



Gene Melzer Joins SMA Board of Directors

Oak Brook, Illinois... Strategic Market Alliance is pleased to announce that Gene Melzer has joined the SMA Board of Directors. Mr. Melzer is President/CEO of NASSCO, Inc. headquartered in New Berlin, Wisconsin.

NASSCO, Inc. is one of the leading independent janitorial/sanitation/foodservice distributors in Wisconsin and the midwest United States.

SMA is a member-owned cooperative comprised of leading North American janitorial, sanitation, food service and industrial packaging distributors. SMA serves as a catalyst for optimizing the efficiency and effectiveness within the supply channel by creating value - based solutions that drive sales, improve operating efficiencies and create more strategic business alliances.



Gene Melzer
President/CEO of NASSCO

“Catalyst for Mutually Profitable Partnerships”