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MwDA CO-SPONSORS 2006 EMPLOYEE COMPENSATION STUDY

Chicago, IL – The Midwest Distributors Association, along with ASA and its other regional affiliates PWDA, SWA and WANE, will collaborate with Dr. Al Bates from the Profit Planning Group to conduct the first comprehensive employee compensation study for our channel in four years. In addition to providing benchmarks in the PHCP/PVF distribution industry, approximately 2,500 firms in over 35 distribution lines of trade will participate.

The value of this survey is threefold:

- The results help distributors determine where their compensation plan stands, not only within the PHCP/PVF industry, but also compared to companies in other channels of distribution vying to recruit many of the same new employees;
- When it comes to federally mandated measures that legislate employee benefits, the data will help MwDA best respond on behalf of its members through ASA's governmental affairs program; and
- The information helps companies that must prove their compensation is "reasonable" within the constraints of the Internal Revenue Code.

To guarantee complete confidentiality of each participant's data, all responses will be sent directly to, and compiled by, Profit Planning Group, an independent organization that specializes in survey research. Only the aggregate results of the survey will be released. The participation fee for valued members of MwDA is only \$25 (\$190 for non-members) and includes a copy of the final report, which will be available in May. Non-participants can purchase a copy of the report in June (\$120 for members; \$260 for non-members).

To ensure a comprehensive report, the participation deadline is March 1, 2006. The value of the data collected from distributors in our channel is greatly enhanced when as many members as possible participate in the questionnaire. While the questionnaire can be completed in hard-copy, *now for the first time, participants can choose the convenience of doing so electronically.*

Contact Chris Murin for more information, or visit MwDA on the web at www.MwDA.net to download a copy of the questionnaire. Completed surveys must be submitted by **March 1, 2006.**

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The Midwest Distributors Association (MwDA), with headquarters in Chicago, Illinois, represents Region 2 of the American Supply Association (ASA) serving the PHCP and Industrial PVF wholesale-distribution channel in Illinois, northwest Indiana, Iowa, Kansas, upper Michigan, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin.