



## MEMBERSHIP APPLICATION

**PERFORMANCE WAREHOUSE ASSOCIATION**  
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Palm Desert, CA 92260  
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### **PWA MISSION STATEMENT**

“To assist the specialty automotive warehouse distributors in their efforts to expand, maintain and promote the profitable distribution of specialty automotive products through the manufacturer / warehouse distributor / retailer / consumer channel”.

### **A MESSAGE TO PROSPECTIVE MEMBERS OF THE PERFORMANCE WAREHOUSE ASSOCIATION**

The private sector continues to be under attack by consumer groups, governmental agencies, and labor pressures that make it impossible for an individual, engaged in private enterprise, to defend themselves against all of these highly organized groups alone. Therefore, your best chance for survival depends on grouping yourself with others of similar needs. The Performance Warehouse Association (PWA) is your answer.

PWA is an organization of specialty automotive parts distributors joined together to deal with management, financial, and legislative matters. This description is only a brief overview and as you read on, it will become evident that much more is accomplished through **participation** in PWA.

A Board of Directors governs PWA. The officers and directors act on behalf of the members and the Board appoints a President who oversees the association. Directors are elected to a two-year term by the distributor (active) membership, which represent the United States, Canada and International. The Chairman, Chairman Elect, and Treasurer are also elected by the **active** membership to a two-year term.

Founded in 1971, PWA today leads the industry in jobber/retailer support programs. Thousands of high performance retailers support our very successful Performance Automotive Retailer (PAR) program. The Dealer Locator, Stay connected Information Center (SCIC) and the Performance Warehouse Association University (PWAU) programs have been developed to help the Jobber/Retailer.

**ELIGIBILITY FOR ADMISSION:** Any sole proprietorship, partnership, corporation, or other business organization shall be eligible to be admitted into the Association as an Active Member if engaged in the distribution of performance automotive parts and equipment as the primary economic interest and principal source of income of the enterprise. Eligibility for Active Membership shall also be contingent on compliance with Industry guidelines as may from time to time be adopted by the Board of Directors. Any other sole proprietorship, partnership, corporation or other business organization shall be eligible to be admitted into the Association as a Supporting Member. Eligibility for Supporting Membership shall also be contingent on compliance with Industry guidelines as may from time to time be adopted by the board of Directors.

**QUALIFICATIONS:** Membership in the Performance Warehouse Association is open to all sole proprietorships, partnerships, corporations and other business organizations without discrimination, which are interested in the objects and purposes of the Performance Warehouse Association, which are willing to subscribe to the By-Laws and Standards of Conduct of the Performance Warehouse Association and which are otherwise qualified as provided below.

## **PWA/PAR NEWSLETTER**

PWA publishes a quarterly newsletter to keep you updated on what is happening in the industry. PWA constantly researches many business problems and transmits the information via the quarterly newsletter. Our PWA/PAR newsletter is sent directly to performance retailers along with our active and supporting members.

## **INDUSTRY CONFERENCE**

Each year PWA produces the Conference. This is an exclusive opportunity for manufacturers and distributors to meet in a private, businesslike environment to discuss sales and marketing policies and programs.

## **BENEFITS OF MEMBERSHIP**

- PWA Book of Recommendations
- Consumer Referral Service
- Yearly Membership Directory
- PWA/PAR Newsletter (6 per year)
- Credit Card Discount Program
- Annual Industry Directory
- Roadway Truck Discount
- Industry Business Practice Recommendations
- Federal Express Discount Program
- PWA Scholarship Program
- Banking Services Program
- Commercial Credit & Collections
- PWA University Online Training
- PWA Dealer Locator

## **OBJECTS AND PURPOSES OF THE ASSOCIATION**

1. To develop through research, discussion and exchange of information a better understanding of all facets of our industry which encompasses the wholesale distribution of performance automotive parts and equipment;
2. To gather and disseminate to the Members of the Association information about legislation and other governmental activity;
3. To disseminate and make available to Members others information with regard to our industry;
4. To advise Members with regard to intra-industry problems of management, including but not limited to those involving distribution, employment and finances;
5. To provide means (a) for the expression of industry opinion upon questions and policies affecting the industry, and (b) for proper cooperation with other industries and organizations;
6. To develop and encourage the practice of high standards of conduct and operation within the industry;
7. To unite, through Membership in the Association, persons interested in the Industry;
8. To perform all other functions necessary for the accomplishment of these objects and purposes which are proper, lawful and consistent with the public interest.

**STANDARDS OF CONDUCT:** As distributors of performance automotive parts and equipment, it is our duty and responsibility, to uphold the good reputation of the distribution industry by avoiding practices which are unfair, discriminatory or deceptive, with respect either to those outside the industry with whom we deal or to others within the industry with whom we associate and compete; and:

1. to cooperate with manufacturers, manufacturers' representatives, jobbers and retailers generally in every way possible to improve the manufacture, storage, distribution and marketing of performance automotive parts and equipment;
2. to cooperate with other distributors of performance automotive parts and equipment generally in every way possible to improve the storage, distribution and marketing of performance automotive parts and equipment;
3. to maintain as our primary economic interest the distribution of performance automotive parts;
4. to avoid all unethical or dishonest activities in dealing with manufacturers, manufacturers' representatives, jobbers, retailers, consumers (if applicable) and other members of the Industry;
5. to pay annual dues promptly;
6. to report in writing, signed, any apparent breach of these Standards of Conduct or of the rules set out in the By-Laws by any Member of the Association or applicant for Membership which shall come to our attention, which breach might be grounds for suspension or dismissal from Membership or denial of Membership; and
7. to participate in the affairs of the Association by attending official meetings and participating in official balloting whenever possible.

The undersigned hereby applies for membership in the Performance Warehouse Association. I/We have reviewed the qualifications for membership, the objects and purposes of the Association, and the Standards of Conduct of the Association and do hereby agree to abide by all provisions thereof. I/We do hereby certify the information provided in this application is correct to the best of our knowledge.

"I understand and agree that by giving my facsimile number, I am granting the Performance Warehouse Association (PWA) permission to contact me by facsimile. I understand that I may withdraw this permission at any time by contacting PWA by facsimile at (760) 346-5847 and asking that my telephone number be removed from PWA's facsimile list. I also agree that I'm hereby granting PWA affirmative consent to transmit commercial e-mail messages to me".

\_\_\_\_\_  
Signature of Official Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**MEMBERSHIP APPLICATION - *Please Type of Print.* Membership Dues must be guaranteed by a Company Check in the amount of 1st Years Dues in US FUNDS ONLY. Membership dues are based on a January 1st thru December 31st calendar. Membership dues are not prorated.**

Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_  
 E-Mail Address: \_\_\_\_\_  
 Web Address: WWW. \_\_\_\_\_  
 Name of Official Representative: \_\_\_\_\_

**PLEASE DESCRIBE NATURE OF BUSINESS OR INTEREST:** (Must be completed, 25 words or less)

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Check enclosed     Master Card     VISA     AMEX    Expiration Date: \_\_\_\_\_

Card Number:     -     -     -

Last 3 digits on back of card:

Signature: \_\_\_\_\_

**MEMBERSHIP DUES ARE BASED ON A JANUARY 1<sup>ST</sup> THRU DECEMBER 31<sup>ST</sup> CALENDAR.  
 MEMBERSHIP DUES ARE NOT PRORATED. (Please enclose a check for first year's dues.)**

**Note:** Warehouse Distributor is an Active (voting) member; all others members are Supporting (non-voting) members.

<u>CATEGORY</u>	<u>ANNUAL SALES</u>	<u>ANNUAL DUES</u>	<u>TYPE</u>
Warehouse Distributor (Voting Member) <b>Note: Must complete page 4</b>	<input type="checkbox"/> Up to \$4,999,999	\$350	W1
	<input type="checkbox"/> \$5,000,000 to \$9,999,999	\$375	W2
	<input type="checkbox"/> \$10,000,000 and up	\$400	W3
Manufacturer (Non Voting Member)	<input type="checkbox"/> Up to \$499,999	\$300	M1
	<input type="checkbox"/> \$500,000 to \$4,999,999	\$400	M2
	<input type="checkbox"/> \$5,000,000 and up	\$500	M3
* Manufacturer Affiliate (Non Voting Member)	<input type="checkbox"/> No minimum – No maximum	\$100	MA
* Manufacturer Affiliate members may participate in the PWA University at no additional cost. However, they are exempt from participation in the PWA Annual Conference and PWA Scholarship Program.			
Manufacturer's Representative (Non Voting Member)	<input type="checkbox"/> 1 - 3 salespersons	\$125	R1
	<input type="checkbox"/> 4 - 7 salespersons	\$250	R2
	<input type="checkbox"/> 8 or more salespersons	\$400	R3
Supporting Distributor (Non Voting Member)	<input type="checkbox"/> Up to \$499,999	\$100	S1
	<input type="checkbox"/> \$500,000 to \$4,999,999	\$200	S2
	<input type="checkbox"/> \$5,000,000 and up	\$300	S3
Media / Advertising/Trade Associations (Non Voting Member)	<input type="checkbox"/> Up to \$499,999	\$100	P1
	<input type="checkbox"/> \$500,000 to \$4,999,999	\$200	P2
	<input type="checkbox"/> \$5,000,000 and up	\$300	P3
Service Providers (Non Voting Member)	<input type="checkbox"/> Up to \$499,999	\$100	SP1
	<input type="checkbox"/> \$500,000 to \$4,999,999	\$200	SP2
	<input type="checkbox"/> \$5,000,000 and up	\$300	SP3

**IF YOU ARE APPLYING FOR MEMBERSHIP IN THE MANUFACTURER CATEGORY  
 PLEASE COMPLETE THE FOLLOWING:**

- Do you have a Price Schedule or a printed Price Sheet?     Price Schedule     Printed Price Sheet  
 If Price Sheet, please check all appropriate boxes:     Retail/List     Jobber     Wholesale Distributor
- Please supply a copy of your Price Schedule or printed Price Sheet.
- Do you have Terms & Policies?     Yes     No
- Do you have a Catalog?     Yes     No
- Do you have a Commercial Non Residential Property?     Yes     No If you answered "yes", you must furnish a photo of the building showing all four (4) sides and a photo of your inventory **for verification.**
- Do you have a MAP Policy?     Yes     No                      Do you have a Unilateral Policy?     Yes     No

**IF YOU ARE APPLYING FOR MEMBERSHIP IN THE WAREHOUSE DISTRIBUTOR CATEGORY  
PLEASE COMPLETE THE FOLLOWING: (ALL OTHER CATEGORIES PLEASE IGNORE THE FOLLOWING.)**

1. Does your company engage in the distribution of Performance/Specialty/Accessories Automotive Parts? Please check all appropriate boxes.     Wholesale     Retail     Mail Order     Internet
  
2. What percent of your **overall** business does each of the following contribute? Please list name if different.
 

<u>Wholesale</u> name _____	Wholesale	_____%
<u>Retail</u> name _____	Retail	_____%
<u>Mail Order</u> name _____	Mail Order	_____%
<u>Internet</u> name _____	Internet	_____%
  
3. Do you purchase at least 15 performance/specialty/accessory lines direct from manufacturers at w/d price, with individual purchases in excess of \$30,000 per line, per year, which is shipped directly to your warehouse for distribution?     Yes     No  
 If you answered "yes", you must furnish a list of 15 manufacturers, (which must include 12 PWA member manufacturers), their phone number, complete address, name of sales manager, your account number and photos of each line of each manufacturers inventory (15 photos) **for verification.**
  
4. Do you publish a line card?                     Yes     No    **(If yes, please attach a copy.)**
  
5. If you are a wholesaler, how many independent Jobber/Retail accounts do you service? \_\_\_\_\_ total.  
 Do you have at least 50 independent Jobber/Retail accounts, which purchase at least \$25,000 annually from **your** warehouse?                     Yes     No  
**Note:** PWA may request a listing of 50 independent Jobber/Retailers, including their name, complete address and resale number. A "jobber" is defined as any entity, be it a brick and mortar location or an Internet seller, which **resells** automotive aftermarket parts. Internet Auction locations **DO NOT** qualify. Accounts that receive drop shipments directly from your suppliers **DO NOT** qualify.
  
6. If you are a wholesaler, how many salespeople do you have?    **Inside:** \_\_\_\_\_    **Outside:** \_\_\_\_\_    **Total:** \_\_\_\_\_
  
7. Do you offer open account billing to approved accounts?                     Yes     No
  
8. If you own retail stores, how many retail outlets do you operate?                    \_\_\_\_\_ total number of stores.
  
9. Will you try to promote the PAR Program?                     Yes     No
  
10. How long have you been in business at the address listed on this application?    \_\_\_\_\_ Years
  
11. How long have you been in business with this wholesale name?                    \_\_\_\_\_ Years
  
12. How long have you been a W/D in the automotive aftermarket?                    \_\_\_\_\_ Years
  
13. You must supply photos of your entire building, showing all four (4) sides, including your loading dock and a wide-angle view of the inventory area of your operation.
  
14. What size building(s) do you have? \_\_\_\_\_ total square feet.
  
15. Do you have a toll free WATS phone number?                     Yes     No  
 If "Yes" please supply \_\_\_\_\_.
  
16. Please supply a copy of your wholesale ad from the yellow pages.
  
17. Please supply the Rep Firm name, sales rep and complete address of 5 independent Sales Reps who represent Premium line manufacturers and calls on your account, for verification. Note: 3 must be PWA members.

**WAREHOUSE DISTRIBUTORS ONLY: If membership is approved, you will be required to attend the first two Conference programs following your membership approval. In addition you must attend a minimum of one Conference every other year after that or membership will be revoked.**