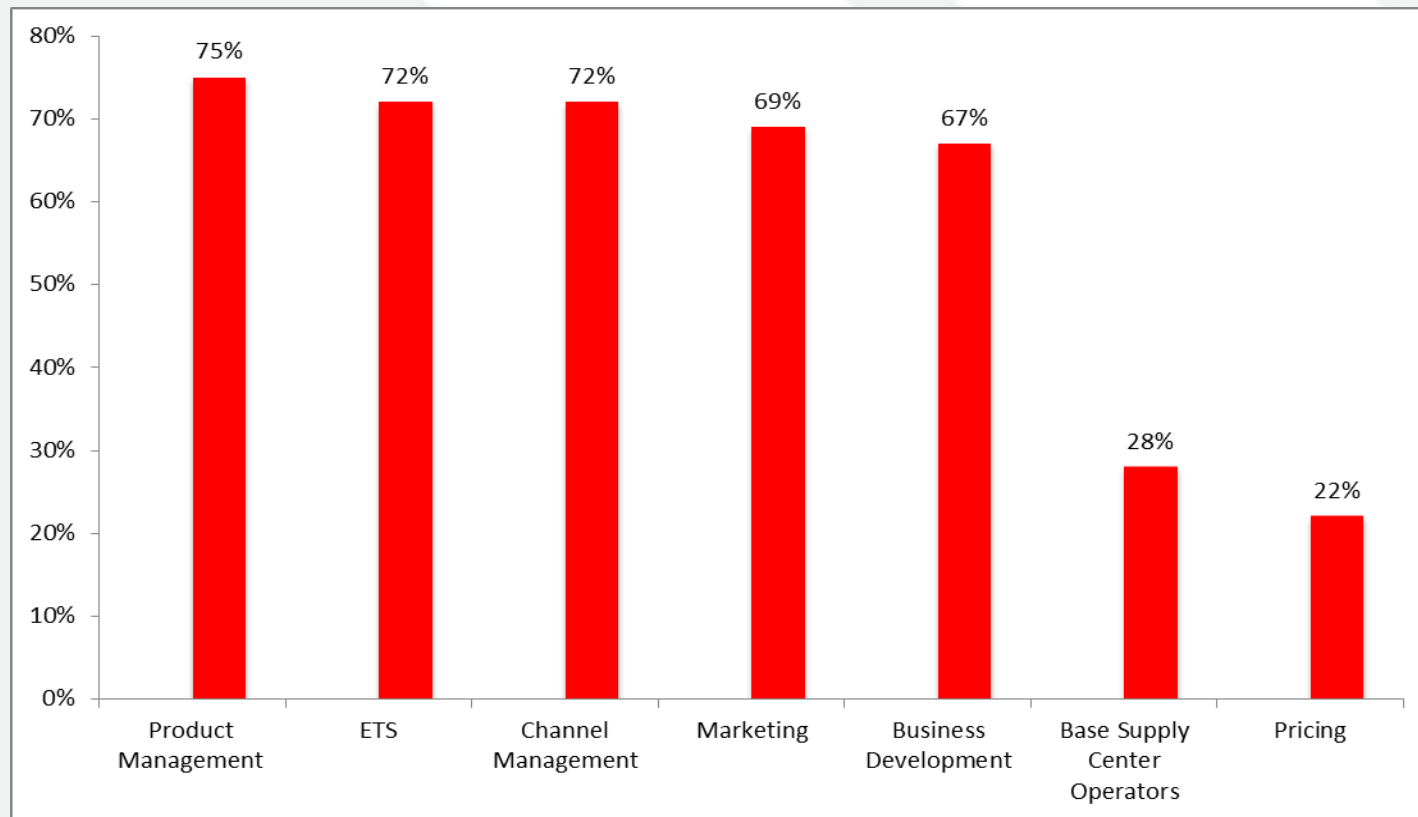
Office Products Survey Results

An equal proportion prefer the meeting to be held quarterly as once every two months.



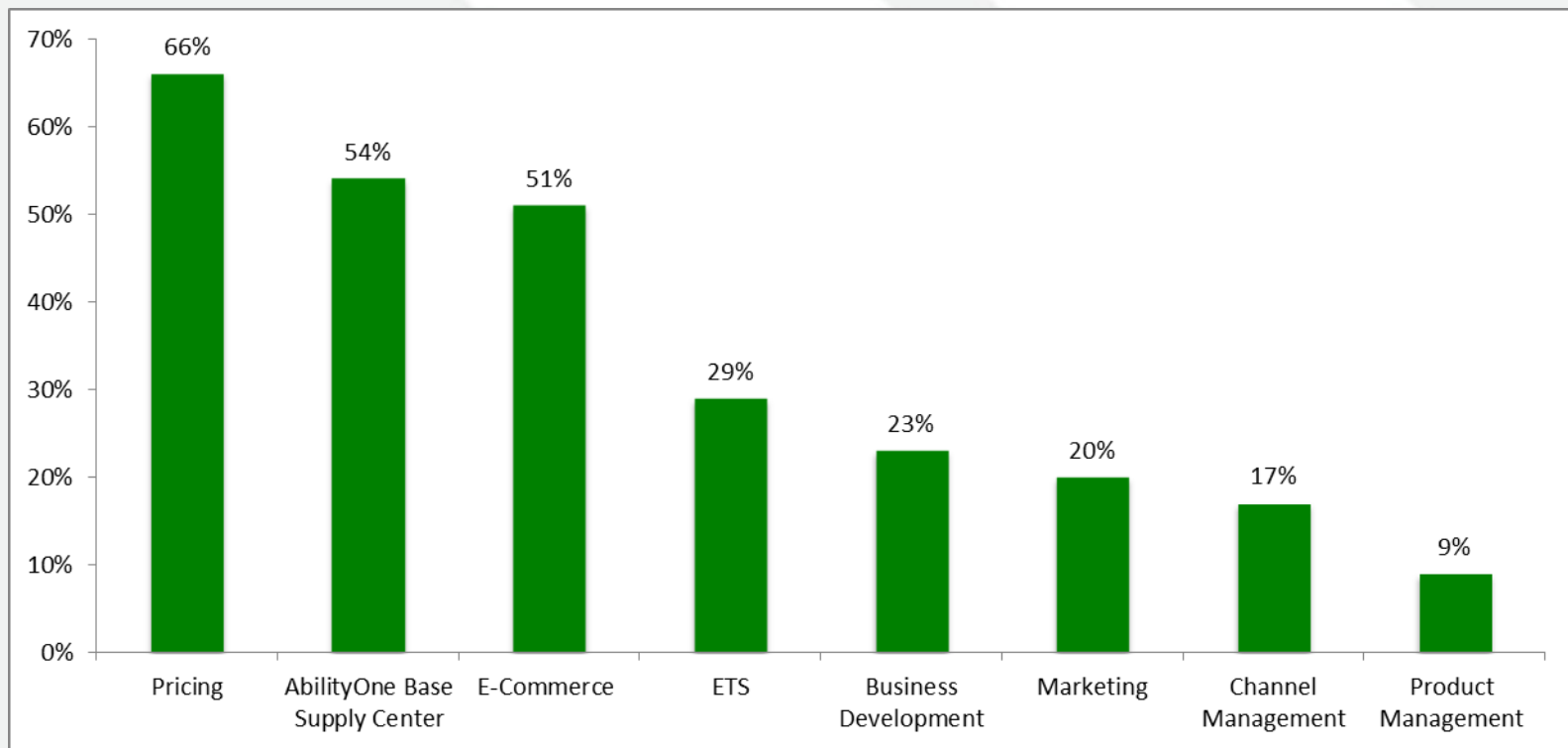
Office Products Survey Results

Staff Functions to be Included in Meeting Consistently



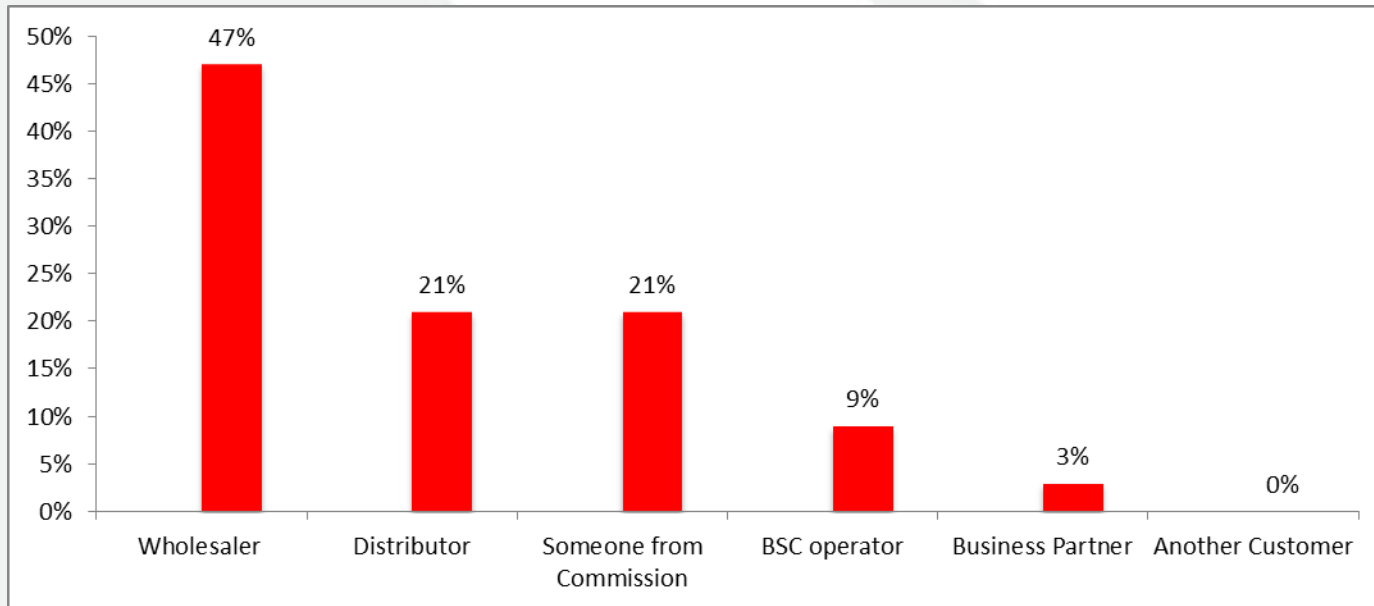
Office Products Survey Results

Staff Functions to be Included in Meeting Occasionally



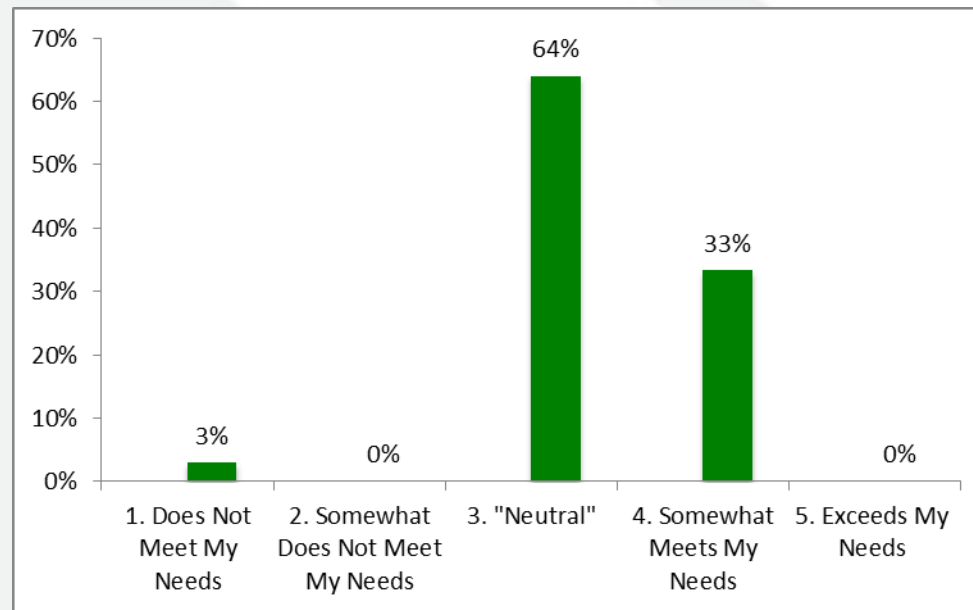
Office Products Survey Results

Type of Guest Speaker Want to Hear from at the Meeting



Office Products Survey Results

Degree Content of Meeting Meets Needs



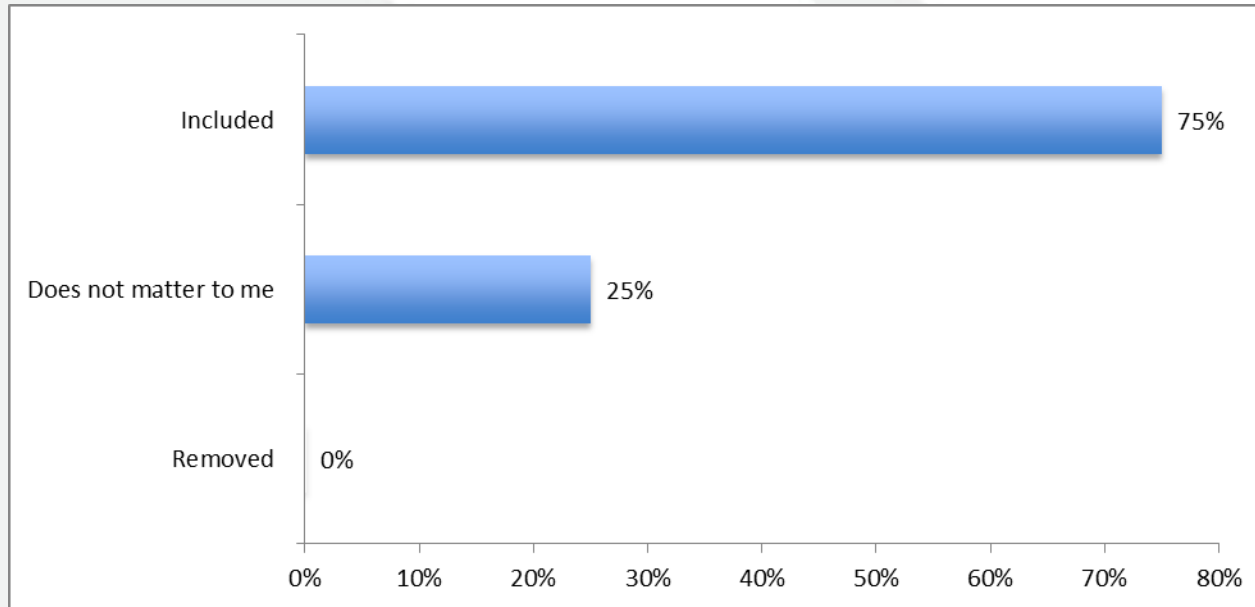
Office Products Survey Results

Reasons given for rating the meeting content “average” or lower.

- Comments primarily pertained to the following:
 - Topics covered by the meeting do not all necessarily pertain to a particular agency’s concerns.
 - Unclear about the goals and objectives of the subcommittee meeting and how it is supposed to benefit the agency.
 - There is no follow-up pertaining to issues addressed in the meeting.

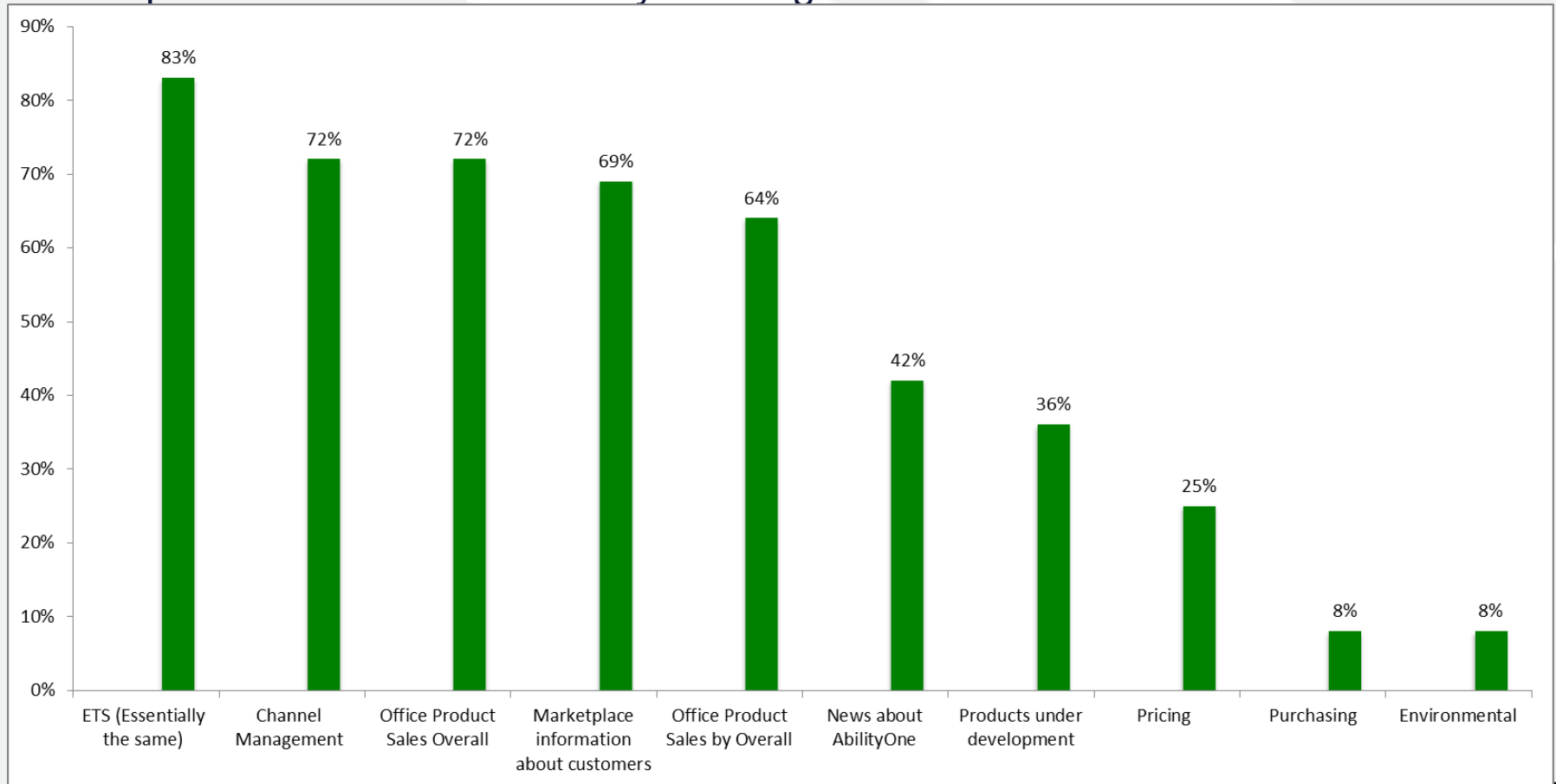
Office Products Survey Results

Should Subcommittee Goals be Included



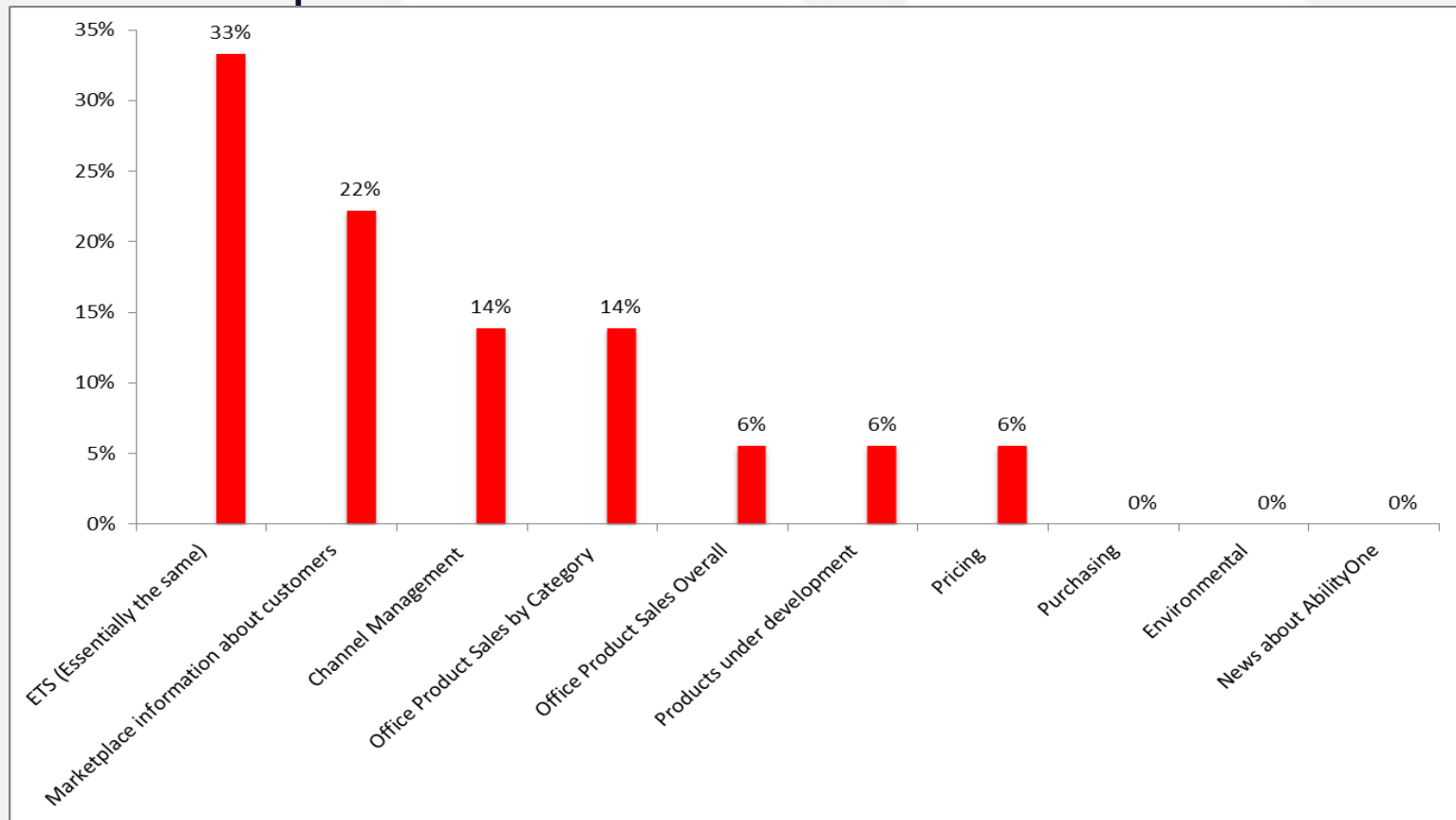
Office Products Survey Results

Topics to be Covered at Every Meeting



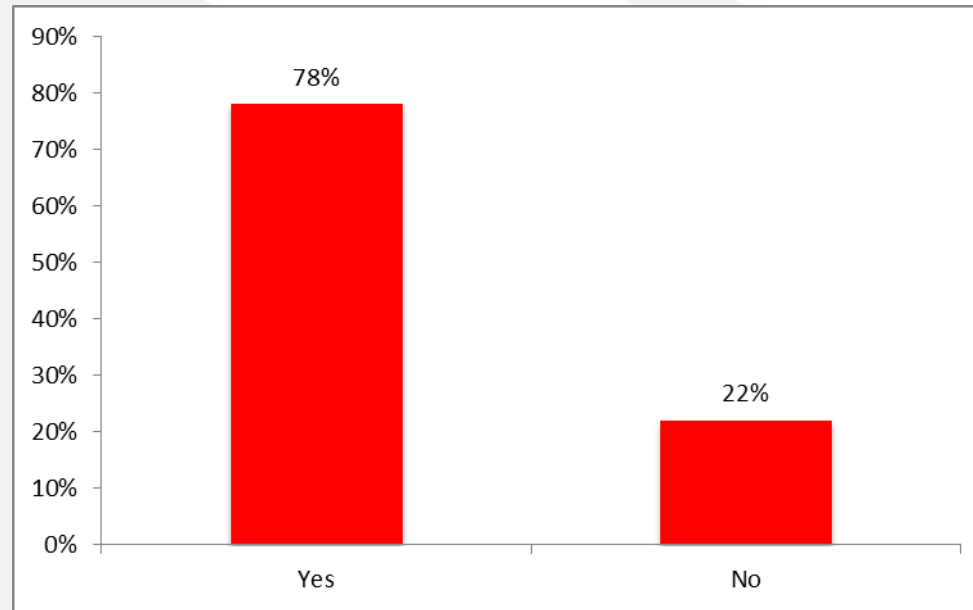
Office Products Survey Results

Value of Topics



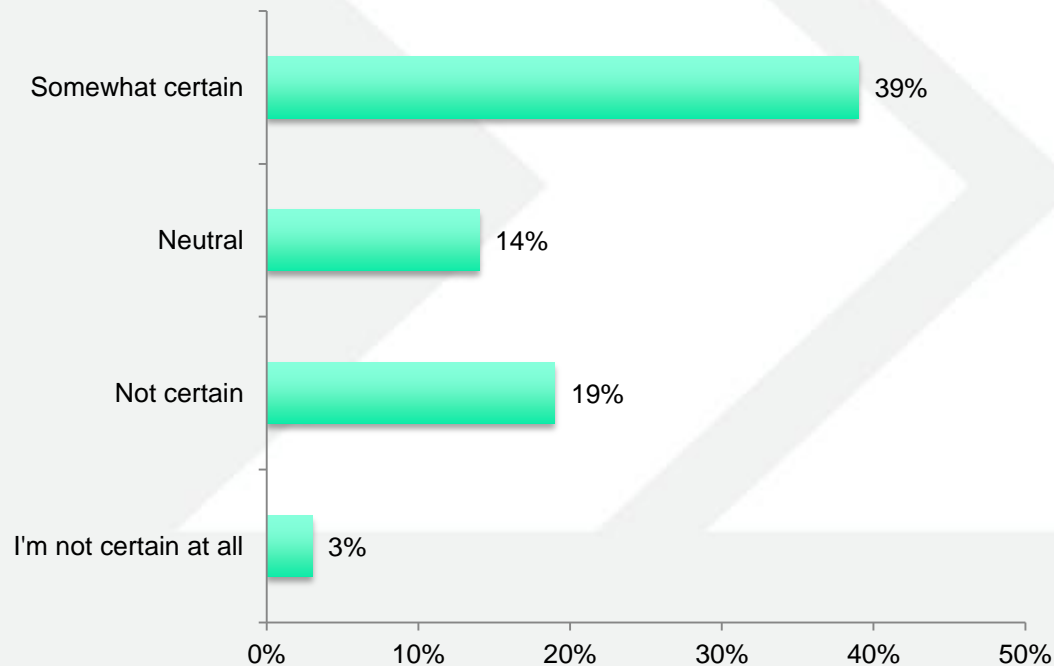
Office Products Survey Results

Opportunity to Ask Questions & Share Experiences



Office Products Survey Results

Certainty of Whom to Contact



Office Products Survey Results

- “Getting the right picture about an issue is sometimes not clearly a marketing or channel management issue. Then who should get the first call?”
- “Have not seen an updated NIB Contact List in years.”
- “This is not just a situation for NIB, but when there are personnel changes within NIB and personnel changes at the NPA, there can be a disconnect for a period of time.”
- “What NAM's are in charge of each government agency?”

Office Products Survey Results

- Narrow down the call to specific areas of major concern for the agencies , like ETS, ways to sell new products and market strategy.
- Communicate better the main objectives of the call through webinar/PowerPoint presentation.
- “Due to attrition at NIB, new people are placed in new roles. An overview of the organization -- who is doing what --would be appropriate to reinforce the announcements made in NIB This Week.”

Introduction to ETS team

David Barrett – ETS Team Lead

dbarrett@nib.org, 703-310-0584

James Frick-Tordella – ETS Coordinator

jftordella@nib.org, 703-310-0521

Jennifer King – Program Director

jking@nib.org, 202-701-8190

Channel and ETS are focused on OS3 Purchasing and Requisition Channel BPA Holder Engagement

- Purchasing Channel Engagement
 - Sales: Channel Sales Reps push for full product line support
 - Compliance: Engage OS3 PM monthly with transactional sales data requesting compliance with contractors
- Requisition Channel Engagement
 - Training: Contract launched 5 October with BPA holders assuming fulfillment. Training focused on pricing, sales, channel operations (back order, delinquencies, quality and reporting), and ETS compliance
- GSA engagement
 - Relationship meetings
 - Product contract coverage: Monitoring of contract coverage as products move from DVD to OS3 requisition contracts

NPA Involvement

Channel and ETS need your support

- Monitor sales of your products
- Sudden drop off in sales: alert Jack
- Monitor marketing of products

FSSI Requisition OS3

Jeffrey Hawting

President | LC Industries

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Mobile: 443.756-7883

FSSI REQUISITION OS3

CLIN 1

General Office

- LC Industries
- Mono Machines

CLIN2

Paper

- Document Imaging Dimensions
- Pacific Ink

CLIN 3

Toner

- Supplies Now
- Access Products

CLIN 1: Gen Office

- 323 NSNs on Market Basket
- 196 AbilityOne

CLIN 2: Paper

- 131 NSNs on Market Basket
- 109 AbilityOne

CLIN 3: Toner

- 94 NSNs on Market Basket
- 1 AbilityOne

FSSI REQUISITION OS3

- Contractors can submit NSNs for addition to the Non-Market Basket list

- In scope

7045	ADP Supplies
7420	Accounting and Calculating Machines
7460	Visible Record Equipment
7490	Miscellaneous Office Machines
7510	Office Supplies
7520	Office Devices and Accessories
7530	Stationery and Record Forms
7540	Standard Forms
9310	Paper and Paperboard

- Price Reasonableness

FSSI REQUISITION

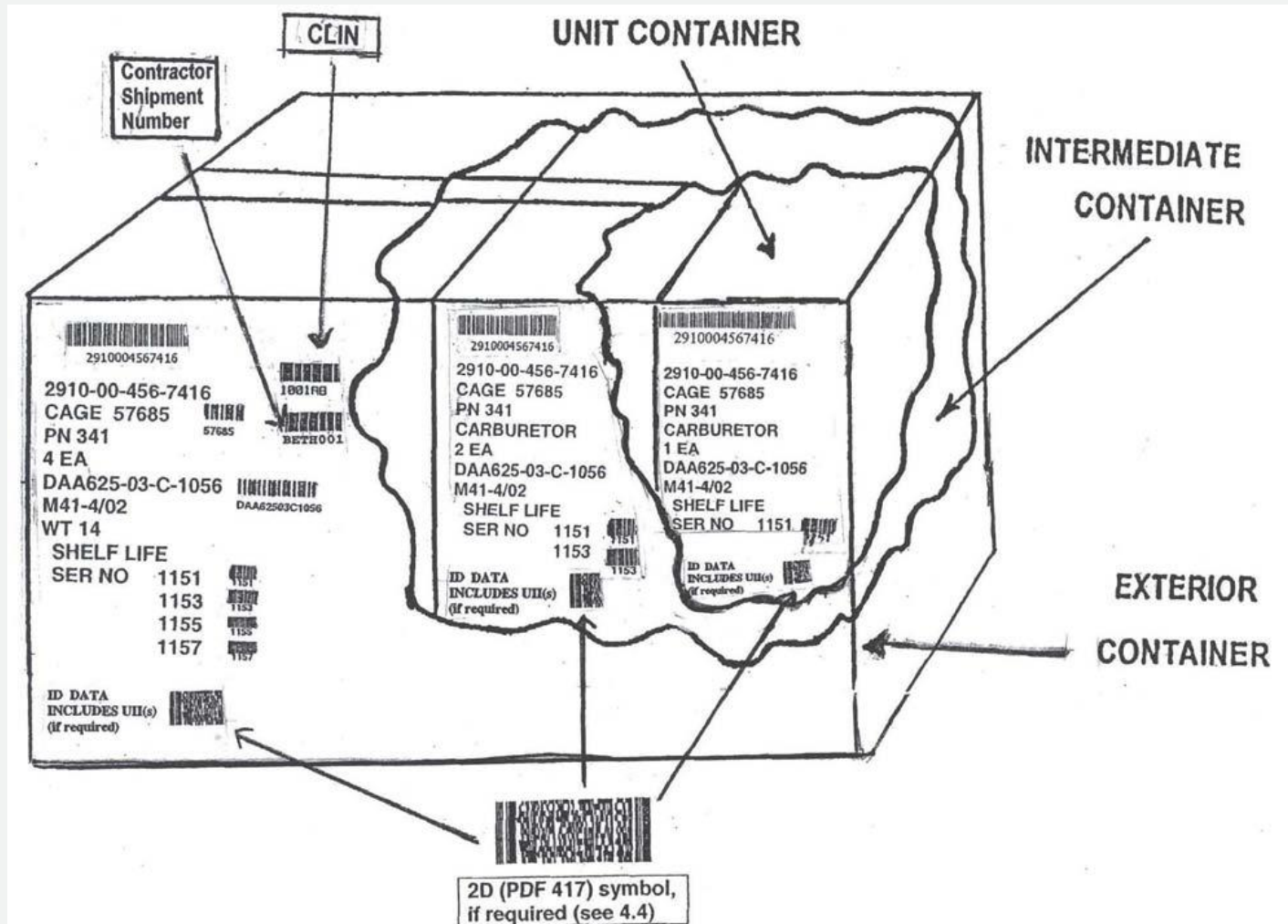
- Approx. \$35 million in annual AbilityOne sales not covered under OS3
- FSSI Requisition MRO: on the street
- FSSI Requisition Jan/San: this quarter
- Need bridge contracts to ensure coverage until new FSSI MRO & Jan/San contracts are awarded and onboarded

MIL-STD129R & FED-STD123H

- Military Shipping Label (MSL)
- Carton Identification Labels
 - Shelf-life markings
 - HAZMAT markings & MSDS
- Identification markings
 - at three levels:
 - Unit Container (sellable UOM)
 - Intermediate container
 - Exterior container

TCN SW81238350D001XXX				
From SW8123 In-the-clear Address 3 Lines Max, 35 Characters Per Line XXXXXXXXXX1XXXXXXXXXX2XXXXXXXXXX3XXXXXX			TAC / Type Service / Postage SZZZ Frt LTL	
Piece 1 Of 1	Weight (lb.) 7760	Date Shipped 1090	RDD 999	Priority 1
	Cube (ft.) 385	Project 9BU		
Ship To / POE DOV	In-the-clear Address 5 Lines Max, 35 Characters Per Line Abcdefg HigiKlmno Pqrstuv Wxyz Abcdefg HigiKlmno Pqrstuv Wxyz XXXXXXXXXX1XXXXXXXXXX2XXXXXXXXXX3XXXXXX			
POD RMS	MSL, Supply, & TCMD Data 			
FMS Case CKM				
W55XGJ		Ultimate Consignee / Mark For Consignee Ultimate / Mark For Consignee Address 5 Lines Max, 35 Characters Per Line Abcdefg HigiKlmno Pqrstuv Wxyz Abcdefg HigiKlmno Pqrstuv Wxyz XXXXXXXXXX1XXXXXXXXXX2XXXXXXXXXX3XXXXXX		
				

Carton Identification Label



Questions ??



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WI Agenda

- Review of the WIG Strategic Plan
- Schedule next summit meeting

Goals

1. Develop a Marketing Sales Plan
2. Provide Monthly KPI's & Reports to WIG team
3. Increase Brand Awareness for SKILCRAFT Writing Instruments
4. Improve Product Management

Goal 1. Develop Marketing & Sales Plan

Goal Leads: Rich Weigold, Amanda Alderson

Strategies

- Create advertising campaigns to promote the products
- Utilize standardized reporting & KPI's to effectively
- Priced competitively in the market
- Develop and design a plan to meet customer value and quality requirements
- Build relationships with our customers

Goal 1. Develop Marketing & Sales Plan cont'd

- Develop Salesforce capabilities to create customer e-mail lists
- Engage wholesalers/dealers in a calculated and well defined offensive in promotion of WIG aggregate portfolio

Goal 2. Provide Monthly KPI's & Reports to the WIG team

Goal Leads: Amanda Alderson, Jack Glasscock
Strategies

- Tool to review our performance in the marketplace
- Indicator of your success level in delivering customer value
- Gain a thorough understanding of both of AbilityOne individual NPA's portfolio mix performance as well as aggregate WIG's, placing emphasis upon product line review

Goal 2. Provide Monthly KPI's & Reports to the WIG team cont'd

- Engage wholesalers/dealers in a calculated and well defined offensive in promotion of WIG aggregate portfolio.
- Require AB1 authorized suppliers to report sales quarterly

Goal 3. Increase Brand Awareness for SKILCRAFT Writing Instruments

Goal Leads: Rich Weigold, Amanda Alderson

Strategies

- Build brand recognition thru social media
- Promote the overall AB1 program Mission
- Promote "Mandatory Status" for P/L items, market ourselves as "Compliance Solution Providers"
- Depend on the equity of the existing SKILCRAFT logo
- Explore the possibility of contracting with a 3rd party internet marketing company

Goal 3. Increase Brand Awareness for SKILCRAFT Writing Instruments

Cont'd

- Develop search engine optimization capabilities for SKILCRAFT
- Develop brand loyalty with our market and customer base
- Improve upon visual appeal of product line utilizing most cost efficient method(s)
- Have category item line color matching for unit boxes

Goal 4. Improve Product Management

Goal Leads: Amanda Alderson

Strategies

- Pursue market gap opportunities
- Maximize our mandatory ETS status
- Determine existing products that will stay in the product line and products that will be eliminated based on sales performance
- Avoid adding or maintaining obsolete products
- Develop a common design and look for all categories

Goal 4. Improve Product Management

Cont'd

- Develop and introduce new innovative products
- Introduce new products that fit a defined gap in the WIG's aggregate portfolio and present a defined appeal to the new millennium end users
- Market research into what leaders in the field are doing and introducing as far as new technologies, ink for example.

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