

# Why FEDA?

## **FEDA's Mission is to Provide...**

- A strong dealer advocacy voice in the foodservice equipment industry united for a profitable dealer-based distribution system.
- Information and business management tools to run a profitable dealership.
- Dealer-focused training and education that is relevant, cost-effective and convenient.
- Opportunities to network and problem solve with other dealers to improve their business.

All of the above are focused on maintaining profitable dealerships capable of providing the expertise, service and value needed by today's professional foodservice operator.

**A**s a professional dealer in the foodservice equipment and supply industry, you are constantly challenged to identify and apply practical solutions to your most pressing business problems. And today's problems aren't easy to solve:

- New competitors, large and small
- Finding, training and keeping good employees
- Manufacturer relations
- Keeping costs down
- Increasing sales and margins
- Implementing new technology
- Increased customer expectations

Founded in 1933, FEDA is the leader for the dealer community. There is no clearer voice in the industry on behalf of dealers. By joining FEDA, you will automatically be associated with key industry players who are progressive and leading the way.

To learn more about the benefits of being a FEDA member, take a peek at this brochure and call FEDA's Executive Vice President, Ray Herrick, at 800-677-9605 or via e-mail at [ray@feda.com](mailto:ray@feda.com) to learn more.

**"Membership in the FEDA organization has been an instrumental part of our solid growth as a company. The value of the relationships formed with FEDA members and vendors who attend the annual conference is priceless. Membership in FEDA is crucial for any qualified company who supports dealer-based distribution."**

Brad Pierce  
Restaurant Equipment World



Foodservice Equipment Distributors Association

**Professional and Profitable Dealers**

2250 Point Blvd. Suite 200

Elgin, IL 60123

(800) 677-9605 Fax: (800) 677-9607

email: [ray@feda.com](mailto:ray@feda.com)

web address: [www.feda.com](http://www.feda.com)

---



Foodservice Equipment Distributors Association

**The Voice**  
**of Dealer-Based**  
**Distribution &**  
**Source of**  
**Dealer-Specific**  
**Education &**  
**Management**  
**Services**

It's the People You Meet; the Relationships  
You Build; and the Knowledge You Gain; that make FEDA the  
Smart Investment.

# Advocacy

## **“FEDA Speaks Out” on Important Dealer Issues**

When there is an industry concern or an important issue, FEDA is there to convey the dealers' viewpoint to manufacturers, reps and other industry segments. Be it functional discounts, MAP/MRP, direct selling, rebates, direct pricing by manufacturers to end users or the emergence of big-box retailers, “FEDA Speaks Out,” and other white papers are ready to tackle any issue impacting dealers.

## **Our President's Message Speaks to the Industry**

*FEDA News & Views* magazine features our President's message, which provides a focal point and at times a “lightning rod” for FEDA's views on what is happening in the channel of distribution.

## **FEDA Promotes Members to Foodservice Operators and Suppliers**

FEDA is committed to spreading the word that its membership is the most professional resource available. Operators and suppliers interested in learning more, or simply reaching out to local FEDA dealers, can do so by accessing the membership list online at [feda.com](http://feda.com). It's just one example of the marketing tools FEDA uses to promote the best in the industry.

## **FEDA Sets Industry Standards**

FEDA has your interests in mind when setting industry standards. FEDA's Technology Committee worked to establish an industry standard for Bar Coding and continues to keep the membership abreast of industry

technology. The membership also led the drive to make AutoCAD software the standard for the industry. The new AQNet program from AutoQuotes is another important standard. FEDA worked diligently to establish *AQNet exclusive benefits* for FEDA members. AQNet will give dealers and manufacturers the ability to exchange purchase orders and related transactional documents over the Internet.

## **FEDA is your Window to Government**

As a member of NAW (National Association of Wholesaler-Distributors), FEDA works with many other distributor organizations to present your views to the various worlds of government. Members are kept up-to-date on important national legislation facing dealers.

“What our company gets out of FEDA are knowledge, growth and networking. With the emphasis we put on personnel development, the FEDA seminars, teleconferences and convention offer educational opportunities we could not get anywhere else. Personally, I also value the friendships I have made with other FEDA members across the country.”

Brad Wasserstrom  
The Wasserstrom Co.

## **FEDA News & Views Magazine**

If it's important to the dealer community, you'll find it in *News & Views*. Written exclusively for dealers, the bi-monthly publication features articles and columns to help readers achieve operational success. It's also an excellent way for manufacturers and other industry segments to stay abreast of dealer concerns and issues.

## **FEDA's Annual Convention**

Want to know what other dealers are doing in the industry? How they compensate their salespeople or deal with routine policies and procedures? Then, the FEDA convention is the place for you. Networking opportunities abound throughout the programs, workshops, dealer roundtable discussions, cocktail receptions and popular sporting events like golf, where the industry's key players gather to exchange ideas. FEDA also invests heavily in dynamic professional speakers, making its annual meeting a worthwhile investment for dealers and the manufacturers and other industry professionals they work with.

# Education

## **FEDA First Thing**

Every Monday morning, this weekly newsletter (e-mailed) provides dealers and other subscribers with timely industry news and business management tips.

## **FEDA-Net Best Practices Teleconferences**

FEDA keeps its members connected and in-touch by providing several opportunities throughout the year to meet—without the inconveniences of travel. Distributor discussion groups allow five to seven non-competing members a venue to discuss relevant topics and industry benchmarks as well as a chance to counsel one another. The good news is that it all takes place by conference call and is free for all FEDA members.

## **Teleconference Seminars**

This popular education tool continues to be a hit with members. From the convenience of their office, FEDA members and their employees can listen to a high-quality presentation on sales, customer service or other relevant topics. FEDA's teleconference seminars are held three times a year for a fraction of the cost associated with sending employees to a seminar and as an added bonus, members unable to participate in live sessions can access seminars at their convenience for up to one month using digital replay.

## **The FEDA Website**

Packed with beneficial services, [feda.com](http://feda.com) is the FEDA dealer's portal to a world of useful information. Every member firm is given a unique username and password to access the “Members Only” section of the website. Below are just a few of the many programs and educational tools that you will find on the FEDA website:

## FEDA's Online University

Created by the FEDA Education Foundation, FEDA's Online University reaches beyond FEDA's current meetings and teleconference seminars. The site's content is available for students in an anytime, anyplace format. Located at [www.fedauniversity.com](http://www.fedauniversity.com), FEDA's Online University offers the following three course modules:

- Customer Service
- Negotiation Skills
- Profit Management

Dr. Michael Workman, Professor Emeritus of Texas A&M University's Industrial Distribution program and consultant to the Foundation, wrote the courses exclusively for the Foundation. The courses are designed so students can work at their own pace and the content is applicable to the learner's every day work. FEDA has also added a popular new profitability program titled "Getting Out of Last Place" by Dr. Albert Bates of the Profit Planning group.

## Web-based Product Education Training

In conjunction with FEDA's Online University, FEDA's Product Education Center provides members and their sales managers with a useful training tool to educate their newer salespeople on over 30 equipment items including three table-top segments. Each segment, created by manufacturers and approved by FEDA, is generic in nature and complete with self-tests and certificates of completion. Many members have incorporated this service into their in-house training programs.

## FEDA Podcasts

FEDA now offers quality education to go. Download popular past teleconference seminars and other business topics to your iPod and experience quality education any time, any place.

## Webinars of Interest to Dealers

In conjunction with a number of other distribution associations that are part of the Association Education Alliance (AEA), FEDA co-sponsors audio/web conferences during the year. These virtual seminars will bring high-quality distribution education right into your office and allow multiple participation for one site fee.

## Distribution MBA Program

The FEDA Education Foundation has partnered with Texas A&M University to sponsor a Masters of Industrial Distribution that provides web-based courses for students to develop and implement industrial distribution systems to create a competitive advantage in a changing environment. The program is open to qualified graduate students only.

## The University of Industrial Distribution (UID)

Co-sponsored by the FEDA Education Foundation, the UID program is a cost-effective and productive training ground for middle management. Offered annually on-site at a major university campus, the educational content is provided by a team of more than 20 of the most widely

"The educational opportunities at the annual conference are typically the most beneficial conferences I attend each year. We always come away from the conference with 2 to 3 action items for implementation upon our return to the office"

Joe Schmitt  
Rapids Wholesale Equipment

"Membership in FEDA gives you access to not only education, industry information and news, but it also gives you the opportunity to meet with others in the channel to share ideas or thoughts on your own business. FEDA members together form a much larger voice to be heard in our industry, to voice concerns over the challenges we face today."

Ed Poore  
Strategic Equipment & Supply Corp.

recognized experts in the industrial distribution industry. During this four-day program, participants can customize their own curriculum in areas of concentration in Sales/Marketing, Financial Management or Branch and Operations Management, to name a few. As an added bonus, the Foundation awards scholarships to dealer professionals seeking to advance their careers in distribution. The AEA also offers a special Young Distribution Professionals Conference that is held yearly.

## Education Programs at the NAFEM Show

During the NAFEM Show, FEDA offers a special education program for its membership. On the second day of the NAFEM Show, FEDA members are invited to attend a "box lunch sales training seminar" for their sales managers, salespeople and other key staff.

# Management

## Promotional Calendar Program

Group purchasing of promotional calendars through FEDA's authorized vendor offers an economical strategy for your company. Many members purchase 13-month promotional wall calendars through FEDA's authorized vendor. It's a great year-round advertising opportunity.

## Customer Profitability Tool

With this new management tool you'll be armed with systems and procedures to quickly and easily measure customer profitability. You'll also have an equally powerful system to implement changes with problem accounts.

## FEDA Membership Directory

FEDA's membership directory helps you stay connected to all your FEDA friends. The directory provides all the necessary contact information for every FEDA member. Besides the hard copy sent to each member, the directory may be viewed on the FEDA website.

## How Much Is Your Business Worth?

Determining the exact value of a business requires extensive research and consultation with a valuation specialist. However, it is possible to quickly develop a reasonable approximation by answering a few simple questions provided by the Profit Planning Group.

## AQNet Program

AutoQuote's new AQNet program will give dealers and manufacturers the ability to exchange purchase orders and related transactional documents over the Internet. This has a tremendous value to dealers to keep projects on time and on budget. Manufacturers will be able to add and delete their product pictures and cut sheets in real-time. FEDA provides its members with regular updates on this new industry tool. There are also important benefits of the AQNet program that are only available to FEDA members.

## Manufacturer 800 Number Phone and Fax Directory

FEDA publishes an exclusive directory of 800 phone and fax numbers. It's the only one of its kind in the industry and will save you time and money. The directory is available at [feda.com](http://feda.com) in a PDF or in an Excel spreadsheet, so you can easily upload the information to your company's database.

## Freight Management Directory

The freight management directory on the FEDA website gives members access to general freight classification information on the most frequently-shipped items received by FEDA members using the FEDA Freight Savings Program.

"FEDA helps us to see and be a part of the bigger picture on issues, changes and opportunities in the industry and it also gives us practical tools and resources to help us in our everyday challenges. With all the change going on in the industry and with how we operate daily it is refreshing to be a part of an association that is flexible and committed to bringing real value to all of its members."

Mason Greene  
Hotel & Restaurant Supply

"Being a FEDA member since 1984 has allowed our company to grow and prosper with the many workshops and resources we have used. It has also been a good social outlet for us with our fellow dealers and factory personnel."

Howard Margulies  
United Restaurant Equipment

## FEDA Profit Survey

Knowing where you stand in the market is crucial to the success of any business. FEDA helps its members do just that with the FEDA Profit Survey. The annual report not only provides a summary of the participating firms' cost of doing business, but includes several management tools to improve individual profit performance.

## FEDA Compensation Survey

With the participation of 35 trade associations, 2,000 individual firms and 8,000 branches, the FEDA Employee

Our company's FEDA membership has been critical to the growth and development of our company. By attending the FEDA conferences we have developed relationships with other progressive dealerships and have shared our best practices and helped each other with solutions to our largest challenges. The FEDA conference speakers and News and Views Magazine keeps us up to date on the leading thinking in wholesale distribution and business in general. The FEDA conference provides us with an opportunity to work "on the business", not just "in the business". The PROFIT report helps us benchmark our performance against the industry so we know what areas to work on. We would not be the company we are today without the help our FEDA membership has provided.

Fred Singer  
Singer Equipment Co.

Compensation Survey provides members with valuable compensation benefits information. Participants receive both an individualized report and cross-industry report and are privy to insights like what is happening to insurance deductible levels among distributors nationwide, or how much would you have to pay a sales manager to compete with firms that are twice as large. The survey is conducted periodically and is prepared by the Profit Planning Group.

## FEDA's Supplier Performance Survey

The FEDA Supplier Performance Survey gives the dealer community the opportunity to evaluate and communicate with manufacturers on topics such as customer service, warranty issues, delivery dates and product reliability.

## Product/Manufacturer Searches

The FEDA staff assists members in locating hard-to-find products and manufacturers. Just call, fax or e-mail us a note (800-677-9605; Fax 800-677-9607; E-mail [feda@feda.com](mailto:feda@feda.com)).

## Freight Savings Program

Through Logistics Management Inc., the freight discount program gives you some of the most competitive freight rates in the foodservice industry.

## Money-Saving Opportunities with Business Services

All FEDA members are entitled to products and services offered through the National Association of Wholesaler-Distributors (NAW) by virtue of FEDA's membership in NAW. These include health insurance, property and casualty insurance, a credit card processing program, freight, express air, ground and international programs, car rental program, and discounts on education materials.