

# Partnership

None of the changes in the PHC, PVF and water systems wholesaling industry are more evident than those in the manufacturer/rep/wholesaler relationship. Never has it been more important for these industry partners to have a close and effective relationship.

Building strong, mutually profitable relationships between wholesalers and their suppliers has been SWA's primary objective since its founding in 1928. SWA's meetings, seminars and Annual Conventions are prime opportunities to become better acquainted with your industry peers, and to build stronger relationships with your business partners.



Southern Wholesalers Association

Southern Wholesalers Association  
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Southern Wholesalers Association

The Southern Wholesalers Association is the largest of the regional associations affiliated with the American Supply Association. SWA's membership includes more than 650 locations throughout nine Southeastern states from Virginia to Mississippi.

For Eight decades, SWA has been an influential factor in the dissemination of information and in developing industry benefitting programs and activities.

Through its sponsored programs and activities, SWA continuously exerts its best efforts toward the development of more efficient, effective and economical distribution of the products of the industry for the benefit of all.



**BUILDING  
PARTNERSHIPS**

**ASSOCIATE  
MEMBERSHIP**

**Serving the PHC, PVF and  
water system industry**

# Benefits of Membership

## Association Meetings & Educational Programs

Through our meetings and conventions, SWA acts as a sounding board for solutions to today's problems, and for ideas to shape your approach to tomorrow's challenges. Associate Members are eligible to attend most SWA educational conferences at the lower member rate.

- ◆ At SWA's **Annual Convention** each summer, nearly 1,000 suppliers and wholesalers gather to share information, attend workshop sessions and build stronger partnerships. SWA's Conference Booth Program brings suppliers and wholesalers together in a more formal setting.
- ◆ SWA's annual **Regional Meetings** feature a full day workshop aimed at a wide variety of personnel. While the training is invaluable, attendees also value the opportunity to meet and socialize with their peers. The meetings are held in several convenient locations in SWA's nine-state region.
- ◆ SWA's annual **Profit Enhancement Institute** is an intensive training program for mid-to-upper level managers. The seminar features nationally recognized industry experts who present material that has been tailored to the wholesale-distribution industry. Attending this program provides valuable insight into the problems and challenges facing distribution today. The program is designed to improve knowledge and performance in sales management, operational finance and human resource management.

## Information & Communications

- ◆ SWA's **Membership Directory**, which is updated annually, is a "who's who" of the PHC, PVF and water systems wholesale-distribution industry in the Southeast. Your company and contact name will be listed in the "Associate Member" section of this directory.
- ◆ **News & Views**, SWA's monthly newsletter, keeps you updated on industry and member news, association meetings and events, and member services.
- ◆ SWA's monthly **Legislative Update** keeps you abreast of legislation and regulation of special interest to the business community in general and the PHCP industry in particular.
- ◆ Associate Members receive substantial **discounts** on rates for advertising in SWA's newsletter and in registrations for the annual convention.
- ◆ Associate Members can **increase their exposure** at SWA's Annual Convention by taking advantage of the variety of sponsorship opportunities available.
- ◆ **Suppliers Advisory Council and Leadership Development Council** participation are member only benefits.

# Application

Please complete all of the following:

Company: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_

Fax: \_\_\_\_\_

Email \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

What percentage of your sales are to PHC or PVF wholesalers?

\_\_\_\_ 80-100%      \_\_\_\_ 20-39%  
\_\_\_\_ 60-79%      \_\_\_\_ Less than 20%  
\_\_\_\_ 40-59%

List four PHC, PVF, or water systems wholesalers with whom you do business:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

List major categories you represent or sell:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Annual Associate Member Dues  
\$275.00**