



SWCD
SOUTHWEST CENTRAL DISTRIBUTORS
A Regional Affiliate of The American Supply Association

2016 Spring Educational Session

Gross Sales is for Vanity, Profit is for Sanity



Gross Sales is for Vanity, Profit is for Sanity

*Jason Bader, Managing Partner
Distribution Team*

As we walk around industry gatherings, we hear all sorts of commentary on top line revenues. Big sales and big numbers dominate cocktail hour, but where does the rubber meet the road? We pay our bills and line our pockets with profits,

not sales. In this session, Jason Bader will discuss driving a culture of profit within your organization. It starts with explaining to your team how money works and continues with proven margin enhancement strategies. From raising the prices to reducing expenses, this session will give you the tools you need to unlock significant improvement in gross margin and ultimately net profit. Now let's go hunt cash!

Session Objectives:

- How to become a "cash hunter"
- Reduce expense without jeopardizing customer service
- Use data to discover gross margin opportunities
- Expand perpetration in high net profit accounts



- **Need a room? A limited number of specially-priced hotel rooms has been arranged for each session. See detailed hotel information below for each event.**
- **It is NOT necessary to attend an educational session to attend a networking reception. Please check appropriate boxes in the registration area below and return to ASA.**
- **Registration for networking receptions is COMPLIMENTARY.**

HOTEL RESERVATION INFORMATION

Marriott Denver Airport at Gateway Park

Tuesday, March 29

\$169 per person per night

Reservations: (800) 228-9290

Group Code: Southwest Central Distributors

Doubletree Dallas Market Center

Wednesday, March 30

\$139 per person per night

Reservations: (800) 222-8733

Group Code: Southwest Central Distributors

Embassy Suites by Hilton Houston - Energy Corridor

Thursday, March 31

\$199 per person per night

Reservations: (800) 362-2779

Group Code: Southwest Central Distributors

ATTENDEE REGISTRATION

First Attendee Name _____ Title _____

Second Attendee Name _____ Title _____

Company Name _____

City & State _____

Phone _____

E-mail _____

CHECK THE SESSION(S) FOR WHICH YOU ARE REGISTERING

Gross Sales is For Vanity, Profit is for Sanity - ASA Member - \$225 per person Non-Member - \$325 per person

Tuesday, March 29 - DENVER - 1:00 pm - 5:00pm Wednesday, March 30 - DALLAS - 1:00 pm - 5:00pm Thursday, March 31 - HOUSTON - 1:00 pm - 5:00pm

Please note that registration for Networking Receptions only is COMPLIMENTARY. If you plan on attending Network Reception(s) only, please check the appropriate box(es) below:

Tuesday, March 29 - DENVER - 5:00 pm - 6:30pm Wednesday, March 30 - DALLAS - 5:00 pm - 6:30pm Thursday, March 31 - HOUSTON - 5:00 pm - 6:30pm

PAYMENT

CHECK enclosed for \$ _____ (payable to ASA - drawn on U.S. bank)

CREDIT CARD for the amount of \$ _____ **VISA** **MC** **AMEX**

Card Number _____ Expiration Date _____

Name on Card _____ Card Security Code _____

Cardholder's Signature _____

Cardholder Billing Address/City/State/Zip _____

GRAND TOTAL _____

American Supply Association, 1200 N. Arlington Heights Rd., Suite 150, Itasca, IL 60143
(p) 630.467.0000 (f) 630.467.0001 (e) info@asa.net (w) www.asa.net

What is SWCD?

The Southwest Central Distributors Association (SWCD) is a region of the American Supply Association representing distributors, manufacturers and manufacturer representatives in Texas, Oklahoma, Colorado and New Mexico. The role of the SWCD is to provide opportunities for PHCP and PVF firms to connect, share ideas, learn and lead. Managed by the ASA and guided by a board of volunteers, the SWCD is a peer group that you will want to be a part of.

Stan Allen
SWCD Chairman
President - Morrison Supply Co.



SWCD

SOUTHWEST CENTRAL DISTRIBUTORS
A Regional Affiliate of The American Supply Association



Advancing Your Ability.

As the national organization serving wholesale distribution and vendors in the PHCP - PVF industry, ASA is your partner in profitability and voice of the industry.

In this ever-evolving marketplace, it has never been more important to establish a relationship with ASA. ASA offers you a wide range of services and benefits designed to support all areas of your business. Whether you are a wholesaler-distributor, manufacturer, service vendor or manufacturer's rep, ASA is equipped to help you and your business grow and prosper.

For more information, contact ASA at **630.467.0000** or at info@asa.net or visit www.asa.net.



SWCD Networking Receptions

The SWCD has planned a series of networking receptions offered in easy-to-reach locations throughout the region during 2016. These all-industry Networking Hospitality Receptions are a great way for firms and their key employees to meet and share ideas, network with peers and gain greater insight into what is happening in their market. The events are also great programs for firms to engage their mid-level managers to begin cultivating their peer networks close to home.

Distributors, manufacturers and manufacturer's representatives are **ALL** welcome to participate.

Membership within ASA or SWCD is not necessary to attend these events and registration to all Networking Receptions is COMPLIMENTARY.

REGISTRATION FOR NETWORKING RECEPTIONS IS COMPLIMENTARY