

FIRST SUPPLY®

The Midwest's Premier Distributor | Since 1897

Press Release

FOR IMMEDIATE RELEASE

CONTACT: Elliot Collier, Executive Vice President | COO
ecollier@1supply.com
Phone: (608) 661-6993

FIRST SUPPLY RECEIVES BUSINESS OF THE YEAR AWARD FROM LA CROSSE AREA DEVELOPMENT CORPORATION

LA CROSSE, Wis. – August 3, 2011 – First Supply receives the prestigious Diamond Recognition – Business of the Year Award presented by the La Crosse Area Development Corporation (LADCO) at the 15th Annual Industry Appreciation Breakfast in La Crosse.

The Diamond Recognition Award recognizes First Supply as a local family owned and operated business in the La Crosse area since 1897. First Supply has been actively involved throughout the community and Wisconsin for over 114 years and actively attribute their success to their customer partners.

Their signature showroom, Gerhards, was the first plumbing showroom in the Midwest and now is located in twelve cities. They focus on the best products including Wisconsin based companies such as Kohler, AO Smith and InSinkErator specializing in the most innovative green products available.

Joe Poehling, President, accepted the award on behalf of First Supply. “I am much honored to accept this award which belongs to all the employees at First Supply. Without their dedication and drive; we wouldn't be the company we are today.”

The La Crosse Area Development Corporation (LADCO) serves as the initial contact for business and industry in the La Crosse Area. LADCO's mission focuses on a "triad of development": attraction of business, retention of business and industry and co-management of the Coulee Region Business Center.

First Supply LLC is a regional wholesale distributor with twenty-eight locations in the upper Midwest. Founded in 1897, First Supply, employing over 500 people, is a family-owned, single source provider of plumbing, heating, cooling, pump/well & septic, irrigation, municipal, waterworks, builder and industrial supplies. First Supply is consistently recognized nationally as a leader in the industry.