



BEARING SPECIALISTS ASSOCIATION

We build relationships

BSA website | Follow us on  

“BSA is the forum to enhance networking and knowledge sharing to promote the sale of bearings through authorized distributors.”

There are only three reasons to join the Bearing Specialists Association.

1. BSA and the BSA Annual Convention offer unparalleled industry networking

BSA is the “must belong to organization for authorized bearing distributors” because it offers unparalleled industry networking as part of every BSA Annual Convention agenda. No other industry event brings together the top-level leaders from both the distribution and manufacturing sectors of the supply chain. The opportunity to network with industry leaders and share knowledge at the highest level is unmatched in any other industry group.

2. BSA is the only association with the tools and knowledge sharing to develop the next generation of industry leaders and deliver expertise for the benefit of manufacturers

For more than 40 years, BSA’s unique networking opportunities have developed generation after generation of industry leaders who have shaped not just their companies but those they do business with into the innovators of what is now a technologically driven, worldwide marketplace. Only BSA can provide the industry access along with the tools and knowledge sharing to become a future leader in the industry.

3. BSA delivers a significant return on investment.

BSA understands that businesses run by the bottom line. BSA delivers real ROI. Industry leaders who invest time and financial resources in BSA are shaping relationships and future business while resolving today’s business challenges. Attendees call the BSA Annual Convention “the most profitable business trip of the year” because they meet the decision-makers of their key distribution chain partners.

BSA members say it best:

“BSA is, quite simply, the best business investment you can make. This is industry networking and knowledge sharing at the highest level. We invite you to develop and enhance the industry-specific relationships that are the basis for BSA.”

BSA is the industry leader in developing tools and industry resources.

Promoting authorized distribution to our suppliers and our customers

- BSA Top Ten Reasons to Buy from an Authorized Distributor
- Anti-counterfeiting brochure

Bearing industry training

- BSA's In-House Training Guide
- Certified Bearing Specialist (CBS) program

Educational resources for distributors, manufacturers and end use customers

- 27 Complimentary Bearing Briefs
- 3 Complimentary Industry Briefs
- White papers

Marketplace reporting

- Performance Analysis Report
- Distributor Report Survey

Supply chain efficiency

- Product Price and Information Format
- Volunteer Advisory Group to WarehouseTWO

Partnering with related industry associations

- American Bearing Manufacturers Association (ABMA)
- National Association of Wholesaler-Distributors (NAW)

Extended training opportunities

- University of Industrial Distribution
- Industrial Careers Pathway®
- The Four Pillars of the Sales Profession, 2-1/2 day seminar by Don Buttrey
- Webinars including, but not limited to:
 - Zap the Gap: How to Solve the Multi-Generational Puzzle, Meagan Johnson;
 - Finding Opportunities that are Real and Good, Joe Ellers;
 - Disaster Preparedness – What Executives Really Need to Know, Mike Foster;
 - How to Make Your Website a Lead Generation Machine, Bob DeStefano;
 - Crushing Price Objections! Hold the Line on Prices, Tom Reilly.