

FEDA's Mission is to Provide:

- A strong dealer advocacy voice in the food service 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 knowledge, service and value needed by today's professional food service operator.

"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

Why FEDA?

As 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**
- **Supplier 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 if you have any questions.

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 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. 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.

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 round table 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, manufacturers and other industry professionals. All are invited to attend.

Education

FEDA First Thing

Every Monday morning, this weekly newsletter (faxed or 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 10 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.

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.

FEDA Regional Sales Training Programs

Tailored to meet industry-specific needs, FEDA's highly successful sales training program teaches salespeople, of all skill levels, the techniques necessary to become top sales producers. Special programs are also available for sales management.

“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.

The FEDA Website

Packed with beneficial services, feda.com is the FEDA dealer's portal to a world of useful information. Every member firm is given a unique password to access the "Members Only" section of the website and can select their own username. 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, any place format. Located at 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 everyday work.

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 27 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. Many members have incorporated this service into their in-house training programs.

FEDA Podcasts

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

Electronic Smallwares Price Update Program

FEDA members have the opportunity to access a time-and money-saving electronic price update program for smallwares items with a yearly subscription. Members can easily download price updates every month through a password-protected page on the FEDA Website.

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 education right into your office and allow multiple participation for one site fee.

"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 and share 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.

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 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.

Education Programs at the NAFEM Show

During the NAFEM Show, FEDA features two education programs for its membership. Just before the show floor opens, FEDA offers members and their employees an early morning breakfast and a special keynote speaker. On the second day of the NAFEM Show, FEDA members are invited to attend a "box lunch sales seminar" for their sales managers, salespeople, and other key staff.

Management

AQNet Program

AutoQuotes 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 also available at feda.com 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 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 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 every other year 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).

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, a credit card processing program, overnight delivery programs, long distance phone programs, and discounts on education materials.

Employers of America's *The Complete Employee Handbook Made Easy*

In this day and age of lawsuits, the decision to create or update an employee handbook for your company is a big step. FEDA has joined with Employers of America, the national association for employers, managers, and supervisors to provide member firms with *The Complete Employee Handbook Made Easy*. Without having the expertise of a

human resources manager, this inexpensive manual can help you write an employee handbook. For more information go to www.biztrain.com or call 800-728-3187.

"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