

# Speaker Introduction of Winsupply's Rob Ferguson by Michelle Lewnes-Dadas of Preferred Sales Inc.

Now it's time for our next [Wholesaler Update](#) sponsored by [Winsupply](#) and presented by [Rob Ferguson](#), the [president](#) of Winsupply's [Local Company Group](#).

Although I've gotten to know **dozens of leaders at Winsupply** in my work on the AIM/R board and in my role at Preferred Sales, **I met Rob Ferguson just a couple weeks ago**, during a Zoom call on a Wednesday morning.

**Like so many of us, Rob grew up in wholesaling and worked in the family business.**

Down in Odessa, Missouri, his first job as a kid was helping his **father** and **grandfather** **string pipe** in a **ditch**.

As a teenager, he spent his **summers** working in the **warehouse** ... on the **counter** ... and in the **pipe yard**.

**Rob told me these experiences taught him two things:**

That business is **personal**.

And moneymaking is **hard**.

**When he left for college, Rob always knew he'd return to the family business.**

But first, he earned a **degree** ... took a **big job** with a **different wholesaler** ... tackled **many new challenges** ... and **advanced quickly** through the ranks.

**In 2005 - when his parents wanted to sell the family business, and join Winsupply to grow even further - Rob learned about the Winsupply business model, and supported their decision.**

He **quit** his job ... **came back** to Missouri ... and **helped** his parents grow their new local company.

Soon, he wanted **more**.

He got it in 2008, when Rob became **president of his own local company**: Grandview Winnelson just south of Kansas City.

**If you ask him, he'll tell you about all of the really great reps who mentored him - and helped him become more relevant in his new local market.**

Thanks to **these reps** - and lots of hard work! - Rob **doubled** and then **tripled** his business.

**The opportunity for reps everywhere to help up-and-coming wholesalers is what Rob will speak about today.**

It's **important**.

It provides **value**.

And it's a **best practice**.

**On our Zoom call a couple weeks ago, I told Rob that helping future leaders is something we talk about all the time at AIM/R and at Preferred Sales.**

The stakes are **high**.

And Rob has some good ideas about **why** and **how** we need to act – especially **now**, in light of COVID-19.

**His perspective is unique because of the role he's in today.**

In 2014, he left his local company to **join the operations team at Winsupply Inc.**, and in 2018, became **operations VP**.

Today – as the **president** of Winsupply's Local Company Group – he and his team of 13 area leaders help **600 presidents** of **600 supply houses** succeed.

**Let's turn our attention now to Winsupply's Rob Ferguson.**