



## **WHY YOUR SUPPORT OF FSMA IS SO IMPORTANT**

- We are the **ONLY** national group with any kind of expertise on agency issues. Agencies, supplier, and vendors call us regularly for advice and counsel on many issues. There is no one else they can call to discuss agency-specific issues. We are the only resource expert on foodservice agencies.
- We confidentially counsel many manufacturers when they have questions about current best practices on agency compensation, contracts, terminations, deduction policies, BAC's, etc. Through FSMA, they hear how to best establish a solid agency relationship.
- FSMA is the **ONLY** group that can help on foodservice agency specific legal issues. This service is widely used by both our agency and manufacturer members, and has delivered distinct benefits to both.
- We are the **ONLY** group offering industry standard recommendations on contracts, compensation, reconciliations, etc. Many manufacturers have incorporated or been guided by our recommendations.
- We are the **ONLY** group that provides agency-specific research and industry data on foodservice agencies.
- We are the **ONLY** group speaking out publicly and privately against the use of in-house brokers including giving manufacturers legal and strategic tools to help them resist distributor attempts to switch them to in-house. We have diminished or stopped several in-house attempts through our efforts.
- FSMA is the **ONLY** group working with industry consultants to make sure their messages are fair and balanced. Consultants have enormous influence, and through their efforts they are made aware of your needs and concerns as they advise their clients.
- FSMA is the **ONLY** group trying to convince customers and suppliers to embrace industry standards when developing new technology. Our advocacy here saves all of our members a tremendous amount of money by reducing the amount of proprietary systems.

- Our annual Top2Top Conference is the ONLY conference focused on agencies nationally. By holding the very successful event, we not only provide great educational and networking opportunities, but we raise the visibility of the agency community to its highest levels. The fact that we have attracted the highest levels of customers to keynote validates the standing this conference has gained in the industry.
- We facilitate many manufacturer Broker Advisory Councils. This is one of many examples of how FSMA, the principal, and its agencies can work together to improve things like promotions, new product ideation, etc.
- We have established high level dialogue with large distributor customers which allows us to represent your agency specific interests to them. We continually try to educate them on the fact that agency resources are not unlimited. There is no other group speaking for you to major customer groups.
- We provide best practice guidelines which are accessed by many member agencies and manufacturers when they need advice. We get many requests for these monthly, so we know they are having an impact in positively changing contracts and other issues.

In summary, we believe there is no better investment you can make towards the betterment of your company and our industry. I sincerely hope you will stand with us as we make FSMA the best it can be.