



**I.I.D.A.**  
International Industrial  
Development Associates



# I.I.D.A. Leading The Way

Success is not easy. Successful selling is an achievement accomplished through market knowledge combined with strategic planning, strong management and resources, plus the dedication of a professional team.

International Industrial Development Associates, Inc. is a powerful, diversified international multi-line marketing and sourcing development company.

I.I.D.A.'s goal is to develop and counsel, fairly and professionally, both our clients and the factories we serve. We are committed to using our considerable resources to exceed our quotas with every factory we represent.

We are very proud of the services we offer, our techniques, our people and our style.

We offer world class salesmanship, customer service, professional marketing, sourcing expertise and follow through.

Nobody brings it all together like I.I.D.A.



**We cannot  
direct the wind,  
but we can  
adjust the sails.**



- *Experience*
- *Retail Relationships*
- *Strategically Located*
- *Merchandising Solutions*
- *Promotional Strategies*
- *Follow Through*
- *Proven Success*

**That's what I.I.D.A. delivers!**



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*The I.I.D.A. Team in a client strategy and retail planning session at our Stuart, FL Headquarters*

# *An Edge of Distinction . . .*

- Over the past 29 years, IIDA has clearly established itself as the fastest growing company in the worldwide wholesale and retail distribution channels. IIDA's dedicated commitment to quality and sensitivity to customer satisfaction has set a standard for others to follow.



**Fred Simon**

*CEO*

- Even from the early stages of business operations, IIDA has grown by incredible proportions from its inception as a corporation in 1987. As he foresaw the diversification of the consumer marketplace, Fred Simon, with over forty-five years of experience, founded IIDA. He formed this specialized marketing and sourcing company to address the unique needs of the ever-changing face of retail for the future. He has successfully coordinated sales and marketing in the industry.
- IIDA handles both foreign and domestic clients who span a broad spectrum of industries. In this way, and with a better understanding of their needs, IIDA has established a high degree of stability and developed stronger relationships with their customers at the highest levels.
- IIDA handles a very broad spectrum of food and non-food products, bringing them to the marketplace for both National and International use.



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# *Management . . .*



**Jeff Chaban**  
*President*



**Carol Ciappina**  
*Chief Financial Officer*



**Jami Chaban**  
*Executive Vice President*



**Jim Cotreau**  
*Senior Vice President  
Sales & Marketing*



**George McCreary**  
*Director of Sourcing  
China*



**Beibei Zhou McCreary**  
*Director of Sourcing  
China*



**Alberto Rastelli**  
*Director of Sourcing  
Italy*



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# *Sales Force . . .*



**Scott Burford**  
*Director of Sales*  
*Bentonville Office*



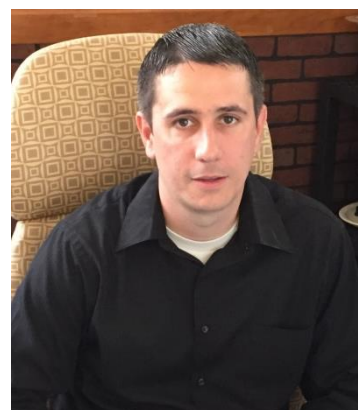
**Eric Exner**  
*Director of Sales*  
*Bentonville Office*



**Mike Blakeman**  
*Account Manager*  
*Bentonville Office*



**Jill Hampton**  
*Account Manager*  
*Bentonville Office*



**Kevin Stewart**  
*Account Manager*  
*Framingham Office*



**Steve Sadler**  
*Director of Sales*  
*Special Markets*



**David Sherrill**  
*Director of Sales*  
*Mooresville Office*



**Tony Mullins**  
*Director of Sales*  
*Northwest*



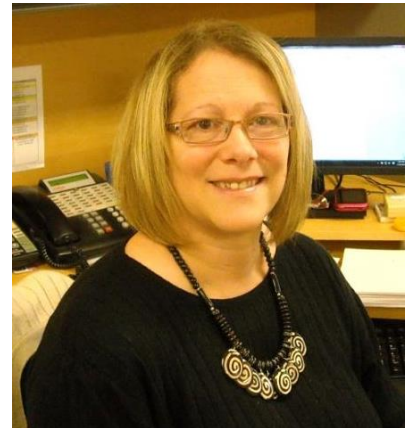
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# *Administration . . .*



**Karen Behrig**  
*Vice President of Operations*



**Cheryl Grinnell**  
*Executive Assistant  
& Sales Support*



**Kim Frost**  
*Bookkeeper*



**Chasity Pond**  
*Customer Service/  
Administrative Assistant*



**Carrie Smith**  
*Regional Sales/  
Sourcing Coordinator*



**Debra Scott**  
*Regional Sales/  
Sourcing Coordinator*



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# Major Accounts . . .



SHOPKO

five BELOW



BED BATH &  
**BEYOND**



Garden Ridge



**SPORTS  
AUTHORITY**



Crate&Barrel

SEARS HOLDINGS



**Office  
DEPOT**

QVC

The Container Store



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# Major Accounts . . .





# *Significant Growth and Development . . .*

From the inception as a corporation in 1987, IIDA continues to strengthen its significant development and growth in order to better serve our vendors and clients. Our new Corporate Headquarters in Stuart, Florida, equipped with state-of-the-art systems and electronics, has been designed to enhance and support our customers.

Over the past 29 years IIDA has expanded. We now have offices in Natick, Massachusetts; Bentonville, Arkansas; Issaquah, Washington; Atlanta, Georgia; Mooresville, North Carolina, Shanghai, China and Parma, Italy.

IIDA's principals have worked very hard to employ only the best personnel in our field that will enable our customers and manufacturers the services and success they deserve. IIDA's principals have been consistently recognized as leaders in their field.

IIDA has employed the best in sales and support that work together for a common goal – *the success of our clients and vendors.*



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# *Teamwork . . .*

## ***Sales***

IIDA's Sales force is unique in that they provide our clients full coverage in all channels of distribution. Our Sales Team has been trained in the art of selling and has the knowledge and experience to assist our accounts in marketing, strategic planning, merchandising, advertising, packaging, inventory planning and product presentation.

IIDA's owner is an active selling principal and has a sales force of 14 in-house professional salespeople and 36 network representatives in the field.

IIDA's professional skills have produced consistently outstanding, winning results for our clients.

## ***Support and Services***

IIDA has an extensive support team. These staff members serve both our retailers and our clients in processing information. Their services include, but are not limited to:

- Expediting and Tracking Orders as well as handling shipping issues
- Processing R.A. and RTV requests
- Creating Plan-o-grams
- Vendor Agreements and New Item Form completion, as requested
- Communication with both our customers and our clients
- Packaging Development
- Pallet Configuration
- Sales, Inventory & Forecasting RetailLink Analysis
- Hand delivery of samples to Major Accounts
- Performing any task which will enhance the success of the client



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# General Merchandise . . .



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# Pallets . . .



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# *Dot.com Items . . .*



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# *Shows and Awards . . .*



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**I.I.D.A.** Leaders of Today...Pioneers of Tomorrow

## The I.I.D.A. Difference:

World Class Marketing &  
Sourcing Resources

State-of-the-Art Sales Techniques  
and Facilities

A close rapport with a knowledge  
of the ever-changing needs of  
our customers

**Fred Simon**  
CEO



**Jeff Chaban**  
President



Contact I.I.D.A. Today at 772-220-1588 to take your  
Product Marketing and Sales to the Next Level!



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# IIDA Regional Offices



**IIDA**  
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Corporate Headquarters  
2666 SE Willoughby Blvd., Stuart, FL 34994  
Phone: (772) 220-1588  
[www.IIDAGroup.com](http://www.IIDAGroup.com)