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2007 MwDA TOWN HALL MEETING

MwDA will host its Town Hall Meeting on Wednesday, May 2, 2007 at Butterfield Country Club in west suburban Oak Brook, Illinois. Located within 30 minutes of downtown Chicago as well as both O'Hare and Midway airports, this annual event is a convenient and affordable opportunity for valued members to learn and network with channel partners from throughout the Midwest.

The afternoon seminar, entitled ***Accountability in Sales Compensation***, features **Dave Gleason, President of Systematic Selling, Inc.** This presentation is about the number one issue Dave has encountered in the sales organizations with which he has worked over the past 16 years: *paying people for objectives that management has determined will help them reach their company's year-end goals.*

Dave Gleason brings 50+ years of experience working in various segments of our industry, including 20 years as the owner-operator of a small, wholesale company in the New York City metro & Long Island market. Participants will certainly leave with a solid understanding and appreciation for the "do's and don'ts" of sales compensation.

The program continues into the evening with a cocktail reception, a delicious dinner and plenty of opportunities for some fun and camaraderie with those whose relationships are important to the success of our businesses. Following dinner, **Michael Giannini, President & CEO of Milwaukee Valve Company**, will speak about his company's experience and strategy with regard to manufacturing within and outside of the United States as well as how Milwaukee Valve views the role of the manufacturer in the distribution supply chain.

The registration deadline will be Thursday, April 26th. MwDA has secured a discounted room block at the nearby Courtyard Marriott for those who reserve overnight accommodations by April 14th. Please visit MwDA at www.MwDA.net to learn more about this event and download a registration form. Contact Chris Murin at 312-464-0090 x 223 or cmurin@asa.net with any questions.

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The Midwest Distributors Association (MwDA) 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.