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AIM/R Golden Eagle Award 2008

With its prestigious Golden Eagle Award, AIM/R honors an individual – and by extension a company – that represent the achievements possible when plumbing manufacturers apply the proven strategy of using independent professional sales reps.

"For 2008 that recognition goes to Kendrick Reaves and Cash Acme, who forged a back-from-the-dead success story that would not have been conceivable without making independent reps integral to the company's strategy," according to Bryan Shirley, Executive Director of AIM/R.

AIM/R – the Association of Independent Manufacturers/Representatives, Inc. – is the trade group for independent sales reps engaged in the plumbing, heating, cooling, piping and related industries. AIM/R polls its members to select the Golden Eagle recipient, and the 2008 award was presented to Reaves, Cash Acme's Director of Sales and Marketing, at the ASA annual luncheon during their Network 08 conference in Atlanta.

Shirley added, "We are pleased that the Golden Eagle continues to be one of the most influential awards in the plumbing industry. It gives us an opportunity to honor an individual from a manufacturing firm that exemplifies our organization's view of the perfect principal." According to Shirley, such manufacturers:

- go to market exclusively through manufacturers' representatives.
- work closely with their manufacturers' representatives to bring their products to market, and to assure customer satisfaction.
- have a positive influence on the plumbing industry by providing quality products and quality assurance.

According to AIM/R officials, Reaves' belief in professional manufacturers' reps has made the difference for Cash Acme – and made a huge impact on the entire plumbing sales and distribution channel. "A series of ill-fated ownership changes had basically left Cash Acme for dead", noted AIM/R's Sig Schmalhofer. "When Reliance Worldwide acquired Cash Acme, Reaves joined the management team and made independent reps a centerpiece of the company's comeback plans."

Today, Cash Acme has regained its luster as one of the truly venerable names in the business. The company's focus on innovation and product line expansion – including the industry-redefining SharkBite® Connection System – has been fueled by its commitment to independent reps. Under Reaves' guidance, independent reps have been given the training, resources and – most important – full team member status.

"We simply could not have done this without the reps", Reaves said. "Their professionalism and

broad industry knowledge allowed us to re-introduce the Cash Acme brand in a way and with a speed that would not have been possible otherwise. I have believed in the concept of independent reps for many years, and from the get-go we knew they would be key to Cash Acme's rejuvenation."

Prior to joining Cash Acme, Reaves worked with Kohler Company, where he learned the value of the manufacturers' rep relationship working with his Sterling Plumbing Group counterparts. The rep is the one constant in the territory and provides the stability and resources necessary to build business. For more information about AIM/R including their annual conference, please check out their website at www.aimr.net.

Founded in 1912 as the A.W. Cash Manufacturing Company, Cash Acme is based in Cullman, Alabama, and serves as the North American headquarters for Australia-based Reliance Worldwide. A world leader in water control products and thermostatic technology, the global company has more than 2,000 employees with 3.5 million square feet of manufacturing space.