

ALA/MCX Impact Workshop

October 29, 2015

We are excited to announce a new Workshop, dedicated exclusively to MCX!

On Thursday, October 29th – just after the ALA Convention – ALA and MCX will conduct the “first-ever” ALA/MCX Impact Workshop.

This event is intended specifically for ALA members who supply MCX, and designed to be a collaborative and interactive exchange of ideas. Key buyers and divisional managers from MCX will be attending and participating in an array of working and briefing sessions.

We all know the environment in the Military Resale Channel has changed. Keeping up to date on those changes is critical to your business success! Please see the [preliminary agenda](#) for more details and **register for this must attend event today!**