

Press Release

February 14, 2017

Southco's Sherwin Herring Inducted into CDA's Hall of Fame



ORLANDO, FL -- Sherwin Herring, chief executive officer of Southco Distributing Co., Goldsboro, NC, was inducted Feb. 14, 2017 into the Convenience Distribution Association (CDA) Hall of Fame during the 2017 CDA Marketplace Awards Luncheon in Orlando, FL.

Herring, a former chairman of the American Wholesale Marketers Association (AWMA), CDA's predecessor organization, has been an active participant, contributor and leader within CDA and AWMA for many years and has gained a stellar reputation in the industry.

"Sherwin has been, and continues to be, a tremendous advocate for CDA and the convenience products distribution industry," said CDA President & CEO Kimberly Bolin. "I am delighted that his peers have selected Sherwin to be part of our exclusive Hall of Fame fraternity."

Herring started his career at age 19 as a \$1.60 per hour warehouse employee at Southern Wholesale (now Southco). His rise through the company culminated with his becoming president and principal stockholder in 1986.

"Sherwin is a self-made man," said fellow CDA Hall of Famer Ricky Jones, vice president of sales & marketing at Andalusia Distributing Co., Andalusia, AL. "He is driven by hard work, people trust him and he is always willing to do the right thing to make a deal work. He's one of the most honorable men I know."

For Herring, it's all about knowing his customers and developing trust with them. The same is true with all elements of the supply chain. "It should be a win-win-win situation for all parties," Herring explained. "There needs to be a trust factor between all parties. We always bring something to the table. They view us as a partner."

The CDA Hall of Fame Award recognizes industry executives for outstanding and long-standing contributions to the convenience distribution and their commitment and service to the association.

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The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience products distributors in the United States. Its distributor members represent more than \$92 billion in U.S. convenience product sales, serving a wide variety of small retail formats.

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