

## CEOs Give NAW High Marks for Performance

NAW Company CEOs once again rated NAW as **highly effective** for its performance in meeting their membership needs, as reported in the 2007 NAW Membership Needs Survey completed by 400 NAW member wholesaler-distributor executives. CEOs gave high praise for the value of NAW's major program areas and overall communications efforts in keeping them informed, equipped, and in touch.

### NAW's Major Program Categories

**97%**

Highly Effective

**NAW's Government Relations:** NAW is the only national voice for all lines of trade in the wholesale distribution industry in the United States. Through direct lobbying, grassroots lobbying, and leadership of coalitions, NAW advocates its members' interests on federal legislative and regulatory issues that directly impact wholesaler-distributors' bottom line.

**96%**

Highly Effective

**NAW Institute for Distribution Excellence's Trend Reports and Publications:** NAW Institute research reports and publications provide leading management insights, strategies, and best practices that give wholesaler-distributors the advantages they need to remain the most effective and efficient channel in distribution. *Facing the Forces of Change*® is NAW Institute's premier, multi-edition publication that provides excellent research and practical information about the trends that impact the wholesale distribution supply chain.

**91%**

Highly Effective

**NAW's Networking and Meetings:** Representing all lines of trade in the wholesale distribution industry, NAW is uniquely positioned to offer its members programs that are designed to promote information exchange and benchmarking among noncompeting peers. NAW's meetings are targeted by wholesale distribution company size and by executive responsibilities to better meet NAW's customers' needs and to provide small-group networking opportunities. **Ask NAW** is a robust desktop resource that helps NAW Members get answers to their unique questions from their peers, which they can use to benchmark and guide their most critical projects.

**95%**

Highly Effective

**NAW's Communications Effectiveness with Wholesaler-Distributor Members:** NAW's Web site ([www.naw.org](http://www.naw.org)), e-mail, and other communications keep NAW Members in touch and immediately up-to-date on key issues affecting their companies and wholesale distribution, and with everything NAW is doing on the behalf of its members.

SOURCE: NAW Membership Survey Report 2007

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