

222 Merchandise Mart Plaza, Suite 1400, Chicago, IL 60654
PHONE: (312) 464-0090 • FAX: (312) 464-0091 • E-MAIL: info@mwda.net • WEBSITE: www.mwda.net

July 13, 2007

Dear MwDA Members & Industry Friends,

The application deadline for this year's scholarship award program is extended until Friday, August 3rd! Please continue reading for more information, or feel free to contact me at (312) 464-0090 or cmurin@asa.net if you have any questions.

Thanks,



Chris Murin
Executive Director, MwDA

The Midwest Distributors Association (MwDA) has sent this message as part of the effort to provide consistent and efficient delivery of benefits and services to members and other industry colleagues. If the recipient no longer desires to receive faxed and/or e-mailed messages from MwDA for this purpose, please fax and/or e-mail a short message to Chris Murin at 312-464-0091 and/or cmurin@asa.net. Indicate "REMOVE" in the subject heading with the company name, fax number and/or e-mail address to be removed in the body of the message.

Use these links to quickly navigate to the information contained in this message.

- [August 3: Scholarship Award Application Deadline Extended](#)
- [September 19: Annual Fall Classic Golf Tournament in Kohler, WI](#)
- [October 4: Popular, One-Day Essentials of Profitable Distribution Seminar in Sioux Falls, SD](#)
- [October 24: MwDA Annual Meeting & Reception at Network '07 in Anaheim, CA](#)

AUGUST 3: SCHOLARSHIP AWARD APPLICATION DEADLINE EXTENDED

In tandem with its mission statement to provide educational programming to the PHCP industry, [MwDA](#) is pleased to offer its fourth annual scholarship award program. [MwDA](#) is proud to further the educational endeavors of promising individuals that represent the future of our industry.

The [scholarship award program](#) provides [MwDA members](#) with a tangible benefit for their employees and their families. Scholarships are awarded to eligible candidates who pursue post-secondary studies on a full-time basis and will use their degree within the PHCP industry.

Application materials must now be postmarked by August 3, 2007. The recipients will be announced this October at the annual membership meeting on October 24th concurrent with [Network '07](#) in Anaheim, California.

[Click here for complete information about the scholarship program](#), including the [application form](#), or visit www.MwDA.net.

[\[Back to Top\]](#)

SEPTEMBER 19: ANNUAL FALL CLASSIC GOLF TOURNAMENT IN KOHLER, WI

MwDA will host its [7th Annual Fall Classic Golf Tournament](#) on Wednesday, September 19, 2007 on the prestigious [Meadow Valleys Course at Blackwolf Run](#) in [Kohler, Wisconsin](#).

Prior to play, golfers will enjoy box lunches provided by [A.O. Smith Water Products](#), complimentary range balls will be available courtesy of [Repcos Associates, Inc.](#), and this year's putting contest is sponsored by [Viega, LLC](#). The shotgun start will be at 1:00pm, and the tournament is a scramble format. [Elkay Manufacturing Company](#) has sponsored 4 fabulous hole-in-one prizes, [Kast Marketing](#) has sponsored the "Mystery Ball" contest, and everyone will enjoy refreshments during play courtesy of [InSinkErator](#). [Moen, Inc.](#) will present the prize to the first-place foursome, and additional prizes will be awarded for closest to the pin, longest drive, and longest putt courtesy of [Bradford White](#), as well as to the second- and third-place foursomes. Further, **the generous support from over 20 different companies as Hole Sponsors has ensured that the registration fees for the event are at a minimum.**

The [Fall Classic](#) welcomes both golfers and non-golfers as there is plenty else to see and do in scenic [Kohler, WI](#). Following play, all are invited by [Kohler](#) to the cocktail reception and then the awards dinner. After dinner, there's more fun in-store with a bean bag game tournament, poker and cash bar. Die-hard golfers will certainly want to take advantage of the limited number of tee times [MwDA](#) has available the next day at [Whistling Straits](#) on a first-come, first-served basis for players who have also registered for the tournament on September 19th.

The deadline for registration and hotel reservations (available at the [Inn on Woodlake](#)) is August 17, 2007. Quick information and the registration form are available at [www.MwDA.net](#). Also, your complete information and registration brochure is in the mail.

[\[Back to Top\]](#)

OCTOBER 4: ONE-DAY ESSENTIALS OF PROFITABLE DISTRIBUTION SEMINAR IN SIOUX FALLS

What are your employees doing that drives you nuts and costs you money? The [Essentials of Profitable PHCP Distribution self-study course](#) available from the [ASA Education Foundation](#) will help your employees to recognize how their behaviors can either improve or destroy your profits. Upon completion, your employees will have learned the key performance areas in which if they make small improvements in their day-to-day actions and behaviors, they will increase the profitability of your business.

[This course will be presented in a seminar format on Thursday, October 4, 2007](#) at the [Sioux Falls Convention Center](#) in Sioux Falls, SD.

The seminar is scheduled from 8am until 4pm. The registration fee for [MwDA members](#) is \$139 for the first registrant and \$89 for each additional registrant.

This seminar is perfect for new employees and those who repeatedly make the same mistakes. As the *Essentials* is also designed to serve as an in-house training tool, this is also a perfect opportunity for those who are responsible for training to see first-hand how effective this tool can be in your operation.

Be sure to register by September 28th. [Click here for complete program and registration information](#) or visit [www.MwDA.net](#).

[\[Back to Top\]](#)

OCTOBER 24: MwDA ANNUAL MEETING & RECEPTION AT NETWORK '07 IN ANAHEIM

MwDA will hold its [Annual Meeting & Reception](#) from 5:00-6:00pm on Wednesday, October 24 in Anaheim, California at the [Anaheim Marriott Hotel](#) in conjunction with the annual [ASA Convention, Network '07: Bright Opportunities on the Horizon](#). Our meeting and reception immediately precedes the Grand Opening Reception for Network '07. [Click here](#) to see the full [schedule-at-a-glance](#), or visit www.Network07.org.

[Members of MwDA](#) and [ASA](#) can expect to receive a copy of the [information and registration brochure](#) in the mail next week. The [brochure](#) contains complete program information, including speakers & presentations, the Channel Marketplace (table-top show), receptions & [special events](#) as well as [hotel & travel](#), which is also available at www.Network07.org.

Here's a look at some of the speakers and presentations lined up for this year's program:

- "Leadership in a Wired World" with Terry Jones, founder of Travelocity.com
- "Facing the Forces of Change 2007" as well as "Private Labeling & Other Key Trends for Mfrs" with Adam Fein, founder and president of [Pembroke Consulting](#)
- "Evolution of Success, An Economic Journey" with Don McNeely from [Chicago Tube & Iron](#)
- "Sales Compensation in Wholesale Distribution" as well as "What's a Mfr to do? Working at Cross Purposes" with Michael Marks from [Indian River Consulting Group](#)
- "Today's Home Builder's Outlook" with Tony Koblinski from [Pulte Homes](#)
- "Maximizing the Potential of Your Showrooms" with [Hank Darlington](#)
- "Mining for Gold in a Competitive Market – Recruiting New Employees through Industrial Distribution Programs" with Kathy Newton from [Purdue University](#)
- "The California Lead ban & Other Coming Trends" provided by [PMI](#)
- "Meet the Pros" roundtable sessions provided by [ASA's Young Executives Division](#).

Register to attend [Network '07](#) before July 16th to be entered into a drawing to receive your hotel stay during the event at the [Anaheim Marriott Hotel](#) FREE! [On-line registration](#) is already available through www.Network07.org.

[\[Back to Top\]](#)

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