



FOR IMMEDIATE RELEASE

The National Association of Police Equipment Distributors (NAPED) Announce New Administrative Director

*Industry veteran and CEO/founder of Laura Burgess Marketing signs on to assume role of
Administrative Director for NAPED. Official announcement to be made at annual SHOT Show
NAPED reception.*

Greenville, Fla. (January 2017) – The [National Association of Police Equipment Distributors](http://www.naped.com) (NAPED) announce the appointment of industry veteran and CEO/founder of [Laura Burgess Marketing](http://www.lauraburgess.com), Laura Burgess to the new role of Administrative Director. Ms. Burgess will assume the new position during the annual NAPED reception held January 17th at the Mirage Las Vegas during the 2017 SHOT Show.

“The NAPED Board of Directors and membership welcome Ms. Burgess to our team and look forward to a long and successful relationship,” NAPED President, Eldon Griggs commented. “She brings a strong set of leadership, business and marketing skills to our association and will be responsible for creating greater awareness about our association, as well as driving new initiatives and new members.”

Laura Burgess added, “For over 13 years, my marketing firm, LBM, has dedicated itself to the promotion of many new start-ups and small businesses focused on the law enforcement and public safety markets. I am thrilled to bring my knowledge and passion to NAPED and to make this association the go-to organization for all law enforcement and public safety manufacturers and distributors.”

Current members and interested companies and distributors are invited to attend the NAPED and NAUMD Joint Reception to be held on January 17th, 5:30 to 8:30 p.m. at the Mirage Las Vegas. Please RSVP at director@naped.com or laura@lauraburgess.com.

Laura Burgess and the LBM team will continue to provide public relations and marketing services to their growing list of clients, as well as promote NAPED within the law enforcement and public safety industry.

About National Association of Police Equipment Distributors (NAPED):

NAPED was created by bringing together law enforcement distributors, industry professionals and manufacturers to form a network for the purpose of mutually sharing the vast amounts of market experience, resources and product knowledge comprised within its membership. NAPED acts as a forum for member manufacturers and distributors to form long term, profitable relationships.

www.naped.com

About Laura Burgess Marketing:

Laura Burgess Marketing provides public relations and marketing communications to companies within the law enforcement, tactical, military, shooting sports and outdoor markets. Laura Burgess, an industry veteran, and staff have over 40 years of combined experience in PR, marketing, social media and content development. Laura Burgess Marketing's current client list includes: Adaptive Tactical, American Gunsmithing Institute, Auto Mag Ltd. Corp., Bergara Rifles, BNTI Arms, CAA, Chromatra, Copper Basin Gear, DNA Labs International, Eagle Imports, Flopak, Gun Club of America, Hartman Ltd., IWI US, Kalashnikov USA, Ken Jefferies & Associates LLC, Liberty Ammunition, MasterPiece Arms Inc., Morphix Technologies, National Tactical Officers Association, Parabon NanoLabs, Revision, Ritter & Stark, Shell Shock Technologies, Vertx and DoubleStar. Laura Burgess Marketing is headquartered in New Bern, North Carolina, with satellite offices in Maryland, North Carolina and Utah. www.lauraburgess.com