

SWA Benefits Sheet



Dual Membership for Wholesale Members

SWA represents the Southeastern Region of ASA and is a proud partner providing service to the PHCP and Industrial PVF industries.



Regional associations like SWA provide a vital link in delivering programs, services, education, and networking opportunities to members on a local and regional level.

Membership

Membership in SWA automatically provides you with a membership which includes full membership in the American Supply Association (ASA) at one low price. If you are a Vendor/Manufacturer, you will need to join ASA and SWA individually.

Annual Convention

SWA Annual Convention provides an unparalleled opportunity to meet face-to-face with top level personnel from wholesalers, manufacturing, and rep firms.

The location and program are structured to provide ample time to network with key people both on a formal business level and on a more informal, personal level.

The Conference Business Meetings Program, Seminars and Keynote Addresses have gained a reputation for being among the industry's best programs.

The June time slot offers a balanced combination of business, social, and recreational sessions offered in a family-friendly setting. Spouses and children under twenty-one attends for free.

Seminars, Tours & Training Programs

SWA provides affordable, high-quality training programs designed for professionals at every level—including CEOs, branch managers, sales teams, financial staff, and warehouse personnel. Training is offered through a variety of engaging formats such as regional seminars, factory tours, and special events.

Since 1988, the **SWA Profit Enhancement Institute** has been the industry's only two-day intensive training program specifically designed for branch and upper management professionals. Along with the annual results-driven **Selling from the Heart** training and weekly **sales podcasts**, SWA continues to fulfill its mission of educating wholesalers, vendors, and manufacturers' staff to perform at their highest potential.

NEW MEMBER SPECIAL

Your first year as a new member, you are extended a complimentary registration providing hundreds of dollars' worth of immediate return on your dues investment.

Regional Meetings and Tours

Regional Meetings, organized by the Leadership Development Council and Mechanical Products Council, offer exclusive insights into manufacturers' operations and provide valuable product-based training. These sessions help distributors and manufacturer representatives stay current with the latest innovations and technologies shaping the industry. The Women in Leadership Council further strengthens the industry by mentoring young women through guidance from some of the most accomplished and resilient leaders in business and sales.

Networking

Networking **remains a cornerstone** of SWA's value. With nearly a century of service to the plumbing and HVAC industry, SWA has cultivated deep roots and enduring relationships across the entire distribution channel. The **Annual Convention**, attended by over **1,200 industry professionals**, represents the majority of the market share in plumbing distribution, making it the largest and most impactful networking event in the industry. No other organization embodies the strength and spirit of family-owned businesses quite like SWA.

Benchmarking Report

SWA also supports members through its **Annual Benchmarking Report**, which allows distribution companies to confidentially compare their performance with peers in their region—offering valuable insights for continuous improvement.

And Much More!

Distributor members also benefit from all the benefits the American Supply Association offers including industry specific training, legislative representation, national networking and



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