



FALL 2023

# PROCLAIMER

PRE-SHOW BUYING GUIDE



**The Big 5!**

Don't miss your chance to win one of 5 amazing prizes!







# WALLACE

DISTRIBUTION CO.

A publication for dealers, vendors, and employees of Wallace Distribution Co.

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## **VICE PRESIDENT, SALES**

**Eddie Flynn**

## **VICE PRESIDENT, PURCHASING**

**Ed McKinney**

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This edition of the Wallace Proclaimer: Pre-Show Buying Guide is sponsored by these core vendors. Be sure to visit their booths during the "Together We Stand" dealer market.

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# TOGETHER WE STAND FALL 2023 DEALER MARKET

Fall into savings at our Fall 2023 Dealer Market. We are holding a place for you there! See you in Sevierville on September 26-28.

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**AT LEFT:** Langdon Reid & Wil Reid, known professionally as Wilson Fairchild, will headline the Wallace Distribution Dealer Market Kickoff Celebration on Tuesday at 3:00 p.m.



# It's Showtime in Tennessee!

To our dealer friends:

We're excited as we think about being together in less than a month at the Wallace "Together We Stand" show in Sevierville.

Here in the Volunteer State, we have a lot of pride in our Tennessee Volunteers football team, as you probably do with your school. As fall approaches, the announcements ring forth on the radio, "it's 'football time' in Tennessee!" and all the volunteer fans yell and get ready for another football season to begin.

At Wallace Distribution, we love those words and thinking, so as fall approaches, we like to borrow the phrase and say, "it's showtime in Tennessee!" as we get ready to meet together again.

In the next few pages, our staff will be introducing and addressing the many different facets of this upcoming show. Our planning revolves around one main topic: how can we make our show better for our customers? So, we'll still be giving away prizes each hour, and at the end of the show, drawing out of the baskets stuffed with Big 5 tickets and providing lots and lots of ice cream!

You currently have the opportunity to register for the show and again, doing that electronically. It's fast and easy to use.

The proceedings all start on Tuesday afternoon, September 26, 2023 with a Kick-off Party at 3:00 p.m. in the Ballroom. We will go over some show highlights and be treated to a performance by Wilson Fairchild. This music duo are the sons of the legendary Statler Brothers. Tailgate style food will be available on the show floor beginning at 4pm.

I so look forward to seeing you in Sevierville and once again welcoming you to the magic of the Wallace Show!

God bless,



Doyle M. Wallace,  
Wallace Distribution President





TOGETHER WE STAND

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# The Big 5 is Alive and Well!



**Eddie Flynn**  
Vice President, Sales

As you look through this edition of the “PROclaimer”, you will see some familiarity in some past issues with what Wallace has done in some past shows. You will see some things Wallace has taken out of a show but is bringing them back, and some new things that Wallace has not done at all.

One of the things we have done in the past few years is the Big 5! As you can see in the issue, there are some great prizes that will be won by someone, why not you? To be qualified to win, you will need to purchase enough to get a ticket and be at the show.

We will continue to have the Wednesday and Thursday Breakfast Buys. The food will be good, and the offerings will be good also. It will be a great way to start the day.

We will furnish meal money for you for Wednesday afternoon. Peggy Dean and I will be giving that money away at 4:00 pm on that afternoon.

A great lunch will be served on Wednesday that will include some good food that has been at the Wallace shows for years.

We will have a strong LBM presence on the show floor as always. It is a great time to speak to people who know that business with years of experience. Also, while you are there, you can ask them about Key-Link, Atlas Shingles, Owens Corning, KP siding, and other related vendors in this area.

We are bringing back the “Learn to Earn” seminars we had before Covid-19. We will have 4 great topics with 4 great vendors who will do great work in presenting their ideas. You will want to make sure you plan to attend each one of them. Some lucky people will be presented with a prize at the end of each session. There are more details about the vendors in this book.

We will have the Wallace Show Bus on the floor. It will be filled with some of our Breakfast Buy Displays. Make sure you take the time to go through and see the offerings.

Checking in will be a simple process as it was during the 2023 Spring Show. Our team will have a lot of things ready for you to get processed and on your way to the floor. In fact, if you take the time to pre-register, it will make the process even simpler.

From a personal perspective, at the end of the year, I am retiring from Wallace after a long journey of being employed by this great company. I would really like to see you at the show and shake your hand. Thank you for the opportunities and business you give us. God Bless You!





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# Same great show.....Exciting new layout!

Hello friends,

We sure are looking forward to presenting our fall show this September 26th through the 28th at the Sevierville Convention Center in Sevierville, TN. At this show, you will see a new floor layout of the booths. A great deal of thought was put into making the show floor easier to navigate and seeing all the vendors that you wish to visit. We are excited for you to come and experience the new layout, our electronic ordering platform, view our new "sales bus", and new vendors while taking advantage of all the many money-saving deals.

Many of you may already be aware that one of our finest team members will have officially retired at the end of August. Richard Snowden has been working with Wallace for over 61 years and has been instrumental in helping to lead Wallace into continued growth and success for many of the 101 years our company has been in business. Fortunately, he will be attending the show and you will be able to come to congratulate him and give him your well wishes as he begins a new chapter in his life. We certainly will miss him being here at Wallace and we wish him the very best.

Our theme for this show is "TOGETHER WE STAND." Our industry, even in tough economic times, always seems to manage to forge ahead. Our factories, distributors, and dealers depend on one another to supply our channel with goods and much-needed supplies to maintain and build homes, which is inarguably the most important investment in most people's lives. Our show is a great opportunity to learn, fellowship, and support one another so that we can continue to flourish in our segment of the market.

We are offering some really nice Big 5 prizes! One of you could end up going home with a new 2023 Ford Bronco Sport, or \$5,000.00 cash, or maybe a choice between \$5,000 credit towards a store reset or \$ 2,500.00 stock merchandise. The other two Big 5 prizes that some lucky dealer will win are a 5-piece Whirlpool Kitchen appliance ensemble or a Generac generator with a solar panel. And if that's not enough, we will have hourly drawings where you could win some nice cash just for being on the show floor.



Ed McKinney  
Vice President, Purchasing







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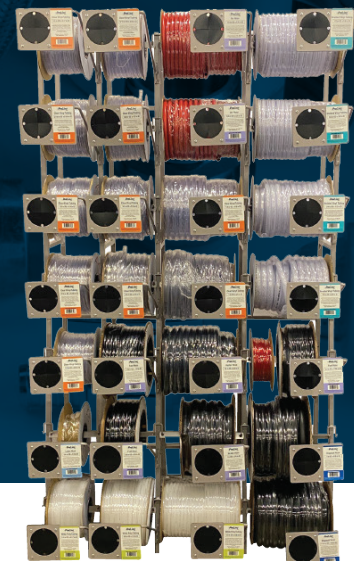
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START**

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START**

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# In the spotlight by Landree Brotherton

## ANNUAL SALESMAN AWARDS



Almeda Bell Award Pictured (L to R): Doyle M. Wallace, AC Webster, Tim Smiley, & Eddie Flynn



## 2023 Salesman of the Year

### AC Webster

#### ALMEDA BELL AWARD

Almeda Bell began her tenure at Wallace Hardware as a teenager. She eventually became Credit Manager. Almeda set the standard for receivables at Wallace Hardware. The Almeda Bell award is given to the salesman who best exhibits the ability to collect. The selection of this award is based on 3 criteria: annual volume, percent past due, and historical performance. Wallace is proud to carry on Almeda's high standards. We honor Mrs. Almeda Bell as the namesake of this award. There were 2 recipients of the 2023 Almeda Bell Award: Tim Smiley & AC Webster



Stanley Price Award Pictured (L to R): Eddie Flynn, Steve Price, Fioretta Price, Wyatt Zuspan, & Doyle M. Wallace

#### STANLEY PRICE AWARD

The Stanley Price Award is given to the salesman who has had the most merchandising jobs in the past two years. John Wallace knew that if Wallace was to grow, we had to have someone dependable to lead the merchandising team. Stanley Price became synonymous with Wallace Store Merchandising. The Stanley Price Memorial Award honors his 70+ years of service to Wallace. The 2023 Stanley Price Award was presented to Wyatt Zuspan.



D.M. Wallace Award Pictured (L to R): Doyle M. Wallace, Herman Hambrick, & Eddie Flynn

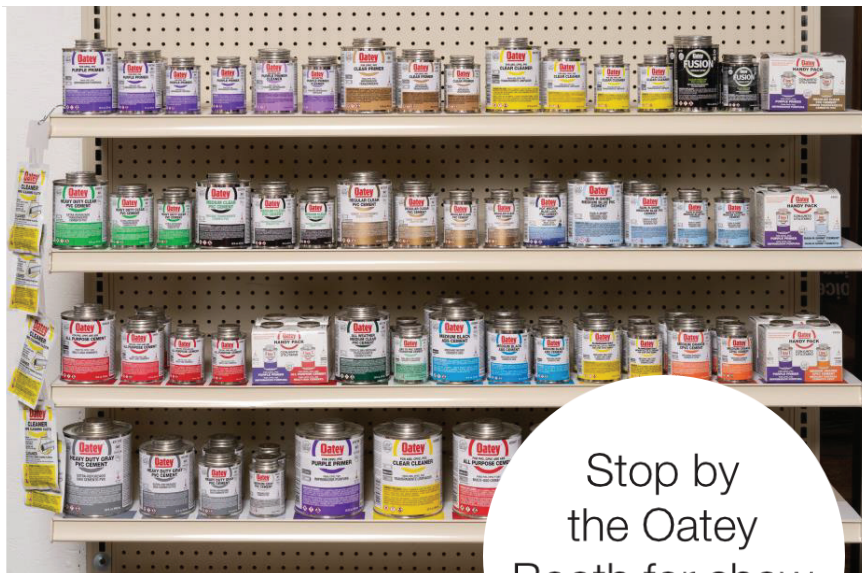
#### D.M. WALLACE AWARD

The D.M. Wallace award is named after the founder of Wallace Hardware. He served as president from 1932 until his death in 1955. The D.M. Wallace award is a sales recognition award as seen from the Salesman point of view. Mr. Wallace, by many, was felt to be the salesman's salesman. The 2023 D.M. Wallace award was presented to Herman Hambrick.





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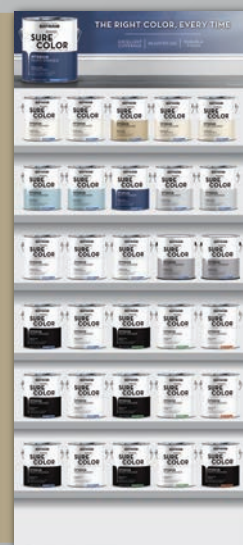


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| ✓ Basic Training Course in Selling Skills       | ✓ Basic Retail Accounting                               |
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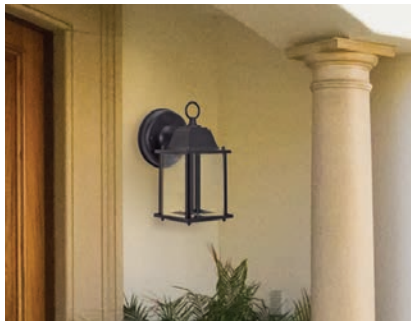
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## Wallace Distribution 2023 Employees of the Month by Shirley Graybeal

### MAY – TONEY ELKINS, SEVEN WHEELS

Toney has been with Wallace since May of 2021 and quickly made himself a valuable employee. He is a truck driver for Wallace's Seven Wheels Division. He drives for Seven Wheels which contracts with other companies to deliver loads for them such as International Paper, Old Dominion, etc. They deliver all over the Eastern United States and backhaul products for Wallace on their return trip. His supervisor says he is the "Best of the BEST" driver in every way. He is dependable, easy-going, and fun to be around. They say he likes to tell dumb jokes!

When not working at Wallace Tony loves to hunt, fish, camp, kayak, and do woodworking. He builds his own kayaks. He is married to Laura, and they attend First Baptist Church in Bean Station, Tennessee. Toney, thanks for your faithfulness, your attitude, and your willingness to go the extra mile for Wallace/Seven Wheels.



### JUNE – TONY SNYPES, WAREHOUSE

Tony is a veteran at Wallace Distribution. He began in the warehouse in 1993 and has since worked in every department in the warehouse and knows it like the back of his hand. Tony is a picker and enjoys it because he can work at his pace and doesn't need to depend on others. He is quiet and very serious about his job, family, and time outside of Wallace. He is a friendly person but likes his solitude.

When Doyle Wallace and Kenny Daniels asked Tony to join them in Doyle's office to award him the employee of the month, Doyle decided to joke with Tony. Doyle knew that Kenny had used Tony in various areas of the warehouse and that he excelled in them all. When Kenny and Tony sat down, Doyle expressed concern that Tony's job performance wasn't meeting minimum standards, thus Kenny had to keep moving him around in the warehouse, and (Doyle) wondered if his heart was really in his work. Tony leaned forward, his face red, and he told Doyle his heart was in his work. Unable to maintain the ruse any longer, Doyle shared with Tony that his work was excellent, and he had been chosen as the June Employee of the Month.

Tony's co-workers admire his dedication and think highly of him. His leaders know they can depend upon his responsibility to his work and to Wallace. Outside of Wallace, Tony mows yards as a time to be by himself and enjoy the outdoors.

He is married to Susan, and they have two daughters: Emily who is a nurse, and Taylor who is an upcoming sophomore. Thanks, Tony, for your contributions to Wallace Distribution.

### JULY – APRIL GOODSILL, WAREHOUSE

April has been with Wallace since July, 2021 beginning in repack order picking. She and her husband, Phillip Goodsill, also an employee at Wallace, are from Spruce Pine, New York. Her supervisor says she is one of the best pickers in the warehouse. She is fastidious in her picking accuracy and can even catch errors in the system before they happen. Both of them are quiet and reserved. She and Phillip love kayaking and are ardent dog and cat lovers.

Wallace is proud to honor April and appreciates all she adds to our warehouse in serving our customers with pride. Thanks for all you do.

### AUGUST – MIKE COTA, YARD CREW

Mike has been with Wallace since January of 2021 working on the yard crew. His supervisor praises his work as meticulous and steady. Mike has a son, Nick, who works in the Wallace receiving department. Mike is from New York but is a Green Bay Packer fan (we need to convert him to a Tennessee Volunteer?). He is married to Shelley and they have three sons. Thank you, Mike, for always making our grounds look well-groomed!







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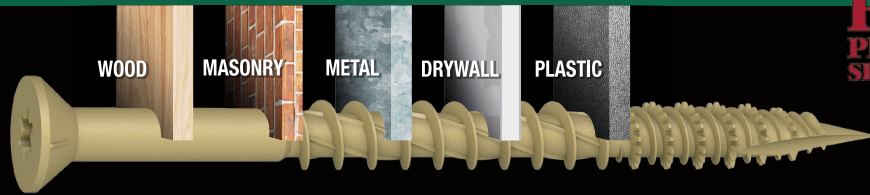


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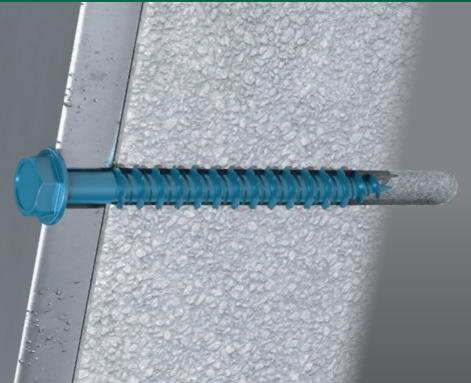
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ENGINEERED PERFORMANCE

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ANCHOR SCREWS**



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Our Unfinished Shaker kitchen cabinets can be finished\* to match any style or decor. These versatile all-wood cabinets feature standard overlay doors, 5-piece drawer fronts, and soft-close drawer glides & hinges.

*\*Ready for paint or stain after light sanding with fine grit sand paper.*

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COOKING FOR  
BREAKFAST  
LUNCH &  
DINNER

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**BIG 5**  
PRIZE  
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## 17" Griddle

WITH HOOD

#387239



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REAR GREASE

PORTABLE TABLETOP GRIDDLE  
FOR COOKING ANYTIME, ANYWHERE

EASY ASSEMBLY WITH SCREW-ON FEET

LARGE HEAT ZONE

1

COOKING AREA: 17 3/4" x 15 1/2"

## 22" Griddle

WITH HOOD

#387240



INDUSTRY LEADING  
REAR GREASE

PORTABLE TABLETOP GRIDDLE  
FOR COOKING ANYTIME, ANYWHERE

EASY ASSEMBLY WITH SCREW-ON FEET

INDEPENDENT HEAT ZONES

1

2

COOKING AREA: 22 1/4" x 16 1/4"

## 28" Griddle

WITH HOOD

#387232



SIDE SHELVES

INDUSTRY LEADING  
REAR GREASE

BOTTOM SHELF

2 PORTABILITY WHEELS

INDEPENDENT HEAT ZONES

1

2

COOKING AREA: 28" x 18"

## 36" Griddle

WITH HOOD

#387233



SIDE SHELVES

INDUSTRY LEADING  
REAR GREASE

MAGNETIC ACCESSORY STRIP

ACCESSORY HOOKS

PAPER TOWEL  
HOLDER

4 PORTABILITY WHEELS

BOTTOM SHELF

INDEPENDENT HEAT ZONES

1

2

3

4

COOKING AREA: 35" x 21"

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# SCHEDULE OF EVENTS



## TUESDAY, SEPTEMBER 26

### The "Together We Stand" Kick-Off Party

3:00 p.m.

Ballroom

Come join us as we celebrate and enjoy entertainment from the country music duo Wilson Fairchild – sons of the legendary Statler Brothers!

### The "Together We Stand" Dealer Market Opens

4:00 p.m. – 8:00 p.m.

Exhibit Hall

### Food in the Refreshment Area

4:00 p.m. – 7:00 p.m.

Exhibit Hall

## WEDNESDAY, SEPTEMBER 27

### Breakfast Buys

7:15 a.m. – 8:00 a.m.

Ballroom

Save hundreds on exclusive displays available only during this time. There will be a prize drawing.

### The "Together We Stand" Dealer Market

8:00 a.m. – 5:00 p.m.

Exhibit Hall

### Learn to Earn Seminars

10 a.m., 11 a.m., 2 p.m., 3 p.m.

Exhibit Hall Center Stage

### Dealer, Vendor and Employee Luncheon

11:30 a.m. – 1:30 p.m.

Ballroom

## THURSDAY, SEPTEMBER 28

### Breakfast Buys

7:15 a.m. – 8:00 a.m.

Ballroom

Save hundreds on exclusive items available only during this time. There will be a prize drawing.

### The "Together We Stand" Dealer Market

8:00 a.m. – 1:00 p.m.

Exhibit Hall

### Vendor Drawings

12:45 p.m.

Exhibit Hall Center Stage

### "Big 5" Drawings

1:10 p.m.

Exhibit Hall





See you soon!

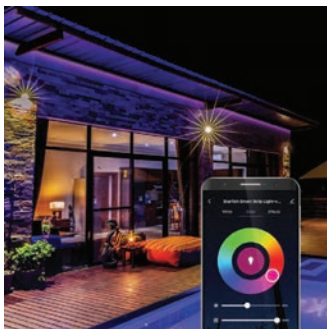


## "Learn to Earn" Seminar Schedule

**Wednesday,  
September 27, 2023**

### **10:00am Satco Smart Home LED Lighting**

Presenter: Taylor Bolton

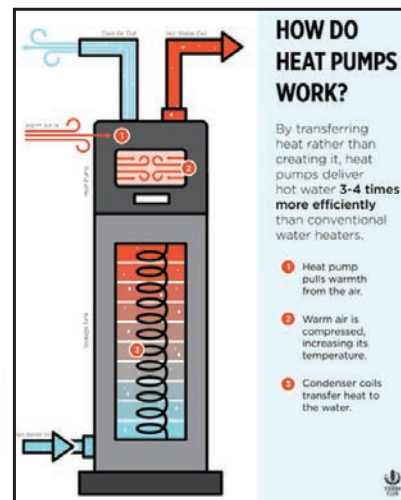


Satco's Smart Home technologies can work with most lightbulbs, including LEDs and traditional bulbs, so the homeowner can choose any type of light source or any fixture. Using your phone, you can control your home lighting from a hundred miles away!

### **11:00am Reliance/American Water Heater**

Presenter: Mark Sweatt

Heat pump water heaters use electricity to move heat from one place to another instead of generating heat directly. Therefore, they can be two to three times more energy efficient than conventional electric resistance water heaters. To move the heat, heat pumps work like a refrigerator in reverse.



### **2:00pm Climatic Home Products YOU CAN SELL APPLIANCES!**

Presenter: Kevin Grice

Climatic Home Products offer a selection of top-line home living essentials from the best brands around the world. From kitchen appliances and laundry appliances to water heaters and more, we're proud to provide customers with the opportunity to find the perfect products for their homes and equip dealers with premium models to stock their stores.



### **3:00pm Key-Link/Superior Fence & Railing YOU CAN SELL FENCING & RAILING!**

Presenter: Chase Magee and Cole Morgan

Bring style to any deck, porch or balcony. Key-Link and Superior railing and fencing retain their clean look with minimal maintenance, giving outdoor living areas a timeless style and modern vibe.

Find exactly what your customer is looking for with diverse product lines and options. Key-Link high quality railing is manufactured in America and backed with a lifetime product warranty.

Contractors love the easy way it installs, while homeowners rave about the way it looks.



**See you at the Wallace Learn-to-Earn Seminars!  
There will be a drawing at the end of each session.**





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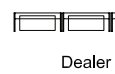
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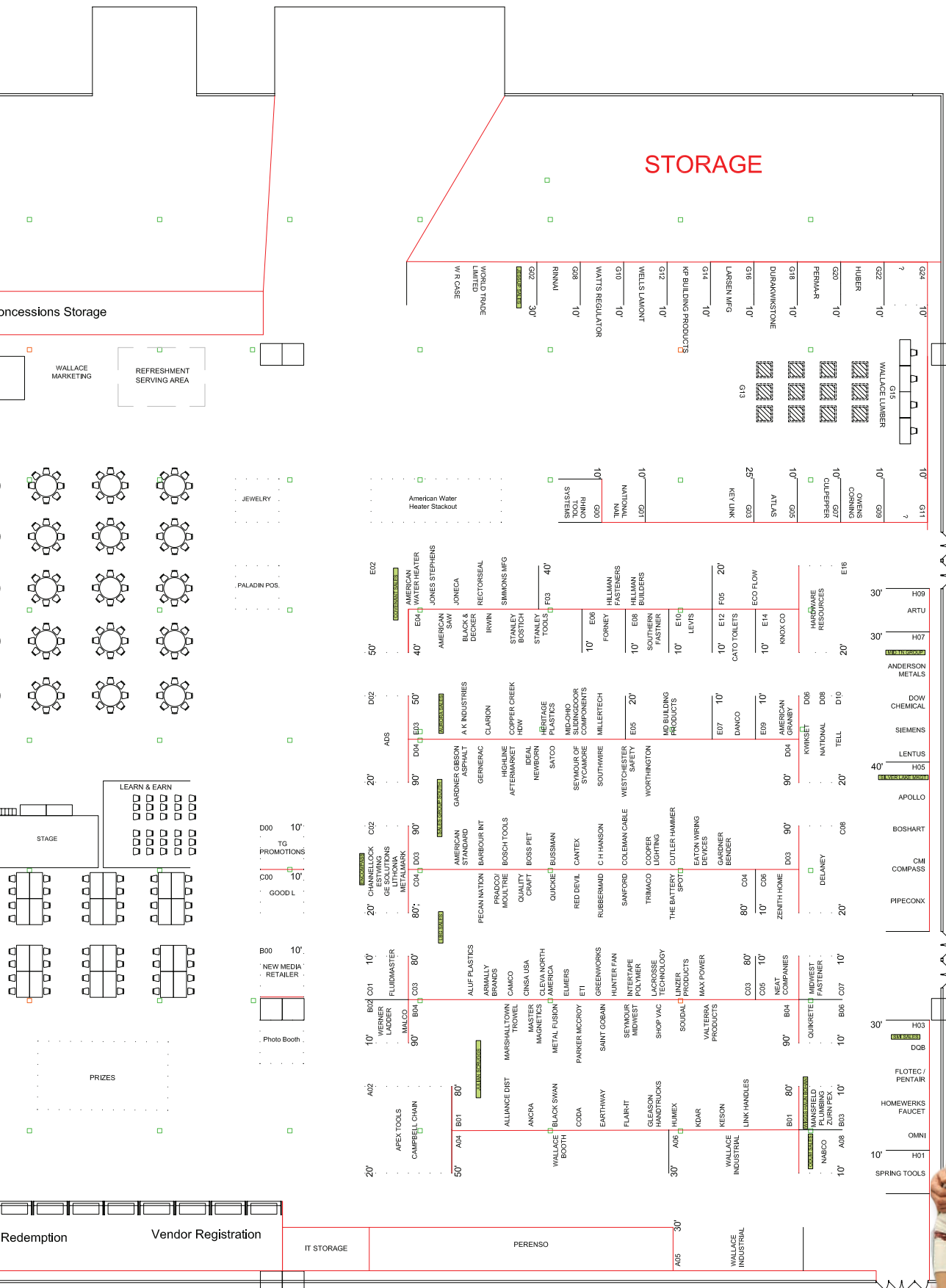
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# THE TOGETHER WE STAND DEALER MARKET

## Vendor Booth Listing Including Full Line Discounts

FLD = Full Line Discount • **DZB5** = (D) Directs • (Z) Easy Start • (B5) Big 5 Sponsor

### New Vendors in 2023

BOOTH #	VENDOR NAME	POOL #	FLD	DZB5	BOOTH #	VENDOR NAME	POOL #	FLD	DZB5
N02/O01	21st Century Product	452924F1	5%		M14	Behlen Country	496285F1		B5
A04	21 Ft. Black Pipe				M01	Bekaert	493524F1	5%	B5
E03	AK Industries	460463F1			A04	Bemis	465404F1		
Q07	A RICHARD				N07	Bengal Products	497019F1	5%	B5
D02	ADS	464190F1	5%	DB5	K01/K02	Beyond Paint	421164F1	15%	B5
C02	ABB/Industrial Connections/GE Solutions	432278F1			E04	Black & Decker/Dewalt	482975F1		
A04	AH Lighting	431673F1			A04	Black Gold Dog Food	490178F1		
C02	Acuity/Lithonia Lighting	434821F1			B01/B04	Black Swan	460454F1	8%	DZB5
J01/J02	Air King	465179F1			N02/O01	Blackstone/North Atlantic Imports	452846F1	5%	B5
C03	Aire Master				D03/D04	Bosch Tools	484857F1		DZ
I03	Ali Industries	422979F1	5%	DZB5	H05	Boshart Industries	460228F1	5%	
B01/B04	Alliance Distribution	420539F1		D	D03/D04	Boss Gloves/CAT/Protective Ind	497213F1		DZ
E12	Alpha Ceramica/Cato Toilets	460616F1	2%		D03/D04	Boss Pet	490784F1	10%	D
C03/C04	Aluf Plastics	450651F1	3%		N02/O01	Bowman Handles	490755F1	10%	D
A04	Amazing Products	466728F1	5%		K01/K02	Brasscraft	462418F1	5%	ZB5
E09	American Granby	465575F1	5%	D	I02	Brokering Solutions Cabinets	462972F1		DB5
E09	American Granby Square D	4699374F1			I02	Brokering Solutions Flooring	462588F1		DB5
Q09	American Metal Products/Hart & Cooley	476226F1			I02	Brokering Solutions Sinks	462974F1		DB5
E04	American Saw/Lenox	487136F1		Z	I02	Brokering Solutions Toilets	462977F1	5%	B5
D03/D04	American Standard	460598F1			I02	Brokering Solutions Tops	462977F1		DB5
E02	American Water Heater/Reliance			B5	I04	Builders Best			
O08	Amerimax Home Products/Omnimax				A04	Bullz-I	491094F1	5%	
K01/K02	Ames	495668F1		ZB5	D03/D04	Bussman	431196F1		
A04	Amtrol	463076F1		D	D03/D04	CAT/Boss Gloves/Protective Ind	497213F1		
D03	Anaheim	461720F1			L12	CB Enterprises	452653F1	5%	DZ
B01/B04	Ancra Cargo/S-Line	491090F1	5%	DB5	D03/D04	CH Hanson	485803F1	15%	
H07	Anderson Metals	461756F1	5%	DB5	N02/O01	Calico Brands/Scripto Lighter	450304F1	10%	
Q11	AOB Products	455299F1			C03/C04	Camco	461074F1	5%	ZB5
A02	Apex Tool Group/Crescent Tools	481828F1	5%	B5	A02	Campbell Chain	482861F1	5%	
H05	Apollo/Conbraco (The Mosack Group)	462090F1	5%		D03/D04	Cantex	431654F1	5%	D
C03/C04	Armaly Brands	455050F1			M02	Cash Acme/Sharkbite	464895F1	5%	ZB5
K01/K02	Arrow Fastener	421077F1		ZB5	E12	Cato Toilets/Alpha Ceramica	460616F1	2%	
A04	Arrowhead Brass	461075F1			N02/O01	Century Drill	482386F1	5%	DZB5
H07	Artu	481574F1	5%	DZ	Q13	CG Roxane/Crystal Geyser	422678F1		B5
E03	Atkore/Heritage Plastics	430486F1		B5	C02	Channellock	483308F1		Z
G05	Atlas Roofing	4010847F1		DB5	H01	Champion Packaging	421840F1		
M02	B & K Products	466164F1	5%	ZB5	A04	Chapin	491244F1		
M02	BK Faucets	466164AF1	5%	ZB5	N02/O01	Charlotte Pipe	463173F1	5%	B5
N05	Baccto/Michigan Peat			D	N02/O01	Charlotte Pipe Fittings	463174F1	5%	B5
D03/D04	Barbour Int/Bayou Classic				K01/K02	Cindoco Wood Products		5%	ZB5
N02/O01	Baron	489941F1	5%		C03/C04	Cinsa USA	450607F1		
C03/C04	The Battery Spot	451086F1	3%	D	E03	Clarion Bathware	461939F1		B5
I01	Baughman Tile			D	N02	Clean Control	450684F1	10%	
D03/D04	Bayou Classic/Barbour Int				C03/C04	Cleva North America	450606F1		D



BOOTH #	VENDOR NAME	POOL #	FLD	DZB5	BOOTH #	VENDOR NAME	POOL #	FLD	DZB5
J06	Climatic Home Products				L05	Erickson Mfg	492464F1	5%	Z
L02	CMC Steel	492513F1		B5	B01/B04	ESCO/Flair-It	461588F1		
H05	CMI Compass Mfg	463011F1	5%	Z	H01	Essendant Janitorial	453111F1		
N09	Coast of Maine	490737F1			C02	Estwing Mfg	486374F1		
B01/B04	Coda Resources/LDR Malleables				C03/C04	ETI Solid State Lighting	436256F1		
D03/D04	Coleman Cable Cords	432856F1	5%	Z	L03/L04	Ettore Products	451566F1	5%	
H05	Conbraco/Apollo (Mosack Group)		5%		A04	Everlock	465364F1		
N03	Control Solutions	490501F1	5%		N02/O01	Feit Electric	431071F1	5%	Z
D03/D04	Cooper Bussman	431196F1	5%	DZ	M03/M04	Firman Power Equipment	480612F1	5%	
E03	Copper Creek Hardware				Q09	Fiskars Inc	494452F1		ZB5
M03/M04	Cordova	4999922F1			Q15	Flag Factory/Dunn Mfg			
O16	Corona Clipper				B01/B04	Flair-It/ESCO	461588F1	5%	
N13	Cowart Mulch				H03	Flotec/Pentair/Omni	464137F1		
E02	CPVC Fittings	462495F1	5%		A04	Flow Easy	462012F1		
E02	CPVC Pipe	462495AF1	5%		C01	Fluidmaster	463470F1		
A02	Crescent Tools/Apex Tool Group	481828F1	5%	B5	A04	Fluorescent Tubes	432203F1		
Q13	Crystal Geyser/CG Roxane	422678F1		B5	E06	Forney			Z
G07	Culpeper Wood Preservers				M05	Freudenberg Filtration			
J01/J02	Custom Leathercraft	482026F1	5%		N02/O01	Frost King/Thermwell	462350F1		ZB5
D03/D04	Cutler-Hammer	432489F1	5%		C02	GE Solutions/Industrial Connections/ABB	432278F1	10%	
E07	Danco	467073F1		Z	G15	G.A.P. Roofing	4012969F1		D
J05	DAP	421354F1		ZB5	D03/D04	Gardner Bender	435871F1	5%	Z
N02/O01	Decko/Superior Pump	460749F1			D03/D04	Gardner Gibson Asphalt	424042F1	5%	
C08	Delaney Hardware			B5	D03/D04	Generac	482637F1	3%	B5
K01/K02	Delta Bathing	464194F1	5%		J04	General Paint/Majic Paints	422053F1	5%	ZB5
K01/K02	Delta Faucet	461370F1		DZB5	J01/J02	General Tools	480318F1	10%	
E04	Dewalt/Black & Decker	482975F1			J01/J02	Geocel Corp	424170F1		
K03	Diamond Vogel/Old Masters	422342F1		B5	M12	Ghost Controls	490516F1	5%	
L03/L04	Dize Company	425562F1	7%	ZB5	N02	Gilmour	491542F1		B5
A04	Dormont/Watts	463765F1			B01/B04	Gleason Hand Trucks	483670F1	5%	
H07	Dow Chemical/Dupont	423988F1	5%	ZB5	I04	Glidden/PPG	421103F1	10%	
H03	DQB Industries	452535F1	5%		N02/O01	Global Vision Eyewear	480664F1	10%	D
M06	Duke	491643F1	5%		C00	Good L	452004F1	5%	
L05	Dundas-Jafine	462390F1	5%		Q09	Gray Metal South	472957F1		
Q15	Dunn Mfg/Flag Factory				J01/J02	GREENLEAF	499490F1	5%	
H07	Dupont/Dow Chemical	423988F1	5%	ZB5	C03/C04	Greenworks/Sunrise	490753F1		D
G18	DuraKwik Stone				A04	Ground Rods	431314F1		
B01/B04	Earthway Products				Q07	GT Water	466916F1		
A08	Easy Flex	466745F1			N02/O01	HIS Paint	420795F1	10%	
N02/O01	Easy Heat	473737F1	5%		E16	Hardware Resources (Kasaware)	460519F1	10%	
D03/D04	Eaton Lighting	437278F1	5%		E16	Hardware Resources Conduit	460519F2		
D03/D04	Eaton Wiring	435607F1	3%	Z	Q09	Hart & Cooley/American Metal Products	476226F1		
F05	Eco Flo	4699916F1		DZB5	L03/L04	Hartline	423899F1	10%	
M03/M04	Ecosmart Green Energy				O02	Henkel/OSI	426320F1		
H05	Elkhart	465408F1			E03	Heritage Plastics/Atkore	430486F1	5%	B5
C03/C04	Elmer's	421155F1			E03	Heritage Conduit	4399377F1		
M10	EMSCO	490095F1	5%		E03	Heritage Pipe	463090F1		
M09	Encore Plastics	424409F1			D03/D04	Highline Aftermarket	490158F1		D



BOOTH #	VENDOR NAME	POOL #	FLD	DZB5	BOOTH #	VENDOR NAME	POOL #	FLD	DZB5
F03	Hillman Builders	466086F1	5%	B5	M05	Lucas Oil	490443F1	5%	
F03	Hillman Fastener	466087F1	5%	B5	E05	M D Building Products	460088F1	5%	ZB5
I04	Homax	421053F1	5%		G15	MFM Building Product	4011293F1		
H03	Homewerks Faucet	463006F1	5%	Z	E03	MAAX Doors	460727F1		
B01/B04	Hot Max/KDAR	482015F1		DZ	D03/D04	Magna/Worthington	483043F1		
B01	Howard Industries	436052F1			J04	Majic Paints/General Paint	422053F1	5%	ZB5
J01/J02	Hubbell Raco	434373F1	5%	DZ	B02	Malco	484622F1		
G22	HUBER Engineered Woods	4011094F1		ZB5	L12	Manakey/Jobsite	492978F1	5%	DZ
B01/B04	Humex North America (Humydry)	450787F1	15%		B03	Mansfield Plumbing	461848F1	5%	
C03/C04	Hunter Fan	454548F1		D	O02	Marshall Stamping	442949F1	5%	
Q09	Hy-C Company	471418F1			B01/B04	Marshalltown Trowel			Z
Q07	Hyde Tools	424300F1	10%	ZB5	L05	Master Gardner	490786F1	5%	
D03/D04	Ideal Clamp	463580F1	5%	D	B01/B04	Master Magnetics	481032F1	5%	
C02	Industrial Connections/ABB/GE Solutions	432278F1	10%		K01/K02	Masterchem Kilz	427314F1		B5
Q17	Interstate Battery	450843F1	5%		C03/C04	Maxpower	492318F1	3%	DZ
C03/C04	Intertape Polymer Group (IPG)	426461F1	3%	DZB5	N02/O01	Mayhew Steel Prod	482138F1	10%	D
H01	Intex Supply	420903F1			C06	Mayzon/Zenith Home Corp/Zenna Home	460657F1		
M10	Intruder	492762F1	5%	D	L01	Mazel	491780F1	10%	B5
E04	Irwin	481707F1	5%	Z	Q09	Meeco Mfg	472028F1		
H01	Jan-San Supply	455574F1			B01/B04	Metal Fusion	450751F1	3%	
M03/M04	Jetcoat	427385F1	10%	ZB5	C02	Metalmark Industrial			
L12	Jobsite/Manakey	492978F1	5%	DZ	J01/J02	Metaltech	420283F1		
J01/J02	Johnson Level	481510F1	5%		N05	Michigan Peat/Baccto			D
E02	Jones Stephens	462758F1	10%		E03	Mid-Ohio Sliding Door Components			
B01/B04	KDAR/Hot Max	482015F1		DZ	L03/L04	Midwest Can	4920283F1	5%	Z
B01/B04	Keson Industries	484120F1	5%		C07	Midwest Fastener			
G03	Key-Link Fencing/Superior Plastic	4018259F1		ZB5	E03	Millertech			D
A04	Keystone	432552F1			A08	Millrose	461199F1		
H01	Kimberly Clark	421054F1			J01/J02	Minwax		5%	
E14	Knox Company	464318F1	5%	B5	J01/J02	MJJ Brands	490776F1	5%	D
J01/J02	Kool Seal				A04	Morton Salt	461651F1		
G14	KP Building Products	4010401F1			C03/C04	Moultrie/Pradco			D
J01/J02	Krylon	424474F1	10%		J01/J02	Mountain Mikes Stops the Sting			
D06	Kwikset	441771F1	4%	ZB5	L03/L04	Mr. Heater	472255F1	3%	B5
B01/B04	LDR Malleables/Coda Resources				K04	Mulehead/TW Pelton	450910F1	10%	B5
C03/C04	Lacrosse Technology	4599919F1	5%	D	A08	Nabco	466323F1	5%	B5
I04	Lake Valley Seed				I01	Napco	423970F1		
G16	Larson Mfg	4014671F1		B5	D08	National Hardware	444152F1	4%	ZB5
O02	Lavelle	461786F1	5%		H01	National Presto	451941F1		
L05	Leather Brothers	492541F1	5%	DZ	G01	National Nail			B5
E04	Lenox/American Saw	487136F1			C05	Neat Companies			D
H07	Lentus	420715F1	10%		B00	New Media Retailer			
E10	Levi's Building Components	440450F1	3%		A04	NDS	461793F1		
K01/K02	Leviton	431799F1		ZB5	N15	Neogen	496006F1	5%	
B01/B04	Link Handles	492385F1	5%		D03/D04	Newborn	423946F1		
C03/C04	Linzer Products	422213F1	5%	DZB5	A04	Norma Clamps	462592F1		
I04	Liquid Nails	425630F1	5%	D	A04	Normandy	466260F1		
C02	Lithonia Lighting/Acuity	434821F1			N02/O01	North Atlantic Imports/Blackstone	452846F1	5%	



BOOTH #	VENDOR NAME	POOL #	FLD	DZB5	BOOTH #	VENDOR NAME	POOL #	FLD	DZB5
L03/L04	NSI	431694F1	5%	Z	E02	Reliance 40s	463488F1		B5
N17	Oakley Professional/T & N Inc				E02	Reliance 50s	463488F2		B5
A04	Oasis	466149F1			E02	Reliance Heaters	463488F3		B5
N02/O01	Oatey	461980F1	5%	ZB5	E02	Reliance Tanks	463489F1		DB5
N02/O01	Odoban	450684F1	10%		I04	Renee's Garden			
K03	Old Masters/Diamond Vogel	422342F1	3%	B5	I01	Resisto	440350F1		
H03	Omni/Pentair Water Filtration/Flotec	464137F1			G00	Rhino Tool Systems			
H03	Omni Filter	465461F1			G08	Rinnai	464797F1	5%	
O08	Omnimax/Amerimax Home Products				K01/K02	Roebic Labs	465755F1	5%	B5
A04	Onduline	460339F1			I01	Roth North America			D
O02	Orca Coolers/Pride Sports	490136F1			C03/C04	Rubbermaid	497113F1		
J01/J02	Oregon Cutting	497248F1	5%		I03	Rustoleum		5%	ZB5
O02	OSI/HENKEL	426320F1			B01/B04	S-Line/Ancra	491090F1	5%	
G09	Owens Corning	4016170F1		B5	D03	Safety Works	492611F1		
Q19	P F Harris				B01/B04	Saint Gobain	421170F1		D
B01/B04	Parker McCrory (PARMAK)	496798F1	3%	D	C03/C04	Sanford (SHARPIE)	480315F1		
E08	Paslode/Southern Fastening	485679F1			K05	Sashco Sealants	427065F1	3%	B5
C03/C04	Pecan Nation	450721F1		D	D03/D04	Satco	433094F1	5%	
H03	Pentair/Flotec/Omni	464137F1			M10	Scenic Road	499900F1	5%	
G20	Perma R Products	401740F1		D	N02/O01	Scripto Lighter/Calico Brands	450304F1		
M09	Petoskey Plastics	451129F1	2.5%		M05	Scrubblade	490743F1	10%	
D03/D04	Phifer	492023F1	3%		A04	Sengoku	474906F1		
H05	Pipeconx	466915F1	3%		M10	Service Tool			
L10	Plantmates	490341F1	5%		A04	Seven Ranges	461056F1		
N02/O01	Plaskolite	424395F1	10%		B01/B04	Seymour Midwest	492196F1	5%	ZB5
A04	Plastic Trends	461396F1			D03/D04	Seymour of Sycamore	424533F1	5%	
D03	Plews	484315F1	5%		M02	Sharkbite/Cash Acme	464895F1	5%	ZB5
N02/O01	Plumb Pak	463102F1	5%	DZB5	B01/B04	Shop Vac	450709F1		
G15	Ply Gem	4011373F1			H07	Siemens	431161F1	4%	B5
L03/L04	Police Security	450242F1	5%		I04	Sikkens			
I04	PPG/Glidden	421134F1	10%	D	E02	Simmons Mfg.	462593F1	5%	
C03/C04	Pradco/Moultrie			D	A04	Sloan Valve	462220F1		
M10	Precision Products	494095F1			J01/J02	SM Products/Spyder	482417F1		B5
O02	Pride Sports/Orca Coolers	490136F1			M05	Smokey Mountain Chews	490731F1		
K01/K02	Prime Wire & Cable	430024F1	5%	ZB5	Q05	Solar Group	451464F1	5%	
E03	Pro Roller				L05	Solo	493887F1	5%	Z
D03/D04	Protective Ind/Boss Gloves/CAT	497213F1			B01/B04	Soudal	422040F1	5%	DB5
K01/K02	Pulsar	491015F1	5%	B5	N11	Southern Ag	491509F1	10%	
J01/J02	Purdy	423338F1	10%		E08	Southern Fastening/Paslode	485679F1		
C03/C04	Quality Craft			D	M10	Southwestern Creations	496787F1	5%	
K01/K02	Quick Fitting	462539F1	15%	B5	D03/D04	Southwire	433375F2		B5
C03/C04	Quickie Rubbermaid	497113F1			O12	Spectra Gutter Systems			B5
B06	Quikrete			D	H01	Spring Tools			
J03	Ready Seal	4221121F1	5%	B5	J01/J02	Spyder/SM Products	482417F1	10%	B5
E02	Rectorseal	465877F1	5%		E04	Stanley Bostitch	481030F1		Z
C03/C04	Red Devil	421516F1	5%	DZ	E04	Stanley Tools	482274F1	5%	ZB5
A04	Red Jacket	462101F1			N02/O01	Stiebel Eltron	460577F1	10%	D
E02	Reliance/American Water Heater			DB5	O04	Stove Builders International (SBI)	470740F1		



BOOTH #	VENDOR NAME	POOL #	FLD	DZB5	BOOTH #	VENDOR NAME	POOL #	FLD	DZB5
B01	STZ Fittings	460803F1	5%		B02	Werner Ladder	422480F1		B5
O06	Suburban Propane				Q03	Whirlpool			B5
D03	Summit Brands	466910F1			J01/J02	White Lightning	421714F1	10%	
C03/C04	Sunrise/Greenworks	490753F1		D	M10	Wildlife Sciences			
G03	Superior Plastic/Key-Link Fencing	4018585F1		ZB5	L03/L04	Wilmar Corporation	482299F1	5%	
N02/O01	Superior Pump/Decko	460749F1	5%		N02/O01	Windco International	490146F1		
K01/K02	Swan Hose	492311F1		ZB5	B03	Woodford	460850F1	5%	
M05	Swanson Tool				M03/M04	Woodstream			
N17	T & N Inc/Oakley Professional				Q01	Wooster Brush	422909F1	5%	ZB5
M14	Tarter Farm & Ranch	491691F1	5%		I01	World Marketing	477255F1	4%	
D03	Teddico	432057F1			D03/D04	Worthington/Magna	483043F1		
D10	Tell Manufacturing				C06	Zenith Home Corp/Zenna Home/Mayzon	460657F1	5%	
D00	TG Promotions				H01	Zoom Cleaning Prod	451317F1		
C03/C04	The Battery Spot	451086F1	3%	D	B03	Zurn Pex	464183F1		
N02/O01	Thermwell/Frost King	462350F1	5%	ZB5					
J01/J02	Thompson's	424127F1	10%	Z					
O10	Thoroughbred Industrial			B5					
A04	Thrift Products	461666F1							
N02	Today's Design House	434949F1							
D03	Topaz Electric	437004F1							
N02/O01	TPI Corp	471231F1	5%	B5					
C03/C04	Trimaco	422169F1	5%						
M03/M04	Tuff Stuff	494765F1	5%						
K04	TW Pelton/Mulehead	450910F1	10%	B5					
M08	Tytan International	491902F1		Z					
A04	Union Corrugated	4699946F1							
L03/L04	United General Supply	491323F1							
O14	United States Stove	476681F1	2%						
M09	Universal Security Instruments	453979F1	5%						
G15	USG	4014757F1							
M14	USI	453979F1	5%						
M14	USI Shield	451600F1							
J01/J02	Valspar	426999F1	10%	B5					
B01/B04	Valterra Products	460190F1	5%						
M03/M04	Vaughan & Bushnell Mfg								
N02/O01	VP Racing Fuels	490394F1	8%	D					
G02	W.R. Case Cutlery	456106F1	5%	B5					
A04	Wallace Booth								
A05/A06	Wallace Industrial								
G15	Wallace Lumber			D					
G13	Wallace Lumber Pallets								
N02/O01	Warp Brothers	422456F1	5%	B5					
B03	Watco	462038F1							
G10	Watts Regulator	462462F1							
A04	Watts/Dormont	463765F1	5%						
K06	WD-40	453052F1							
M05	Weathertech	490742F1	3%						
G12	Wells Lamont								



BOOTH #D02



BOOTH #K01



BOOTH #B01



BOOTH #H07



BOOTH #K01



BOOTH #E03



BOOTH #G05



BOOTH #M14



# BIG 5 PRIZES

## SPONSORING VENDORS

Earn one ticket for every \$1000 purchased at sponsoring vendors. Dealer chooses which drawings to enter. Enter any or enter all! Dealer can only win one of the Big 5 drawings. The Big 5 will be drawn at the end of the show. Dealers do not have to be present to win.

dealer market info 

 **BEKAERT**

BOOTH #M01



BOOTH #N07



**BK  
PRODUCTS**

BOOTH #M02



BOOTH #B01



BOOTH #K01

**BLACKSTONE**

BOOTH #N02

**BrassCraft**

BOOTH #K01



BOOTH #I02



BOOTH #C03



BOOTH #G02



BOOTH #N02

**CHARLOTTE**  
PIPE AND FOUNDRY COMPANY

BOOTH #N02



BOOTH #K01



BOOTH #E03



BOOTH #L02



BOOTH #E03



BOOTH #A02



BOOTH #Q13



BOOTH #E07



BOOTH #J05



BOOTH #C08



BOOTH #K01



BOOTH #L03



BOOTH #H07



**Cutler-Hammer**

BOOTH #D03



BOOTH #D03



BOOTH #F05



BOOTH #N02



BOOTH #D03



BOOTH #N02





# 16 HOURLY DRAWINGS

At the mid-point of every hour, a name will be drawn and the winner gets to spin the wheel to win a prize!

Must be at least 18 or a store employee to register

Must re-register each day

Must be present to win



BOOTH #I04

**HILLMAN™**

BOOTH #F03



BOOTH #G22



BOOTH #Q07



BOOTH #C03



BOOTH #M03



BOOTH #G03



BOOTH #K01



BOOTH #E14

**Kwikset**

BOOTH #D06



BOOTH #G16



BOOTH #K01



BOOTH #C03



BOOTH #J04



BOOTH #L01



BOOTH #E05



BOOTH #J01



BOOTH #L03



BOOTH #K04



BOOTH #A08



BOOTH #D08



BOOTH #G01



BOOTH #N02



BOOTH #K03



BOOTH #G09



# BIG 5 PRIZES



## SPONSORS

**Plumb Pak**

BOOTH #N02

**PRIME**  
wire and cable, inc.

BOOTH #K01

**Pulsar**

BOOTH #K01

**QUICKFITTING**

BOOTH #K01

**READY  
RS  
SEAL**

BOOTH #J03

**Reliance**  
Water Heaters

BOOTH #E02

**RØEBIC**

BOOTH #K01

**RUST-OLEUM**

BOOTH #I03

**sashco**  
Products That Work

BOOTH #K05

**SEYMOUR  
MIDWEST**

BOOTH #B01

**SharkBite**

BOOTH #M02

**SIEMENS**

BOOTH #H07

**Soudal**

BOOTH #B01

**Southwire**

BOOTH #D03

**SPECTRA**  
GUTTER SYSTEMS

BOOTH #O12

**SPYDER**

BOOTH #J01

**StanleyBlack&Decker**

BOOTH #E04

**SWAN**  
The Watering Company™

BOOTH #K01

**THOROUGHbred**  
INDUSTRIAL CYLINDER EXCHANGE®  
an American Welding & Gas Company

BOOTH #O10

**tp**

BOOTH #N02

**valspar**

BOOTH #J01

**Warp's**

BOOTH #N02

**WERNER**

BOOTH #B02

**Whirlpool**

BOOTH #Q03

**THE WOOSTER**  
BRUSH COMPANY

BOOTH #Q01



# BIG 5 PRIZES

Earn one ticket for every \$1000 purchased at sponsoring vendors. Dealer chooses which drawings to enter. Enter any or enter all! Dealer can only win one of the Big 5 drawings. The Big 5 will be drawn at the end of the show. Dealers do not have to be present to win.

## GRAND PRIZE!



## 2023 Ford Bronco Sport



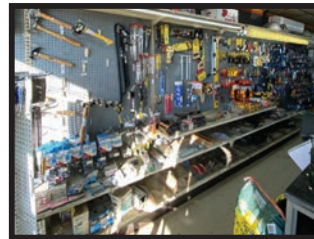
### SECOND PRIZE

\$5000 Cash

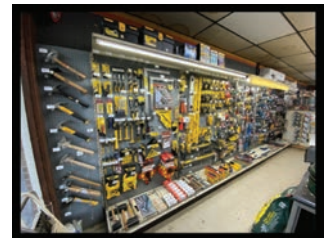


### FOURTH PRIZE

Whirlpool Kitchen Ensemble – Refrigerator, Dishwasher, Stove, & Microwave



Before



After

### THIRD PRIZE

\$2500 Credit for Stock Merchandise or \$5000 Store Reset Credit



### FIFTH PRIZE

Generac GB 1000 Powerstation & 100W Solar Panel





## WALLACE FALL SHOW SPECIAL

*Providing dealers with comprehensive, quality hardware solutions  
with superior service, accuracy and on-time delivery*

Place a \$5,000  
order & receive  
a FREE double-  
sided in-store  
display (coming late Sept.)



**Terms:** Available Only During Show

**Freight:** \$500 Prepaid Freight

To learn more, please visit:

[www.CopperCreekHardware.com](http://www.CopperCreekHardware.com) | [www.MontanaForge.com](http://www.MontanaForge.com)



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**#34415 - 1" x 10' RE-TRACTABLE RATCHET STRAP**

**#59500 - 2" x 20' RECOVERY STRAP**

**#01418 - 1" x 10' (4PK.) RATCHETING TIE-DOWN**

**#01300 - 1" x 15' SOFT GRIP RATCHET STRAP**

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WALLACE DISTRIBUTION CO.

ipg® intertape polymer group®

## DISPLAY READY MERCHANDISING SYSTEM!

**EASY START**

**ipg TAPE CENTER**

**8 Ft. Drop Ship Assortment**

- New Gravity Feed 2' Modular Displayers!
- Ships Loaded Retail Ready
- More turns at retail
- Best Selling Items!
- Net 60 Days!
- Prepaid Freight!
- 2', 4' and 8' Modular Displays Available

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**BIG 5 PRIZE SPONSOR**

**EASY START**

# LIFESTYLE

BY *Majic* PAINTS

FOR USE ON INTERIOR & EXTERIOR SURFACES

**SPECIAL INTRODUCTORY OFFER AVAILABLE AT THE MAJIC PAINTS BOOTH #J04**

**LIFESTYLE**  
BY *Majic* PAINTS

**SATIN**  
INTERIOR & EXTERIOR

**FIVE IN ONE** | WALLS  
CEILINGS  
HOUSE  
TRIM  
PRIMER

**MEADOW**  
8-1876-1

<b>WHITE SNOWFALL</b> 8-1870 SATIN 8-1880 FLAT	<b>TULIP</b> 8-1871 SATIN
<b>TWINE</b> 8-1872 SATIN	<b>SHORE</b> 8-1873 SATIN
<b>PEBBLE</b> 8-1874 SATIN	<b>PEAK</b> 8-1875 SATIN
<b>MEADOW</b> 8-1876 SATIN	<b>RIPPLE</b> 8-1877 SATIN

- Advanced formula designed to consolidate all of your painting needs into one product
- This high quality paint and primer can be used both indoors and outdoors and features a modern palette that draws its inspiration from calming earth-tones.
- Indoors: use on any wall or on doors and trim
- Outdoors: use on wood, aluminum, or masonry siding and on doors or trim



EXCELLENT COVERAGE



EASY STAIN REMOVAL



MILDEW RESISTANT



FAST & EASY CLEANUP



## Earn Wallace Show Bucks at the Wallace Distribution "Together We Stand" dealer market!

### HOW TO EARN THEM

- Every \$100 spent on pools earns \$1.
- Every \$100 spent on directs earns 50¢.
- All orders placed qualify. Minimum earnings to be paid in gift cards is \$10. Less than \$10 earning will not be paid.

### HOW TO REDEEM THEM

- Show bucks may be **REDEEMED** for a pre-paid Mastercard to use however you desire.
- Show bucks may be **BANKED** for future use by the retailer. When Show Bucks are banked, they are **DOUBLED**.

### HOW TO USE THEM

- Store resetting and merchandising.
- Store Identification upgrades - approved interior or exterior signage.
- Store apparel using PRO or Farm Mart logos.
- New or upgraded approved business automation systems.
- Use toward 2024 Advertising Contract.
- PRO and Farm Mart Achiever's Club trip expenses.
- Use toward NHPA membership.
- Show accommodation reservations and travel expense.

### WHERE TO RECEIVE THEM

See Matt Laux at the Dealer Redemption Center located on the show floor (on the right) as you exit the market.





## HDA ANNOUNCES NEWEST MERCHANDISE MANAGER



Denver (August 1, 2023) – Hardlines Distribution Alliance is pleased to announce the addition of Colleen Johnson as the newest Merchandise Manager. Responsible for the adhesives, paint and paint sundries, pet, housewares, hardware, and farm ag categories, her eagerness to work with all HDA members will help these categories thrive.

Early in her career, Colleen worked at a local hardware store in Minnesota and as a paint department manager at Home Depot. She also called upon farm and ranch, pet, and lawn and garden distributors who serve independent retailers. Most recently, she worked for HDA partner

vendor Standlee Premium Products and had the opportunity to attend an Executive Planning Conference during her time there.

With her abundant experience in the industry and knowledge of HDA members and events, we know she will bring expertise and excitement to the role. Please join us in welcoming Colleen to the team!

Alex Hernandez will remain at HDA and will bring his talents to an accounting systems & data analytics role. He will work with Colleen over the coming months to ensure a smooth transition for all HDA members and vendor partners.

## STOKELY EXPRESSES APPRECIATION

Jonathan-David Isaiah Stokely graduated from Cocke County High School (with honors) on May 23, 2020 and Walters State Community College (Magna Cum Laude) on December 9, 2022.

He is a member of Mulberry Gap United Methodist Church and serves in the following leadership roles: Sunday School Superintendent, Sunday School Teacher (adult class) and musician.



Jonathan-David would like to express his sincere gratitude to Wallace Distribution Company for employment while continuing his education at East Tennessee State University.

Jonathan-David is the son of Anthony and Marcie Stokely.



# Charlotte Pipe. The brand customers ask for by name.

**BIG 5**  
PRIZE  
SPONSOR



**CHARLOTTE**  
PIPE AND FOUNDRY COMPANY

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[charlottepipe.com](http://charlottepipe.com)



## DEALER HIGHLIGHT:

# BURLESON PLUMBING & HEATING

## BURLESON PLUMBING & HEATING CELEBRATES 75 YEARS IN BUSINESS

by Eric McKinney

Along the scenic route from East Tennessee to Western North Carolina, winding mountain roads reveal sweeping views of hazy blue peaks where Tennessee's Great Smoky Mountains meet North Carolina's Blue Ridge Mountains. Each year, during a few weeks in mid-June, bright purple patches pop up along the roadside as the Catawba Rhododendrons begin to bloom. A major attraction along this scenic route is the world's largest rhododendron gardens on Roan Mountain, where the beautiful flowers can be found bursting with shades of purple from lilac to lavender.

The area is home to the annual Rhododendron Festival, a tradition that began back in June 1947 as a two-day celebration to memorialize what the locals called "the most gorgeous display of natural beauty on the North American continent."

In the year following that first festival, a short distance away in Spruce Pine, North Carolina, two brothers were working for a local plumbing company and talking about starting their own business.



The 2023 Catawba Rhododendron  
blooms on Roan Mountain

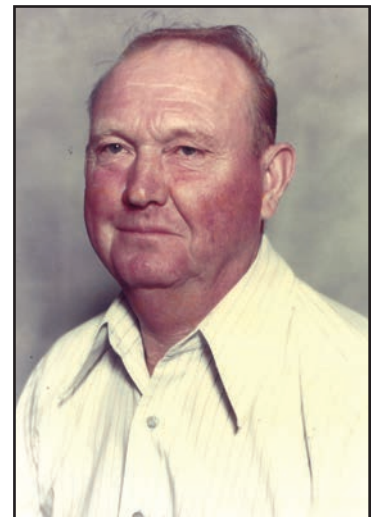


Lloyd Burleson

Ready to chase his dream, 22-year-old Lloyd Burleson turned in his notice at Lindsey Gouge Plumbing and made the decision to open Burleson Plumbing & Heating. His brother, Howard Burleson soon joined him at the new business.

"I imagine that they struggled in the early years of this business, as they had to buy trucks and tools with money that probably wasn't plentiful at the time," says Kenny Burleson, sharing the story of his father, Howard and his uncle, Lloyd building their business. "They did plumbing and heating only. At that time, A/C was not a common thing. Both plumbing and heating were in demand from homeowners, because they didn't have the modern convenience of indoor plumbing and central heating systems. There was a big push from homeowners to make those conveniences possible for their homes."

In the early 1950s, the Burleson's family business received a visit from the salesman of a hardware distribution company based out of Morristown, Tennessee. That salesman's name was John D. Wallace from Wallace Hardware, and he quickly built a strong working



Howard Burleson



relationship with the Burleson family.

"Mr. John D. Wallace was traveling to our business and selling cast iron bathtubs, cast iron pipe, fittings, and many other items," says Kenny. "That would mean that we have used Wallace Distribution as a supplier for over 70 years."

As the Burleson's business grew, their service area expanded and they began to offer more services that included electrical work and building houses.

"Burleson would dig the foundation of the home, lay block and brick, pour the concrete basement or carport, and continue to roof the house, sheetrock the walls, build kitchen cabinets, and basically complete the home to the point that the customer could just move into it," says Kenny. "They also did septic tanks and water systems, but they did not dig wells. However, at that time in this area, most homes were served by springs that either flowed by gravity to the homes or they would install a pump system, and Burleson installed many of those."

Today, there are several homes in the tri-county area that were built by Burleson during that era of their business.

Eventually, Lloyd and Howard realized that building complete homes wasn't the best choice for their business. They centered the company's services around plumbing, HVAC and electrical.

In the early 1970s, a cash flow problem was caused by an employee's dishonesty, and the situation was serious enough that the Burleson family worried for the future of the company. "It was at that time that my father and my uncle asked if I would consider coming into the company to do the bookkeeping job," says Kenny. "It was two months before my high school graduation. I rearranged my class schedule for those last two months and began full-time employment in March of 1974."

With the company's finances struggling, the Burleson's were in need of a miracle, and according to Kenny, that's exactly what they got.

"I am sure God sent a flood to save the company," says Kenny. "A pipe manufacturer in Asheville operated on the banks of the French Broad River, and the flood waters immersed the entire stock yard under mud and water. My uncle Lloyd heard about the misfortune and was able to negotiate a deal to buy the entire stock at a severely discounted price. The catch was they gave him two weeks to clear the lot before bulldozers would come in and clear the lot to begin manufacturing pipe again. We were able to salvage many truckloads of mud-covered pipe to Spruce Pine, and then the clean-up and selling process began. It was to be the turning point that our family's company needed to survive the trying time."

While the company's founders have passed on from this world, Burleson Plumbing & Heating remains a family business, now under the leadership of the next generations — Howard's son, Kenny, and grandson, Adam.

The third generation to join the family business, Adam Burleson took a full-time position with the company in 2009, after his graduation from Appalachian State University. "With a business degree and an interest in modernizing our approach, I focused on bringing the business into the digital age," says Adam. "I initiated the creation of our website, established a strong social media presence, and worked on refining our branding."

Over the years, Burleson Plumbing & Heating has maintained a strong working relationship with Wallace Distribution. "Their dedication to understanding our needs and delivering solutions that align with not only our business goals, but also our values, has been instrumental in building a successful working relationship," says Adam.

One of the most familiar faces of that working relationship has been Fred Fuller, Wallace Distribution's salesman who pays Burleson a visit on a regular basis. "Fred's responsiveness and commitment to our satisfaction has played a crucial role in maintaining our business partnership," says Adam.

Fred Fuller realized early on in his visits with Burleson that the two companies were a perfect fit for each other. "Burleson and Wallace share very similar business practices, ideas and beliefs," says Fred. "I'm very thankful that the Burleson's have allowed me to be not only part of their business but more importantly part of their family."



Kenny, Anita & Adam Burleson at  
Burleson Plumbing & Heating in

June 2023





Anita, Kenny & Adam Burleson with their salesman, Fred Fuller, at a Wallace Dealer Market

The Burleson's have made several trips over the mountains to attend Wallace Distribution's biannual dealer markets. "The Wallace shows have helped introduce us to manufacturers' reps that have helped us with product knowledge, availability, and pricing," says Kenny.

Steve Price and Wallace Distribution's merchandising team have also visited Burleson to do a reset of their warehouse. "Wallace has helped with designing and resetting two areas of our building that helped us display our inventory better and made for better use of our space," says Kenny.

This year, when the second week of June arrived, the Catawba Rhododendron blooms began to open just as they do every year. The local townspeople prepared for the annual

festival to celebrate those delightful purple blossoms.

However, this year, in the town of Spruce Pine, the second week of June was extra special. In addition to the rhododendrons blooming, another celebration was underway.

On June 8, 2023, Burleson Plumbing & Heating honored the company's 75th Anniversary with a Customer Appreciation Day. Over two-hundred and fifty people showed up to commemorate this milestone for the company. Among the guests were customers, friends, and past employees from over the years. Fred Fuller and Eddie Flynn from Wallace Distribution were among those who gathered to celebrate Burleson's success.

"Celebrating our seventy-fifth year in business was a momentous occasion for us," says Adam. "It filled us with pride and gratitude for the trust and support our vendors, customers and employees have shown throughout the years. The event garnered an overwhelming response, and the high attendance reflected the strong bond we have with our community."

"Sales representatives and customers from over the years came, and it was a wonderful day of reminiscing with them," says Kenny, about the company's milestone celebration. "I described it as being almost like a family reunion. Frankly, that's what it was, a business family reunion."

The Burleson's family business has evolved over the years, implementing changes and overcoming challenges with the goal of constantly bettering the company and its employees.

Those same principles and values that once helped two hard-working and honest brothers build a business together in 1948 are still a guiding force for the Burleson family members who lead the company today.

Plumbing and heating remain the backbone of the Burleson's family business, serving Mitchell, Avery and Yancey counties in North Carolina.

Burleson Plumbing & Heating also has a full scale kitchen and bathroom showroom, with cabinets and counter tops, all types of plumbing fixtures, tubs, whirlpools and faucets. They have backhoe services to install water lines, septic tanks and all types of digging projects. In addition, they also carry all types of pipe and fittings, metal and plastic road culvert, cement tiles, plastic reservoirs, and plastic septic tanks.

"Burleson Plumbing & Heating has been blessed so much over the years," says Kenny. "We try to pass the blessing forward to others as well." The company's effort to pass on their blessing has taken on many forms which include providing help to churches, youth programs, the widowed and elderly, the special needs community, and a local ministry that helps with recovery from addiction.

In closing, Kenny adds, "I thank God for the kind of business partner Wallace has been to us for all these years."



Adam & Kenny Burleson with Wallace VP of Operations John Wallace





# Designed for your Lifestyle

Eaton's Wi-Fi smart home devices are designed to fit your lifestyle. Whether you want to add convenience, enhance security, or increase energy savings, Eaton helps make your home simply smart. Our Eaton Brightlayer Home App offers a convenient way to easily program and control your home's lights, appliances and ceiling fans, with the flexibility of individual room control to controlling the entire home.

Keeping homes  
smarter, safer  
and more  
energy efficient



## Wi-Fi Smart Dimmers & Accessory Dimmer

**Set the Mood.** Dim your lights or turn light ON/OFF for a romantic dinner or movie night, or simply to save energy.

Dimmer: EWFD30 **WA# 199196**

Accessory Dimmer: EWACD **WA# 199195**



## Wi-Fi Smart Switch

**Designed for Convenience.** Turn lights ON/OFF conveniently through our Brightlayer Home mobile app to fit your daily routine from anywhere in the world.

Switch: EWFSW15  
**Wallace# 199197**



## Wi-Fi Smart Duplex Receptacle

**Schedule for Success.** Plug-in your coffeemaker to turn on before you get up or turn on your slow cooker at a convenient time from anywhere.

Receptacle: EWFTRCR15  
**Wallace# 199198**

## Wi-Fi smart devices

Eaton's broad selection of Wi-Fi smart devices offer reliability with unbeatable ease of setup. Every device sets up quickly and easily with the free Eaton Brightlayer Home App—no hubs or controllers are necessary. You can even add voice control integration using Google Home or Amazon Alexa.



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## Mini Roller Display Promotion

The most popular material, nap, and pack sizes in a convenient and compact display.

**50% OFF SHOW SPECIAL**

Reg. Cost: \$177.18  
**Show Special: \$88.59**

## Dump Bin Specials

Buy any of our Hyde roller cover dump bins and receive a additional dump bin of equal or lesser value **FREE!**

ITEM	DESCRIPTION	QTY.	W/N	W/N EXT.	SUGG. RETAIL
47950	9" E-Volution, 3/8" Nap (40 ea. 47303 - 3-Packs @\$5.45)	1	\$218.00	\$218.00	\$13.00
47308	9" E-Volution, 1/2" Nap (40 ea. 47301 - 3-Packs @\$6.02)	1	\$240.80	\$240.80	\$14.34
47334	9" Woven Lint Free, 3/8" Nap (40 ea. 47329 - 3-Packs @\$3.73)	1	\$149.20	\$149.20	\$8.89
47940	9" Lamb Pro, 3/8" Nap (40 ea. 47362 - 3-Packs @\$3.48)	1	\$139.20	\$139.20	\$8.29



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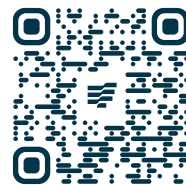
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- Recently moved, tenant turnover
- Your child has lost their key, again
- You have a different key for each door

Wallace Number	Kwikset Mfg-Pro	Function	Description
526741	92001-622	Passage	200P 514 CP
526742	93002-936	Privacy	300P 514 CP
526743	94002-978	Entry	400P 514 SMT CP K6
526744	96900-449	Combo Pack	690P 514 SMT CP K6



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\*Numerator TruView, Unit Share Report, 2023

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Includes 100 pcs —R205-9  
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**TOTAL SAVINGS OF 31.2%**



### **SR697** **Pro/Doo-Z® FTP® 3/8" Nap** **Roller Cover Side Stack**

Includes 100 pcs — RR666-9  
(Wallace # 950850)

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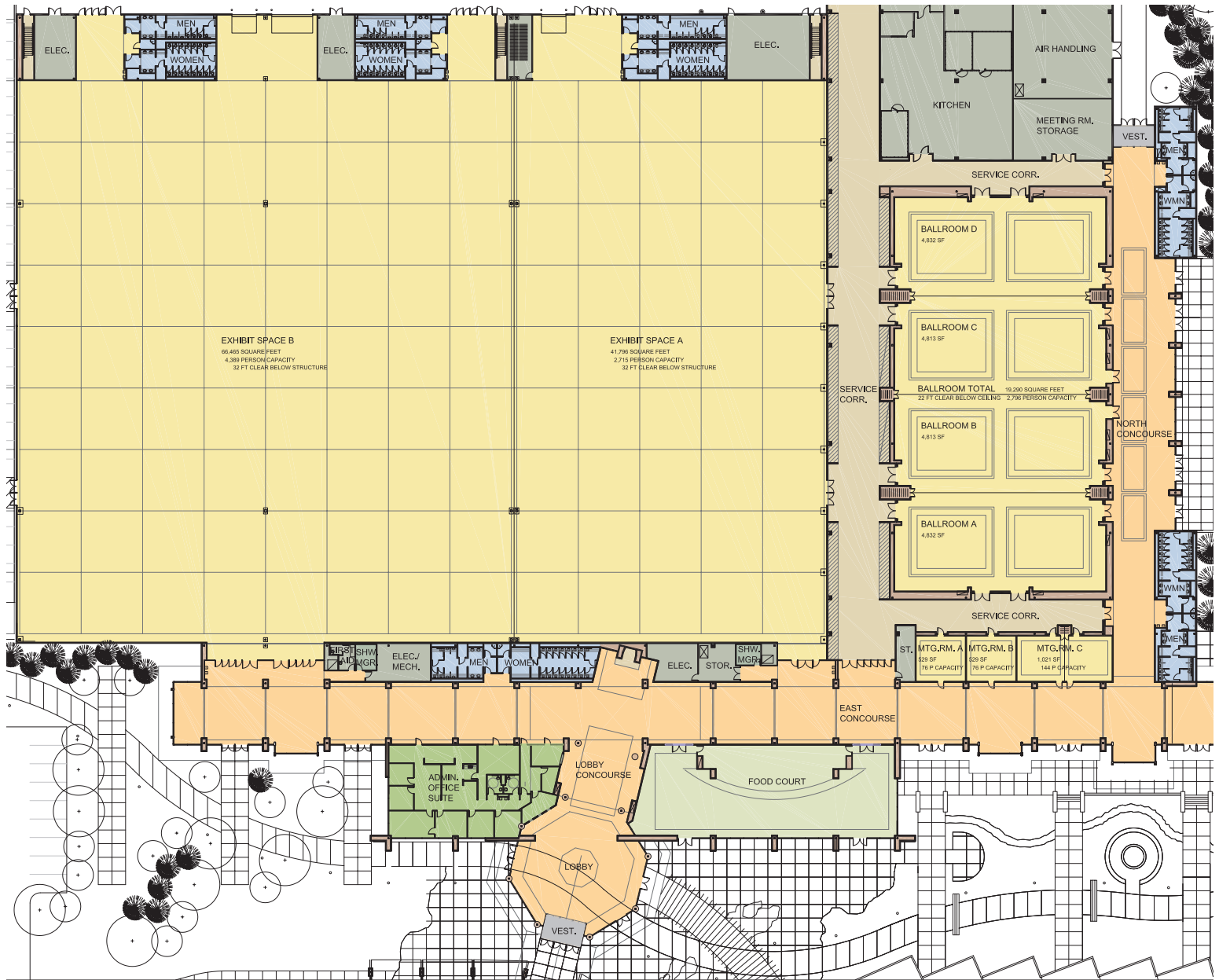
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## DIRECTIONS TO SEVIERVILLE CONVENTION CENTER

- „ From I-40, take exit 407 toward Winfield Dunn Pkwy.
- „ Keep right at the fork and merge onto Winfield Dunn Pkwy.
- „ Turn right onto Gists Creek Rd.
- „ Continue through traffic light.
- „ Turn right into parking lot for Sevierville Convention Center

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