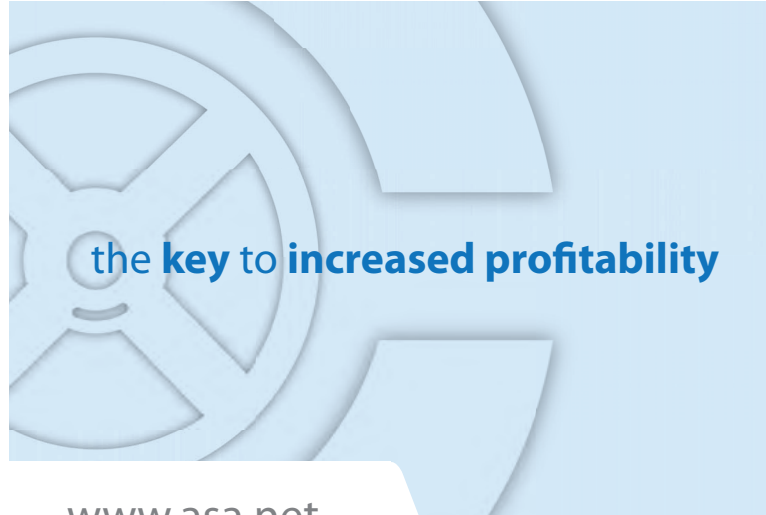
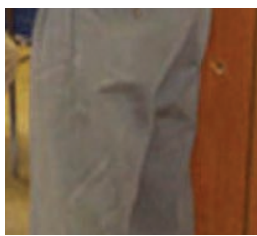
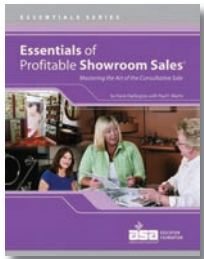


asa publications catalog

summer 2008



the key to increased profitability



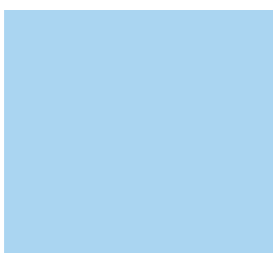
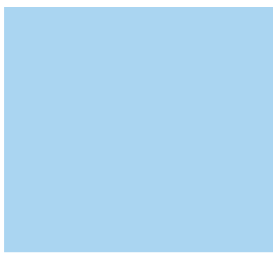
www.asa.net



training and resources for the plumbing and PVF industry

- >> **Product knowledge**
 - >> **Essential business skills**
 - >> **Sales training**
 - >> **Human resources tools**
- and much more!**





learn more about the products you sell >> sell more,
 sell up >> keep your profits >> increase your profit
 margins >> reduce errors >> eliminate re-work >>
 understand your role in the company's success



>> Helping You Run a Better Business...

The American Supply Association (ASA) is the national organization serving the Plumbing, Heating, Cooling, and Piping (PHCP) and Industrial & Mechanical PVF Industries. Since 1969, ASA has provided the forum for PHCP & PVF wholesale-distributors and their vendors from around the country to discuss issues, share ideas and develop solutions while networking with one another.

Enclosed in this catalog is a collection of tools, publications and resources available to the PHCP/PVF industry from ASA.

Through membership dues and the generous support of the **Karl E. Neupert Endowment Fund**, and under the guidance of the ASA Education Foundation, the products and programs on the following pages have been specifically designed to help PHCP/PVF channel partners **improve performance, productivity and profitability.**

New and updated programs are available throughout the year, so be sure to visit www.asa.net for the latest information.

a strong legacy...
 ...a vibrant future

Discover the benefits of membership.

www.asa.net

info@asa.net

312.464.0090

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WHAT

ProductPro product knowledge courses will make your employees smarter about the products they sell.

HOW

All courses include a basic instruction book with short quizzes, a final exam graded by the ASA Education Foundation and a Certificate of Completion for those earning a passing grade.

WHO

New employees who will work in the warehouse, counter area or inside and outside sales. Select courses are also recommended for showroom personnel.



>> Basics of PHCP/Industrial PVF

>> Introduction to Pipe, Valves and Fittings

This course provides employees new to the PHCP/PVF industry with an overview of piping products, fittings and valves.

sample Q&A

What is the minimum household water system pressure required for a pressure-assisted toilet to work effectively?

- a) 10 psi
- b) 18 psi
- c) 25 psi
- d) 32 psi

Employees who complete this course will be able to:

- Recognize and use basic terms related to pipe, valves and fittings
- Differentiate between the two types of piping systems that make up a total plumbing system
- Read basic pipe, valve and fitting specifications
- Explain the use of valves in typical household plumbing and water service applications

media Book, CD-ROM or Online

>> Introduction to Steel, Stainless Steel, Iron Pipe and Fittings

This course reviews the types, classifications and uses of steel, stainless steel, iron pipe and fittings.

Employees who complete this course will be able to:

- Explain the basic types and uses of steel, stainless steel and iron pipe and fittings
- Describe the types of pipe by weight and wall thickness
- Interpret pipe schedules, pipe stamps and stencils
- Explain the common uses for cast iron, malleable iron and ductile iron

media Book, CD-ROM or Online

sample Q&A

Which joining method can only be used on stainless steel pipe that is Schedule 40 or heavier?

- a) Brazing
- b) Flanges
- c) Threading
- d) Welding

Employees who complete this course will be able to:

- Recognize and use basic terms related to pipe, valves and fittings
- Differentiate between the two types of piping systems that make up a total plumbing system
- Read basic pipe, valve and fitting specifications
- Explain the use of valves in typical household plumbing and water service applications

media Book, CD-ROM or Online

>> Introduction to Copper Tube, Plastic Pipe and Fittings

This course provides the understanding needed to sell copper tube and fittings, and work effectively with several types of plastic pipe.

sample Q&A

The internal diameter (I.D.) at the end of any socket opening on a copper fitting is slightly larger so that

- a) it is easier to make the connection.
- b) waste flows smoothly through the fitting.
- c) the connection is stronger at the opening.
- d) no tools are needed to make the connection.

Employees who complete this course will be able to:

- Explain the advantages, disadvantages and uses of copper tube, plastic pipe and fittings
- Read specifications for copper tube and fittings
- Discuss the sizing systems and various categories of plastic pipe, tube and fittings
- Identify the types of joints used with pipe composed of various materials

media Book, CD-ROM or Online



Get all 3 Courses on CD-ROM and SAVE!

Special pricing is available if you purchase the full set of the 3 Basics of PHCP/Industrial PVF courses together on CD-ROM.





>> Fixtures and Faucets

This course provides an overview of fixtures and faucets, water closets, bidets, lavatories, sinks, showers, whirlpool baths, hot tubs and commercial faucets and fixtures.



Employees who complete this course will be able to:

- Identify the three major types of plumbing fixtures, their similarities and differences
- Identify the common specifications necessary in reading manufacturers' rough-ins and ordering the fixtures covered in the course
- Recognize the fixture design types and specifications that are best for a given installation or application
- Recognize and use basic terms related to whirlpool bathtubs, whirlpool spas and other fixtures
- Discuss the ordering specifications, required support equipment and construction method for each type of specialty fixtures
- Use and understand the importance of basic plumbing requirements specified by the ADA

media CD-ROM only

sample Q&A

Most supply connections for residential lavatories and sinks are made with

- angle stops.
- corporation stops.
- loose key stops.
- straight stops.

>> Specialty Products

>> Residential Hydronic Heating Systems

This course provides an overview of the operations and components of small hydronic heating systems. (It is not intended to provide the kind of complex, technical data required for planning or installation.)

sample Q&A

If a system has a temperature drop of 20° and the house has a heat loss of 80,000 BTUH, what capacity circulator pump would be needed?

- 5 gpm
- 8 gpm
- 10 gpm
- 15 gpm.

Employees who complete this course will be able to:

- Correctly use basic terminology common in the hydronic heating industry
- Describe the basic operation of a residential/small commercial hot water comfort heating system
- Read manufacturers' rating charts for components of residential hot water comfort heating systems
- Help customers choose the components needed for a residential hydronic heating system

media Book or Online

>> Residential Water Processing

This course provides an overview of common water problems and the techniques used to solve them.

Employees who complete this course will be able to:

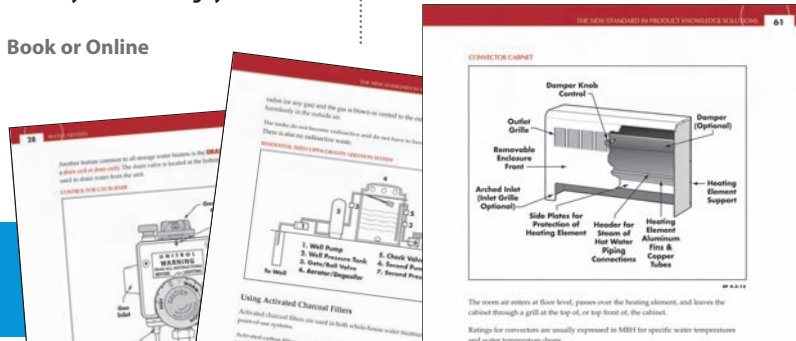
- Describe, in basic terms, how common water treatment technologies work
- Describe some of the common residential water problems
- Use terminology needed to correctly discuss the treatment of common residential water system problems

media Book or Online

sample Q&A

It is common to use a sediment pre-filter before an RO filter because the pre-filter will

- remove chlorine which may damage the membrane.
- neutralize acid which might damage the membrane.
- prevent hydrogen sulfide from getting into the tank.
- remove particulates which may clog the softener media.





>> Specialty Products

>> Domestic Water Heaters

This course provides an overview of common types of residential water heaters.

sample Q&A

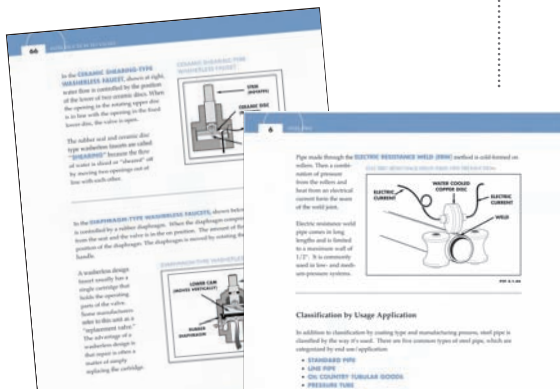
What is the purpose of the coiled wire in the heating element?

- a) It prevents the current from passing into the water in the storage tank.
- b) It prevents injury from electrical shock.
- c) It reduces the current flow which produces heat.
- d) It controls the current going to one heating element.

Employees who complete this course will be able to:

- Recognize and use basic terms related to common residential water heaters
- Discuss the specifications for different types of water heaters
- Understand which type of water heater is best for a given installation or application
- Analyze the basic functionality of types of water heaters

media Book or Online



>> Domestic Water Well Pumps

This course provides an overview of domestic water well pumps and covers pump fundamentals and the sizing and selection of pumps and storage tanks.

Employees who complete this course will be able to:

- Describe the various types of domestic water wells, how they work, where they can be used and the conditions for their installation
- Understand the basic procedures in sizing a pump from the point of view of lift, capacity and discharge pressure requirements
- Talk intelligently with other water systems professionals, using the correct terms when discussing wells and pumps
- Interpret manufacturers' literature and give customers knowledge-based recommendations

media Book or Online

sample Q&A

Based on the Peak Demand Method, what is the adequate discharge capacity for a home with 15 fixtures with 5 fixtures normally in use?

- a) 20 gpm
- b) 15 gpm
- c) 10 gpm
- d) 5 gpm

see more sample pages >> www.asa.net



>> Sump, Sewage and Effluent Pumps

This course provides an overview of the common types of sump, sewage and effluent pumps.

sample Q&A

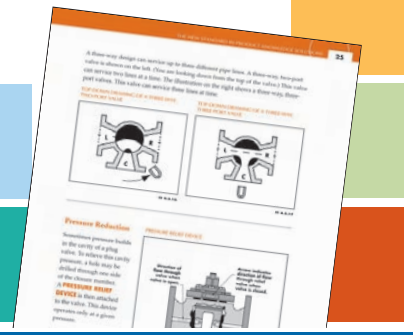
Which of the following should be replaced if the motor on a submersible pump stops working?

- a) The motor
- b) The shaft
- c) The impeller and motor
- d) The entire pump

Employees who complete this course will be able to:

- Recognize and use basic terms related to sump, sewage and effluent pumps
- Discuss different types of sump, sewage and effluent pumps
- Read specifications for copper tube and fittings
- Understand the basics of how these pumps work
- Help customers choose which pump is best for their needs

media Book or Online





This series is recommended for employees who have obtained basic product knowledge and would benefit from intermediate to advanced course work. All of these courses provide an overview of industrial valves used in commercial applications. Each will provide your employees with a specific knowledge base and the ability to speak with confidence to your customers who use these products.

>> Industrial Valves

>> Valve Basics

sample Q&A

Trim material must be considered when selecting a valve because the trim material

- a) makes up the largest part of the valve body.
- b) helps prevent corrosion during operation.
- c) is exposed to flow media and wear during operation.
- d) is likely to be made of lower quality material than the body.

Employees who complete this course will be able to:

- Describe the major types of industrial valves and the fittings and mounting methods for each type of valve
- Identify the basic operation-oriented categories of valves
- Recognize the basic functions valves provide
- Describe and identify the variations in valve closure members
- Identify the basic types of actuators used with valves

media Book, CD-ROM or Online

>> Multi-turn Valves

Employees who complete this course will be able to:

- Identify the major factors that affect the multi-turn valve body selection
- Identify the applications for which the different bonnet configurations are best suited
- Identify the formulas and definitions used in rating multi-turn valves for temperature and pressure

media Book, CD-ROM or Online

sample Q&A

The pressure-seal bonnet design uses line pressure to make a tight seal in

- a) higher temperature and lower pressure applications.
- b) lower temperature and higher pressure applications.
- c) lower temperature and lower pressure applications.
- d) higher temperature and higher pressure applications.

>> Quarter-turn Valves

sample Q&A

Which of the following factors are considered when selecting the proper sealant for a lubricated plug valve?

- a) Higher temperature and lower pressure applications
- b) Valve material and higher pressure applications
- c) Flow media and temperature limits
- d) Valve material and flow media

Employees who complete this course will be able to:

- Identify the major factors that affect the quarter-turn valve body selection for an application or service
- Name and identify the major types of quarter-turn valves and explain when each is used
- Identify the major parts of plug, ball, and butterfly valves

media Book, CD-ROM or Online



Get all 3 Courses and SAVE!

Special pricing is available if you purchase the full set of the 3 Industrial Valves courses together.





People are a company's greatest resource. Good people are a company's greatest asset. Employees that are well-rounded in their knowledge and skills offer an employer flexibility and value.

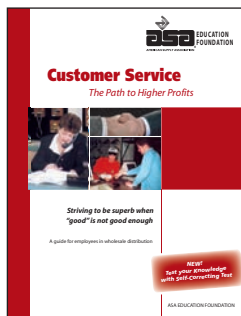
Make an investment and develop your employees to their full potential using these additional skill builders provided by the ASA Education Foundation.



>> Customer Service: The Path to Higher Profits

WHO SHOULD READ THIS BOOK?

All new and current employees who could benefit from a refresher on providing optimal service to outside customers and internal customers.



WHY THIS BOOK?

This course goes beyond the basics concepts of customer service, making the connection between "Superb Service" and increased profits. It also goes beyond the traditional way of thinking -- that customer service applies only to external customers -- and teaches the employees the value of using these skills with the internal people they interact with every day.

SNEAK PEEK

"Four Errors that Kill Superb Service: 1) Think only in terms of our own interests rather than the customer's. 2) Require the customer to spend more effort than is absolutely required. 3) Think only in terms of our jobs. 4) Let the stresses of the day color our encounters with our customers."

FAVORITE FACT

The "bringing-it-in-house" section encourages employees to make recommendations on how their newly acquired knowledge can make immediate improvements within their own company – an instant call to action!

>> The Art of Supervising and Motivating People

WHO SHOULD READ THIS BOOK?

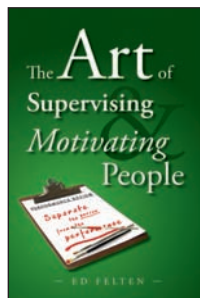
For all current managers and supervisors and those who are on the development track for a new managerial/supervisory role.

SNEAK PEEK

"People will forget what you did. People will forget what you said. But people will never forget how you made them feel" – Ed Felten's heartfelt credo, which resonates throughout this comprehensive people-management guide.

WHY THIS BOOK?

Because thanks to this book, you *can* buy this kind of experience. Written by distribution industry icon Edward J. Felten, former Chairman of First Supply in the upper Midwest, who brings decades of management and leadership wisdom to readers in his trademark down-to-earth style.



FAVORITE FACT

Real-life stories punctuate this volume (and some may even cause you to laugh out loud), making it easy for every person in a company to relate his or her experience directly to the messages throughout the book.

>> Federal Labor and Employment Laws

WHO SHOULD READ THIS BOOK?

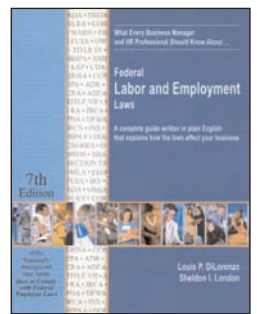
This should be a go-to resource for every HR practitioner, both novice and senior.

WHY THIS BOOK?

It's written in plain English that explains how the Federal laws affect your business, and includes checklists, "Do's and "Don'ts" and a section with FAQs. Authored by Louis P. DiLorenzo and noted Washington attorney Sheldon London.

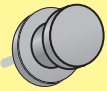
FAVORITE FACT

It's 300 pages chock-full of information about the laws and about the role of the HR professional in applying them in real-life workplaces. It breaks down often complex and confusing federal requirements and presents them so that anyone can be an HR "expert."



SNEAK PEEK

"Before deciding to discipline or discharge an employee, employers should ask themselves the following seven 'Just Cause' questions: Reasonableness, Investigation, Fair and Objective, Proof, Equal Treatment, Appropriate Penalty."



Upgrade Your Training with the Course Leader's Guide

Manage participants effectively and efficiently using the training outline, PowerPoint slides and customizable spreadsheets on the Leader's Guide CD-ROM. This program has proven effective in saving time for training leaders, providing the tools needed to translate real-time company information into the "Essentials" course lessons.



WHAT

The "Essentials" brand of courses provide training in the basics of profitable wholesale distribution and the careers that directly to the bottom line of a wholesale distributor.

HOW

All of the "Essentials" courses include a comprehensive workbook in the title subject, quizzes for students to check their learning, a final exam graded by the ASA Education Foundation and a frame-worthy Certificate of Completion for those earning a passing grade.

Visit www.asa.net and view our **Training Calendar** for a **schedule of full-day seminars** on the "Essentials" certificate courses.

NEW!
Now offered
TWICE a year!



WHO SHOULD ATTEND?

CEO's, branch managers, sales and marketing managers - anyone looking for an opportunity to improve personal performance and/or the company's bottom-line.

WHY THIS COURSE?

The University of Industrial Distribution consistently provides the best in-depth training program in the PHCP/PVF industry. Top consultants and trainers with first-hand industry knowledge teach concepts and practices directly applicable to the student's actual job functions.

FAVORITE FACT:

The ASA Education Foundation offers a scholarship program for UID, providing a stipend for every employee of an ASA member who attends the full institute.

Visit our **Training Calendar** at www.asa.net to see the upcoming UID schedule.

>> Essentials of Profitable Wholesale Distribution SECOND EDITION

WHO SHOULD TAKE THIS COURSE?

All new and current employees who could benefit from an appreciation of how their performance affects the company's profitability.

WHY THIS COURSE?

It will help new employees think like owners when it comes to considering the most important concepts in distribution economics, sales, customer service and marketing. It will remind current employees of the impact their actions have on the company's bottom line.

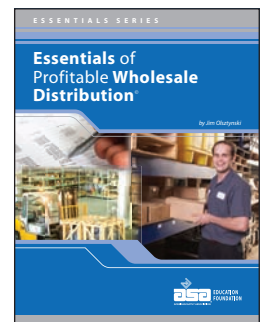
🔍 SNEAK PEEK

ORIGINAL SALE OF \$1,000	
Original Sale	\$ 1,000
- Cost of Goods Sold (75% of Sales)	\$ 750
= Gross Margin Dollars (25% of Sales)	\$ 250
- Operating Expense (23% of Sales)	\$ 230
= Net Profit (2% of Sales)	\$ 20

FAVORITE COURSE FACT:

Real-world statistics and ratios from ASA's *Operating Performance Report* are incorporated throughout the training to increase impact of on-the-job applicability.

“An absolute must for wholesaler-distributors who want their employees to understand the nature of the business and key concepts like margin, markup, the need for profit and great customer service.”





WHO

Employees whose responsibilities with the customer have a direct impact on the profitability of the company.

PRIME_{TIME}

One-day seminars on each subject are regularly available on a regional basis.

BONUS_{FOR TRAINERS}

Each course has available an accompanying Leader's Guide that includes a training outline, customizable Power Point slides, and Excel spreadsheets that will incorporate your company's numbers into powerful training exercises contained in the "Essentials" brand of courses.

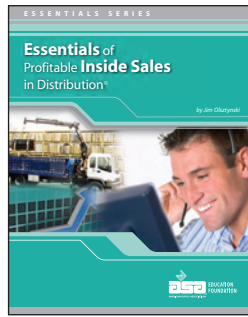
>> Essentials of Profitable Inside Sales in Distribution

WHO SHOULD TAKE THIS COURSE?

All employees who are involved in inside or outside sales, as well as those on the development track for these positions.

WHY THIS COURSE?

It moves the inside sales person from an order-taker to a highly professional Inside Sales Specialist who incorporates into their decision-making process customer needs, customer and transaction profitability and gross margin requirements.



SNEAK PEEK

EFFECT OF GIVING AWAY THE "EXTRA FIVE"

	Original order	After a 5% discount
Selling Price	\$1000	\$ 950
Cost of Goods Sold	\$ 750	\$ 750
Gross Margin Dollars	\$ 250	\$ 200
Overhead	\$ 240	\$ 240
Net Profit	\$ 10	(-\$40)

FAVORITE COURSE FACT:

Training includes actual scripts for working with problem customers, bringing role-play to a whole new level.

“ I have been in inside sales for many years and this is the most comprehensive program I have seen prepared specifically for the inside sales position. Finally, someone is treating inside sales like a true profession. ”

>> Essentials of Profitable Showroom Sales

WHO SHOULD TAKE THIS COURSE?

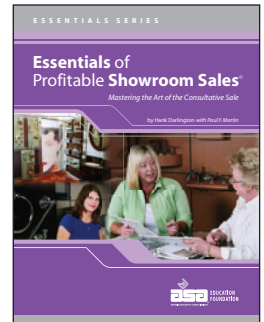
All employees who work in the showroom, as well as management personnel responsible for showroom profitability.

WHY THIS COURSE?

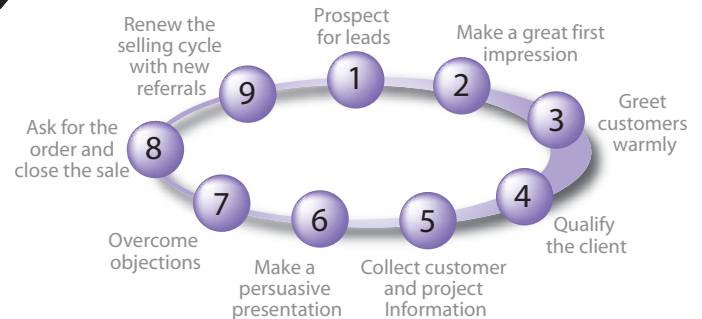
Showrooms provide excellent opportunities for distributors to increase their sales and profits. Every employee can contribute by understanding how a showroom targets its customer base, the importance of following a set of best practices and how pricing and discount decisions impact the bottom line.

FAVORITE COURSE FACT:

This course includes a list of 102 best practices of successful showrooms compiled by lead author Hank Darlington, who distills decades of plumbing showroom experience.



SNEAK PEEK



“ This course is very informative. It helped me reinvent the salesperson I am, even after having been in the business for 25 years. ”

Human Resources and Training Assistance

Home Membership Education Advocacy Networking Benchmarking About ASA Careers Contact Us



In addition to providing training to employees who serve wholesale distributor customers, ASA has many programs that provide assistance to those whose job it is to train and develop those employees.

The following collection of resources is designed to streamline people-management and the implementation of training for every wholesale distributor, regardless of size or product specialty.

>> Employee Performance Improvement Tool Kit

SECOND EDITION

The **Employee Performance Improvement Tool Kit** helps companies find, hire, develop and retain the type of staff they need to continuously improve their performance in line with their business goals.



The second edition book and CD-ROM include two new sections: **How to Start a Training Program** and a **Recruitment and Retention Guide**.

The *Tool Kit's* CD-ROM contains all templates, checklists and samples for both PC and Mac users. You can save these files to your computer, customize them for your own company and archive them so you can maintain them and update them as necessary.

The *Tool Kit* includes:

- 21 wholesaler job descriptions
- Knowledge and skills requirements for all jobs
- Performance evaluation guidelines and templates
- How to start a training program instructions
- Employee recruitment and retention guide
- New employee orientation program guidelines

>> Essentials Courses Leader's Guides

Maximize the return on your training investment by knowing your employees are getting the most out of their "Essentials" experience. Tell them exactly what you expect and give them the roadmap to get there by using these comprehensive Leader's Guides.



Each "Essentials" course has available an accompanying Leader's Guide that includes a training outline, customizable PowerPoint slides, and Excel spreadsheets that will incorporate your company's numbers into powerful training exercises contained in the "Essentials" brand of courses.

This program has proven effective in saving time for training leaders, providing the tools necessary to best-prepare participants for the exam.



Training Formula for Success

Looking to establish a training program but not sure where to start? Here are five steps that outline the best way to begin that process...

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
Ask ASA for Help Getting Started	Leverage ASA Training with Other Resources	Select the Right Courses for the Job/Position	Blend Several Delivery Methods	Make it Part of Your Corporate Culture

The detailed "How To" and resources available for each step can be found online at www.asa.net in the Education section.

>> Ultimate Training Resource

This new online search tool is designed to help find educational programs to meet most, if not all of your training needs. Search our matrix by **position** or **job description** (21 different positions in a typical supply house are included) to find the critical skills needed for those jobs. Then find a variety of online training programs that address those skills. Or, search by **skill** or **keyword** to find more tools to help round out your training agenda.

Visit www.asa.net to view this valuable new resource.

ULTIMATE TRAINING RESOURCE



	FORMAT CHECK CHOICE	MEMBER	NON-MEMBER	QUANTITY	TOTAL
ProductPro Introduction to Pipe, Valves & Fittings ^o	<input type="checkbox"/> Book	\$89	\$134	_____	\$ _____
	<input type="checkbox"/> Online <input type="checkbox"/> CD-ROM	\$66	\$99	_____	\$ _____
Introduction to Steel, Stainless Steel, Iron Pipe and Fittings ^o	<input type="checkbox"/> Book	\$89	\$134	_____	\$ _____
	<input type="checkbox"/> Online <input type="checkbox"/> CD-ROM	\$66	\$99	_____	\$ _____
Introduction to Copper Tube, Plastic Pipe, and Fittings ^o	<input type="checkbox"/> Book	\$89	\$134	_____	\$ _____
	<input type="checkbox"/> Online <input type="checkbox"/> CD-ROM	\$66	\$99	_____	\$ _____
Basics of PHCP/Industrial PVF ^o (3 Course Set)	<input type="checkbox"/> CD-ROM	\$169	\$254	_____	\$ _____
Valve Basics ^o	<input type="checkbox"/> Book	\$79	\$119	_____	\$ _____
	<input type="checkbox"/> Online	\$59	\$89	_____	\$ _____
Multi-turn Valves ^o	<input type="checkbox"/> Book	\$49	\$69	_____	\$ _____
	<input type="checkbox"/> Online	\$39	\$54	_____	\$ _____
Quarter-turn Valves ^o	<input type="checkbox"/> Book	\$49	\$69	_____	\$ _____
	<input type="checkbox"/> Online	\$39	\$54	_____	\$ _____
Industrial Valves ^o (3 Course Set)	<input type="checkbox"/> Books	\$149	\$199	_____	\$ _____
Domestic Water Heaters ^o	<input type="checkbox"/> Book	\$59	\$89	_____	\$ _____
	<input type="checkbox"/> Online	\$49	\$74	_____	\$ _____
Domestic Water Well Pumps ^o	<input type="checkbox"/> Book	\$59	\$89	_____	\$ _____
	<input type="checkbox"/> Online	\$49	\$74	_____	\$ _____
Sump, Sewage and Effluent Pumps ^o	<input type="checkbox"/> Book	\$59	\$89	_____	\$ _____
	<input type="checkbox"/> Online	\$49	\$74	_____	\$ _____
Residential Hydronic Heating Systems ^o	<input type="checkbox"/> Book	\$59	\$89	_____	\$ _____
	<input type="checkbox"/> Online	\$49	\$74	_____	\$ _____
Residential Water Processing ^o	<input type="checkbox"/> Book	\$59	\$89	_____	\$ _____
	<input type="checkbox"/> Online	\$49	\$74	_____	\$ _____
Fixtures and Faucets ^o	<input type="checkbox"/> CD-ROM	\$199	\$269	_____	\$ _____

Skill Builders					
Customer Service: The Path to Higher Profits	<input type="checkbox"/> Workbook <input type="checkbox"/> Online	\$24	\$36	_____	\$ _____
The Art of Supervising and Motivating People	<input type="checkbox"/> Book	\$22	\$33	_____	\$ _____
Federal Labor and Employment Laws	<input type="checkbox"/> Book	\$60	\$60	_____	\$ _____

Essentials Certificate Courses					
Essentials of Profitable Wholesale Distribution ^o	<input type="checkbox"/> Book	\$99	\$149	_____	\$ _____
	<input type="checkbox"/> Online	\$89	\$134	_____	\$ _____
Essentials of Profitable Inside Sales in Distribution ^o	<input type="checkbox"/> Book	\$99	\$149	_____	\$ _____
	<input type="checkbox"/> Online	\$89	\$134	_____	\$ _____
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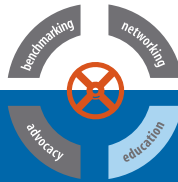
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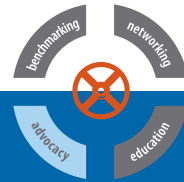
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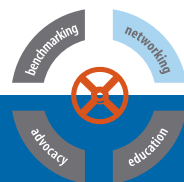
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