



*Construction/Industrial Supply Distribution Network*

# News Release

**FOR IMMEDIATE RELEASE**

## **EVERGREEN CEO ELECTED TO BOARD OF DIRECTORS OF NATIONAL COOPERATIVE BUSINESS ASSOCIATION**

**June 30, 2015 – (Farmers Branch, Texas)** – Members of the National Cooperative Business Association (NCBA CLUSA) have elected Evergreen Marketing Group CEO Kevin Higginbotham to their Board of Directors.

NCBA CLUSA is the trade association for cooperative businesses in the United States and an international development organization. NCBA CLUSA provides cross-sector advocacy, education, and technical assistance that helps cooperative businesses thrive. Internationally, NCBA CLUSA works in 15 countries in Africa, Asia and Latin America.

Higginbotham has participated in the group's Purchasing Cooperative sector for nearly 15 years and has served as a speaker, panel moderator and conference chairman of the NCBA's Purchasing Cooperatives conference. He will join the group's 23-member Board of Directors and will serve on the Finance & Audit Committee in addition to assisting in the general governance of the association.

"I am excited to join the NCBA CLUSA Board and look forward to helping advance the cooperative business model," said Higginbotham. "Evergreen is the leading cooperative serving the construction/industrial products market. Consequently, it's incumbent on us as a group to look for ways to provide leadership not only in our industry but the overall cooperative sector as well."

Higginbotham joined Evergreen in June 1995 as Executive Director and was named CEO in April 2006. He has served in that capacity since.

The Evergreen Marketing Group is a member-owned cooperative organization founded in 1989 by six construction/industrial supply distributors. It currently consists of 70 distributors with more than 280 locations in the United States and Canada and has combined revenues of over \$1.6 billion dollars. The group is focused on driving growth and profitability of its distributors and preferred suppliers through an on-going program of training & education, business development and partnering. Evergreen owns a state-of-the-art 17,000 square foot training center in Farmers Branch, Texas and offers the industry's only professional certification programs for distributor sales and operations people.