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June 27, 2008

Dear MwDA Members & Industry Friends,

The application deadline for this year's scholarship award program is extended until August 1st!

Please contact me at (312) 464-0090 x 205 or cmurin@asa.net if you have any questions or continue reading for more information.

Also, please welcome these wholesalers and channel partners as new members:

[Cerro Flow Products, Inc.](#)
[Chicago Faucet Co.](#)
[Coyle Supply, Inc.](#)
[Industrial Pipe & Supply](#)

[Rundle-Spence Co.](#)
[Scoco Supply](#)
[Sterling Supply Co., Inc.](#)
[T. Matera & Associates, Inc.](#)

Thanks,



Chris Murin
Executive Director, MwDA

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

- [August 1: Scholarship Award Application Deadline Extended](#)
- [September 22: Annual Fall Classic Golf Tournament in Long Grove, IL](#)
- [October 14: Popular, One-Day Essentials of Profitable Inside Sales Seminar in St. Louis, MO](#)
- [October 2: MwDA Annual Meeting & Reception at Network '08 in Atlanta](#)

AUGUST 1: SCHOLARSHIP AWARD APPLICATION DEADLINE EXTENDED

In tandem with its mission statement to provide educational programming to the PHCP industry, [MwDA](#) is pleased to announce its [fifth annual scholarship award program](#), and it is proud to further the educational endeavors of promising individuals who demonstrate a financial need.

Eligibility requirements have changed, and both part-time AND full-time students are encouraged to apply! Part-time candidates must intend to utilize their degrees or credentials within the PHCP/PVF industry while full-time candidates may or may not intend to utilize their degrees or credentials within the PHCP/PVF 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 be postmarked by August 1, 2008. The recipients will be announced this fall at the annual membership meeting on October 2nd concurrent with Network '08 in Atlanta, Georgia.

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

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

SEPTEMBER 22: ANNUAL FALL CLASSIC GOLF TOURNAMENT IN LONG GROVE, IL

MwDA will host its 8th Annual Fall Classic Golf Tournament on **Monday**, September 22, 2008 at the exclusive [Hillcrest Country Club](#) in [Long Grove, Illinois](#). Special thanks go to the Kleiman Family with [LA-CO Industries, Inc.](#) for endorsing our event at this private club.

Once again, the shotgun start will be at 1:00pm, and the tournament is a scramble format. Everyone will enjoy refreshments during play courtesy of [InSinkErator](#). Prizes will be awarded for various flag events as well as to the first-, second- and third-place foursomes. **A variety of sponsorship opportunities are available!**

The Fall Classic welcomes both golfers and non-golfers as there is plenty else to see and do in picturesque [Long Grove, Illinois](#) (especially for spouses). Following play, all are invited to the cocktail reception and then the awards dinner afterwards.

A complete information and a registration form will be mailed in mid-July.

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

OCTOBER 14: ONE-DAY ESSENTIALS OF PROFITABLE INSIDE SALES SEMINAR IN ST LOUIS

If a distributor is making 2% net profit on sales and a mistake wipes out that profit, how much in sales does it take to make up for the cost of the mistake?

- A. 50 times the cost of the mistake in new sales
- B. Sales equal to the cost of the original mistake
- C. Another new sale of equal value
- D. 2 times the cost of the mistake in new sales

All of the following phrases are likely to upset a customer EXCEPT

- A. "The problem originated in another department."
- B. "I was absent from work when the mistake was made."
- C. "It's against company policy."
- D. "Let me see if I understand the problem."

Those are two of the 80 questions that comprise the final exam for the *Essentials of Profitable Inside Sales In Distribution* program that MwDA will present in St. Louis on October 14th.

All program participants will receive:

- A **full day of class room instruction** from sales trainer Joe Ellers of Consulting Associates, Clemson, SC;
- A copy of the [complete 240-page course book from the ASA Education Foundation](#) and written by Jim Olsztynski of *Supply House Times*; and
- The opportunity to take the **final exam** and receive a certificate of completion.

The course book and seminar covers these major topics:

- The expanding role of the inside sales person
- Customer service is defined by the customer
- How to handle problem customers
- What makes a sale profitable
- How to increase the profitability of your sales
- Pricing tactics
- How to use perceived value and price sensitivity to increase profits
- Basic selling skills that you need to master
- Communication is the key to effective selling
- Prospecting for new customers
- Time management
- How to become a first-rate sales professional

This course is designed for the PHCP industry by the [ASA Education Foundation](#). **Employees of wholesalers, manufacturers and independent manufacturer representatives will all benefit from this program.** Also, 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.

The seminar is scheduled from 9am until 4pm. Thanks to support from the [Karl E. Neupert Endowment Fund](#), the registration fee for [MwDA members](#) is \$149 for the first registrant and \$99 for each additional registrant. The course book alone is available for purchase from ASA for \$99 per copy, which means that for 50 bucks plus time and travel, a MwDA member can send as many people as it wants to this full-day seminar program!

Be sure to register by October 9th. [Click here for complete program and registration information](#) or visit www.MwDA.net.

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

OCTOBER 2: MwDA ANNUAL MEETING & RECEPTION AT NETWORK '08 IN ATLANTA

[MwDA](#) will hold its Annual Meeting & Reception from 5:00-6:00pm on Thursday, October 2 in Atlanta, Georgia at the [Marriott Marquis Hotel](#) in conjunction with the annual [ASA Convention](#), [Network '08: Sustainability, Responsibility, Profitability](#) and [ISH North America](#). Our meeting and reception will be immediately after the afternoon seminar programs conclude. [Click here](#) to see the full [scheduled-at-a-glance](#), or visit www.Network08.org.

[Members of MwDA](#) and [ASA](#) can expect to receive a copy of the information and registration brochure in the mail in early July. **Register to attend [Network '08](#) by July 31st and receive a \$100 discount per person!** [On-line registration](#) is now available.

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

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