

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

FEBRUARY 2009

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Save These Important NAHAD Dates

March 8-11	University of 2009 Industrial Distribution IU/PUI Indianapolis, IN
March 17-19	The Four Pillars 2009 of the Sales Profession™ Dayton, OH
April 18-22.....	25th Annual 2009 Meeting & Convention JW Marriott Starr Pass Resort Tucson, AZ
August 9-11	2009 Succession 2009 Planning Conference Loews Vanderbilt Hotel Nashville, TN

Happy Anniversary NAHAD

By Joseph Thompson, NAHAD Executive Vice President

This year represents a milestone for the Association for Hose and Accessories Distribution, our 25th Anniversary! From a small, yet visionary start by industry pioneers in the late fall of 1984, NAHAD has grown and thrived over the past 25 years.



Our first annual **convention** was held in Nashville, Tennessee at the Opryland Hotel on June 5 – 7, 1985. In attendance were 158 representatives of both wholesaler/distribution companies and manufacturer/associates, as well as 41 spouses. Harry “Buzz” Hooper served ably as NAHAD’s first president. Last year, over 900 people attended NAHAD’s 24th Annual Meeting and Convention in Williamsburg, Virginia and we expect a similar number of attendees to celebrate our 25th in Tucson, Arizona – a testimony to the enduring and well-devised structure first laid out by NAHAD’s founding fathers.

NAHAD’s first **newsletter**, published in 1989, highlighted the benefits of membership, presented a new mission statement and featured the speakers, content and destination for NAHAD’s 5th Annual Meeting held in San Diego and presided over by George Carver. Today, NAHAD publishes a 16 page newsletter six times a year which reaches a membership circulation of over 2,600 industry professionals and many members of the trade press and association leaders in related distribution organizations.

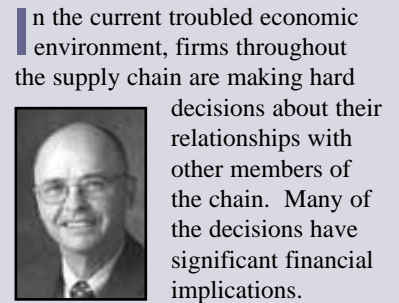
Membership in NAHAD has also grown and thrived over the past 25 years. The first **Membership Directory** from 1986 lists 146 distributor companies, 63 manufacturers and 9 associates. As we begin our 25th year, NAHAD has 301 distributors, 166 manufacturers, 29 associates and a new category of membership – first added in 1994 – 14 affiliate members. In addition to this base, NAHAD services 263 branch locations made up of what can be considered traditional branches, as well as many former member companies who have been acquired/merged into other member companies. From the initial directory which solely included the company’s mailing address

Continued on page 11

The Datings Game Profit Improvement Report

By Dr. Albert D. Bates

President, Profit Planning Group



In the current troubled economic environment, firms throughout the supply chain are making hard decisions about their relationships with other members of the chain. Many of the decisions have significant financial implications.

One of the most important considerations is the degree to which suppliers offer their distributor partners cash discounts and datings on the merchandise purchased. In a tight-credit/lowered-profit world, every supplier should review their terms of sale. To do otherwise would be to violate a fiduciary responsibility.

However, even modest changes in the terms of sale can have an extremely negative impact on the financial results of distributors—both in cash flow and profitability. Everybody in the supply chain needs to understand how these revised terms work through the distributor organization.

This report examines the datings/cash discount issue from two different perspectives:

- **Impact on Financial Performance**—Most suppliers, and even many distributors themselves, are not fully aware of the extent to which small changes in the cash discounts and datings offered impact results. This section will examine how such changes impact the firm.
- **Working with Suppliers**—There must be specific programs in place to make sure the entire channel is working together for the best possible financial results for all concerned.

Impact on Financial Performance

The link between changes in supplier terms and overall financial results is outlined in **Exhibit 1**. The first column presents results for the typical NAHAD member based upon

Continued on page 12

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PRESIDENT'S LETTER



Dear NAHAD Member,

As NAHAD begins its anniversary year, my wife Polly and I are looking forward to greeting you in Tucson, Arizona for our grand celebration of NAHAD's 25th annual meeting and convention. It is quite a milestone for our association and for our members – a quarter century of representing the hose and fittings industry. With great pride and excitement, we look forward to celebrating the accomplishments of the past 25 years with you at a spectacular setting in Arizona.

During several weeks in the summer of 2006, we considered many destinations and locations for this special meeting. In choosing the JW Marriott Starr Pass Resort in Tucson, we think that we found the perfect venue. Located less than 20 minutes from the Tucson International Airport (featuring 13 airlines providing nonstop service to 17 cities and connections to more than 121 destinations), the Starr Pass is nestled in the spectacular Tucson Mountain Park. It is the newest Resort to arrive in Southern Arizona on over twenty years.

We have planned a dynamic convention program. Saturday will be the main arrival day, with an opportunity for those arriving mid-day to enjoy some time in the Arizona sunshine before the Opening Welcome Reception at 6:00 pm. Celebrate the past with your fellow NAHAD members under the clear open skies of Tucson, as night falls and the stars appear over the mountains.

Since NAHAD's founding in 1984, the association has grown from 95 charter member companies with locations in North America to over 500 member companies located all around the globe. NAHAD will use the opportunity of the 25th Anniversary Convention to revisit past accomplishments and to begin to chart the future. The success of the Hose Assembly Guidelines program will prove a strong foundation for future growth. Attendees will learn how to leverage the benefits of the Guidelines to provide employee training and incentives, expand their marketing reach to new and emerging customers, and to differentiate their services and capabilities in the competitive environment of 2009.

In formulating their presentations, our speakers have incorporated our convention theme, *A Quarter Century of Making All the Right Connections*. David Nour will open the convention with a new and unique look at leveraging business connections, followed by Michael Marks who will have a new book published this spring and who will speak on the customer connection. Mike is very familiar with NAHAD and was fascinated to learn about the development of the Hose Assembly Guidelines and the important way that NAHAD members can use the Guidelines to connect with their customers. He plans to speak about his book on Sunday and follow up with a very practical discussion of how to put the Guidelines to work in your company on Monday. Jim Meil will give us an economist's perspective on the global recession. We will have the wisdom of an industry panel discussion and a motivational presentation from Mark Scharenbroich, "Making Connections that Move People".

Polly and I look forward to greeting you in Tucson and to providing an outstanding opportunity for NAHAD members to connect with others, to grow in knowledge and to have some recreation in the Arizona sun!

Sincerely,

Jack and Polly Kacsur

Jack and Polly Kacsur



Help NAHAD Celebrate 25 Years of Service!

NAHAD turns 25 in 2009 and we want to celebrate with all of our members. We have several special communications events planned and we hope that your company will participate.

In the *NAHAD News*, we are planning a series of anniversary pages with highlights from the past 25 years of NAHAD's history. Beginning in December of 2008, we will feature stories from NAHAD's past leaders, as well as NAHAD member stories and congratulatory messages.

As a NAHAD advertiser, we would like to recognize your support to the association in a very special way. If you can submit your advertisement insertion order and advertising copy for the NAHAD 2009-2010 Membership Directory by February 27, 2009, we will also include your ad at *no additional charge* in the special 2009 NAHAD Convention Guide. All that we ask from you, is that you purchase an advertisement of 1/4 page or larger, and we will place that advertisement in both the 2009 Convention Guide, which will be distributed to approximately 950 attendees at the NAHAD 2009 Convention and Meeting

on April 18, 2009 in Tucson, Arizona, as well as the 2009-2010 Membership Directory which will be published in July 2009.

Three easy steps:

1. **Complete the Insertion Order on page 4 of this newsletter** and return it to NAHAD by February 27, 2009
2. Purchase any advertisement of 1/4 page or larger
3. Submit your advertising copy for both publications by February 27, 2009

To receive both advertising placements at the cost of just one! You have helped NAHAD to grow over the past 25 years and this is our special thanks to you!

All advertisements received by the **February 27, 2009** deadline will be placed in both publications, as a special thank you to our members.

Questions? Please call
Kristin Thompson, Editor
Phone 1-410-263-1014
Toll Free 1-800-624-2227
email kthompson@nahad.org

Congratulations!

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or a Design and Fabrication Exam from Sept 18, 2008 until 1/5/2009

Corrugated Metal Hose (Specification)

- Jeff Miller, Motion Industries
- Nestor Rivera, INRUMEC
- Rex Watson, Motion Industries
- Pedro Silva, Motion Industries
- Jason Secker, Dixon Asia Pacific
- Cody Eiland, Rubber & Specialties, Inc.
- Rob Kamana, Hose Supplies New Zealand Ltd.
- Larry Hill, GHX Industrial, LLC
- Sissy Booth, GHX Industrial, LLC
- Bill Kane, GHX Industrial, LLC
- Jim Mason, GHX Industrial, LLC
- Greg Sykes, GHX Industrial, LLC
- David Welborn, GHX Industrial, LLC
- Sonja Parker, GHX Industrial, LLC
- Rick Thompson, GHX Industrial, LLC
- Gary Sirdinia, GHX Industrial, LLC
- Marty Walker, GHX Industrial, LLC
- Eddie Pearson, GHX Industrial, LLC
- Andrew Talbut, Hose Supplies Pacific
- Duane Clapp, Hose Supplies Pacific
- Chris Albert, River Bend Hose Specialty

Corrugated Metal Hose (Design and Fabrication)

- Doug Kirkpatrick, RGA - N. Little Rock Branch
- Jason Secker, Dixon Asia Pacific
- Bill Guarnieri, GHX Industrial, LLC



A Quarter Century of Industry Service

NAHAD will be celebrating its 25th Anniversary Year in our publications and on the NAHAD Web Site.

Your Company is Cordially Invited To Submit Your History with NAHAD

We will include Member Company Profiles in upcoming issues of the NAHAD News and we are planning a special Yearbook Section in the 2009 Convention Guide. It is very easy to participate.

Please write your articles in complete sentences, and limit them to a total of 150 words. We would like two paragraphs – the **first paragraph** with a brief history of your company, description of services, names of principals or key contact. Any information that you believe tells the story of your company in the hose and accessories industry. This information will be edited for length and superlatives, so be concise and avoid claims like the best, the biggest, etc.

The **second paragraph** should contain information regarding your company's history with NAHAD.

Please submit your article to Kristin Thompson by email to:

kthompson@nahad.org.

NAHAD Advertising Insertion Order Form

2009 - 2010 NAHAD Membership Directory

NAHAD welcomes your participation as an advertiser in the next issue of the Annual Membership Directory, the most comprehensive guide to the companies, people, and products within our industry. Advertisers gain the benefits of regular exposure to industry leaders worldwide, while supporting the work of the only international trade association serving the hose and accessories marketplace. ***Special for 2009 – help NAHAD celebrate 25 years of service. See page 3 for details and deadlines!***

Select your advertising options from the available listings below. Submit this completed signed Insertion Order form before **February 27, 2009**. **Directory only - all final copy must be submitted by April 30, 2009 – to add Convention Guide, copy due by February 27, 2009.** Return this form with payment to NAHAD at the address below, or fax this form with credit card information to 410-263-1659.

NAHAD – 105 EASTERN AVENUE, SUITE 104, ANNAPOLIS, MD 21403

The **2008-2009** Directory will be produced for distribution on **July 20, 2009**.

Technical Specifications and Format Instructions are included on the accompanying sheet.

Questions? Call Kristin Thompson, Editor (800) 624-2227 or e-mail kthompson@nahad.org.

On behalf of the NAHAD member company listed below, I authorize the placement of an ad, as noted, in the **2009-2010** Membership Directory:

Company Name: _____

Individual Contact: _____

Signature: _____

Date: _____

Phone: _____ Fax: _____

Email: _____

Special Instructions: _____

If Special Placement, location desired: _____

Ad Agency: _____

Ad Designer/Contact: _____

Phone: _____ Fax: _____

Check enclosed for \$ _____ or Charge a total of \$ _____ to my:

Mastercard Visa American Express Discover

Card Number: _____

Exp. Date: _____ Verification Code: _____

Name on Card: _____

Standard Black & White Rates

Please check box and fill in amount

Full Page - \$1,925.....\$ _____

2/3 Page - \$1,575\$ _____

1/2 Page - \$1,300.....\$ _____

1/3 Page - \$995.....\$ _____

1/4 Page - \$850.....\$ _____

1/6 Page - \$400.....\$ _____

Catalog Mart - \$400.....\$ _____

Logo or Business Card - \$250.....\$ _____

Inside Front Cover - \$3,200.....\$ _____

Inside Front Cover as a
two-page spread - \$5,150...(SOLD) ...\$ _____

Inside Back Cover - \$2,900\$ _____

Inside Back Cover as a
two-page spread - \$4,500\$ _____

Interior two-page spread - \$3,750 \$ _____

Add-Ons

4-Color Process - \$695\$ _____

2nd Color - \$450\$ _____

Special Placement Request - \$400....\$ _____
(section of your choice or special position)

GROSS TOTAL.....\$ _____

FOR AD AGENCY or OUTSIDE DESIGNERS USE ONLY

Ad Agencies or Outside Designers May Take a 15% discount
From the Gross Total

Gross Total.....\$ _____

Less 15% Agency Commission.....\$ _____





How to Defend Your Prices in Difficult Times

By Robert Nadeau

The global economic crisis is on everyone's mind. Nearly every day brings more troubling news

about the turbulence unfolding around us.

We would all like to know where our economy is headed. We seek out information that will tell us what to expect next and how to prepare.

There are many uncertainties now, but you can be sure of this: your customers will demand lower prices.

How you respond to this price pressure will impact your business for years to come.

When your customer asks for a lower price

Imagine a hardworking salesperson named Bill. Bill sells replacement parts for industrial production equipment. His company, a value-added distributor, maintains a large, local parts inventory and provides same-day delivery.

His prices are a little higher than some of his competitors. But when his customers' equipment breaks down, he can quickly get them the parts they need.

Most of his customers are hurting from the economic downturn. One morning, Bill's phone rings -- it's the purchasing manager for Bill's second-largest customer.

The purchasing manager tells him that a low-cost, out-of-state competitor is aggressively trying to win their business. "We want to keep doing business with you, Bill," the purchasing manager tells him, "but we need you to match their pricing by giving us a 10 percent discount."

Bill knows that the easiest way to keep this account is to just give them the discount. After all, times are tough, and he needs to do what he can to keep the business.

But he also knows that if he lowers his prices, the customer will be very skeptical of any price increases when the economy turns around. Lowering his price will also create a false perception in the customer's mind about what his products and services are really worth. Bill may be stuck with the discounted price indefinitely, and this could seriously damage his company's bottom line for years to come.

And that might be the best-case scenario. It's also very possible that an even cheaper competitor will come along, resulting in another phone call from the purchasing manager -- and another price drop.

Bill needs to give the purchasing manager an answer. He tells her that he'll follow up. Then he gets to work on defending his price.

Find the dollars-and-cents value of your products and services

Many salespeople would find themselves in a very tough spot here. For one thing, Bill's products and the out-of-state competitor's products are exactly the same. The only difference in the products themselves is the competitor's lower price tag.

Luckily, Bill knows how to sell dollars-and-cents value to his customers. He knows that he is doing far more for his customer than simply selling them products. But he also knows that it's not going to be enough to just tell the customer about all the "extras" they're getting and the value-added services he provides.

Instead, he's going to demonstrate this value in dollars and cents. He's going to show how his products and services, in spite of their higher price, actually save the customer money.

How can Bill do this? Is he a math whiz? Hardly -- Bill barely made it through high school algebra!

His secret weapon is that he has learned how to calculate dollars-and-cents value for the customer.

Show financial benefits to financial people

The customer already knows what they can save by switching to the competitor.

But they do not realize that they are saving much more by using a distributor with a large inventory and same-day delivery.

Bill meets with the customer's plant manager, and together they look at how Bill has saved them money over the past year. Prior to doing business with Bill, the plant had downtime costs totaling \$70,000 a year. But by getting them the parts they need when they need them, Bill reduced the plant's equipment-related downtime by 85 percent -- a yearly savings of \$59,500.

Armed with these facts, Bill schedules a meeting with the purchasing manager and the plant manager. He opens the meeting by reviewing how much the customer could save with the competitor's 10 percent discount. Total savings: \$15,000 a year.

Then he shows how his large local inventory and same-day deliveries are reducing downtime. This information is credible, because it is coming from the customer's own plant manager (who also happens to be sitting at the table). Total savings: \$59,500 a year.


To close his presentation, Bill shows that while his competitor may offer slightly lower prices, they cannot provide same-day delivery of needed parts when the customer's production equipment breaks down. Therefore, the savings the customer gains from Bill are nearly four times what they would save by going to the competitor.

Two days later, the purchasing manager calls Bill. They've reviewed the numbers, and they've decided that Bill will be keeping the account -- at his current pricing.

Prepare your salespeople with the right training

Can your salespeople do what Bill just did?

To succeed in today's price-sensitive marketplace, salespeople must learn to show customers the dollars-and-cents value of their products and services. This is the best way to defend prices, especially in difficult times. All it takes is the right training.

For more information on how salespeople can learn these skills, call 800.867.2778. 

About the Industrial Performance Group

The Industrial Performance Group specializes in helping manufacturers and distributors increase sales volume and improve profitability.

www.induspergrp.com
800.867.2778

Member to Member Exchange

Rubber Supply Co., Inc. is pleased to announce the appointment of David McGowan as the new manager of the company effective January, 2009. David has 27 years experience in the rubber industry. David will replace Tom Slater who is retiring from the company after being at the company for 28 years and in the hose and fittings industry for 43 years.

Tom Slater served on the NAHAD board for seven years and was President of NAHAD from 1998-1999. In addition to his official terms of office on the NAHAD Board, Tom has spent the last 20 years helping the association with the annual golf outing held in conjunction with the annual convention. Tom plans for retirement include working in the pro shop at Limekiln Golf club and as a players' assistant located in Ambler, Pennsylvania.

Parker Hannifin Corporation announces that it has acquired **Nexgen Hose Inc.**, headquartered in Fergus, Ontario, Canada. Nexgen is a leading manufacturer of industrial PVC hose and tubing for niche and industry standard applications. These products are typically used in medical, agriculture, mining, diving, potable water / beverage and fire suppression industries.

"Nexgen strengthens Parker's position in the North American industrial hose market, broadening our total product offering with the addition of PVC hose and tubing," said Bob Bond, President of Parker's Fluid Connectors Group. "Nexgen's strong brand recognition and innovative products complement our ability to provide customers with the industry's broadest range of fluid handling hose and tubing. We are very excited to have Nexgen join Parker."

David Tomlinson, General Manager of Nexgen, noted that, "This is an excellent strategic partnership due to Nexgen's unique manufacturing capabilities and Parker's extensive infrastructure and channels." Tomlinson added that, "I believe Parker will be a strong and effective new owner of Nexgen and will continue to develop the

business through a long term commitment to Nexgen, its employees and its customers."

Further information on this and other Parker industrial hose products is available at www.safehose.com or by calling 1-866-810-4673.



Dixon is pleased to announce the addition of two new Territory Managers for 2009. Dennis Gonzalez, who has 22 years of industrial sales experience, including five in sanitary pump sales, will be based in their Los Angeles branch. Dennis will be covering southern California and southern Nevada.

James Rovolis, who has 8 years of industrial sales experience in the southeast including South Carolina and Florida, will be based in Dixon's Tampa branch. Jim will be covering Florida and southern Georgia.



Eaton has introduced several significant new adapter and tube fitting initiatives. First, Eaton has introduced the highly regarded Walterscheid tube fitting product line into the North American market. For years, these products have provided market-leading tube fitting technology and quality in the European and other markets. Now, the Walterscheid tube fitting product line provides Eaton's distributors in North America with this broad range of metric threaded fittings.

Additionally, Eaton has launched its proprietary, innovative and unique STC EZ-Torque fitting line. This newer version of the already popular and first-to-market STC, Snap-To-Connect, line of threadless connectors combines the best of threadless technology with the ability to connect into standard ports, like SAE and O-Ring boss ports. For more information, go to Eaton.com/hydraulics.



IVG is proud to announce the new edition of its technical catalog. This new publication, soon available in digital format also, is much more than an update of the previous version. It includes more than 50 new products, thematic charts, new pictures, technical integrations which enrich and complete the already comprehensive wealth of technical information found on any of the previous editions. The new catalog will stimulate the reader's curiosity to explore its pages - discovering suggestions, ideas and solutions for each industrial hose need or application.

This catalog will provide a synthesis of IVG's tremendous production capabilities which will not disappoint the expectations of all current clients and will bring closer to IVG all those who are not yet. The catalog is available in four languages: Italian, English, French, and German. Please contact Paolo Valente, IVG's exclusive agent, for further information at 1-888-IVG-HOSE or via email: paolo.valente@ivgusa.com



The new lightweight, all-weather Goodyear Green Hornet XF "extra flexible" water suction and discharge hose from



Veyance Technologies withstands extreme cold in agriculture, construction, manufacturing, waste management and marine applications. Built for temperatures as low as minus -40 degree Fahrenheit, Green Hornet XF requires 45 percent less force to bend, achieves a tighter bend radius and weighs 10 percent less than its competitors. Its smooth-bore tube minimizes material build-up and resists most chemicals found in agriculture and sanitary applications. The premium hose without the premium price is available in 1-1/4 inch to 6 inch diameters.

Also, the company is pleased to announce the addition of Quick Disconnect Adapters to its Hydraulic Hose, Fittings, and Adapters product family. The adapters are available in 12 different series to cover ISO 7241-1 Series A & B, ISO 16028, and ISO 5675 applications. Available in Steel, Brass, & Stainless Steel construction with a rugged

ball check valve or a high flow poppet check valve to meet product application needs. For additional information, call 1-800-235-4632.



McGill Hose & Coupling, Inc. is pleased to announce that it has received a 2008 Super 60 Award for exceptional growth in revenue from the Affiliated



Chambers of Commerce of Greater Springfield (Massachusetts). This East Longmeadow, Massachusetts, company provides customers with a wide range of products and services for safe fluid handling. McGill Hose & Coupling has experienced steady growth since it was founded in 1962, and the Super 60 Award recognized the contribution that McGill has made to the economic strength of the region in which it does business. For complete information on the company, please visit the company website at www.mcgillhose.com.



COXREELS® presents the first in-class, professional grade hand crank power cord reel.



The company's new 1125 PCL Series features a sturdy all-welded "A" frame

built to efficiently handle the most demanding of tasks. This innovative model handles up to 250' of 12/3 Gage and 200' of 10/3 Gage SO type power cord and features an integrated "Cable Keeper" to prevent the 5 foot pigtail from whipping or twisting. These power cord reels are available in either hand crank or electric motor rewind with a direct gear driven design (no chain and sprocket).

The new addition is available with either 30-AMP or 45-AMP slip ring assembly which is easily accessible through a removable panel and also comes equipped with a drum lock-pin to avoid free-wheeling and cable uncoiling during storage and transport. The unique self lubricated pillow block bearings at each end of the drum allow smooth rotation and are specifically designed for rough, heavy-duty applications. The 1125 PCL Series reels, like all COXREELS®, are built with heavy gauge steel and are sealed with COXREEL-S'® "CPC" proprietary powder-coat with corrosion and scratch resistant finish. For more information, call 1- 800-COXREEL visit www.coxreels.com, or Email: info@coxreels.com.



Brian Geary has been appointed Great Lakes Region Sales Manager



for **Tuthill Coupling Group**. Brian is responsible for overall management, development and training of the distributor network throughout the nine states in the Great Lakes Region.

Brian joined Tuthill in September 2008. Previously, he was Territory Manager for Emhart Fastening Technologies, a division of Black & Decker. He holds a B.S.B.A. degree in management from John Carroll University.

"I am very excited to have Brian joining our team," said Shawn Hille, Vice President of Sales for Tuthill Coupling. "In addition to his strong industrial and technical background, he brings an excitement and focus to sales, which will have true impact with his customers and our team."

Also, Angela DiMauro has been appointed Human Resources Manager for Tuthill Coupling Group. Angela is responsible for the overall management of human resources, including recruiting and retaining talent; implementing business strategies and organizational changes; and championing the Tuthill vision, mission, values and Conscious Company training to employees.

Angela joined the company in September 2008. Previously, Angela was the Regional Human Resources Manager for Eaton's Filtration Division in New Jersey.



New to **Hose Master's** product line is Flow-Tite™ - an innovative



new fitting system designed and patented for use on interlocked metal hose assemblies. Flow-Tite™ fittings are internally expanded - a process that creates a smooth transition from the hose to the fitting and facilitates a smooth product flow.

Flow-Tite™ fittings are full-flow and feature leak-free connections as well as minimized damaged to product or pressure loss. Flow-Tite™ fittings are available in 4" - 6" diameters, 304 stainless steel, and in Male Pipe Thread, Weld End, or Grooved-End styles.

Flow-Tite™ fittings are ideally suited for dense and dilute phase pneumatic conveying and dry bulk material transfers. For more information about Hose Master's new Flow-Tite™ fittings, please contact its customer service department at 1-800-221-2319.



Brennan Industries Inc. offers a line of high-quality double ferrule instrumentation grade tube fittings that provide leak-proof and torque-free seals at all tubing connections.



Brennan's tube fitting line reduces the chance of hazardous and expensive leaks in instrumentation, process, pneumatic, hydraulic, gas and other tubing systems. It consists of the nut, the back ferrule, the front ferrule and the body, and when installed becomes a five-piece connection with the addition of the tubing providing a solid leak-free joint.

The two ferrules are tightly swaged around the tube and the lack of initial strain on the tubing ensures no tubing wall damage. Leaks are prevented because there is an axial movement along the tube instead of a rotary motion creating the joint. This axial movement prevents torque from being transmitted from the fitting to the tubing.

Resistant to temperature change, the fittings do not significantly reduce flow area and work with a variety of tube materials. In addition, the two ferrule action supersedes variations in the wall thickness, hardness and dimensional tolerance of the tubes, ultimately compensating for most variables that lead to failure with other fittings.

Brennan double ferrule compression tube fittings can be remade several times and can withstand heavy impulse and vibration in both vacuum and pressure systems. Requiring no special tools for installation or torque for initial make up and using only geometry, the fitting requires 1-1/4 turns until it is tightly fitted. For more information, call 1- 440-248-1880 or visit www.brennaninc.com.



DIESSE would like to thank all their clients for their support during successful 2008.



While many believe 2009 will not be as exciting, DIESSE is optimistic for the future and is committed to the North American market like never before. Ready to support customers from its headquarters in Italy or from their Houston offices and warehouse, DIESSE is well positioned to continue support its current clients and new ones. They stock a variety of hydraulic hose in the USA and are encouraging all NAHAD members to visit their web site and freely view their current inventory. Please visit HOSEINSTOCK.COM and contact Mr. Paolo Valente, their agent for North America for any question or request at 1-888-484-4673, paolo.valente@diesserubber.com



CONNECTIONS *continued*

Tompkins Industries, Inc., is pleased to announce the opening of their eleventh stocking warehouse in North America.

Tompkins Industries, Inc. has partnered with Hose and Accessory Sales, 5537 Armour Drive in Houston, TX to better serve new and existing customers in the Gulf Coast region. "We are rounding out our national warehouse presence with this opening in Houston", said Bill Hartman, spokesperson for Tompkins Industries, Inc. "Improved shipping times and unmatched inventory selection at this new Houston location will benefit our customers throughout the region. Despite challenging economic circumstances throughout the country, demand for Tompkins' products remains strong", he added.

Gates LifeGuard™ sleeving system is specifically designed to protect machine operators from the hazards of catastrophic hydraulic hose failure due to line-of-sight hose bursts and pinhole leaks.

The Lifeguard sleeve has an inner layer of tightly woven nylon that elongates to absorb the energy of a burst or pinhole leak. The outer nylon layer restrains the fluid and redirects it safely to the clamped ends. Fluids then exit the system via specially designed "channel" clamps at each end. A noticeable pool of leaking fluid serves as positive verification that a failure has occurred so corrective action can be taken immediately.

The sleeving provides containment of 6,000-psi bursts and 3,000-psi pinhole leaks at 212°F for up to five minutes.

Gates LifeGuard sleeving correlates to a variety of industry standards including ISO 3457 and MSHA's Accident Prevention Program. For more information, visit www.gates.com/lifeguard.

Smart-Hose Technologies, a Zena Associates LLC company based in Philadelphia, PA, has named Dean A. Theodos, VP of Sales. Dean has over twenty years experience in the hose and fittings industry and will oversee distributor and manufacturer rep activity, as well as explore new business opportunities.

The company has also named Tim Raftery, VP of Marketing. Tim was a former territory manager for Dixon Valve & Coupling Co. In addition to his marketing role, Tim will oversee the manufacturing facility. In addition, Smart-Hose Technologies has added several new people in the manufacturing facility to keep up with the increased demand for their product.

Jason Industrial, Inc. is pleased to announce that Mr. Andrew Authement has joined Jason Industrial as District Sales Manager. Living in suburban Baton Rouge, Louisiana, Andy will cover the south central region of the U.S. including his home state as well as Mississippi, Alabama, southern Tennessee & Arkansas.

During his industrial sales career, Andy has held sales and management positions for most notably, Bluewater Rubber & Gasket Company, Dana Corporation, and the Gates Rubber Company.

Titeflex Corporation announces the addition of their Protective Hose Products line to the Distribution market. The Protective Hose

Product line features a full range of silicone sleeves and jackets engineered and tested to minimize problems associated with conducting liquids or gases in high temperature environments.

Available in several grades (Industrial and Aerospace); Titeflex stocks a full range of sleeves and jacket sizes to meet all of the ultimate customer's requirements. Titeflex will also provide engineered Protective Hose Products solutions for those special customer demands not satisfied with a catalog item.

"Titeflex is pleased to add the Protective Hose Products line to our product portfolio" says Steven Bonnell, VP/GM for Flexible Technologies Global Distribution Business, "We will continue to grow up our product offerings to enhance our Distributor relationships in 2009 and beyond." Additional Protective Hose Product information is available at www.titeflexindustrial.com or by contacting Mr. Drew Akridge, Sales Manager, at 1-251-295-7809.

Matt Parrish and Amy Parrish of **PT Coupling Company** attended the NAHAD University of Industrial Distribution in Indianapolis on December 1-5. The courses attended included technology, marketing strategies, and targeting market channels.

The company has added a new septic product to the Safety Bump line marketed by PT Coupling. The blue septic cap and plug for water and septic use are available in sizes 2", 3" and 4". For more information, please contact PT COUPLING (800) 828-2649.

Tribute, Inc. is proud to announce it has achieved Microsoft's Gold Partner status. To achieve this level of competency requires Microsoft Certification by key Tribute employees, TrulinX product tests, and positive customer references. In other Tribute News, Tribute employees worked on a Habitat for Humanity home in November and TrulinX Users can now attend seminars held at Tribute's corporate offices to become more proficient in utilizing TrulinX sophisticated tools. For example, in the "Inventory Management" Seminar, customers will get recommendations and "best practices" for managing inventory and will discover the key indicators to track in TrulinX to measure progress. Tribute – Distribution Management Software for Hose Distributors.

STRENGTH • PROTECTION VIGILANCE

Sentry's property and casualty and workers' compensation insurance policies are exclusively recommended by the National Association of Hose and Accessories Distributors.



Call Sentry at 1-800-624-8369, Ext. 7800
www.sentry.com

NewAge Industries, Inc. Celebrates 55th Anniversary!


2009 marks the 55th anniversary for NewAge Industries, Inc., a manufacturer of plastic and rubber tubing and hose located in Upper Southampton Township, Bucks County, PA. The company's products are used in industries such as appliance, pharmaceutical, biotechnology, medical, food and beverage, chemical, energy generation, laboratory, general industrial, recreational vehicles and equipment, packaging, maintenance, and many more,

Since noting its 50-year milestone in 2004, the company has expanded its manufacturing facilities and capabilities, introduced several new products for its high purity AdvantaPure® division, and developed new ways to enhance customer service and support.

Raymond Baker founded NewAge Industries in 1954. His son, Ken, took over daily operations in 1987 and has been instrumental in the company's new directions. During the past five years, NewAge has greatly expanded its line of high purity products sold under the AdvantaPure name, constructed new manufacturing locations to increase production, and initiated an ESOP (Employee Stock Ownership Plan) for the benefit of both its team members and customers.

"It's very exciting to celebrate this anniversary," notes Ken Baker. "I'm pleased to continue with my father's goal and thrilled to be doing well in these challenging economic times. We'll keep looking forward, making improvements, and continuing to service our customers beyond their expectations."

Interestingly the company has not needed to increase its staff much over the past several years, concentrating instead on production efficiencies, cross training, and continuing education. 55% of NewAge's seventy-three team members have been with the company over five years; 30% for more than ten. NewAge Industries is proud of its strong history of promoting from within and rewarding long-term team members.

Ken Baker, NewAge's CEO and second-generation owner, says "The company has come a very long way since 1954 when my father established the business. He began importing a new braided PVC hose from England, and other products followed. Then we started manufacturing tubing and hose ourselves. Fifty-five years later we're still seeking new things: new molding and extrusion methods, innovations like the Hose Track® RFID system, and fresh ways to be a technology leader." 

The Performance Analysis Survey is now available for purchase on the NAHAD web site.

In these difficult and cautious economic times, it is more important than ever to be aware of your company's faring in comparison to other companies in your industry. For this reason, the NAHAD Performance Analysis Survey is an essential tool to allow NAHAD member companies to start to make this comparison.

Each year, in partnership with Dr. Al Bates and Profit Planning Group, conducts a performance analysis survey and report that allows NAHAD members to submit their financial information for analysis. After the financial data has been analyzed, each participating company receives a personalized company report specific to their company's current financial data as a second report that provides them with a detailed industry comparison. This important information covers inventory and profit data that will allow them to make the smart and critical decisions to allow their company to survive these more difficult financial times.



NEW MEMBERS *NAHAD Welcomes New Members:*

Distributors

Chadwick Inc.

215 Southport Dr. Suite 400
Morrisville, NC 27560
www.chadwickhp.com
(919) 226-1020
Fax: (919) 226-1025
Mr. Bud Watts
bwatts@chadwickhp.com

Cumberland Valve, Inc.

746 Shiloh Pike
Bridgeton, NJ 08302
(856) 451-1324
Fax: (856) 451-0651
Mr. Thomas Davis - General Manager
tom@cumberlandvalve.com

Empire Hydraulics

9802 N 91st Ave Suite 100
Peoria, AZ 85345
www.empirecat.com
(623) 707-1700
Fax: (623) 707-1799
Mr. Mark Vander Giessen - Hydraulic
Sales Specialist
mvandergiessen@empire-cat.com

Fluid Management Company

7715 HWY 70 Suite 106
Bartlett, TN 38133
(901) 266-1030
Fax: (901) 266-1037
Mr. Steve Bradfield - Owner
fluidmngtcorp@aol.com

H&S Hose & Supply Inc.

P.O. Box 40308
Bakersfield, CA 93384
(661) 327-4673
Fax: (661) 327-4683
Mr. Marty Hoofard - President
handshosesupply@yahoo.com

Hundley Hydraulic Sales & Service

3220 N. Main Street
Cleburne, TX 76033
www.hundleyhydraulic.com
(817) 558-4961
Fax: (817) 447-8691
Mr. Craig Hundley - President
bendking@swbell.net

Hydraulic Sales & Service, Inc.

3700 NW South River Dr.
Miami, FL 33142
www.hydraulicsales.com
(305) 633-4677
(800) 622-6477
Fax: (305) 638-5284
Mr. Paul Recinos - General Manager
precinos@hydraulicsales.com

Jerzy Supply

5542 Harvey Wilson Drive
Houston, TX 77020
www.jerzysupply.com
(713) 675-2200
Fax: (713) 675-3380
Mr. George Konikowski - President
georgek@jerzysupply.com

Midwest Hose & Fittings, Inc.

1840 Industrial Drive #300
Libertyville, IL 60048
(847) 816-7558
(800) 228-7558
Fax: (847) 816-1801
Mr. Jeff Walleck - Treasurer
midhose@aol.com

SouthWind Industrial, LLC

4550 N. Hwy 77
Ponca City, OK 74601
(918) 633-4357
Fax: (580) 762-4259
Mr. Warren Jennings - President
wjennings@southwindindustrial.com

Southern Fluidpower, Inc.

6111 Heritage Park Drive, Suite A200
Chattanooga, TN 37416
www.southernfp.com
(423) 510-0205
Fax: (423) 899-1821
Mr. Donny Davidson - President
ddavidson@southernfp.com

Superior Industrial Supply

8525 Vulcan Street
St. Louis, MO 63111
(314) 638-6500
Fax: (314) 638-3110
Mr. Paul Kratz - Vice President
pkratz@sisupply.com

Synergy Resources, LLC

8422 Highway 182 East
Morgan City, LA 70380
www.synergyresllc.com
(985) 385-9185
Fax: (985) 385-9997
Mr. Neil Loupe - General Manager
nloupe@synergyresllc.com

TECO Fluid Connectors

335 S. Edison Way Unit #6
Reno, NV 89502
www.tecoconnectors.com
(775) 787-8500
(877) 600-8585
Fax: (775) 856-3275
Mr. Scott Dickson - CFO
scott@tecopneumatic.com

Virginia Rubber Corp.

9406 East Gunston Cove Road
Lorton, VA 22079
www.varcopumper.com
(703) 643-2505
Fax: (703) 690-9017
Mr. Ron Selfe - President
ron@varcopumper.com

Manufacturers

Caterpillar, Inc.

100 NE Adams Street
Peoria, IL 61602
www.cat.com
(309) 675-1000
Mr. David Mercer - Sales & Marketing
Director
mercerv_david_w@cat.com

Cut-Off Blades, Ltd.

17385 Bittersweet Trail
Cleveland, OH 44023
www.cut-offblades.com
(216) 581-5060
Fax: (216) 581-6885
Mr. Jake Boland - Owner
jakeboland1@mac.com

IPL - Industrie Plastiche Lombarde SPA

VIA L. De Vinci 13/C
Besozzo, Varese,
ITALY 21023
www.ipl.it
39 0332-770252
Fax: 39 0332-970792
Mr. Giuseppe Locatelli - Sales Manager
giuseppe.locatelli@ipl.it

Smart-Hose Technologies

2536 South 59th St.
Philadelphia, PA 19143
www.smarthose.com
(215) 730-9000
Fax: (215) 730-0558
Mr. Dean Theodos - Sales
dtheodos@smarthose.com

Tyco Flexible Piping Systems

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Control Pacific P/L
15-17 Lakewood Boulevard
Braeside VIC,
AUSTRALIA 3195
www.tycoflowcontrol.com.au
(011)61-3-9580-2022
Fax: (011)61-3-9587-1754
Mr. Upendra Shah - Business
Development Manager
ushah@typac.com.au

Affiliate

Ramco Systems

3150 Brunswick Pike Suite 100
Lawrenceville, NJ 08648
www.ramco.com
(609) 954-7103
Fax: (412) 213-0956
Ms. Bonnie Baxter - Director
of Communication
bbaxter@rsc.ramco.com

Happy Anniversary NAHAD

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and one primary contact, today's directory includes phone, fax, web address, and emails of many points of contact for each company. It also includes lists of products, supplier trademarks and advertising.

The **governing body** of NAHAD is comprised of a board of directors and a staff director. The original board of directors, including three officers, was made up of 12 individuals – all from wholesaler distributor companies. Very early in NAHAD's history, manufacturers had a voice, although not a vote, on the board of directors and three representatives of manufacturer/associate companies served a three year term of office. In 2002, all Manufacturer and Associate companies became voting members of the association, with the board representatives also receiving the power to vote in board matters. During NAHAD's 20th anniversary year, the NAHAD board exercised its authority to appoint an additional manufacturer/associate member to the Board to serve as an officer. There are currently six distributor members, three manufacturer members, four distributor officers and one manufacturer officer on the NAHAD board representing the full spectrum of hose and accessories distribution in the channel.

NAHAD has undertaken many exciting initiatives over the past quarter century, with the joint purpose of adding **new member benefits** and ever-increasing the level of professionalism within the industry. As a founding member of the University of Industrial Distribution in 1994, NAHAD members have been afforded the opportunity to participate in this employee training opportunity for the past sixteen years. In addition, NAHAD co-founded an educational coalition of distribution associations called the Association Education Alliance which uses the economies of scale to produce seminars, webinars and other forms of delivered educa-


tional programs throughout the year for member participation at a low cost. NAHAD's business partners offer discounts on programs of interest to companies of all sizes, from shipping to telephone to insurance to commercial credit collection.

Finally, I have been very privileged to observe the evolution of NAHAD's **Hose Assembly Guidelines** program. From its inception in 1994, hundreds of dedicated



Joseph M. Thompson, Jr.

NAHAD volunteers have participated in the development of guidelines for hose assemblies. Originally released in 2000 as a web-based document of over 400 pages in length, the guidelines have been retooled and divided into five hard copy specification manuals and five web-based design and fabrication guides which have become an extremely powerful tool for members to use in employee training and marketplace differentiation. In 2008, a sixth specification manual for custom hose was published and guidelines for ducting applications are expected in early 2009. Over 1,700 certificates have been awarded to individuals from member companies who have been successfully tested on their product knowledge. As an industry achievement, it is my feeling that this program exemplifies NAHAD's mission, "To promote a high standard of professionalism and integrity within the hose and accessories industry by providing a medium for communications, education and training, so that quality is maximized and profitability enhanced."

I wrote this article to provide a brief snapshot of 25 years of our association from my unique perspective as NAHAD's staff executive since 1990. It is obvious to me that many of you will have a longer history, plus your own perception of NAHAD through the day-to-day activities in your niche of the hose industry. As we all celebrate 25 years of "Making All the Right Connections", I invite your letters, reflections, anecdotes and musings on both the history and the future of NAHAD. We have started to gather company stories (see more information on pages 3 and 15) and I look forward to sharing discussions about NAHAD with you over the coming months and, particularly, at the 25th annual meeting and convention in Tucson. 

Congratulations!

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or a Design and Fabrication Exam from Sept 18, 2008 until 1/5/2009

Composite Hose (Specification)

- Israel Rocha, Texas Rubber Supply, Inc.
- Jerome Lemons, Texas Rubber Supply, Inc.
- Jess Wiley, RGA – Dallas
- Paul Ragland, RGA – Dallas
- Nestor Rivera, INRUMEC
- Randy Parker, Texas Rubber Supply, Inc.
- George Lekuku, Texas Rubber Supply, Inc.
- Mickey Craig, RGA – Dallas
- Jason Secker, Dixon Asia Pacific
- Jeff Green, Anderson Pump & Process
- Matt Pokwinski, Anderson Pump & Process
- Cody Eiland, Rubber & Specialties, Inc.
- David Brzeski, Anderson Pump & Process
- John Lowey, Anderson Pump & Process
- Andrew Talbut, Hose Supplies Pacific
- Duane Clapp, Hose Supplies Pacific

Composite Hose (Design and Fabrication)

- Jess Wiley, RGA – Dallas
- Paul Ragland, RGA – Dallas
- Mickey Craig, RGA – Dallas
- Dana Biddle, RGA - Dallas
- Jeff Green, Anderson Pump & Process
- Jason Secker, Dixon Asia Pacific
- Bill Guarnieri, GHX, Inc.

REGIONAL SALES MANAGER - WEST TERRITORY

Tuthill Coupling Group manufactures a complete line of quick coupling solutions. Requirements - Bachelor's degree; 3+ years sales serving industrial, mobile hydraulics, medical and/or agricultural markets; prior experience selling through distribution networks strongly preferred; Submit resume to traby@tuthill.com or apply through Tuthill.com. EOE/AA Employer.

The Datings Game Profit Improvement Report

continued from page 1

the latest IPR Report. As can be seen in the exhibit, the typical firm generates sales of \$7,500,000, and produces a pre-tax profit of 2.5% of sales or \$187,500. The firm pays its bills in 26 days and receives a 2.0% cash discount on purchases.

The second column of numbers assumes that the payment period is cut in half, from 26 days to 13 days. The impact, shown at the very bottom of the column, is to cut accounts payable in half, from \$330,000 to only \$165,000. The effect on profit is relatively modest as the firm must pay interest on the reduction in accounts payable. Assuming a 6.0% interest rate, profit only falls by \$9,900.

The real impact is on the firm's cash position. With less accounts payable, the firm has less cash. The result is to drive the firm's cash position negative to -\$100,000. Obviously, the firm would have to use its line of credit to overcome this situation, something easier said than done today.

The third column of numbers looks at the loss of the cash discount. Here the relationship is exactly the opposite of what it was for a reduction in datings. Namely, profit is reduced dramatically, but the firm's cash position is unchanged.

For ease of calculation, any changes in inventory levels are ignored and purchases are assumed to be equal to Cost of Goods

Sold. With a loss of 2.0% of purchases, profit plummets from \$187,500 to \$94,500, a decline of 49.6%.

The final column of numbers simply takes the analysis to its logical conclusion and considers both changes at the same time. Both the firm's cash position and its profit level are moved into an untenable position.

NAHAD members have historically produced reasonable, but unspectacular profits. They also have operated on a very modest cash position. This is because their assets are tied up in inventory and accounts receivable, not cash.

Distributors need to work very hard to maintain their cash position and their profitability. Even small changes can erode results very quickly. At the same time, suppliers must satisfy their own financial requirements. Clearly, a channel-wide view of the situation is needed.

Working with Suppliers

Any potential change in supplier terms will almost certainly be met with the same response. Both sides will scream and yell and pronounce that life is unfair. After that, three specific actions are suggested.

- **Supplier Education**—Suppliers are often accused of not caring about distributor profitability. In almost all instances such suggestions are unwarranted. What is true, though, is that the vast majority of suppliers do not *understand* distributor profitability. As a result, many well-intentioned programs may be poorly designed.

If suppliers do not understand distributor financial results, it is at least partially the fault of distributors themselves. A very open and honest discussion as to how changes in terms and discount plans affects financial results is needed. An agreement is probably closer than everybody thinks.

- **Commitment to Suppliers**—If terms and discounts are going to be provided by suppliers, then those terms and discounts must be honored by distributors. Terms of 30 days does not mean 35; it doesn't even mean 31.

In addition, suppliers that are willing to work with distributors with regard to their financial position need to be rewarded for doing so. It is called loyalty.

- **Helping Suppliers with Their Financial Challenges**—Just as supplier decisions can impact distributors in negative ways, distributors have the same potential to impact suppliers. Placing fewer, larger orders helps suppliers tremendously, just as does eliminating emergency orders, controlling errors, the using electronic data interchange and a plethora of other factors. Being a good customer never hurts in financial discussions.


Tensions between suppliers and distributors have always existed and always will. However, if both sides approach the present situation with a desire to understand and help the other side improve, such tensions can be diminished.

Exhibit 1:

The Impact of Cutting Inbound Terms and Cash Discount Rates On the Firm's Overall Financial Results

Income Statement--\$	Current Results	Cutting Terms in Half	Eliminating The Cash Discount	Both Actions Simultaneously
Net Sales	\$7,500,000	\$7,500,000	\$7,500,000	\$7,500,000
Cost of Goods Sold	<u>4,650,000</u>	<u>4,650,000</u>	<u>4,650,000</u>	<u>4,650,000</u>
Gross Margin	2,850,000	2,850,000	2,850,000	2,850,000
Normal Expenses	2,662,500	2,662,500	2,662,500	2,662,500
Additional Interest	0	9,900	0	9,900
Discounts Lost	<u>0</u>	<u>0</u>	<u>93,000</u>	<u>93,000</u>
Total Expenses	<u>2,662,500</u>	<u>2,672,400</u>	<u>2,755,500</u>	<u>2,765,400</u>
Profit Before Taxes	\$187,500	\$177,600	\$94,500	\$84,600
Investment				
Cash	\$65,000	-\$100,000	\$65,000	-\$100,000
Accounts Payable	\$330,000	\$165,000	\$330,000	\$165,000

Moving Forward

Changes in either datings or cash discounts is not a minor issue for NAHAD members. It is very close to life or death. It is absolutely essential that firms work with their suppliers in an effort to reach an accord that satisfies the financial needs of every channel member. 

About the Author:

Dr. Albert D. Bates is founder and president of Profit Planning Group, a distribution research firm headquartered in Boulder, Colorado.

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A Managerial Sidebar: Getting Specific at the Firm Level

Every firm represents a somewhat unique situation. While the examples in this report can help with the educational process, more firm-specific information is always valuable.

An Excel file to help firms work through results for their firm has been posted on the NAHAD web site. That file allows NAHAD members to make changes in both datings and cash discount arrangements and see what happens. The following is an example using the Excel file. The items enclosed in boxes can be changed. Everything else calculates automatically.

The Excel file is available at no cost to all NAHAD members.

Variables	Current Situation	Revised Situation
Average Payment Days	26.0	16.0
Average Cash Discount—%	2.0	1.0
Financial Impact	Current Results	Revised Results—\$
Income Statement		
Net Sales	7,500,000	7,500,000
Cost Of Goods Sold	4,650,000	4,650,000
Gross Margin	2,850,000	2,850,000
Expenses		
Normal Expenses	2,662,500	2,662,500
Interest Impact	0	7,644
Any Discounts Lost	0	46,500
Total Expenses	2,662,500	2,716,644
Profit	187,500	133,356
Assets		
Cash	\$65,000	-\$62,397
Accounts Payable (Imputed Based Upon Credit Terms)	\$331,233	\$203,836

Congratulations!

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or a Design and Fabrication Exam from Sept 18, 2008 until 1/5/2009

Industrial Hose (Specification)

- Craig Steinhauser, Goodyear Engineered Products
- Clark Tucker, Goodyear Engineered Products
- Yomaira Santos, INRUMEC
- Jackie Reyes, Goodyear Engineered Products
- Gordon Springer, Goodyear Engineered Products
- Abigail Bagwell, Goodyear Engineered Products
- Gerardo Andrade, INRUMEC
- Israel Rocha, Texas Rubber Supply, Inc.
- George Lekuku, Texas Rubber Supply, Inc.
- Dawn Williams, Rubber Supply Co., Inc.
- Dave Gratz, Goodyear Engineered Products
- Paul Hennequin, Hose Supplies New Zealand Ltd.
- David Barnas, Peerless Mill Supply Company, Inc.
- Jason Zuch, Peerless Mill Supply Company, Inc.
- Keith Terryberry, Peerless Mill Supply Company, Inc.
- David Lorenz, General Rubber Co., Inc.
- Nathaniel Bell, Summers Rubber Company
- Ron Boop, Goodyear Engineered Products
- Keshia Harvey, Goodyear Engineered Products
- Jesse Rudish, Allied Rubber & Supply
- Julie DeSelms, Goodyear Engineered Products
- Candace Karsten, Goodyear Engineered Products
- Shalunda Brown, Goodyear Engineered Products
- Christine Toby, Goodyear Engineered Products
- Melissa Harms, Goodyear Engineered Products
- Rex Watson, Motion Industries
- Richard Bzdziak, Allied Rubber & Supply
- Clint Morgan, International Belt & Rubber Supply
- Matt Kacsur, General Rubber Co., Inc.
- Leath McLaughlin, Goodyear Engineered Products
- Mindy Haugen, Goodyear Engineered Products
- Pedro Silva, Motion Industries
- Josh Hill, Allied Rubber & Supply
- Travis James, General Rubber Co., Inc.
- Sarah Kacsur, General Rubber Co., Inc.
- David Berman, Moreland Hose & Belting Corp.
- Ron D' Auteuil, Omni Services, Inc.
- Robert Garey, Summers Rubber Company
- Aaron Leonard, Moreland Hose and Belting
- Wayne Jackson, Moreland Hose and Belting
- Greg Litts, TIPCO Technologies Inc.
- Scott Yelton, TIPCO Technologies Inc.
- Phil Everly, TIPCO Technologies Inc.
- Cheryl Freeman, Omni Services, Inc.
- Dan Spence, Summers Rubber Company
- Thomas McAneney, Rubber Supply Co., Inc.
- Ervin Mathis, Peerless Mill Supply Company, Inc.
- Willie Rice, Peerless Mill Supply Company, Inc.
- John Cherney, TIPCO Technologies Inc.
- John Turner, TIPCO Technologies Inc.
- Tony Fantin, Summers Rubber Company
- Rick Brown, Summers Rubber Company
- Zoltan Csiszar, Summers Rubber Company
- Jason Secker, Dixon Asia Pacific

Continued on page 14

- Ravinesh Lal, Hose Supplies New Zealand Ltd.
- Jeff Green, Anderson Pump & Process
- Matt Pokwinski, Anderson Pump & Process
- Joseph Lowe, Hundley Hydraulic Sales & Service
- Jeff Finch, Dennis Bahcall Rubber Company, Inc.
- Brandon Lee, Summers Rubber Company
- John Lowey, Anderson Pump & Process
- Jeff Church, Summers Rubber Company
- Skip Spicer, Summers Rubber Company
- Greg Faith, Summers Rubber Company
- Al Groth, Peerless Mill Supply Company, Inc.
- Ben Lightner, RW Connection, Inc.
- Dave Brzeski, Anderson Pump & Process
- Jerry Izaguirre, Texcel
- Chris Daugherty, Texcel
- Jose Villareal, Texcel
- Ed Ryan, Omni Services, Inc.
- Mike Herb, Omni Services, Inc.
- Duane Clapp, Hose Supplies Pacific
- Andrew Talbut, Hose Supplies Pacific
- Jason Brimberry, McCarty Equipment Co., Inc.
- Jerry Conaway, McCarty Equipment Co., Inc.
- Chris Roberts, McCarty Equipment Co., Inc.
- Brad Richardson, McCarty Equipment Co., Inc.
- Chris Albert, River Bend Hose Specialty
- Brian Mayfield, Omni Services, Inc.
- Steve Houde, Omni Services, Inc.
- Steve Wageman, McCarty Equipment Co., Inc.
- Scott Slavinskas, River Bend Hose Specialty
- Jordan Farrow, Industrial Rubber & Gasket
- Randy Gruenweldge, McCarty Equipment Co., Inc.

Industrial Hose (Design and Fabrication)

- Trey Burns, RGA – Jackson
- Jules Fong San Pin, Goodyear Engineered Products
- Dan Weiershauser, Goodyear Engineered Products
- Scott Higgins, Goodyear Engineered Products
- Robin Wobig, Goodyear Engineered Products
- David Lorenz, General Rubber Co., Inc.
- Norberto Flores, RGA – Mcallen
- Matt Kacsur, General Rubber Co., Inc.
- Nathalie Cline, Summers Rubber Company
- Mark Schaub, Summers Rubber Company
- Bruce Mullen, Summers Rubber Company
- Juan Santiago, Summers Rubber Company
- Mike Breehl, Summers Rubber Company
- Jason Secker, Dixon Asia Pacific
- Ervin Mathis, Peerless Mill Supply Company, Inc.
- Jeff Green, Anderson Pump & Process
- Mel James, Summers Rubber Company
- Al Groth, Peerless Mill Supply Company, Inc.
- Willie Rice, Peerless Mill Supply Company, Inc.
- Joni Ramey, Summers Rubber Company

- Bill Guarnieri, GHX, Inc.
- Douglas Rider, Summers Rubber Company
- Troy Blackburn, McCarty Equipment Co., Inc.
- Brad Stephenson, McCarty Equipment Co., Inc.
- Jack Clevenger, McCarty Equipment Co., Inc.
- Chris Roberts, McCarty Equipment Co., Inc.
- Jason Brimberry, McCarty Equipment Co., Inc.
- Steve Wageman, McCarty Equipment Co., Inc.
- Jerry Conaway, McCarty Equipment Co., Inc.

Hydraulic Hose (Specification)

- Rex Watson, Motion Industries
- Nestor Rivera, INRUMEC
- Brandon Dumas, INRUMEC
- Howard Ayres, Hydraulic Supply Co.
- Gerardo Andrade, INRUMEC
- George Lekuku, Texas Rubber Supply, Inc.
- Israel Rocha, Texas Rubber Supply, Inc.
- Andrew Crackle, Industrial Rubber & Gasket
- Juan Santiago, Summers Rubber Company
- Dan Spence, Summers Rubber Company
- Brad Cargile, Hundley Hydraulic Sales & Service
- Vincent Enriquez, Eaton - Durodyne, Inc.
- Rick Brown, Summers Rubber Company
- Zoltan Csiszar, Summers Rubber Company
- Matt Kacsur, General Rubber Co., Inc.
- Julia DeSelms, Goodyear Engineered Products
- Candace Karsten, Goodyear Engineered Products
- Leath McLaughlin, Goodyear Engineered Products
- Daniel Weiershauser, Goodyear Engineered Products
- Richard Bzdziak, Allied Rubber & Supply
- Craig Steinhauer, Goodyear Engineered Products
- Gordon Springer, Goodyear Engineered Products
- Mindy Haugen, Goodyear Engineered Products
- Robert Garey, Summers Rubber Company
- Pedro Silva, Motion Industries
- Ed Mohr, Summers Rubber Company
- Jeff Church, Summers Rubber Company
- Skip Spicer, Summers Rubber Company
- Robin Wobig, Goodyear Engineered Products
- David Berman, Moreland Hose & Belting Corp.
- Tony Fantin, Summers Rubber Company
- Jason Secker, Dixon Asia Pacific
- Dawn Williams, Rubber Supply Co., Inc.
- Aaron Leonard, Moreland Hose & Belting Corp.
- Wayne Jackson, Moreland Hose & Belting Corp.
- Brandon Lee, Summers Rubber Company
- Cody Eiland, Rubber & Specialties, Inc.
- Harley Quinn, TIPCO Technologies, Inc.
- Greg Litts, TIPCO Technologies, Inc.
- Alex Serpas, Motion Industries
- Michael Hunter, Allied Rubber & Supply
- Greg Faith, Summers Rubber Company

- Larry Weaver, Hydraulic Supply Co.
- Ray Ladd, Hydraulic Supply Co.
- John Serra, Hydraulic Supply Co.
- Tom Hohf, Abbott Rubber Company, Inc.
- Ben Lightner, RW Connection, Inc.
- Carl Chillas, RW Connection, Inc.
- Beth Omogrosso, Allied Rubber & Supply
- Matt Daubenspeck, Allied Rubber & Supply
- Brad Stephenson, McCarty Equipment Co., Inc.
- Armando Contreras, McCarty Equipment Co., Inc.
- Troy Blackburn, McCarty Equipment Co., Inc.
- Jack Clevenger, McCarty Equipment Co., Inc.
- Jason Brimberry, McCarty Equipment Co., Inc.
- Chris Roberts, McCarty Equipment Co., Inc.
- Steve Wageman, McCarty Equipment Co., Inc.
- Lee Kuykendall, Royal Brass & Hose
- Dave Marki, Allied Rubber & Supply

2009 NAM Manufacturing Summit

On May 6–7, 2009, manufacturers of all sizes from all over the United States will travel to Washington, DC to participate in the 2009 NAM Manufacturing Summit. NAM (National Association of Manufacturers – of which NAHAD is an association member). Members will have the opportunity to meet with their members of Congress and Senators to communicate the vital role that manufacturing plays in our nation's economic security and how policy decisions impact real people in the real world of manufacturing. The highlight of these two days will be a reception on May 6th at which NAM members can meet the legislators who craft the laws that impact the manufacturing community and pay tribute to those who have supported the NAM's pro-growth policy agenda.

Other planned events during the Summit include:

- Briefing luncheon
- Meetings with various members of Congress
- Breakfast address with an administration official
- Lunch address with House/Senate leadership

Manufacturer members of NAHAD, please mark your calendar today and plan to join NAM in Washington for this event! More information will be available in the April *NAHAD News*.

NAHAD HISTORY

1984 - 2009

1992

Piranha Hose Products manufactures thermo-



plastic, high pressure, sewer jetting, 100R7 and 100R8 hydraulic

and specialty hoses. With the company's advanced research and development, they are able to be design a hose to fit any need. Piranha Hose Products was established in 1945 under the name of "Polymer Corporation" in Reading, Pennsylvania. In 1998, Avon Rubber Products purchased Piranha Hose Products and moved the operation to a small town in northern Michigan. In 2003, employees of Avon Rubber Products purchased the company. In 2005, Kuriyama of America purchased Piranha Hose Products and has helped the company grow more. With a great product and a great team behind the product, Piranha Hose Products is a widely

known and trusted name the different hose industries. One product that Piranha Hose Products is the most proud of is the Armor Belt sewer cleaning hose. Armor Belt was designed for the harshest environments in sewer cleaning with its abrasion resistant cover along with flexibility.

Representatives from Piranha Hose Products have been attending NAHAD over the past 10 years. The show has offered extensive opportunities of networking and has established long term relationships with many of the exhibitors of NAHAD. Representatives enjoy the time to relax during the golf outing along with the gatherings in the hospitality suites after the show. Piranha Hose Products is looking forward to the many more years with NAHAD. Karie Birgy, from Piranha's Sales and Marketing department states, "Congratulations on your 25th anniversary!"

Guidelines by NAHAD has enhanced our training to



ensure we are giving the best

possible service while maintaining safety. Attending the NAHAD conventions has been an excellent way for us to network with others in the industry and to learn from the many of wonderful people that participate in these events. Congratulations and thank you to NAHAD for 25 years of great service to the industry!"

2007

Dicsa was founded in 1983, so they have been celebrating their 25th anniversary during



2008. Dicsa started as a local distributor of hydraulic conducts

and components, but their "revolution" began when they decided to start manufacturing the stainless steel fittings. Today, they export their products in more than 70 countries worldwide with special reference to the Northamerica market. Their latest successful business has been the developing of the compact fittings and the first inventories in the United States. Export Manager, Eduardo Risco, has been responsible for this market segment and he can be contacted by email at export@dicses.com.

When Dicsa decided to develop the Northamerica market, they ask to their customers the best way to aproach the market; distribution way, competition, product range...then, they decided to join one Fluid Power Association and the option was not too difficult; Dicsa joined NAHAD in 2007 and has attended the last two conventions in Victoria, BC in Canada and in Williamsburg, Virginia. Export Manager Eduardo Risco says, "For us, it was impossible to develop this market without the support of the NAHAD distributor members and we have to thank all of them and we are very proud to be the only Spanish manufacturer member."

1997

PIRTEK has been providing 1 Hour ETA On-site Hydraulic Hose Replacement since 1980. Founded in Australia, this privately held company started offering franchises in 1985. PIRTEK service is now offered in 13 countries through a network of over 320 Hose Service Centers including 1,200 plus Mobile Service Vans. In 1997, PIRTEK began offering franchises in the US and currently has 39 locations in 20 states.

PIRTEK became a member of NAHAD in 1997. "We immediately invested in the 7 courses of PC based interactive training for Industrial and Hydraulic Hose & Couplings developed by NAHAD at that time", says Gwyn O'Kane, VP of Franchise Development. "The more recent creation of the Hose Assembly



A Quarter Century of Industry Service

NAHAD will be celebrating its 25th Anniversary Year in our publications and on the NAHAD Web Site.

Your Company is Cordially Invited To Submit Your History with NAHAD

We will include Member Company Profiles in upcoming issues of the NAHAD News and we are planning a special Yearbook Section in the 2009 Convention Guide. It is very easy to participate.

Please write your articles in complete sentences, and limit them to a total of 150 words. We would like two paragraphs – the **first paragraph** with a brief history of your company, description of services, names of principals or key contact.

Any information that you believe tells the story of your company in the hose and accessories industry.

This information will be edited for length and superlatives, so be concise and avoid claims like the best, the biggest, etc.

The **second paragraph** should contain information regarding your company's history with NAHAD.

Please submit your article to Kristin Thompson by email to: ktompson@nahad.org.



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Put NAHAD on your P/R List! Send
press releases and your company logo
by email to kthompson@nahad.org

(use "they" instead of "we"). Exclude sales
features claims and direct or indirect com-
parisons with competitors' products. Of
course, all articles will be published on a
space-available basis. NAHAD assumes
no liability for incorrect or deleted infor-
mation, but will publish corrections upon
request.

NAHAD NEWS PRODUCTION SCHEDULE		
Newsletter Issue	Material Due to NAHAD	Mailing Date
February	1/2/09	2/4/09
April	3/2/09	4/3/09
June	5/4/09	6/3/09
August	7/3/09	8/5/09
October	9/1/09	10/2/09
December	11/2/09	12/1/09

NAHAD member companies are invited to submit brief news items for inclusion in the "Member-to-Member" section of the NAHAD News. Please write your articles in complete sentences, and limit them to 60 words, including pertinent phone num-
bers, etc. Camera-ready logos may be submitted and will be included on a space-available basis.

News items should focus on new or additional personnel changes, appointments or promotions, facility expansion, new products
lines or advertising/promotion plans. Articles submitted must be typed or neatly printed, and should be written in the third person

Member to Member Exchange

NAHAD NEWS • CONNECTIONS