

## Elevate Your Workforce with manufacturer training from ASA University

TRAINING FOR INDUSTRY DISTRIBUTOR EMPLOYEES has reached new heights as a result of the partnership between ASA University and key manufacturer companies. Since the program kicked off just over two years ago, 1,125 industry employees have accessed almost 16,000 training courses specific to manufacturers' products; that's over 9,990 total hours of learning! Ease of direct access, an interactive experience, and trackable results offer an opportunity to advance the workforce and help employees become better at selling the specific products at hand. Coupled with the extensive library of over 260 distribution-focused courses from ASA University, training for the industry is directly aimed at comprehensive and effective learning to boost productivity and profitability.

Thank-you to these companies for helping to elevate the industry workforce:



> **Want to get involved?** Email Jessica Thacker at [jthacker@asa.net](mailto:jthacker@asa.net).

# 2018 NETWORK

## Building one Future

AS THE SUMMER MOVES ON, we are getting closer to **NETWORK2018** in Scottsdale! ASA has planned various opportunities for education and networking along with speakers who will share valuable information that attendees can share with their teams. This year, attendees will hear conservative television and radio talk show host and New York Times bestselling author on politics and culture **Laura Ingraham**. With the midterm elections just around the corner, we couldn't think of a better speaker than **Scott Rasmussen**, who will discuss how political & culture trends will impact our business and public policy. **Dr. Rick Rigsby** will discuss how making an impact in today's ever-changing technology, instant information and rampant social networking. **James Stavridis**, a retired 4-star officer in the U.S. Navy, will discuss emerging cyber-security concerns and the new realities of 21st century security. In addition to these presenters, other topics include: outthinking the competition, selling boldly, how e-commerce is a huge challenge and opportunity for industrial distributors, escaping the business owner's retirement trap, the talent life-cycle and a 2019 economic forecast.

The highlight of NETWORK is the wholesaler and manufacturer conference

appointments. No matter the size of your company, we all need to connect with our channel partners in the PHCP-PVF industry. **NETWORK2018** cultivates the value of connecting key decision-makers from both sides of the marketplace all in one room. These conference appointments bring together the wholesaler-distributor and manufacturer and vendors for pre-scheduled one-on-one appointments. The appointments create a direct connection with top owners, CEOs and sales executives – this is definitely **THE INDUSTRY EVENT** where partnerships are strengthened and new connections are made.

Keep your company on solid foundation and work on Building One Future at **NETWORK2018**, all while doing it at the Fairmont Scottsdale Princess in Scottsdale, Arizona, a AAA Five Diamond property. As the ultimate desert oasis, this highly acclaimed property has something for everyone including, but not limited to: five top-ranked Arizona restaurants, innovative spa and fitness programs at the Well & Being Spa, six sparkling pools, including the newest Sunset Beach pool with 9,000 square feet of white sand and two 18-hole championship golf courses – one of which is home to the annual PGA Tour Waste Management Phoenix Open. 

> **Now is the time to register** so you can attend **NETWORK2018** in Scottsdale this Oct. 31- Nov. 2. Visit [asa.net/network18](http://asa.net/network18) for more information.

