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NARMS CERTIFY U. – WHERE IT IS ALL ABOUT U!

Stevens Point, WI..... NARMS International proudly announces further development of **NARMScertifyU** with the signing of a formal agreement reflecting a “partnership” approach with **BDS Marketing, Inc.**, a California-based retail marketing agency and NARMS member company. This newly launched program can benefit all NARMS member companies through workforce training that builds on industry standards to improve the quality of workforce at the retailing level. Available as an online learning program at www.NARMSCertifyU.com, the initial roll-out effort will include eight training modules available at \$15 per module certificate with more to be added later.

Called **NARMScertifyU** with a debut slated for February – 2010, this program will continue to be developed over the coming months as a benefit to both member companies and individuals seeking work in the at-retail service industry. Addressing a recognized on-going industry challenge, the learning program is destined to become a strong component in the overall **NARMS – U** educational efforts by NARMS.

NARMScertifyU is an online learning center that adds credibility and quality to retail marketing organizations by offering training to their workforce on industry standards essential to building a higher quality workforce at the retail level. As the parent sponsor, NARMS International considers the **NARMScertifyU** program as the official learning center for member companies and their field representatives while **BDS Marketing, Inc.** will be responsible to design, develop, manage and promote the online learning system.

The site is based on a Learning Management System, offering online learning modules and testing using Adult Learning Principles, with administrative performance management and measurement features. Certificates of achievement are awarded for each area of study completed. Social media is integrated into the

users experience with discussion forums, bulletin boards and chats to create an extended learning experience and community.

Members' reps who receive certificates of achievement can get higher visibility for job postings, enhance their skill set for career growth and gain broader retail knowledge. NARMS member companies can build top-quality people and services, improve productivity, reduce turnover and have one centralized resource for information exchange and continuing education. More information about **NARMScertifyU** is available from Larry Dorr (office 949.472.6700 x1216 or cell phone 949.303.8492).

About NARMS International –

NARMS' nearly 450 member companies perform well over \$3 billion in merchandising services, sales marketing, event marketing, demonstration and other retail services annually. The international trade association serves as a "central gathering point" for the retailing industry; promoting and establishing industry standards; providing critical industry research studies and educational information about the industry while acting as a voice for its diverse membership of service providers, manufacturers, retailers and associates. NARMS represents all classes of trade including: grocery, drug, mass, department, home and building centers, computer and office supply, electronic, value retailers, specialty, and convenience retailers.

The varied educational offerings supporting improvement and excellence in the retailing industry are all parts of **NARMS – U**, the educational arm of NARMS International. More NARMS information is available at www.narms.com, including details about the 15th NARMS Spring Conference & Exposition at Saddlebrook Resort in Wesley Chapel, FL on April 17-20, 2010.

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