



WINE & SPIRITS
WHOLESALERS
OF AMERICA



PUT THE POWER OF WSWA TO WORK FOR YOU

ADVOCACY
BUSINESS SOLUTIONS
EDUCATION
NETWORKING

PUT THE POWER OF WSWA TO WORK FOR YOU

Whether your business operates in one county or a number of states, you – the wholesaler – serve as the critical link between suppliers and retailers. And the Wine & Spirits Wholesalers of America (WSWA) serves as your link to what happens in Washington, D.C., throughout the country... and so much more.

As the only national organization representing America's wine and spirits wholesalers, WSWA:

- Advocates your interests before federal and state legislative and regulatory bodies.
- Provides education, business tools and up-to-the-minute information you need to succeed.
- Offers practical cost-saving programs for your business.
- Creates meaningful networking opportunities throughout the year.



ADVOCACY AND LEADERSHIP

WSWA's advocacy has generated millions of dollars in annual savings to wine and spirits wholesalers. Without WSWA's strong Washington presence, wholesalers would be strapped with burdensome regulations and increased costs, hampering their ability to compete. The collective clout of WSWA and its members enable the wholesale tier to speak with one strong, unified voice. Your involvement makes this voice stronger.

INDUSTRY RESOURCES AND RESEARCH

Keeping your finger on the pulse of the industry and community is vital to your success. WSWA provides an array of resources that will help you steer your business in the right direction. Strong public affairs programming emphasizes cooperation with other industry tiers, government agencies, and citizens' groups – building an intersection of benefits that cannot be duplicated by any one WSWA member.

UNPARALLELED NETWORKING AND EDUCATION

WSWA offers many opportunities for you to meet and learn from the industry's best and brightest, and share ideas with your colleagues throughout the U.S.

MONEY-SAVING BENEFITS

Looking to improve your operations? WSWA has partnered with Distributors Solutions (DSI) to provide members with over 30 cost-saving programs.

WHO BELONGS TO WSWA?

WSWA members are American businesses of all sizes that foster consumer choice, help ensure product integrity and promote responsible consumption. WSWA has more than 350 members, whom operate in every congressional district in all 50 states and the District of Columbia. They distribute over 80% of all wines and spirits sold in the U.S. and contribute significantly to America's economy and their local communities. Shouldn't you be a part of this powerful network?



WHY SHOULD YOU JOIN WSWA?

In today's volatile business climate, you not only compete with other similar businesses, you also have to contend with threats to your industry and profitability. You need to have as many resources as possible at your disposal. That's precisely why belonging to WSWA is a must.

As a WSWA member, you can become engaged in a range of advocacy, public affairs and social responsibility initiatives that will help your business thrive. You will also have access to real-world business tools and money-saving programs that directly benefit your sales, operations and bottom line. WSWA will strengthen your value to your clients and the communities you serve – providing the perfect mix for success.

As a WSWA member, you'll reap the benefits of advocacy and leadership, industry resources and research, money-saving benefits, and unparalleled networking and education opportunities.

ADVOCACY AND LEADERSHIP

- Ongoing relationships with key lawmakers, executive branch agencies and industry regulatory bodies and its ability to effectively advocate pro-wholesaler regulations and legislation
- Regular reports that keep you up-to-date on relevant national and state issues
- Information on pending federal legislation, court cases and rulings, and regulations
- Access to state and federal laws affecting your business, such as trade practice laws, with our NEW State Law Database

INDUSTRY RESOURCES AND RESEARCH

- Timely information on industry best practices, trends, and marketing data
- Industry studies – such as the wholesaler economic contributions study

- Surveys on underage alcohol access, financial benchmarking and others
- Strong public relations programs promoting responsible access to alcohol beverages and advancing the important role of wholesalers in alcohol distribution

MONEY-SAVING BENEFITS

- Consumables: office supplies, print shop supplies and more
- Capital expenditures: forklifts, lift gates, trucks, trailers and more
- Programs: health benefits, liability coverage, customs brokerage services and more

UNPARALLELED NETWORKING AND EDUCATION

- **The WSWA Annual Convention & Exposition:** the premier gathering in the wine and spirits industry, bringing together member wholesalers, suppliers from around the world, media, government officials, brokers and importers. The convention provides industry-specific educational programming, networking opportunities and an efficient place to conduct business with suppliers.
- **The WSWA Legislative Fly-In in Washington, D.C.:** offering WSWA members the opportunity to meet and discuss key industry issues with members of Congress.
- **The Council for Leadership Development (CLD) Leadership Skills Conference:** dedicated to providing educational seminars and networking events for rising member executives.





BECOME A MEMBER TODAY!

Equip your business with the information and tools you need to gain the competitive edge in today's changing business environment... and help advance the three-tier system of alcohol distribution.

Join WSWA today!

To join, contact Bob Wiggans, Senior Director, Membership at **202-243-7502** or **bob.wiggans@wswa.org** or visit **www.wswa.org** for more information.

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