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**WHOLESALE-DISTRIBUTORS WILL ELEVATE THEIR SKILLS AT  
NAW'S 2009 WHOLESALE DISTRIBUTION MANAGER'S COURSE**

(WASHINGTON, DC, February 12, 2009) — For the 58<sup>th</sup> consecutive year, NAW will convene its flagship classroom educational course, the Wholesale Distribution Manager's Course (WDMC), June 8–12, 2009, at The Ohio State University in Columbus, Ohio. Networking with wholesale distribution industry peers from different product lines of trade is one of the greatest benefits of attending the WDMC.

The WDMC combines classroom instruction, small-group discussions, and computer laboratories, all centered on a specially designed and updated wholesale distribution industry case study.

At the conclusion of last year's course, Tim McEvilly, Branch Manager with Pace Supply Corp., said, "These were 3 ½ days that will change my business forever!"

From Monday evening through Friday mid-day, dozens of distribution managers will take a comprehensive look across the entire wholesale distribution business and cover all major functional areas, including:

- Sales Management
- Value-Added Services
- Market-Focused Planning
- Financial Management and Control
- Human Resources Management and Teamwork
- Supply Chain Management.

Each day, experienced instructors will lead classroom discussion. Registrants are assigned to teams, and each evening, the teams gather for brainstorming. The emphasis of the teamwork is on original and creative idea generation, and real-world problem solving is the ultimate goal. The course concludes with each team presenting its remedies for a troubled distribution company to participants and the faculty. By the end of the course, all participants will learn specific ways to improve their own company's profitability and their own personal performance, too!

The WDMC is ideal for distributor personnel responsible for a branch, region, area, division, territory, or functional area of the business. Companies of all sizes are represented at the course. Personnel from companies under \$5 million in sales to more than \$1 billion attended last year. You will benefit greatly by participating in this course if your job level and job function are listed below:

**Job Levels:**

Manager

General Manager

Branch Manager

Director

Supervisor

Vice President

Regional Vice President

Chief Operating Officer

President\*

\*Presidents of distribution companies with sales up to \$250 million are encouraged to attend the WDMC. Presidents/CEOs of larger distribution companies are encouraged to enroll their key direct reports.

**Job Functions:**

Sales

Marketing

Operations

Finance/Chief Financial Officer/Controller

Purchasing

Logistics

Warehouse/Inventory

Human Resources/Training

Each year, WDMC participants tell us about the synergy generated among co-workers who attend together from a company. Co-workers become teammates and they return to work not only with the same playbook, but also with a shared enthusiasm to implement the business strategies they have learned—a key ingredient for creating a winning company.

Registrants are housed at the University's four-star hotel, The Blackwell. Classroom work takes place at the University's technologically advanced and comfortable facilities, which are part of the hotel complex.

Full details and how to register at the early bird discount are available at <http://www.naw.org/WDMC09>. Special discounts apply to companies that send groups.

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