



# ASA REVIEW

**2025 Fred V. Keenan Lifetime Achievement Award**  
ASA honors Milford Supply's Tim Milford and Northeastern Supply's Steve Cook

**Q4 25**



Photo by Mike Miazga/ASA.

Inside This Issue: Is Cyber Security A Priority For Your Company? | 2026 Economic Outlook  
Best Practices For Online Recruitment | Voice Of The Engineer Survey Results

## FROM THE CEO



### One vision, one voice, one trade association, working for one future

An industry is only as strong as its trade association. Regardless of how strong the individual firms are within the industry, it's only by speaking with one voice and acting together that we can be a successful industry.

Having strong ASA partners, whether its the nationals, super-regionals or the many strong and successful independents, makes our voice and success more impactful — especially in our core value areas of forecasting and data reporting, recruitment and training programs, and of course, advocating for all in Washington D.C., even when we all can't be there.

And with all our nearly 300-member distributor firms working alongside the hundreds of manufacturers and rep firms that are members, ASA is cemented as the bright light in navigating an uncertain future.

And winning that uncertain future comes from having one association, with one vision and speaking with one unified voice — supported by everyone in this industry.

While we are gaining success unifying our industry behind ASA's voice, we see others doing their own thing — duplicating efforts and programs in an ill-fated attempt to offer value. These diversions only weaken our industry, diluting our collective futures and making us susceptible to outside competitors trying to take your markets.

While consolidation continues to disrupt and redefine how our industry looks, one constant remains: the role of ASA to lead in advocacy, innovation, training and data intelligence/benchmarking.

I often cringe when I hear people say the nationals are the enemy of the independents. The nationals are not the enemy of independents just like the independents are not the enemy of the nationals. Through ASA, all are working together to define our mission because they know our true competitors are still the Amazons and Home Depots of the world as well as those new, emerging competitors from outside our industry seeking market share. We must continue to build the strength of our industry through ASA so we can win the future together.

In this issue, we recognize the accomplishments and contributions of two former ASA presidents who helped guide the success of ASA. **Steve Cook** of Northeastern Supply and **Tim Milford** of Milford Supply will be recognized for their lifetime of supporting the industry and ASA as they receive the prestigious Fred V. Keenan Lifetime Achievement Award during NETWORK this month in Ft. Lauderdale, Florida.

Our friend **Dirk Beveridge** is helping ASA define the future for the association and our industry by convening another Strategic Action Team, this time comprised of next-gen leaders from both independent and national firms who are working to help ASA define the disruption the industry will be facing as they take control of their firms and leadership roles within ASA.

Also in this issue, you will find pertinent articles on topics such as cybersecurity, talent recruitment and more feedback from another important customer segment: engineers, specifiers and architects.

We hope you enjoy this new edition of ASA Review.

**Mike Adelizzi**  
CEO

Helping Your  
Employees Stay Safe  
Behind The Wheel



Every Choice  
Matters – Choose  
Federated® DriveSAFE™

Federated DriveSAFE™ Telematics can help your employees improve their daily driving habits. This combination of mobile app, in-vehicle tag, and online portal allows you to measure, rank, and provide feedback on employee driving behaviors so you can help them become safer drivers.

The content of this publication is for general information purposes only and should not be considered legal advice or an offer of insurance. Coverage will be determined solely by the terms of your policy. If approved for issue. Consult with a qualified professional to discuss questions specific to your circumstances.

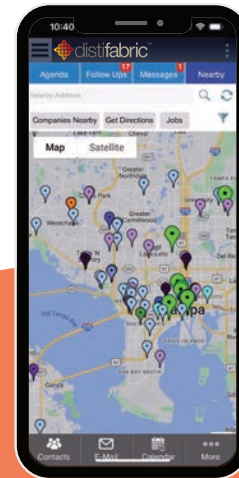


Scan to learn more about Federated DriveSAFE™ Telematics and how you can help your employee drivers stay safe behind the wheel.

**FEDERATED**  
INSURANCE

Federated Mutual Insurance Company and its subsidiaries\*  
federatedinsurance.com | \*Not licensed in all states.  
25.08 Ed. 6/25 © 2025 Federated Mutual Insurance Company

 distifabric™



## CRM for Distributors

Simplify your sales,  
from client mgmt to  
order processing.

Centralize your data,  
improve efficiency, &  
make better decisions  
with Distifabric.

See it  
in action



## Want to receive a printed version of ASA Review?

Contact ASA's Mike Miazga  
at [mmiazga@asa.net](mailto:mmiazga@asa.net).

Where will 2026 ASAEvents Be Held?  
Check out the Industry Calendar at [asa.net](http://asa.net).

## Applied AI: where distributors are on the journey — and where they're headed

By **Nils Swenson**

Manager of Innovation and Technology  
nswenson@asa.net

Artificial Intelligence (AI) isn't a future topic anymore — it's already reshaping how distributors quote, price and serve customers.

To better understand how ASA members are engaging with this fast-moving technology, the ASA Applied AI Task Group recently conducted its first member survey. The results reveal an industry that's curious, cautiously experimenting and ready for guidance.

Nearly **three in four ASA members** say their companies are already experimenting with AI. About **38%** report they're exploring use cases, **34%** are piloting one or more AI tools, and another **19%** have moved into implementation across parts of their operations. While full-scale adoption remains rare, the findings confirm a growing appetite for practical, results-driven innovation among ASA members.

When asked where AI could create the most value, respondents point to **customer intelligence and CRM enhancement (58%)**, **forecasting and predictive analytics (55%)**, and **sales enablement and process automation (42–55%)**. Many see AI as a way to make smarter, faster decisions and free up employees for higher-value work.

The most common challenges members hope AI can help solve include **data quality and integration (63%)**, **manual, repetitive tasks (88%)**, and **customer insights and personalization (47%)**. These numbers show the opportunity isn't only about innovation — it's about solving long-standing inefficiencies that impact productivity and growth.

At the same time, respondents remain mindful of the risks. The most cited concerns were **data privacy (66%)**, **cybersecurity (46%)**, and **integration with legacy systems (45%)**. Many noted internal education and clear governance are essential as companies begin experimenting with these technologies.

"Distributors aren't asking what AI is anymore — they're asking how to use it," said **Ian Heller** (Distribution Strategy Group), chair of ASA's Applied AI Task Group. "Our role is to help them take that next step with confidence."

The Applied AI Task Group, part of ASA's Embracing the Future Council, was created to make AI accessible and actionable for distributors. Its members are focused on education, change management, and real-world business value — not theory. Over the coming months, the group will introduce new online resources under the Innovation section of **ASA.net**, collaborate with **ASA University** to develop training modules on AI fundamentals and best practices, and begin publishing **case studies** that show how members are starting to apply AI in their operations.

Members who want to get involved, share use cases, or learn more about upcoming webinars and resources can contact **innovation@asa.net**. The survey findings will help shape ASA's future content and training opportunities throughout 2026, continuing the association's effort to help the PHCP and PVF industry embrace technology responsibly and effectively. ■



Cybersecurity preparedness does not mean perfection overnight. It means building routines and accountability that make an organization resilient.

## Not if, but when: Cybersecurity readiness for ASA members

By **Nils Swenson**

Manager Innovation and Technology  
nswenson@asa.net

Cyber threats are no longer distant headlines. They are hitting ASA members directly, ransomware at Coburn Supply, email-based fraud attempts at Winsupply, and phishing campaigns at NIBCO.

These incidents prove that for distributors and manufacturers, a cyber incident is not a matter of “if” but “when.”

As Coburn Supply’s **Michael Maloney** recalled from their ransomware event: “Up until that time, we thought of business disruption as a hurricane or a natural disaster. So, the digital side of it was a total surprise.”

Stories like Coburn’s show how quickly operations can be disrupted and how unprepared many companies remain. What once felt like a problem for “big corporations” is now a daily reality for wholesalers of all sizes, manufacturers and reps across our industry.

### From awareness to preparedness

ASA’s first cybersecurity podcasts and panels focused on awareness. That message landed: most wholesalers now accept that attacks can happen anytime. The challenge is moving from awareness to preparedness, training employees, building response plans, and strengthening defenses without massive budgets.

Preparedness does not mean perfection overnight. It means building routines and accountability that make an organization resilient. It means turning cybersecurity into a business priority discussed at every level of leadership.

### What fundamentals look like

Member input and expert advice point toward four fundamentals:

- 1. Train employees.** Simulated phishing and “stop and verify” protocols must become second nature.
- 2. Build an incident response plan.** Define roles across IT, finance, HR and leadership, and test the plan at least annually.
- 3. Engage partners and insurers.** Cyber insurance and outside expertise are essential.
- 4. Involve the whole organization.** Cybersecurity is not just IT. Finance, warehouse staff and sales are all potential entry points.

“Don’t necessarily be afraid to start somewhere, even if it’s basic training and awareness,” NIBCO’s **Travis Sloane** emphasized.

Small steps such as short monthly reminders, double-checking payments or testing staff with simulated phishing can dramatically reduce risk and build momentum.

### Emerging threats on the horizon

While many members are still solidifying basics, threats evolve quickly. AI-driven fraud now uses deep-fake voices and video to

trick employees into rerouting funds. Business email compromise remains the fastest-growing cybercrime. Automated malware scans thousands of companies at once for weak links.

“The process you had yesterday may not work tomorrow,” Winsupply’s **Christopher Scrameck** said.

Consistent training and testing are the best defense against this moving target.



AI-driven fraud now uses deep-fake voices and video to trick employees into rerouting funds. AdobeStock Photo

## Spotlight on Rachel Wilson at NETWORK 2025

This month in Fort Lauderdale, Florida at NETWORK2025, ASA members will hear from **Rachel Wilson**, managing director and head of cybersecurity for Morgan Stanley Wealth Management, and former senior executive at the National Security Agency. Wilson spent 15 years at the NSA running counterterrorism operations, defending the 2012 London Olympics, and leading NSA’s hacking mission.

Her presentation, “The New Cyberthreat Landscape: How Your Business Is Impacted and How to Be Prepared,” will outline threats from nation-states, organized crime groups and opportunistic hackers. Drawing on her NSA and financial sector experience, she will show how attackers infiltrate companies and monetize access, and share what leaders can do to be prepared.

Her perspective reinforces ASA’s message: readiness is not about technology alone. It is about habits, discipline and resilience.

---

**“The relationships we build and the profits we earn are foundational to our business. Ignoring cybersecurity risks nullifying all that hard work.”** – Winsupply’s Jeff Coyle

---

## Small business, big target

Smaller distributors often assume they are less likely to be attacked. The reality is the opposite. Attackers know small and mid-size firms usually have fewer defenses and limited budgets.



Cybersecurity can feel overwhelming, but the message from ASA leaders is consistent: start somewhere. Shutterstock Photo

That makes them prime targets, with devastating financial and reputational impact when systems are compromised.

That is why ASA emphasizes practical steps. Free resources, tabletop exercises and phishing simulations do not require large budgets. They require leadership commitment and a willingness to start.

## New ASA cybersecurity resource center

ASA has launched a Cybersecurity Resource Hub at **ASA.net → Innovation → Cybersecurity**. It will include vetted frameworks such as NIST and CISA, member case studies, templates and links to free training tools. These resources are designed for distributors and manufacturers that cannot dedicate full-time security staff.

For those asking, “Where do I begin?” the Resource Center provides an answer: begin with training, begin with a checklist, begin with one improvement at a time. Small steps add up to resilience.

## Continuing the conversation

Cybersecurity remains a priority for ASA’s Embracing the Future Council. Podcasts, ASA Insights articles, magazine features and the ASA Innovation Summit 2026 will keep the conversation active, so members do not just learn once but stay alert as threats evolve.

## Take action today

Cybersecurity can feel overwhelming, but the message from ASA leaders is consistent: start somewhere. Launch phishing awareness training. Write down your incident response plan. Talk to your insurer and outside experts. Use ASA’s Resource Center to guide your next steps.

“The relationships we build and the profits we earn are foundational to our business. Ignoring cybersecurity risks nullifying all of that hard work,” Winsupply’s **Jeff Coyle** observed.

For resources, stories, and support, visit **ASA.net → Innovation → Cybersecurity** or contact **innovation@asa.net**. 🟩



ASA's new Industry Strategic Advisory Team initiative brings together a handpicked group of next-generation leaders to explore critical inflection points, expectations and strategies that will define the industry over the next five to 10 years. Photos by Mike Miazga/ASA.

## Next-gen leaders identify key challenges and opportunities for the future of distribution

By **Mike Adelizzi**  
 CEO  
 madelizzi@asa.net

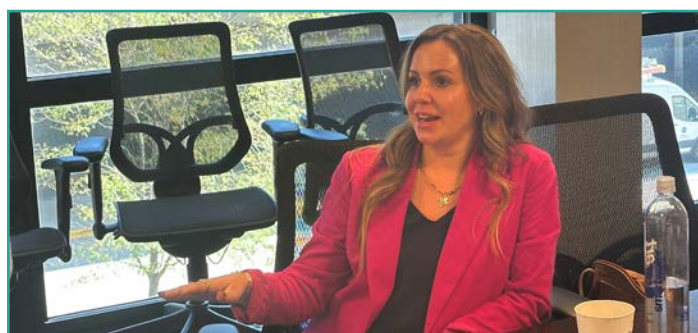
To proactively shape the future of the distribution industry, the American Supply Association launched the 2025 Industry Strategic Advisory Team (ISAT) initiative.

This forward-thinking effort brings together a handpicked group of next-generation leaders to explore the critical inflection points, expectations and strategies that will define the industry over the next five to 10 years.

As leadership begins to transition across the industry, understanding the mindset, values and aspirations of the next generation becomes crucial. These rising leaders, combined with the experience of today's executives, offer a powerful lens through which ASA can help reimagine a resilient, human-centered future for distribution.

This isn't ASA's first strategic initiative. In 2018, similar efforts led to major projects such as D.NEXT, Project Talent and Project Vitality. The 2025 ISAT initiative builds on that momentum with the potential to catalyze equally transformative change.

What follows is a summary of the first ISAT session, held recently at the Hilton Chicago O'Hare Airport, highlighting the key themes discussed by the next generation of leaders.



Eastern Industrial Supplies' Meagan Owen makes a point during the recent ISAT meeting held at O'Hare Airport in Chicago.

### 1. Strategic outlook: Forces shaping the next decade

When asked to identify the biggest shifts on the horizon, participants pointed to several converging forces:

**Consolidation and channel blurring:** National players, private equity and retail entrants are reshaping competition. Traditional lines between wholesale, retail and digital are dissolving, forcing ASA members to redefine their value proposition.

**Rapid technology advancements:** Tools such as automation, AI and advanced ERP/CRM systems offer both opportunity and risk. The real challenge is adopting and integrating these tools in ways that enhance — rather than replace — the human core of the business.

**Demographic shifts and succession:** A wave of retirements is accelerating, putting pressure on companies to manage ownership transitions and preserve institutional knowledge, relationships and culture.

**Regulatory and product complexity:** Evolving standards and product requirements demand agility. Distributors must retrain teams and manage inventory in ways that keep the contractor and end-user at the center.

**Evolving customer expectations:** Today's customers demand speed and transparency — but also crave the trust, expertise and human connection that distributors uniquely provide.

**Strategic thesis:** ASA members must prepare now for major shifts in ownership, technology, regulation and customer needs. Success will go to those who embrace change while keeping the business fundamentally human. Technology and consolidation are inevitable. Humanization is optional — but it's the differentiator that builds trust, attracts talent and sustains long-term relevance.



Coburn Supply's Michael Maloney was one of eight next-gen PHCP-PVF leaders that met in Chicago during the initial ISAT meeting aimed at looking at issues that will press the industry within the next decade.

## 2. Frustrations from the frontlines: What's holding us back?

Rising leaders also voiced concerns about barriers to progress in the industry today:

**Slow pace of change:** Cultural resistance within companies slows innovation. Younger leaders are frustrated by missed opportunities to outpace faster-moving competitors.

**Succession gaps:** Many firms lack clear succession plans at both ownership and management levels. This creates risk and uncertainty around leadership continuity.

**Knowledge drain:** Retiring leaders are taking decades of hard-earned experience and customer relationships with them — with few structured processes in place for knowledge transfer.

**Margin pressure and commoditization:** The industry often competes solely on price, undervaluing the human expertise and service it provides.

**Outdated relationship models:** Traditional customer engagement tactics are no longer enough. ASA members must rethink how to build meaningful relationships in a modern landscape.

**Frustration thesis:** If the industry lets others define its value, it risks becoming a commodity. To stay relevant, distributors must move faster, prioritize succession and reinvent customer relationships — combining scale and efficiency with a human core.



Robertson Heating Supply's Ryan Robertson responds to a question during the ASA ISAT meeting in Chicago.

## 3. Reasons for optimism: A bright future, if we choose it

Despite frustrations, next-gen leaders are optimistic about the road ahead:

**Essential industry:** Plumbing, heating and building supply will always be vital to society. This foundational role offers long-term stability.

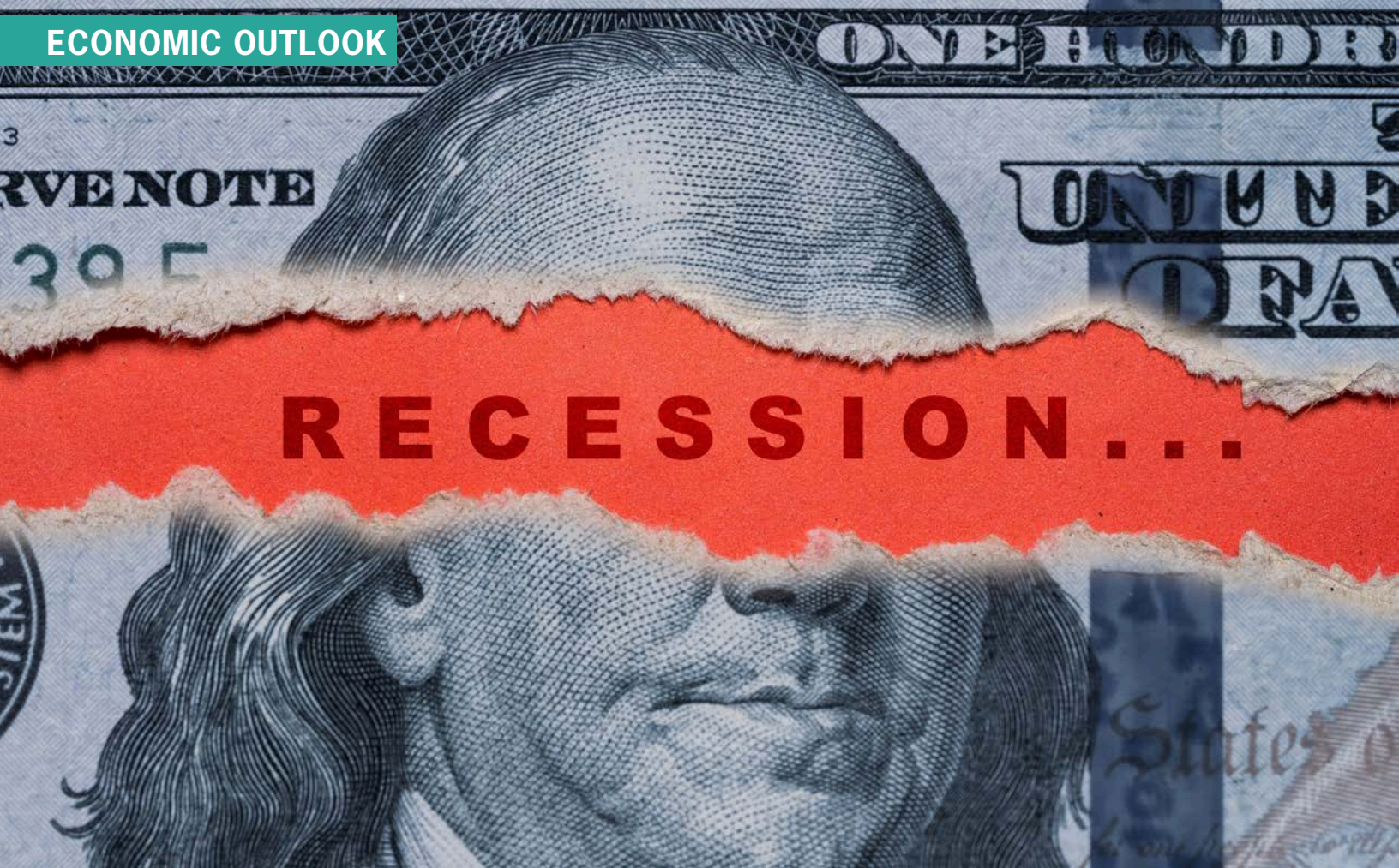
**Strength in collaboration:** ASA and its peer networks provide platforms for shared learning and collective problem-solving.

**Rising professionalism:** As the market grows more complex, companies that invest in training, compliance and knowledge transfer will stand out.

**Leadership opportunity:** As veterans retire, new leaders have a unique chance to shape the industry with fresh perspectives and renewed energy. ■



First Supply's Todd Restel and other ISAT meeting attendees talked about critical topics such as consolidation and channel blurring, technology and succession planning.



There has been no sign of an imminent recession — even a mild one. Shutterstock Photos.

## What will 2026 look like, economically speaking

By **Chris Kuehl**  
ASA Chief Economist

It is at this point that one is reminded of the comment by Canadian-American economist and diplomat John Kenneth Galbraith — “There are two kinds of forecasters, those that don’t know and those that don’t know they don’t know.”

Given the turmoil on display this year, it is hazardous to project very far into the future. Nevertheless, it is the job of an economist to bravely venture into that unknown territory.

At the same time, we like to hedge our bets and make sure we have a reason (excuse) when we might get it wrong. Therefore, I present three likely scenarios — the good, bad and ugly.

We can start with the good. Most of the current data (as of this writing) shows decent growth potential. The third quarter GDP numbers look more impressive than expected: 3.8% growth according to the latest GDPNow reading from the Atlanta Federal Reserve.

The unemployment rate has held fairly steady at 4.3% and the quit rate remains at 2% (a solid sign of confidence within the overall workforce). Retail sales data remained encouraging coming out of back-to-school, and as the holiday season started with year-over-year growth of 5%.

In short, there has been no imminent sign of a recession — even a mild one. Granted, these slowdowns can occur suddenly, and we will discuss that possibility in the other scenarios, but the good news is that underlying data is strong heading into the last quarter of the year.

These broad economic numbers are accompanied by some other promising statistics such as falling oil prices and some retreat on labor costs. The challenge is that oil prices can fall too low and put pressure on oil producers and labor costs can retreat to the point that inflation takes a bigger bite out of disposable income levels. There is still a 30% chance this more optimistic outcome prevails.

## The bad: Tariff talk

The bad scenario centers on the fact that much of the economic stress expected at the start of the year has finally started to manifest. The tariff impact was blunted as companies tried different tactics to reduce loss of market share. They elected to eat the cost of the tariff, or they located an alternative supply chain or asked partners up and down the supply chain to each take discounts to offset the tariff impact.

These strategies allowed a certain amount of price stability, but they can't last forever and as companies resort to passing on these additional costs to end consumers, the inflation impact will be accelerating.

The No. 1 objection to the tariff policy has been its “on-again, off-again” nature. Granted, the tariff is often used as a negotiating tool and that means that they are imposed and relaxed according to the pace of that negotiation, but the pace of this change has been overwhelming.

Many businesses have simply stalled as they wait to see what the situation will ultimately look like. This translates into delayed construction projects, reduced capital investment, reduced hiring, reduced efforts to obtain financing and so on. This is reducing potential growth drastically, but as with the pandemic recession, there is potential for a surge of activity when and if these restrictions are either lifted or at least become more predictable.

The more pessimistic assessments of the economy in the fourth quarter and early in 2026 assert that GDP growth falls to around 1.5%, unemployment starts to spike to the 5% level and inflation continues to accelerate to perhaps as high as 3.5% to 4%.

The sectors most likely to feel the pain will be those that are most sensitive to longer-term uncertainty in their supply chain. That includes construction because these developments have very long timelines and can't easily absorb dramatic changes in supply or labor costs. The thinking is that this scenario is the most likely — maybe a 45% chance.

---

***“The bad scenario centers on the fact that much of the economic stress expected at the start of the year has finally started to manifest.”***

---

## Bowling shoe ugly

This brings us to the ugly scenario and it is, indeed, ugly. The assertion is that inflation truly surges into the “runaway” category. There are four types of inflation measured by the rate and severity. “Creeping” inflation is less than 3% annually and that is what we have been experiencing through most of 2025.



There are more homes on the market than has been the case for years — more than 2 million. That is a surplus and suggests that buying enthusiasm is ebbing.

The next level is “walking” inflation, and it is between 3% and 10%. We are most definitely entering that phase now. The third category is “galloping” inflation and this starts to become economically crippling as this features a rate between 10% and 50%. The U.S. has very rarely approached this level but during the inflation spike of the early 1980s, the rate hit as high as 13%. That was just short of the peak reached in 1920 when it hit 20%.

The last phase of inflation is hyperinflation and that utterly destroys economies with rates above 50%. Even in the ugly scenario, we are nowhere near hyperinflation or even true galloping inflation.

The ugly scenario is accelerated by random tariff and trade restrictions that worsen inflation and soon the business community has no choice but to engage in layoffs. The bread and butter of the ASA community is home building, remodeling and consumer demand for appliances and the like.

Demand for these sink in severe inflation environments, and evidence may have started to accumulate already. There are more homes on the market than has been the case for years — more than 2 million. That is a surplus and suggests that buying enthusiasm is ebbing.

A reduction in mortgage rates would help some but that all depends on the performance of the 10-year bond (more so than the Fed funds rate). The bigger issue for prospective home buyers is the increased cost of a new home (more than \$500,000) and the increased sense of job insecurity. The ugly scenario has a 25% chance and that is higher than would have been expected a few months ago. ■

### Likelihood of 3 Economic Scenarios

**The Good:** 35%

**The Bad:** Maybe a 45% chance

**The Ugly:** 25% (has increased in recent times)

## KEENAN LIFETIME ACHIEVEMENT AWARD



Former ASA presidents Tim Milford (left) and Steve Cook are the recipients of the 2025 ASA Fred V. Keenan Lifetime Achievement Award. Photos by Mike Mlazga/ASA.

# Northeastern Supply's Cook, Milford Supply's Milford to receive Fred V. Keenan Lifetime Achievement Award

By **Mike Miazga**

Vice President Sales-Operations  
mmiazga@asa.net

While not a mandatory yearly award, members of the ASA Fred V. Keenan Lifetime Achievement Award Nominating Committee have been kept plenty busy in recent times.

Over the past four years, the committee has unanimously green-lit the association's highest honor to such PHCP-PVF royalty as **Joe Poehling** (First Supply), **Joe Maiale** (InSinkErator), **Jeff New** (Mid-City Supply), **Gary Jones** (Hajoca), **Rob Grim** (InSinkErator), **Don Maloney** (Coburn Supply), **Brian Tuohey** (The Collins Companies) and **Jim Lewis** (Kohler).

And the hits don't stop there. The ASA Executive Committee has accepted the unanimous recommendation of the nominating committee to this year add Northeastern Supply CEO **Steve Cook** and Milford Supply Chairman of the Board **Tim Milford** to this exclusive club. Both will be honored at the ASA Annual Meeting and Member Luncheon this month at NETWORK2025 in Ft. Lauderdale, Florida.

Cook was ASA's 50th president during its 2019 silver anniversary year, while Milford served as ASA president in 2016 and is the former president of the MwDA regional group, now the 13-state ASA Central region.

ASA recently caught up with Cook and Milford for lunch at the Annapolis Yacht Club in Annapolis, Maryland where a variety of subjects were discussed.

**ASA: What does receiving the Keenan Lifetime Achievement Award mean to you personally and professionally?**

**TM:** It's simply an honor to be recognized. There have been and continue to be a lot of people who put their heart and soul into ASA. I'm pleased to have been one of them.

**SC:** The culmination of a career spent in the industry. I look at how many great people I have worked with and made friends with along the way.

**ASA: What do you consider your proudest accomplishment during your time as ASA president or in some other volunteer role with ASA?**

**SC:** Raising money for the Karl E. Neupert Endowment Fund to benefit the entire industry. Helping the association grow financially and more importantly in leading the industry.



Cook (right) has simple advice to up-and-coming leaders. "Listen to your people and your customers," he says. "Be honest and compassionate. Good things will happen."

**TM:** ASA is now the voice for our industry. I am proud to have helped them become just that.

**ASA: What was one of the biggest challenges you faced in your leadership role and how did you overcome it?**

**SC:** You know, there are a lot of smart people both on the ASA staff and certainly among the many volunteers. Uniting us and keeping us moving in the right direction can sometimes be a challenge.

**ASA: How do you think ASA has changed since your presidency and are there any changes you are especially proud to have influenced?**

**TM:** It has got me to look at the industry with open eyes. ASA now offers something for everyone. ASA is essential in running my business on a daily basis, and my top management is on board.

**SC:** It's younger, more vibrant and moving at a quicker pace — all good things.

**ASA: Is there a moment or story from your time in the association that you still think about often?**



Cook (right) and Milford are both proud of their accomplishments during their time as ASA president. "ASA is now the voice for our industry. I am proud to have helped them become just that," Milford says.

**SC:** ASA has had its ups and downs over the years as all associations do. But when I was president and then chairman, Mike Adelizzi (ASA CEO) and I had a unique and great relationship, and I feel like we got a lot done during that time.

**TM:** I just look at how far ASA has come since the 1980s when I got involved. ASA now does so many things, but my involvement with the government affairs has been especially rewarding, meeting with colleagues in D.C., and then with congressmen to speak about our concerns and needs.

**ASA: If you could go back and give your younger self one piece of advice when you were starting your leadership journey, what would it be?**

**TM:** Don't sweat the small stuff. Trust your instincts and your people. And get involved in the industry.

**SC:** Work hard every day, listen to your people and your customers. Be honest and compassionate. Good things will happen.

**ASA: What advice would you give to current and future leaders of the association?**

**TM:** Enjoy the ride. It goes fast. Think outside the box. Try new things and be open to new ideas.

**SC:** ASA is in a good spot and heading in a good direction. Keep the energy and progress going.

In addition to the recent Keenan Pairings of Cook-Milford, Tuohey-Lewis, Maloney-Grim, New-Jones and Poehling-Maiale, previous winners of the award include **Fred V. Keenan** (for whom the award was named), **Karl Neupert**, **Ed Felten**, **John McDonald**, **John Martin**, **Frank Finkel**, **Nick Giuffre**, **Morris Beschloss**, **Joel Becker** and **Dottie Ramsey**. ■

### ASA Insights eNewsletter

To be added to the mailing list to receive the ASA weekly eNewsletter, send a note to [info@asa.net](mailto:info@asa.net).



Randy Wool



Alan Lipp

## Industry greets Lipp and Wool honored with awards of excellence

By **Mike Miazga**  
Vice President Sales-Operations  
mmiazga@asa.net

A pair of industry icons have been honored by their peers for their accomplishments and long-standing service to the PHCP-PVF industry.

**Alan Lipp**, co-CEO of Cleveland, Ohio-based Merit Brass, is the recipient of the 2025 ASA Industrial Piping Division Award of Excellence, while **Randy Wool**, president and CEO of Miami-based Wool Supply, is the recipient of the 2025 ASA Plumbing Division Award of Excellence.

Both will be honored this month at the All-Industry Breakfast during NETWORK2025 in Ft. Lauderdale, Florida.

The IPD Award of Excellence is given to individuals with a record of significant accomplishments and a long-standing history of service to the industrial and mechanical PVF segment, as well as a history of dedicated service to ASA and its Industrial Piping Division.

"I am so excited for Alan Lipp and his family in that he will be receiving ASA's Industrial Piping Division Award of Excellence," said Eastern Industrial Supplies Chief Sales Officer **Richy Milligan**, who also serves as the chairman of ASA's IPD Advisory Council. "This recognition of achievement is not

presented lightly, nor annually. Alan is one of the 'good guys' in our industry, serving manufacturers, distributors and masters with market newsletters, trends and valuable words of wisdom. He is also the wonderful leader of his family, whom he loves very much, as well as a positive inspiration to many of us. I have had the honor of calling Alan friend for many years. He has made me a better distributor and servant to our industry. Today, I congratulate my friend, Alan Lipp, on this important achievement. Well done."

The Plumbing Division Award is presented to an ASA member who has a long-standing history of service in the PHCP industry, in addition to positively affecting the industry, including a strong track record of service to ASA.

"I am personally pleased that Randy is receiving this honor," ASA CEO **Mike Adelizzi** said. "His dedication to ASA over the years, including serving as chair of the Plumbing Division Advisory Group and a dedicated supporter of the ASA PAC over the years, are perfect examples of his unwavering commitment to our industry."

Both the IPD and Plumbing Division awards of excellence are voted by the respective division nominating committees and approved by the respective division advisory councils. ■



ASA Advocacy is actively engaged in many priorities, advancing policies that protect consumer choice. Shutterstock Photos.

## Washington labyrinth:

### *Navigating tariffs, a government shutdown and a look ahead to 2026*

By **Steve Rossi**  
Vice President of Advocacy  
srossi@asa.net

After Congress passed the reconciliation measure and President Trump signed it on July 4, major legislative hurdles remained.

Appropriators in both chambers immediately began drafting Fiscal Year 2026 spending bills ahead of the Sept. 30 deadline. The House largely adhered to the reconciliation bill's spending framework, while Senate appropriators sought to restore some of the cuts. Both chambers expected to rely on a short-term Continuing Resolution to keep the government operating, but negotiations unraveled in late September.

Senate Democrats, led by Minority Leader Chuck Schumer, refused to back the House CR until Congress extended expiring Affordable Care Act premium tax credits set to lapse on Dec. 31. Senate Republicans, including Majority Leader John Thune, insisted that ACA negotiations could not

be resolved in a matter of hours and urged a clean CR to maintain funding while talks continued.

The CR failed to reach the 60 votes required for passage despite support from some Democratic Caucus members, including senators John Fetterman, Catherine Cortez Masto, and Angus King. At 12:01 a.m. on Oct. 1, the federal government entered a shutdown.

In the short term, many businesses may see little immediate effect because funding disruptions are not yet fully felt. Essential federal employees, including TSA officers, air traffic controllers, law enforcement personnel, and service members, continue to report for duty but will not receive pay until Congress passes a spending bill.

Several federally funded projects have been paused, creating downstream risks for manufacturers and distributors supplying those efforts. Both parties in the Senate remain entrenched in their positions.



Tariffs remain a hot-button topic on Capitol Hill and within the PHCP-PVF industry.

With roughly 750,000 federal employees furloughed, Office of Management and Budget Director Russ Vought has warned that prolonged funding gaps could force layoffs, increasing pressure on Senate Democrats to back a short-term continuing resolution. Any mass layoffs would likely trigger legal challenges and further complicate the impasse. The CR has been repeatedly brought to the Senate floor since the shutdown but has not yet secured passage.

### ASA actively engaged on multiple fronts

While Congress remains stalled over a short-term continuing resolution, several major non-budget bills still require action, including the overdue farm bill, the National Defense Authorization Act, workforce reauthorization and multiple measures the House has passed but the Senate has not yet taken up.

ASA Advocacy is actively engaged in many of these priorities, advancing policies that protect consumer choice. That work includes support for H.R. 3699, the Energy Choice Act, introduced by Representative Nick Langworthy, which would preempt state fuel bans and preserve consumer choice of appliance fuel sources.



On the legislative front, energy policy will draw increased attention, including potential updates to the Energy Policy and Conservation Act (EPCA) which has guided U.S. energy efficiency and production policy for roughly 50 years and may need modernization.

Workforce reauthorization is a top legislative priority for the industry because it would allow funds traditionally earmarked for college to be used for vocational training, helping employers recruit and train skilled workers. ASA has met with both the White House and the Speaker's Office to encourage progress on these initiatives.

### Tariff updates

While Congress remains tied up over appropriations, the Trump administration continues to prioritize trade policy, especially tariffs. Negotiations with key trading partners have produced agreements with the United Kingdom, the European Union, Japan and others to provide certainty for specific product categories.

At the same time, Section 232 and Section 301 investigations remain active for steel, aluminum, and copper-derived products. Talks with China and Brazil are expected to be constructive, and a meeting between President Trump and Brazilian President Luiz Inácio Lula da Silva is expected to happen soon.

Negotiations with China are complex and involve interlinked concessions across unrelated sectors, such as soybeans and microprocessors. Meanwhile, the Supreme Court is scheduled to hear a challenge to the administration's tariff actions under the International Emergency Economic Powers Act beginning this month, though plaintiffs have sought additional time because of multiple divergent claims that require careful review.

In California, ASA remains active in both the legislative and regulatory arenas. In August, ASA submitted comments to the California Energy Commission urging limits on excessive data collection requirements across the supply chain.

ASA is also proactively engaged in Extended Producer Responsibility and other packaging mandates that raise costs and reduce operational efficiency as other states consider adopting California's approach.

### What does 2026 hold?

Looking toward 2026 and the election year it contains, greater tariff transparency is expected to emerge, giving employers a clearer planning horizon and helping customers and clients understand how any tax relief might help offset cost increases.

On the legislative front, energy policy will draw increased attention, including potential updates to the Energy Policy and Conservation Act (EPCA) which has guided U.S. energy efficiency and production policy for roughly 50 years and may need modernization.

While Washington remains turbulent, ASA Advocacy continues to serve as the unified voice for our industry, engaging members of Congress, administration officials, senior staff and other decision-makers to secure attention and action on our priorities. ■



In ASA's new Voice of the Engineer/Specifier/Designer/Architect survey, 68 percent of respondents say they create their own master specs vs. using an outside specification service. Shutterstock Photos.

## Voice of the Customer Survey

*New ASA study examines engineer/specifier/designer/architect relationship with PHCP-PVF supply chain.*

By **Mike Miazga**

Vice President Sales-Operations  
mmiazga@asa.net

The American Supply Association's Business Intelligence Unit has completed the customer gamut, so to speak, with the impending release of its new Voice of the Engineer/Specifier/Designer/Architect survey.

This new survey comes on the heels of surveys ASA's BI Unit did on the plumbing and mechanical contractors in 2023 and last year's voice of the residential, commercial and industrial builder.

These Voice of the Customer surveys are done in partnership with Sarasota, Florida-based Farmington Consulting Group and owner **TJ O'Connor**. ASA will release the final results of this new survey prior to the end of the year.

### Business conditions

Preliminary findings (the survey was nearing its deadline for submissions as of press time) show 66 percent of survey respondents (again, plumbing and mechanical engineers, specifiers, designers and architects) have a positive outlook on the commercial market over the next 18-24 months, while only 43 percent of respondents have a positive outlook on the industrial market over that same time period. The number dips to 39 percent in terms of positive outlook on the multifamily housing market.

### Specification specifics

The survey reveals 68 percent of respondents create their own master specs vs. using an outside specification service, and 75 percent update their standard specifications and schedules at least once a year, while 47 percent update them multiple times throughout the year.

Survey respondents say they are most open to specifying new products in the drain, water heater and toilet product categories, while they are the least open to specifying products in the HVAC equipment and boiler product categories.

The survey shows 86 percent of the time it is the engineer that has the final say when it comes to specifying new product, while only 14 percent of the time it is the architect that has the final say. Seven percent of engineers/specifiers/designers/architects are always able to spec who they want and are able to "flat spec" products on their projects, while 75 percent of survey respondents are sometimes able to spec who they want, depending on the project and 18 percent are never able to spec who they want and always require three-plus approved manufacturers.

Thirty-five percent of survey respondents specify add-on accessories that are not needed for basic functionality/code, but would enhance, add longevity and/or minimize service/down time.

Just more than half (51 percent) of survey respondents are seeing more jobs held to basis of design.

### Relationships within the supply chain

Engineers, specifiers, designers and architects had plenty to say about relationships with other parts of the supply chain.

Consistent call volume and new product information from either the manufacturers' rep or the manufacturer is the No. 1 factor in survey respondents changing their specification, basis of design or approved equal. Second to that is ease of installation and maintenance of products.

More than four of every five (82 percent) survey respondents prefer to have a direct relationship with the manufacturers' rep over the manufacturer themselves, while 59 percent of respondents deal directly with PHCP-PVF manufacturers at least occasionally. However, only 17 percent of respondents frequently deal with manufacturers.

On the wholesale side of things, 36 percent of survey respondents say they deal with PHCP-PVF wholesalers at least occasionally. However, only 14 percent say they deal with wholesalers on a frequent basis.

Yet, 85 percent of survey respondents would entertain attending a local open house at a plumbing wholesaler to be able to see, touch and feel plumbing products.

Nearly half of respondents (49 percent) state that having local stock of plumbing products at the wholesale level affects which manufacturers make it into their specifications.

### More relationship info

In terms of frequency of communication, 65 percent of survey respondents would like for a rep or a factory direct salesperson to come by at least once a quarter to review products of interest.

Just over half (52 percent) of respondents state membership and support of professional organizations such as ASPE and ASHRAE is a factor in choosing a manufacturer and/or rep to work with.



Consistent call volume and new product information from either the rep or the manufacturer is the No. 1 factor in survey respondents changing their specification, basis of design or approved equal.

Again, just over half (54 percent) of respondents utilize manufacturer websites to locate and access product information resources, while another 40 percent get their product information through direct interaction with wholesale distributors or reps or through lunch and learns.

Good news on the rep front, 86 percent of respondents say they rely most on reps (over factories, wholesalers and contractors) for product updates and information.

Just about one in three respondents (32 percent) rely on trade associations (ASPE, ASSE, PHCC, ASA) to keep up with the latest changes in engineering codes and regulations, while 25 percent rely directly on their supply chain partners and 22 percent rely on their local ASPE chapter.

Nearly 90 percent of survey respondents believe it is beneficial for their firm to receive product knowledge training on plumbing rough-in products in addition to finish plumbing products.

### How can I get a copy?

If you helped ASA in any way with this survey, you will receive a complimentary copy for your firm. Otherwise, the survey will be available for ASA members for \$99 and \$599 for non-members by contacting ASA Director of Business Intelligence and Vendor Engagement **Bri Dovichi** at [bdovichi@asa.net](mailto:bdovichi@asa.net). ■

**49%**

of engineers/specifiers/designers/architects state having local stock of plumbing products at the wholesale level affects which manufacturers make it into their specifications.

**65%**

of respondents would like a rep or a factory direct salesperson to come by at least once a quarter to review products of interest.

**85%**

of survey respondents would entertain attending a local open house at a wholesaler to be able to see, touch and feel plumbing products.

**86%**

86% of respondents rely most on manufacturers' reps for product updates and information.

## ASA's Project Talent encourages best practices for online recruitment

*Personalized reviews can help members elevate their digital footprint.*

By **Steve Edwards**

Director of Recruitment Marketing  
sedwards@asa.net

The statistics have been published and spoken about continuously.

It's been a topic at almost all ASA events for years.

ASA volunteer leaders tell the association staff it's one of the top concerns for their businesses and the entire industry each year at the annual strategic planning meeting.

What is it?

Attracting talent!

It's known the number of ongoing retirements is outpacing the number of new hires. Members give anecdotal information about their workforce struggles. ASA has done two national labor studies to confirm the details and the magnitude of the problem.

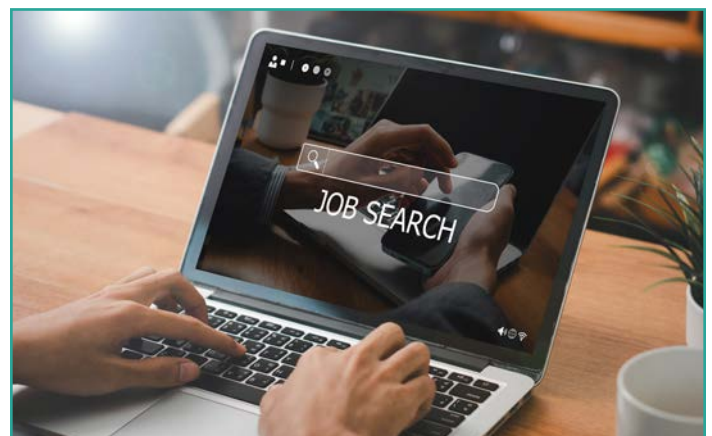
So, what is ASA doing to help its members and the industry face this critical issue?

Created in 2019, ASA's Project Talent conducts online campaigns to attract talent to the PHCP/PVF industry and creates tools and resources to help members with their local recruitment.

A particular area of focus over the past couple of years has been emphasizing the importance of a company's online presence for recruitment.

A strong online presence is critical for ASA members looking to attract talent in today's digital-first world. Gone are the days where job seekers rely solely on traditional methods such as job boards or newspaper ads.

Instead, they research companies online, assess their culture through social media, and form opinions based on what they see across various digital channels. Without a compelling



A strong online presence is critical for ASA members looking to attract talent in today's digital-first world. Shutterstock Photos.

and authentic online footprint, companies risk missing out on qualified candidates or even deterring them entirely.

### Turn your website into a talent magnet

One of the first places potential candidates go is a company's website. A well-designed careers page that clearly communicates job openings, employee benefits, company values and advancement opportunities can serve as a powerful recruitment tool.

This is a company's chance to tell its story, what it stands for, what it offers employees, and why someone should choose to work there. If the site is outdated, difficult to navigate or lacking in relevant content, it can give the impression that the company is unprofessional or indifferent to employee experience.

In 2024, ASA's Project Talent kicked off personalized and detailed website reviews for members. These reviews give members feedback on the state of their online position based on recruitment best practices.

To date, 50 comprehensive and customized reviews have been completed and sent to the member companies.

"Obviously, products and services are at the forefront of most if not all member websites as the focus is on serving customers," said **Steve Edwards**, ASA director of recruitment marketing. "However, these websites also serve an important recruitment role and can be a difference-maker in terms of attracting talent."

Simple steps such as looking at the photos on a website and making sure they represent the true value of a company to customers and potential employees can make a big difference.

"I've heard countless times over the years that 'people are the most important part of our business,'" Edwards explained. "But when you look at as many distributor websites as I have, you'll see that images of trucks, warehouses and buildings dominate the imagery of so many sites. It's a miss in my opinion and an easy fix."

These Project Talent website reviews look at companies' sites through the lens of a job seeker. Is careers information easily accessed? Is the company's culture effectively conveyed from the website? Is there an easy, online application process? Is the website optimized for mobile devices? These are just a few of the areas that are reviewed throughout the process.

Another interesting fact found throughout the website review process is the number of ASA members who don't have any information for potential employees on their sites. While several dozen reviews have been completed, for every five members who have careers information on the site, there are three who don't have any information for job seekers.



Another area that can be easily overlooked is search engine optimization. Search engine optimization or SEO is making sure a website is set up so search engines can easily find and rank it.

"Given the significance of this issue in our industry, it's critical for all members to embrace their company's website as a recruitment tool," Edwards noted.

### Social media boosts recruitment results

Social media platforms also play a significant role in talent attraction. LinkedIn, Facebook, Instagram, Twitter (X) and others are used by companies to showcase their culture, celebrate team successes, and provide a behind-the-scenes look at day-to-day life.

When candidates see real employees engaged and happy in their roles, it builds credibility and interest. These platforms also allow for two-way engagement so job seekers can ask questions, comment on posts, and interact with recruiters in real time, helping build a sense of connection even before an interview takes place.

Several ASA members use social media not only to promote their products and services, but to spotlight employees, recognize years of service and post photos of employee events.

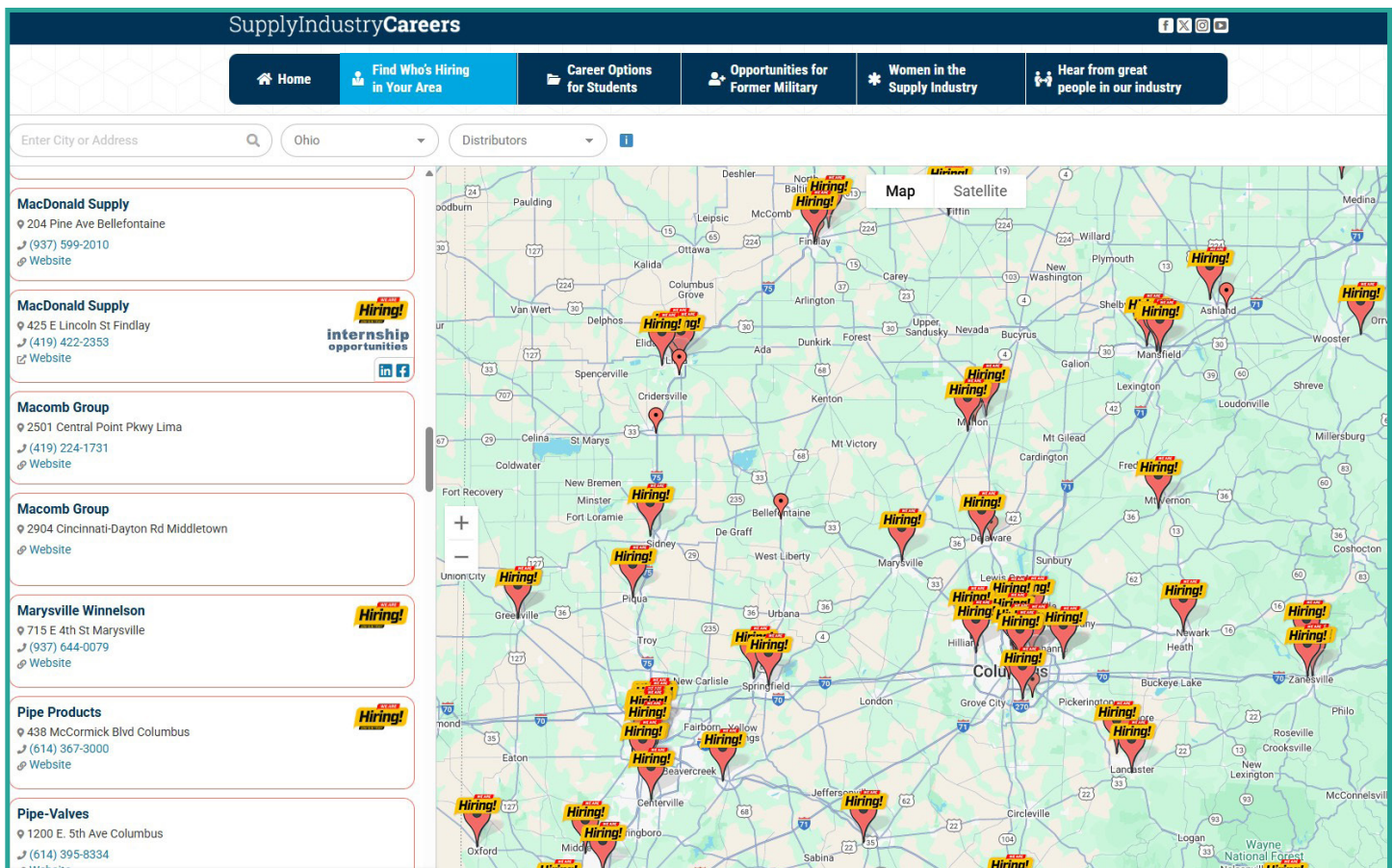
---

***"A company's website also serves an important recruitment role and can be a difference-maker in terms of attracting talent."***

---

### Easy search engine optimization wins that help candidates find you

Another area that can be easily overlooked is search engine optimization. Search engine optimization or SEO is making sure a website is set up so search engines can easily find and rank it.



The SupplyIndustryCareers.com website features a map where users can choose a geography of their choice and see a list of members in that area with special icons to signify whether an ASA member is actively hiring.

“An ASA distributor member would be well-served to do a search for ‘plumbing supply companies near me,’ and see if their company shows up in the search results and if so, how high in the results,” Edwards said.

While there are firms that can help optimize a website for search engines, there are some basic actions companies can take to improve their search rankings. Simple things such as using the right keywords on a site, using titles and descriptions for each page and making a site fast and mobile-friendly all help improve search results.

### Free ASA tools to boost your hiring power

ASA offers members exclusive resources to support local member recruitment.

As part of ASA’s Project Talent campaign to create awareness of the industry, job seekers are directed to [supplyindustrycareers.com](http://supplyindustrycareers.com), a website created to promote the industry as a rewarding and prosperous career option.

The site features a map where users can choose a geography of their choice and see a list of members in that area with special icons to signify whether a member is actively hiring, offers internships and provides links to its social media accounts. Potential candidates can then link

directly to the member’s website for more information.

A total of 76 members have activated these options, representing more than 2,800 locations across the country.

This online map receives around 20,000 visits a year with about 3,000 users linking directly to members’ websites.

ASA members who would like to include this information on the website can provide it via the **Recruiter Toolbox** on [ASA.net](http://ASA.net). The **Recruiter Toolbox** provides countless resources to supplement members’ local recruitment.

### Online and in-person recruiting delivers the best results

While online recruitment doesn’t replace in-person efforts such as job fairs and school visits, it is a necessary component of a holistic recruiting approach.

Having a strong digital footprint lets potential employees know that a company is modern and invested in technology. These are qualities many candidates, particularly younger individuals, look for in an employer.

Companies that publish thought leadership content, showcase innovative efforts, and keep their online

messaging consistent convey a sense of momentum and growth, which can be attractive to candidates.

Ultimately, a company's online presence is part of its employer brand. In the same way customers evaluate a brand before buying a product, candidates evaluate a company before applying for a job.

The more positive and transparent the online presence, the more likely a candidate is to take that next step. In a competitive job market, where top talent has options, businesses that invest in their online presence gain a decisive edge. ■

<b>35%</b>	More than 35% of ASA distributor members don't include careers information on their website.
<b>1/3</b>	One-third of ASA's distributor members have received a customized website review or best practices for adding careers information.



The SupplyIndustryCareers.com website promotes the PHCP-PVF industry as a rewarding and prosperous career option.

## THANK YOU TO OUR 2025 PLATINUM SUPPLIER PARTNERS

# ASA's Master of Distribution Management program celebrates 33 new graduates



From left: Schaefer Supply's Tom Breidenstein, Jonathan Curry and Mickey Brown are recent MDM graduates. *Courtesy Photo.*

By **Taylor Albano**  
 Vice President of Education  
 talbano@asa.net

ASA University celebrated a milestone achievement this summer with an impressive 33 graduates from its Master of Distribution Management (MDM) program, almost doubling the amount of MDM program graduates since inception.

The MDM program has answered the need to cultivate strong, nimble leaders to bring new ideas, approaches and energy to the PHCP-PVF industry.

“As an MDM graduate and with many Coburn employees in the program, I have seen the positive impact it has on shaping future leaders,” Coburn Supply President and past ASA President **Patrick Maloney** said. “It has paid dividends for our company.”

The MDM program is a 12-month, expert-led educational program specifically designed to help leaders in the distribution industry enhance their skills and drive impactful results.

MDM is uniquely tailored for the PHCP-PVF industry and its challenges, delivering practical distribution mastery along with leadership vision. Some of the critical topics covered include managing conflict, key financial metrics, effective leadership, visionary thinking and succession planning.

The core of the MDM program is the Essentials of Practical Leadership in Distribution, a unique textbook that leverages the expertise and wisdom of leaders across the PHCP-PVF industry.

And the benefits are win/win. The signature Capstone Project experience included in the MDM program drives a real-world business project at the student’s organization that can deliver tangible results. Talk about ROI. Check out the Capstone Project Lookbook in the education section at **ASA.net** to see the work MDM students have been doing in the program.

In that recent 33-graduate class, students spanned a wide range of job roles and industry experience — emphatically showing that ASA members are investing in the future of leadership. These graduates are stepping into leadership roles with confidence and armed with the skills and knowledge gained through this transformative experience.

A new MDM session started in September with even more future leaders in our industry. The next MDM program is scheduled to kick off the week of Feb. 16, 2026.

For more information on MDM, visit [ASA.net/mdm](https://asa.net/mdm). 📄

A celebratory graphic for MDM graduates. At the top right is the ASA MDM logo. The main text reads "CONGRATULATIONS MDM GRADUATES!". Below this is a grid of 33 circular portraits of the graduates. In the top left of the grid is a photo of two graduates holding their certificates. At the bottom of the grid is a photo of three graduates holding their certificates. Below the grid, the text says "ONE YEAR. LIMITLESS POSSIBILITIES. LEADERSHIP SUCCESS ENROLL TODAY". A QR code is located in the bottom left corner of the graphic.

# ASA University: Serving the PHCP-PVF Industry

## The following companies are proud users of ASA University:

Aalberts Integrated Piping Systems	Etna Suppl	Plumbing & Heating Wholesale
AB Pipe and Supply	F. W. Webb	Plumbing Distributors, Inc.
Ace Stainless Supply	Falk Plumbing Supply	P-M Associates
Active Plumbing Supply	Famous Enterprises	Porter Pipe & Supply
Aeris Metal Products	Ferguson Enterprises	Pro-Pipe & Supply
Albuquerque Pipe & Pump Supply	First Supply	R. J. Walker Co.
Allied Plumbing & Fire Supply	Galloup	Rampart Supply
American Pipe & Supply	George T. Sanders	Reece
American Precision Supply	Gerber Plumbing Fixtures	Renco Sales
American Supply Association	Goodin Co.	Republic Plumbing Supply
American Underground Supply	H & S Supply	Robertson Heating Supply
Apex Supply	Hajoca Corp.	Rubenstein Supply
APR Supply Co.	Harry Cooper Supply	Rundle-Spence
ASC Engineered Solutions	Harry Warren of GA	Salem Plumbing Supply
Associated Marketing	Hirsch Pipe & Supply	Schaefer Plumbing Supply
Atlas Supply	Hodges Supply Co.	Schmidt's Wholesale
B. M. Kramer & Co.	Hubbard Pipe & Supply	Security Plumbing & Heating Supply
Baker Specialty & Supply	IMARK Plumbing	Service Supply
Bartle & Gibson Co.	Industrial Pipe & Supply	Sigillo Supply
Bemis Mfg. Co.	J. H. Larson	Silver Creek Supply
Bender Plumbing Supply	J. Lorber Co.	Smardan-Hatcher
Betts Plumbing & Heating Supply	Johnston Supply	Sonoran Plumbing Supply
Boone Plumbing & Htg Supply	Keidel Supply	Southern Pipe & Supply
BPS Supply Group	Keller Supply	SPS Companies
Burke Agency	Kelly Pipe	Standard Plumbing & Industrial Supply
C & L Plumbing Supply	Kenny Pipe & Supply	Sunbelt Marketing
Capitol Group	Landrum Supply	Supply New England
Central States Group	Lee Supply Co.	The Carr Company
Charles D. Sheehy	Lee Supply Corp.	The Collins Companies
Chicago Tube & Iron	Louis P. Canuso	The Distribution Point
Chicago Tube and Iron	Masters Supply	The Granite Group
CIB	Mayer Malbin	The Hill Group
City Supply Corp.	McGuire Manufacturing	The Ideal Supply Co.
CMC Supply	Mid-City Supply	The Kendall Group
Coburn Supply	Midland Industries	Thos. Somerville Co.
Cohn & Gregory	Mid-State Supply	Tim Morales & Associates
Connor Co.	Milford Supply	Torrco
Consolidated Supply	Mountain Supply	Tri-Star Pipe & Supply
Consumers Pipe & Supply	MSI Products	Valve 48
Contractors Pipe & Supply	Mueller Industries	VAMAC
Cooney Brothers	N. H. Yates & Co.	Van Marcke Trade Supply
Cooper New England Sales	National Sales Co.	Venturi Supply
Coyle Supply	NB Handy	Victoria Plumbing & Heating Supply
Cregger Company	Nicklas Supply	Westwater Supply
Deacon Industrial Supply	Northeast Sales	White Star Supply
Dellon Sales Company	Northeastern Supply	Wilkinson Supply
DSG	PACE Supply Corp.	Winsupply
Eastern Industrial Supplies	Pepco Sales	Wm. F. Meyer
Eastern Metal Supply	Pipe-Valves	Wolff Bros. Supply
Emco	Plumbers & Factory Supplies	Wolseley Canada
Equipment Controls Co.	Plumbers Supply Co.	Wool Plumbing Supply

# MARK YOUR 2026 CALENDARS



## LEAD2026

STRATEGIC  
LEADERSHIP  
SUMMIT

**REGISTER NOW**

**February 4-6, 2026**

St. Petersburg, Florida  
The Vinoy Resort & Golf Club



WWW.ASA.NET



## ELEVATE2026



**SAVE THE DATE**

**APRIL 7-9, 2026**

**BOSTON, MA**

## 2026 | WESTSUMMIT

**SAVE THE DATE**

**MAY 12-14, 2026**

LA JOLLA, CA

HILTON LA JOLLA TORREY PINES



WWW.ASA.NET



## EMERGE2026

ASA EMERGING LEADERS

**REGISTER NOW**

**MAY 18-20, 2026**

Live! By Loews  
Arlington, Texas



WWW.ASA.NET



## CENTRAL SUMMIT 2026

**SAVE THE DATE**

**JUNE 9-10, 2026**

EAGAN/MINNEAPOLIS, MN  
OMNI HOTEL  
VIKING LAKES



WWW.ASA.NET

## NORTHEAST SUMMIT 2026

**SAVE THE DATE**

**JUNE 16-17, 2026**

NEWPORT MARRIOTT HOTEL & SPA  
NEWPORT, RHODE ISLAND



WWW.ASA.NET