

Dear

Thank you for your interest in SWR Institute. I would strongly encourage you to get involved with 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. Our manufacturer members benefit from having intimate access to our contractor members because only our manufacturer members are given the opportunity to attend, exhibit or sponsor our meetings or advertise in our publications. In addition, our meetings offer plenty of networking opportunities that allow for a great deal of open discussion.

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.

Check out we we have in store for our [Winter Technical Meeting](#) & our [Fall Technical Meeting](#)!

Plus, check out all our [future upcoming technical meetings](#)!

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. As a member, you will be given the opportunity to provide articles and position yourself as an industry thought leader. View the latest digital issue of *Applicator* by clicking [here](#). Please note that the only manufacturers that are SWR Institute members are allowed to advertise in *Applicator*.

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.

Still have questions?!?! [CLICK HERE](#) for **EVERYTHING YOU NEED TO KNOW ABOUT SWR INSTITUTE!**

In closing, please feel free to contact SWR Institute Headquarters 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,