



SWA

News AND Views



Southern Wholesalers Association eNewsletter



Ron Jaworski
Keynote Speaker

Bradford White has stepped up in a major way and is providing our keynote speaker, **Mr. Ron Jaworski**. Yes, the one and only JAWS will be speaking to us about what it takes to have a “fit” company. Who better than someone who understands training, fitness and teamwork both in the NFL and as a businessman. He is known for his NFL experience as a quarterback for the Philadelphia Eagles, work as a popular sports analyst and his entrepreneurial business acumen as he has many successful businesses outside of sports.



Want to attend the convention without paying the registration fee?

Another added major change is we are offering all wholesalers, manufacturers and reps one free \$399 registration if they are primarily responsible for a wholesaler, who has not been in attendance over the past 3 years, attending this year’s convention.

SWA 82nd Annual Convention

**Myrtle Beach Resort and Spa
at Grande Dunes
Myrtle Beach, SC**

June 27 - 29, 2010

Make plans today to attend!!

SURVIVAL OF THE FITTEST

“Is Your Company Fit For Economic Recovery?”

It looks like it is going to be an amazing SWA convention again this year. The Board, Past Presidents and Leadership Development Council have shaken things up once again for this year’s convention as we have a number of exciting speakers and changes to look forward to this year.

I have heard from many of you already that you plan to attend this year’s event and the sponsors have already begun showing their support. Do not miss out on this year’s event, it will be worth your time and money to participate. If you have not participated in some time, we want you back so here is your chance. If your wholesale company has not been to our convention in the past three years your first registration is **free**.

“Best Practices” Workshops

The health of your company will be the focus in our Best Practices sessions where wholesalers, manufacturers and reps will break into three sessions related to finance, sales management and operations management. We will be discussing credit, inventory control, vendor relations, sales



Convention

Schedule of Events:

Saturday, June 26

3:00 p.m. – 5:30 p.m.

SWA Executive Committee Meeting

Evening Open

Sunday, June 27

11:00 a.m. – 1:00 p.m.

Suppliers Advisory Council Lunch Meeting

11:00 a.m. – 1:00 p.m.

Leadership Development Council Lunch Meeting

by invitation only to include the next generation of executives representing SWA Wholesale and Partner Members.

1:00 p.m. – 2:00 p.m.

“Leadership Workshop” Lead by Hooper Hardison - Charlotte Pipe EVP

1:00 p.m. – 4:00 p.m.

“Family Social”

Meet & Greet for spouses & kids poolside

2:00 p.m. – 4:00 p.m.

“Best Practices” Workshop Sessions

4:00 p.m. - 5:30 p.m.

Workshop Discussion

“Best Practices” Workshop attendees will merge together for a concluding discussion.

We will comp one of the referring companies \$399 registrations as well as one registration for the company who has not attended in the past 3 years.

The wholesaler must call and tell us what company is primarily responsible for their attendance and it can only be one company.

So get on the phone and cut your costs to attend.



strategies, staff management, benefits and much more. With wholesalers sharing ideas for making their companies healthier, I am sure everyone will take several practical ideas back to their business.

Our best practices workshops will focus on three areas of need in your business:

- Finance (Purchasing, Credit and Inventory Management),
- Sales and Sales Management
- Operational Management.

Workshop Discussion

We will conclude the workshops with all three groups merge together to discuss the nuggets resulting in each session.

Leadership Workshop

Lead by Hooper Hardison - Charlotte Pipe EVP Charlotte Pipe has also graciously loaned us Mr. Hooper Hardison. Hooper knows what true leadership requires and he is going to be sharing, "Leadership in Tough Times" with what I am sure will be a large crowd.

Conference Program *ALL NEW THIS YEAR*

Having listened to our vendor partners, the booth show has been changed entirely with the wholesalers stationed at tables throughout the ballroom and 15 minute appointments for vendors to meet with them. Our sponsoring vendors will get priority scheduling beginning with our Gold Sponsors and all vendors will have opportunities to meet with some wholesalers during this 3 hour session.

Convention Brochures will be mailed February 20th. If you do not receive one, please let us know.

Bittersweet Goodbye

Modern Supply said farewell to a long time friend in December. **Jack Ralph Geames** retired after 32 years of employment with Modern Supply. We all wish him the best on his retirement to sunny Florida.

Members who joined in 2009

Wholesale Members
Williams Wholesale Supply

6:30 p.m. – 8:00 p.m.
Opening Reception

6:30 p.m. – 8:30 p.m.
Children's Program Registered
Children between 3-13 invited to attend

Monday, June 28

8:00 a.m. – 9:45 a.m.
Breakfast Meeting & Keynote Address

9:45 a.m. – 11:00 a.m.
Industry Forum

1:00 p.m.
Golf & Tennis Tournaments

**Evening open for
Manufacturer Entertaining**

Tuesday, June 30

8:00 a.m. – 11:00 a.m.
Conference Program

Pre scheduled appointment times for Manufacturers to meeting with Wholesalers in 15 minute increments.

11:15 a.m. – 12:15 p.m.
Board Meeting
Open to all Wholesale and Partner Members of SWA

Afternoon Open

6:30 p.m. – 8:30 p.m.
**Closing Party,
reception/Dinner & Awards
Ceremony**



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We want you connected!



Vendor Members

Activant
J.R.Smith
Matrix Capital Markets Group/NORTIZ America
Pioneer Industries
Riannai
Zurn

If your contact informaton has changed, let us know. If you know someone who would benefit form this newsletter, let us know and we will add them to our list.

Southern Wholesalers Associations
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