

## Dual Membership

SWA Membership includes automatic membership in the American Supply Association (ASA) at no extra cost. Your Company will benefit from member discounts on the variety of educational, insurance, and discount programs that both these organizations offer and you will open new networking opportunities with other wholesalers and suppliers that are unavailable elsewhere.

## Industry Meetings

Industry meetings offered throughout the year offer an exceptional opportunity for you to increase your companies profitability and build strong relationships with your industry peers and suppliers.

Enjoy real savings from business to business communications with top level personnel of your suppliers.

- \* SWA Annual Convention and Conference Business Meetings
- \* ASA Annual Convention
- \* SWA Profit Enhancement Institute
- \* SWA Regional Meetings



Southern Wholesalers Association

The Southern Wholesalers Association is the largest of the regional association affiliated with the American Supply Association. SWA's membership included more than 950 locations throughout the southern states of:

**Alabama - Arkansas - Louisiana  
Mississippi - Florida - Georgia  
North Carolina - South Carolina  
Kentucky - Tennessee - Virginia  
Bahamas/Caribbean Islands**

Since its establishment in 1928, SWA has been an influential factor in the dissemination of information and in developing industry benefiting programs and activities.

Through its sponsored programs and activities, SWA continuously exerts its best efforts toward the development of more efficient and economical distribution of the products of the industry and effective communication between wholesalers and suppliers to the industry.

### SWA

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Southern Wholesalers Association

**Southern  
Wholesalers  
Association Est.  
1928**

**WHOLESALE  
MEMBERSHIP**

**WHOLESALE DISTRIBUTORS**

**Plumbing-Heating-Cooling Equipment  
and Supplies, P-V-F, and Water Systems**

# Benefits of Membership

## 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 and 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 Convention are prime opportunities to become better acquainted with your industry peers, and to build stronger relationships with your business partners.

SWA's Annual Convention provides you with an unparalleled opportunity to meet face to face with top level personnel from your suppliers. The location and program are structured to provide you with ample time to network with these key people both on a formal business to business level, and also, to communicate on a more informal and personal level.

***YOUR FIRST YEAR AS A MEMBER, YOU RECEIVE A COMPLIMENTARY DELEGATE REGISTRATION TO THE SWA ANNUAL CONVENTION.***

*Families attend free!*

Your complimentary registration saves you hundreds of dollars in fees, not to mention the savings you may realize from the face to face communication with the top level supplier personnel that you will interact with during the convention.

## Education & Training

SWA offers inexpensive, high quality training for a wide range of personnel levels: including CEO/Top Management, Branch Management, Sales, Financial, Warehouse Personnel and more.

### Program Formats

- ◆ Industry Meetings & Conventions
- ◆ One Day Regional Workshops
- ◆ Two Day Profit Enhancement Seminars
- ◆ "Best Practices" Workshops and Discussion
- ◆ Wholesaler and Vendor facility Tours

### Educational Topics

- ◆ CEO/Branch Management Skills
- ◆ Inside/Outside & Counter Skills
- ◆ Warehouse/Inventory Management
- ◆ Financial Operations
- ◆ Evolving Technologies
- ◆ PHCP & PVF Product Knowledge
- ◆ Safety & Loss Prevention
- ◆ Business Valuation
- ◆ Plumbing Basics & Design
- ◆ Driver/Forklift Safety & Compliance
- ◆ Showroom Design & Sales

### Operations Tools

- ◆ SWA Annual Benchmarking Report
- ◆ Cross Industry Compensations Survey
- ◆ ASA Monthly Operating Performance Report
- ◆

## Other Programs

- ◆ Shipping & Freight Service Discounts
- ◆ Discounted Credit Card Programs
- ◆ ASA IDB—Industry Database
- ◆ Background checks, Drug Testing and other HR Service Discounts
- ◆ Telecommunications Discounts including: Internet, Audio Conferencing, Web Conferencing, Teleseminar's/Webinars.
- ◆ EDI Solutions Network Service Discounts
- ◆ Auto Rental Discount Programs

## Legislative Representation & Regulatory Compliance

- ◆ ASA PAC and Capitol Club
- ◆ ASA Regulator Compliance Manual
- ◆ Fair Market Environment and Compliance Assistance through Advocacy & communication on key legislative and regulatory issues.

## Insurance

- ◆ ASA Sponsored Business and Health Insurance programs through Behnke & Company.

## Publications & Periodicals

- ◆ SWA Quarterly Newsletter
- ◆ SWA Membership Directory
- ◆ ASA Membership Directory
- ◆ ASA Legislative Updates
- ◆ Supply House Times Magazine