Dear,

Thank you for your interest in SWR Institute! This is a nuts-and-bolts kind of group that attracts contractors who focus on providing quality service and integrity to their customers. SWR Institute is a contractor organization, which means we put delivering value to contractors as a priority in everything we do. 60% of our membership is comprised of contractors, 11 of the 15 board seats are filled with contractors and only contractors can serve as the Institute’s board officers.

The Institute also has manufacturer and associate members (design professionals and consultants) that bring a lot of value to the group, but because we are a contractor organization, it’s our goal to keep those membership categories limited to 20% each so that at least 60% of our membership is always comprised of contractors.

SWR Institute holds two meetings a year with a strong focus on fellowship and practical educational sessions. Most of our presentations are given by members who highlight one of their projects. And, what makes these presentations so interesting and insightful is that the presenters not only talk about what went right on the project, but also what went wrong, which offers a tremendous amount of learning opportunities for everyone in the room. In addition to the presentations given by members, we typically add one or two business topics that are oftentimes presented by someone outside our membership to round out the program.

And, SWR Institute meetings are unique in a lot of other ways as well including the types of destinations we choose and the social events we offer. With our strong emphasis on fellowship, we assign first time attendees with an ambassador and we host of first timers’ orientation and reception so that people new to the group feel welcomed and have someone to introduce them to other members at the opening reception and during the meeting.

Our next meeting is Feb. 16-19 at the Diplomat Beach Resort in Hollywood, Florida. The best way to learn more about our organization is to attend one of our meetings so we hope to see you there. To see a full program schedule and to register for this meeting, click here!

I also wanted to mention that SWR Institute publishes a quarterly trade journal called Applicator that members receive complementary. Applicator is the source for industry news and is available in both print and digital. View the latest digital issue of Applicator by clicking here.

Also check out some of the other training resources available through the Institute. All these materials have been developed by our volunteers:

- Technical Bulletins
- Toolbox Talks
- Manuals

And lastly, I wanted to mention our Product and Training Validation Programs. The Product Validation Program is designed to validate performance data being reported on the manufacturer’s datasheets. The program is voluntary and laboratory tests are conducted by approved independent laboratories. This program offers assurance to end users that they can trust the product performance being reported on these manufacturers’ datasheets. Click here for a current list of validated products.
The Training Validation Program was developed to recognize companies that offer training programs that meet or exceed the set of standards developed by the Institute. Click here to view the list of current validated training programs. This program offers contractors the opportunity to let their customers know that they offer exceptional training programs to their field staff and they can find comfort in knowing your company takes training and the quality of your work seriously.

In closing, please feel free to contact SWR Institute Headquarters at 816.472.7974 if you have any questions. I encourage you to complete the membership application. Once we receive your application, it will be presented to the SWR Institute Board of Directors for approval.

Sincerely,