

NEWS RELEASE
For immediate release

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Editor note: Jeffery Joyner is available for commentary; please contact Mr. Joyner directly at abovementioned phone number and/or email.

Jeffery Joyner to Speak at NACDS Regional Chain Conference

DALLAS (January 14, 2008) Industry veteran, Jeffery Joyner, CEO & President of the J Joyner Group and Joyner Sales Agency has recently accepted the invitation to speak at the NACDS Regional Chain Conference, February 3- 6, 2008 at the Hyatt Regency Coconut Point Resort & Spa, Bonita Springs, FL. This event is designed to address the challenges facing senior retail executives and offers unique networking opportunities with retailers and manufacturers. The educational meetings and executive development programs provide valuable information to help companies meet the challenges in the health care and retail market.

Joyner's presentation, entitled "The Art and Science of Successful Retailing", will highlight best practices of the most successful business executives. These revelations will assist the audience to real world conclusions about how time is invested and will highlight time as an asset that can be invested in multiple ways. His presentation will truly reveal that there is an "Art & Science" of successful retailing and how small and mid-sized players can participate to achieve the great personal, professional and company-wide productivity.

"I am very honored to speak at this year's NACDS Regional Chain meeting," Joyner notes. "Our discussion will focus on tactics and strategy that can be implemented by both the manufacturer and the regional chain retailer. Each person attending the event will leave with usable insights that lead to greater financial productivity".

Other speakers at this event include "The State of the Industry" given by David Bernauer, NACDS Chairman of the Board, and "State of the Association" given by Steven Anderson, President & CEO, NACDS, as well as many other industry experts.

For more information about Joyner's presentation or to contact him directly about other speaking opportunities, please contact Jeffery Joyner directly at 972.868.9125 or email jeffery@jjoynergroupp.com.

Background:

Jeffery Joyner founded the J Joyner Group after more than 25 years in the CPG industry. The J Joyner Group provides consulting, marketing, training, sales and presentation expertise to the CPG industry, while the Joyner Sales Agency provides small to mid-size manufacturers sales representation powered by expert analytics. Prior to his current enterprise, he held senior level positions in, Mass, Drug, Wholesale, Food and Trade Associations. Notable was his 17-year stint at Eckerd Drug Stores and his role as President and COO at ECRM. The J Joyner Group and Joyner Sales Agency are located in Dallas, Texas.