

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

FEBRUARY 2013

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Save These Important NAHAD Dates

March 10 – 13 ...	University of Industrial Distribution Indianapolis, IN
April 20 – 24 ...	29th Annual Meeting & Convention Gaylord National Harbor Washington, DC
April 26 – 30 ...	30th Annual Meeting & Convention JW Marriott Desert Ridge Phoenix, AZ

VISIT
www.nahad.org
to register for
NAHAD Convention 2013
in Washington, DC

Institute Advisory Council Connects Members & End-Users

NAHAD's *Hose Safety Institute Advisory Council* met recently at the association offices in Annapolis, MD to review its mission and to identify key areas of focus for the coming year.

In keeping with its focus on engaging end-users, the *Advisory Council*, comprised of end-user representatives of key hose markets, offers advice and input to the Institute, while also addressing their specific market needs and applications. Current Council members represent a variety of industries and markets, including Military, Mining, Transportation, Oil & Gas, Agriculture, Bio-processing, Power Generation, U.S. government agencies and Product Testing.

The Council provides important guidance, input, review and focus in support of the Hose Safety Institute's goals, which include:

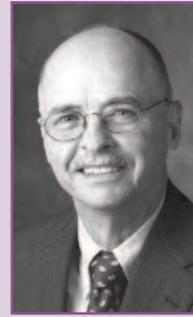
- Promote and maintain the NAHAD Hose Assembly Guidelines
- Identify emerging issues and critical applications related to hose assemblies;

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Institute Advisory Council members attending the recent meeting in Annapolis included (L to R): Steve Niswander – Groendyke Transport; Jeff Andrasik – Smithers Rapra; Jim Reilly – GHX; James Dean Vogel - Bioprocess Institute; Debbie Mitchell - NAHAD Standards Manager; Ken Wyatt – TVA; Jo Marie Diamond – E. County Econ. Dev. Corp; and, Standards Committee Chair, Titus Jumper – Campbell Fittings.

Profit Improvement Report



Customer Elimination: Brilliant Strategy or a Fool's Game?

By Dr. Albert D. Bates
President, Profit Planning Group

Distributors have been concerned about unprofitable accounts for nearly fifty years (the first rigorous analysis of the topic, *Marketing Productivity Analysis* by Charles Sevin was published in 1965). The inescapable conclusion then, as now, is that distributors lose money on about one-third of their customers.

Until fairly recently the unprofitable customer concept was simply that, a concept. With the advent of more sophisticated technology and computer programs (especially Excel®) there is now the ability to precisely measure which customers are and are not profitable and why. Alas, such sophisticated analysis has frequently lead to automatic, ham-handed efforts to deal with the unprofitable customer problem by simply eliminating a large number of customers.

This report will suggest that customer elimination programs have the potential to do far more harm than good. It will do so by exploring two aspects of the customer profitability relationship:

- **Customer Elimination Economics**—An examination of the sales, margin and expense impacts associated with eliminating customers.
- **Customer Strategies**—Some specific suggestions for ensuring that the firm drives maximum profit from its customer set.

Customer Elimination Economics

Calculating customer profitability is a relatively simple process. Improving profits based on that customer analysis is much more complicated. Measurement is a lot different than improvement.

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PRESIDENT'S LETTER



Dear NAHAD Member,

Many distributors use the NAHAD organization and its member benefits to differentiate their businesses from the competition. A growing number of distributors are using the Hose Safety Institute as a differentiator in marketing their respective businesses while upgrading their quality offering to the marketplace. Hose Safety Institute members have disciplined themselves to meet the stringent requirements of the organization while demonstrating support for, and compliance with, NAHAD's Hose Assembly Guidelines.

Compliance with the requirements requires some time on the part of a company designated representative to coordinate the online testing of employees who receive Certificates for their efforts. In my travels to NAHAD distributors these Certificates are proudly displayed on office and workshop walls that provide a message to the employee, touring customers and vendors alike that the distributor is serious about its investment in quality. Assembly, testing and tagging equipment requirements are often standard fare in the contemporary hose assembly shop meaning little new capital expense is required in the compliance process.

The demanding customer base of today is requiring a higher level of quality process and conformance and there is no better step than adding the Hose Safety Institute to your marketing effort. Customers looking for hose safety solutions will find their way to the organization's website and ultimately to the search feature and each member's personal home page. There is no better investment a distributor can make today than being a Hose Safety Institute member.

Best Regards,

Don Fritzingler, *NAHAD President*



Institute Advisory Council Connects Members & End-Users *Continued from page 2*

- Serve as a forum for addressing industry issues, providing appropriate input to the NAHAD Standards Committee and ensure ongoing industry dialogue and communications;
- Provide educational resources and tools to Institute Members and to end-users who support hose assembly quality, safety and reliability; and,
- Identify and engage industry organizations and related agencies involved in, or impacting, hose safety, quality and reliability.

According to NAHAD staff director, Joseph Thompson, "Hose Safety Institute membership is offered to NAHAD member firms who commit to supporting the Hose Assembly Guidelines and who meet specific requirements focused on enhancing hose assembly safety, quality and reliability. The Advisory Council is a key element of the Institute, linking end-users and key markets to the Institute members, providing a dynamic and valuable resource to participating distributors and suppliers."

The recent Council meeting addressed a variety of topics and issues, including:

- Reviewing the new *Institute Handbook* and discussion of the new online Handbook exams,
- For the bio-processing market, the need to address the robustness of crimped hose assemblies, especially under conditions of thermal cycling,
- Applications for single-use technologies / disposables,
- Tank truck industry issues,
- Determining the service life of the hose assemblies,
- The importance of connecting the Institute with other related industry organizations,
- The need for standardized hose assembly identification and tagging

Hose Safety Institute Advisory Council Membership is afforded to invited end-users and professionals who have particular expertise, experience in, and/or a broad range of perspectives regarding hose safety. Council members provide evaluation, review and feedback regarding the Hose Assembly Guidelines, as well as addressing key issues, emerging technologies and/or processes related to hose assembly safety, quality and reliability. Council members are drawn from hose assembly end-users, academia, industry, standards/regulatory bodies, related associations or industry groups and government agencies.

More information about the Institute Handbook and the Hose Safety Institute Advisory Council, including Council member photos and bios, is available at HoseSafetyInstitute.org. 

NAHAD Advertising Insertion Order Form

2013-2014 NAHAD Membership Directory and 2013 Convention Guide

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. Select your advertising options from the available listings below. If you would like to take advantage of SPECIAL PRICING AND AD PLACEMENT IN THE OFFICIAL NAHAD 2013 CONVENTION GUIDE, submit this completed signed Insertion Order form and ad copy before **February 6, 2013** Directory only - all final copy must be submitted by May 1, 2013. Return this form with payment to NAHAD at the address below, or fax this form with credit card information to 410-263-1659. Please call 1-800-624-2227 or email kthompson@nahad.org for technical specifications.

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

The **2013-2014** Directory will be produced for distribution on **July 27, 2013**.

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 **2013-2014** 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: _____

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- | | | | |
|--|----|--|---------|
| <input type="checkbox"/> Full Page - \$1,950 | OR | <input type="checkbox"/> WITH Guide Ad | \$2,495 |
| <input type="checkbox"/> 2/3 Page - \$1,595 | OR | <input type="checkbox"/> WITH Guide Ad | \$2,065 |
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| <input type="checkbox"/> 1/4 Page - \$810 | OR | <input type="checkbox"/> WITH Guide Ad | \$1,060 |
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| <input type="checkbox"/> Business Card - \$300 | | | |

DIRECTORY ONLY TOTAL\$ _____ TOTAL WITH GUIDE AD \$ _____

Add-Ons

- 4-Color Process - \$695\$ _____
- 2nd Color - \$485\$ _____
- Special Placement Request - \$400....\$ _____
- (section of your choice or special position)
- Additional Charge Inside Front Cover
- As Two-Page Spread....\$5,550 \$ _____

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.....\$ _____

Net Total Due to NAHAD.....\$ _____

Congratulations

The following NAHAD Institute Members have successfully passed a Hose Assembly Guidelines Specification or Design and Fabrication Exam from 11/15/2012 to 1/14/13

Corrugated Metal Hose (Specification)

- Gabe Meeham, LewisGoetz
- Andrew Hasenhundl, Red-L Distributors
- Sean Teach, Hose Master

Industrial Hose (Specification)

- Juan Becerra, LewisGoetz
- Lucky Ighodaro, LewisGoetz
- Peter Wright, LewisGoetz
- Mitchell Cote, LewisGoetz
- Randall Jordan, LewisGoetz
- Andrew Bellamy, LewisGoetz/Goodall Canada
- David Knowles, LewisGoetz
- Mike Kohler, LewisGoetz
- Jeff Conley, LewisGoetz
- Valerie Camacho, Hydra-Air Pacific
- Steve DiFlorio, HiTech Piping
- James Belcher, LewisGoetz
- Marty Good, LewisGoetz
- Patrick Granville, Red-L Distributors
- Bryan Wilson, LewisGoetz
- Leroy Washington, LewisGoetz
- Allan Fuller, Veyance Technologies

Composite Hose (Specification)

- Craig Griffiths, Hose Supplies New Zealand
- Alex Attobrah, Red-L Distributors
- Derek Weidell, LewisGoetz
- Ivan Tyson, LewisGoetz
- Jim Vrtiska, LewisGoetz
- Bruce Graham, LewisGoetz

Hydraulic Hose (Specification)

- Juan Becerra, LewisGoetz
- Debbie Drennan, LewisGoetz
- Tim Campbell, LewisGoetz/Goodall Canada
- Mike Buttleman, LewisGoetz
- Jeff Buttleman, LewisGoetz
- Ronnie Wash, Hatec
- Mike Null, LewisGoetz
- Mark Pyles, LewisGoetz
- David Knowles, LewisGoetz
- Mitchell Aguon, Hydra-Air Pacific
- Paul Hope, LewisGoetz
- James Belcher, LewisGoetz
- John Pettry, LewisGoetz
- Rick Carter, LewisGoetz
- Spencer Rottgering, LewisGoetz
- Mike Johns, LewisGoetz
- Kyle Edwards, Runnalls Industries
- David Tommeraasen, LewisGoetz
- Jon Stoddard, LewisGoetz
- John Acaso, Hose Conveyors, Inc.

Corrugated Metal Hose (Design and Fabrication)

- Brad Klages, Motion Industries
- William Otto, Motion Industries
- Sabrina Peveler, LewisGoetz

Industrial Hose (Design and Fabrication)

- David Knowles, LewisGoetz
- Mike Kohler, LewisGoetz
- Randall Jordan, LewisGoetz
- Lucky Ighodaro, LewisGoetz
- Jim Rodgers, LewisGoetz
- Andrew Bellamy, LewisGoetz/Goodall Canada
- Marty Good, LewisGoetz
- Jeff Conley, LewisGoetz
- Ralph Walker, LewisGoetz
- John Acaso, Hose Conveyors, Inc.
- Chris Pichalski, A&M Industrial Supply
- Tony Carter, A&M Industrial Supply
- Ken Hart, LewisGoetz
- Paul Hope, LewisGoetz
- James Belcher, LewisGoetz
- Kevin Martinez, A&M Industrial Supply
- Mitchell Cote, LewisGoetz

Hydraulic Hose (Design and Fabrication)

- Brian Rosinski, LewisGoetz
- Jeff Conley, LewisGoetz
- Randall Jordan, LewisGoetz
- Johnny Pettry, LewisGoetz
- Jerry Hedrick, LewisGoetz
- Spencer Rottgering, LewisGoetz
- Lucky Ighodaro, LewisGoetz
- Mike Kohler, LewisGoetz
- Darrell Lambert, LewisGoetz
- Leroy Hart, LewisGoetz
- James Belcher, LewisGoetz
- David Knowles, LewisGoetz
- Paul Hope, LewisGoetz
- William Otto, Motion Industries
- John Acaso, Hose Conveyors, Inc.
- Chris Pichalski, A&M Industrial Supply
- Tony Carter, A&M Industrial Supply
- Marty Good, LewisGoetz
- Jason Tippet, LewisGoetz
- Ken Hart, LewisGoetz
- David Litteral, LewisGoetz
- Alex Attobrah, Red-L Distributors
- Jim Martin, LewisGoetz
- Kevin Martinez, A&M Industrial Supply

Learn More About Hose Assembly Guidelines Specification and Design and Fabrication Exams at the Hose Safety Institute Kiosk
April 20 – 23, 2013
Gaylord National

Keynote Speaker for the 2013 NAHAD Annual Convention is Announced



On November 26, 2000, **Andrew H. Card, Jr.**, was appointed Chief of Staff in the presidential administration of Texas Governor George W. Bush. Card was chosen because of his impressive service record

in the public and private sector, including serving in the administrations of two former presidents. Card's last day was April 14, 2006, making him the second-longest serving White House Chief of Staff. Mr. Card's impressive record includes:

- 11th U.S. Secretary of Transportation under President George H. W. Bush.
- Assistant to President Bush and Deputy Chief of Staff.
- Special Assistant to President Ronald Reagan for Intergovernmental Affairs and subsequently as Deputy Assistant to the President and Director of Intergovernmental Affairs
- General Motors' Vice President of Government Relations.
- President and Chief Executive Officer of the American Automobile Manufacturers Association (AAMA)
- Member of Massachusetts House of Representatives
- Named Legislator of the Year by the National Republican Legislators Association
- Received Distinguished Legislator Award from the Massachusetts Municipal Association.

Currently, Card is the acting dean of the Bush School of Government and Public Service at Texas A&M University. He is also a senior counselor at the global public relations firm Fleischman-Hillard, serving on the international advisory board. He serves on the board of directors at Union Pacific Corporation. He also serves on the U.S. Chamber of Commerce Advisory Board, an Advisory Board for Alexander Proudfoot and some privately held corporate and non-profit boards.

Card graduated from the University of South Carolina with a Bachelor of Science degree in engineering. He attended the United States Merchant Marine Academy and the John F. Kennedy School of Government at Harvard University and has received numerous honorary degrees and awards.

Strategic Leadership: Challenges and Choices Amidst Crisis

Sunday, April 21, 2013 1:00pm – 2:00pm

The true test of a leader is their record of accomplishments. Andy Card was inside the Oval Office as U.S. Presidents and world leaders laid out their

Continued on page 11

Good Sales Habits

By Tom Reilly, author of
Value-Added Selling

Habit, if not resisted, soon becomes necessity. (Saint Augustine)

Everyone has habits—good habits and bad habits. Good habits lead to a healthy lifestyle and productive career. Bad habits take us down a different path in life. Habits shape and re-shape the brain. A pattern of behavior repeated over time carves neural pathways in the brain that result in habitual and automatic responses.

Not doing something is as much of a habit as doing something. For example, not planning your sales calls is as much of a habit as planning your sales calls. Value-Added Sales-people make it a habit to do what others consider to be a hassle. Value-Added Salespeople make these behaviors habitual:

Plan every call. Winging it is for the birds.

Silence your cell phone before every call. Emergencies aside, attending to your cell phone on a sales call is just plain rude.

Listen more than you talk on sales calls. Recent studies (2012) have shown that people who listen more than they talk are rated as more influential by their peers and co-workers.

Finish every sales call by asking for something. Why would you make a sales call without an action objective?

Out-deliver your promises. The number-one way that salespeople build trust with customers is to follow up on their promises.

Call today, 1-636-537-3360 or visit online at www.TomReillyTraining.com.



The Manufacturing Institute, the Society of Manufacturing Engineers, University of Phoenix, and Deloitte today announced the recipients of the first Women in Manufacturing STEP (Science, Technology, Engineering and Production) Awards. The inaugural STEP Awards honor women who have demonstrated excellence and leadership in their careers and represent all levels of the manufacturing industry, from the factory-floor to the C suite.

“These 122 women are the faces of exciting careers in manufacturing,” said Jennifer McNelly, president, The Manufacturing Institute. “We chose to honor these women because they each made significant achievements in manufacturing through positive impact on their company and the industry as a whole.”

The STEP Awards are part of the larger STEP Ahead initiative launched to examine and promote the role of women in the manufacturing industry through recognition, research, and best practices for attracting, advancing, and retaining strong female talent.

Melinda Donnelly, President of The Novaflex Group, 20 East Pearce Street, Unit 1 Richmond Hill, ON L4B 1B7 CANADA is an honoree.

“The STEP Ahead initiative was founded to change perceptions of the manufacturing industry and create new opportunities for women in the sector,” said Latondra Newton, group vice president at Toyota Motor North America, Inc. and chairwoman of the STEP Ahead initiative. “This initiative is the call for action to transform the face of today’s manufacturing talent and ensure that women can contribute to the future of this industry.”

“The stories of these 122 women—and the leadership they demonstrate in a diversity of careers—are also meant to inspire the next generation of women leaders in manufacturing,” said Tim Welsh, SVP National Industry Strategy Group, University of Phoenix. “We must empower today’s leaders to help attract and educate our future workforce to keep our manufacturing base and our economy competitive.”

A recent survey from Deloitte and The Manufacturing Institute found that nearly 70 percent of American manufacturing companies have a moderate to severe shortage of available, qualified workers. Manufacturing companies cannot fill as many as 600,000 skilled positions, even as unemployment numbers hover at historically high levels.

“As the nation emerges from the recession, we know that manufacturing is critical to our economy, and critical to the success of each

NAHAD Member Melinda Donnelly, President of the Novaflex Group, Receives National Award



manufacturer is a high-quality workforce,” said Mark C. Tomlinson, executive director/CEO, SME. “By telling the stories of real women in manufacturing, we not only will celebrate great careers, but also make a profound public statement about the significance of manufacturing.”

On February 5, The Manufacturing Institute and its STEP Ahead initiative partners will recognize the 122 recipients of the STEP Awards at a reception in

Washington, D.C. The STEP Awards program will highlight each honoree’s story, including their leadership and accomplishments in manufacturing.

NAM Economist Forecasts 2013 Trends

Dr. Chad Moutray, Chief Economist, National Association of Manufacturers (NAM) Economic Forecast for the United States in 2013 Presenting before an audience of over 100 leaders of manufacturing and distribution associations in mid-January, Dr. Moutray listed his view of the strengths and weaknesses of the U.S. economy at the beginning of 2013

Strengths:

1. Housing "upward trend - steady rise" will surpass 1,000,000 housing starts by year end. Although housing is well below where it was many years ago, it is up 30 percent in early 2013.
2. Consumer spending is also up and will continue in 2013. A sizeable amount is coming from durable goods and non-durable goods.
3. Market for export of U.S. manufactured goods has expanded and produced growth of about 5 % even in Europe. Growth pockets are South and North America.
4. Energy is another area of growth - it can transform manufacturing and expand manufacturing. This includes lower costs for energy.

Weaknesses:

1. The outlook of manufacturers (as expressed in surveys) fell during 2012 from 89% predicting a good year in 2012 falling to 52% by the end of 2012.
2. Manufacturers are also pulling back in their sales forecasts, investment, and employment, even after the congressional deal averting the Fiscal Cliff.
3. Consumer confidence has also plummeted.
4. Hiring is relatively skittish.

Member to Member Exchange

World Wide Metric is pleased to announce the addition of Brad MacDonald to their sales team. As Regional Sales Manager, Brad will serve the mid-west region and help build business relationships in the fluid power and industrial markets. Contact the company at:

World Wide Metric Inc.
Tel. 732-247-2300
sales@worldwidemetric.com
www.worldwidemetric.com



Veyance Technologies, Inc. exclusive manufacturer of Goodyear Engineered Products



VEYANCE TECHNOLOGIES Hydraulic & Industrial Hose is pleased to announce the new Desert 2.0 DR2SN Hydraulic Hose. The new hydraulic hose will have an increase in maximum operating temperature from 275F to 302F and have a wrapped blue cover. This hose family will replace the existing HR2SN hose. This new hose will be built in the USA with stock available in the late February in 1/4" – 1" IDs.

Just in time for the cold winter, Veyance Industrial Hose now has Flexsteel 250 Steam with EPDM tube and a 10:1 safety factor in the NEW 1/2" ID with a smooth cover. This extends the Flexsteel 250 Steam family to 1/2", 3/4", and 1" in smooth cover and 1-1/4", 1-1/2", and 2" in a wrapped finish. For additional information on Goodyear Engineered Products brands of industrial hose & hydraulics products, please visit www.goodyear.com.



Titeflex Commercial, Inc. announces the hiring of Dr. Honglun Sun as the new Product Development Engineer, Terrence Burns as Manufacturing Manager and Chris DiFranco as Manufacturing Engineer.

Dr. Sun has extensive experience with PTFE. He received his Ph.D. from the University of Cincinnati in Polymer Chemistry. He conducted research at Virginia Commonwealth

University in processing fluoropolymer such as PTFE, PCTFE and supercritical CO2. He has worked in manufacturing developing new PTFE/fiberglass based microwave materials for Arlon Inc. Dr. Sun's knowledge and experience will be a great asset to Titeflex.

Burns served seven years in the United States Navy in various positions. He served on the USS Wasp as the Deck Division and Communication Officer. He also served on the USS Denver and USS Juneau as the Operations and Engineering Officer. His most recent assignment was in Singapore as a Project Manager for repairing US Warships in SE Asia and Australia. Burns graduated from Fordham University and is certified as a Project Management Professional.

DiFranco graduated from UMass Dartmouth with a Bachelors of Science in Material & Biomaterials Engineering. He was a Manufacturing Engineer for Raytheon where he performed quality inspections and manufacturing engineering support for the Patriot and AN/TPY-12 missile programs. For more information on Titeflex, please call, 1-800-765-2525 or visit www.titeflex.com.



TIPCO Technologies is pleased to announce the grand opening of their newest Eaton Aeroquip Hose Center February 4, 2013 in the Delaware Valley region of Bear, Delaware.

The new location will be staffed by both seasoned TIPCO employees and new hires as TIPCO looks to grow their geographical footprint in regions that fit the template for the industries served.

"We view the Delaware Valley region as a perfect fit to introduce new flexible technology from World Class brands such as: Eaton, Goodyear, Saint Gobain, Dixon, PT Coupling and OPW Engineered Products while adding to our geographical presence in the Maryland, Virginia, Delaware and Washington, DC region," said Rob Lyons, President.

The new branch is located at 700 Carson Drive, Suite 705 in Bear, DE 19701. To learn more, please visit www.tipcotec.com, or contact Rob Lyons robl@tipcotec.com or Terri Lyons terril@tipcotec.com.



Texcel is pleased to announce some new products to their industrial hose line up:



Gamma Flex - Sub Zero is a cold weather tank truck hose rated for -67°F temperatures. Its blue cover makes it easily identifiable and it is constructed with a corrugated cover for extreme flexibility. Gamma Flex- Sub Zero is also offered in 100' and 200' standard lengths.

Gamma - Blend is Texcel's 4" 400psi Blender/Fracturing discharge hose for oilfield fracturing operations. Its specially formulated high-abrasion resistant cover insures a strong life in abusive applications. Gamma - Blend is also offered in 100' and 200' standard lengths.

Texcel is now offering their Tex-FOD – Fuel Oil Delivery hose, in bulk or coupled lengths. Sizes include 1", 1-1/4", 1-3/8" and 1-1/2" sold in standard lengths of 100', 125', 150', and 175' and are offered as coupled assemblies, male by male, male by female, or female by male.

Texcel would like to thank all of their distributors and wish them a prosperous 2013. The company is also proud to announce that their coupling capabilities in their Newark, DE facility have expanded to include the crimping of 8" hoses. For more information please visit www.texcelrubber.com or call 1- 800-231-7116.



TESS, Norway's largest hose and service supplier, underlines its ambition to become a key player in the global oil and gas market, through the take-over of Brazilian company BicTESS. TESS International, governance of global branches, will use 2013 to enter new markets ensuring continuous unprecedented growth introducing ingenious technology, customized solutions and devoted people.



Super-bright **Spectroline®** fluorescent dyes reveal all leaks in static and circulating water systems, boilers, storage tanks and other high-volume containers. They also locate leaks in piping, valves, condensers, sprinkler system pumps, seams, welds and fittings.

Simply add a small amount of Spectroline WD-801, WD-802 or WD-803 fluorescent water dye into a system and allow it to circulate. Wherever the water escapes, so does the dye, which remains at the site of all leaks. When the system is scanned with a high-intensity ultraviolet or blue light lamp, the dye glows brightly to pinpoint the precise location of every leak.

WD-801 dye makes leak sites fluoresce blue, WD-802 dye fluoresces green and WD-803 dye fluoresces blue-green. The recommended dilution ratio of WD-802 is one pint of dye for every 1,000 gallons of water. For WD-801 and WD-803, the dilution ratio is one pint of dye for every 500 gallons of water.

WD-801, WD-802 and WD-803 dyes are ideal for preventive maintenance programs because they remain safely in the system and will expose new leaks whenever the system is inspected with the lamp. These dyes also enable inspectors to detect leaks in seams, welds, seals and fittings of equipment before it is put into service. Dyes are available in one-pint containers as well as 1-gallon, 5-gallon and 55-gallon drums. For more information, call 1-800-274-8888.



Tribute, Inc. is proud to announce the addition of Dean Dvorak, the new TrulinX Director of Development. With an extensive background in software development and finance, Dvorak utilizes his experience garnered as a Senior Developer at MRI Software, a Systems Analyst at the Federal Reserve, a Manager at Ernst & Young LLP, and his years of Navy service to his role at Tribute, Inc.

Dvorak's goals for the TrulinX team this year include: Implement Agile development methods for the continued enhancement of the TrulinX product and the development process; Utilize the broad and valuable experience of each employee to contribute to the design and development of TrulinX features; and Continue to modernize the underlying TrulinX code framework to improve maintainability and quality.



Singer Equities, Inc. has acquired the operating assets of **Summers Rubber Company** based in Cleveland, Ohio. Founded in 1949 and operating through eight locations in Ohio and Pennsylvania, Summers Rubber is recognized as one of the premier industrial rubber distributors in the country. Specializing in the fabrication of hydraulic, industrial, and metal hose assemblies, inspection, testing, and certification services, the business will operate as Singer's eighth platform company and will continue to go to market under the "Summers Rubber" brand. Frank Tiernay, a seasoned veteran of the distribution industry, will continue as Vice President/ General Manager reporting to Don Fritzingler, president of Singer Equities.

"Mike has gathered an exceptionally talented group of individuals and we are extremely excited about the opportunity to carry on their legacy," said Fritzingler. "This acquisition compliments our strategy and establishes a solid Singer footprint in the Ohio market". Added Mike Summers, "Three generations of Summers are proud to hand the reins to Singer to lead the next round of growth and service to our customers".

Singer Equities, along with Bishop Lifting Products, are wholly owned subsidiaries of SBP Holding LP and through 40 locations provide wire rope and rigging products and industrial rubber products to a variety of industrial end markets.



PT Coupling Company welcomes Brooks Broberg to the PT Coupling team. Brooks' title is Regional Sales Manager and his role will be business development with existing distributors. He brings 15 years of industry sales experience as an equipment distributor, petroleum distributor and equipment manufacturing sales director to his new position. Brooks resides in the Seattle area, graduated from Western Washington University and is very proud of his two teenage children.

"PT Coupling is looking forward to having Brooks on our team to expand the market and increase the sales of PT products, states President Matt Parrish, "You can reach him by email - Brooks Broberg-brooks@ptcoupling.com."



Chris Geib President of **Geib Industries** is pleased to announce the appointment of Peter Tinsley to Senior Account Manager for Northern Indiana. Tinsley brings 20+ years of experience in the fluid connector and fluid power marketplace to the Geib team. Pete's primary responsibility will be to expand Geib's successful steel mill, petrochemical, and OEM business in the region. Geib Industries is a custom fabricator and distributor of Hydraulic, Metal, Teflon, and Industrial hose for a wide variety of markets. Please visit their website at www.geibind.com



Kuriyama of America, Inc. is pleased to

announce the addition of the following new products to their product line.

New Kuriyama "View Virtual Catalogs" Web Site Button: This new feature will enable visitors to their web site to be able to view all current Kuriyama catalog information in one convenient location from the home page: www.kuriyama.com The "Table of Contents" option allows the customer to bring up specific product pages for viewing in all multi-page catalogs shown. Information is fully accessible with any mobile device; iPad, iPhone, iPod and Android products.

New Kuriyama Oil & Gas Products Catalog: Kuriyama Oil & Gas Products for onshore/offshore drilling and production, provide reliable and dependable service for the demanding requirements within the oilfield industry. Their new Gatorflow™ Terrain™ PVC/Nitrile rubber discharge hose, handles frack solutions and fresh water transfer; available in 8" and 10" ID sizes in 660' lengths. Kuriyama Oil & Gas Products for commercial diving, provide unique hose products for air breathing, low pressure air and hot water. Onshore/Offshore Specialty Umbilicals can be individually designed for customer requirements. Twin Line high pressure hoses are designed for use with underwater hydraulic tools. For more information, call 1-847-755-0360 or visit their web site at: www.kuriyama.com.



Goodall Rubber Company of Canada is moving its production facility from its current location on Pretty River Parkway to a newly rehabilitated building at 530 Third Street in Collingwood.

LewisGoetz
We Keep You Running

CONNECTIONS

continued

The company has decided to invest in the local market because of the exceptional workforce and the historical success the company has had working with the local community.

Jeff Crane, CEO of parent company, **LewisGoetz** based in Pittsburgh, PA said about the move, "We are excited to invest in a new, state of the art facility that will continue to provide high quality products to our worldwide customers."

Sandi Bonwick, General Manager of the local facility also commented, "We are excited about the opportunities that this investment decision will bring for our employees, for the local economy, for our distribution centers, for our customers and for our investors. We consider ourselves very fortunate to have been selected by our parent company for this investment and are very much looking forward to the relocation!" The move to a new property is anticipated to take place the summer of 2013 with production at the new facility beginning then.



Jason Industrial welcomes Mike

 Hambleton to their sales team. Mike is a graduate of Mankato State University. He has been in industrial sales for the past 26 years. He comes to the company from within the industrial hose industry and already has solid customer relationships in the Midwestern states and the central Canadian provinces. Mike will cover the territory of Minnesota, Wisconsin, North Dakota and South Dakota. Mike resides in Andover, Minnesota with his wife Debbie and three children.



InfoChip introduces the new DuraBand Micro tag for hydraulic hose. This versatile identification chip accommodates 1/2" and larger OD hose, pipe or other product. InfoChip's new wireless Bluetooth reader enables smartphones, iPads and PC's to read the RFID tag into any software application including the company's online / mobile platform. For more information, visit www.infochip.com.



Alkon Corporation, a leading manufacturer of valves and fittings in Fremont, Ohio is pleased to announce the acquisition of Star Hydraulics of River Grove, IL.

Star's comprehensive product lines of pumps, cylinders and jacks will enhance Alkon's position in the Fluid Power market. Star will retain the employees and plant in River Grove and will continue its 65 years of service to fluid power customers. Together, the two Companies bring over 120 years of experience and knowledge in Fluid Power to the market. The Alkon sales staff will help to expand Star thru their current customers, Alkon's distribution network as well as new customers and applications.

For further information, contact Alkon at Sales@alkoncorp.com or visit Star's web site at starhyd.com.



Hyde IBS announces that it has a new line



of Score Slitter Blade, which was designed to cut and finish rolls of paper, film and foil, corrugated materials, textiles and abrasives.

Also known as "crush cutters", the Score Slitter Blades convert rolls of material into sheets or smaller sections via a crushing versus cutting action. These blades cut to Original Equipment Manufacturer (OEM) specifications for replacement on machinery brands such as Appleton, Arpeco, Arrow, Ashton, Baldwin-Gregg, Cameron, Coretech, Didde-Glaser, Dusenbery, Goss, Johnstone, Kidder, Schreiber, Tidland and Western Gear among others.



Dixon is pleased to announce the addition of Michael Blaurock as Territory Manager. After completing Dixon's training program Mike will be covering Ohio (northern), WV (part of) and western Pennsylvania.



The Right Connection™

Mike comes to Dixon with a history of expertise in the manufacturing and product engineering fields. He served as product engineer for Premier Farnell and as manufacturing engineer for Swagelock for a number of years. Mike also has a history in sales, marketing and production with Hansen Couplings. An avid sports fan Mike resides in Ohio.

Also, Dixon introduces the VEP Series Connect-Under-Pressure hydraulic couplings for use anywhere there is a need for a tough, reliable hydraulic connection: Fully interchangeable with Stucchi VEP-P/VEP-HD Series, DNP PST4 Series, Voswinkel FT-

Series, and Parker FET-Series, Available with NPTF, BSPP, ORB, and optional Code 62 connections, Improved connect and disconnect performance up to 5,500 PSI, Patented valve mechanism optimizes flow and pressure performance. Improved corrosion resistance using ROHS compliant Trivalent chrome plating and Temperature range: -22°F to +212°F (-30°C to +100°C). To learn more, call 1-704-334-9175.



Apache Inc. has continued its growth strategy with the acquisition of Trico Belting &

 Supply Company. Trico Belting & Supply is the one

of the pre-eminent suppliers of light-duty conveyor belting in North America with locations in Cincinnati, Ohio and Chicago, Illinois. Apache's expertise and knowledge in the heavy-duty belting market is an ideal fit alongside the Trico expertise in light-duty belting. This is the fifth acquisition in 5 years for Apache, which has played a key role in Apache's revenues doubling since 2009.

The path for this acquisition was cleared in September when Apache made a strategic business model change, moving away from selling directly to end users. Apache now concentrates its sales efforts on distributors, dealers and OEM customers. With this change Apache's and Trico's market approaches are consistent. This change was a key element in the strategic alignment that enabled the companies to come together seamlessly.

"This acquisition is Apache's largest one to date, and we are thrilled to bring on board the expertise and commitment to excellence of John Shafer and the team at Trico," said Tom Pientok, President & CEO. "When you consider the combination of these two highly complementary, well-known names in the industry, this acquisition simply makes sense."

"It doesn't happen often that you bring together two companies that are such a natural fit," said John Shafer, President of Trico. "This acquisition brings together two great companies with a strong passion for customer service and helps provide distributor and OEM customers with more of the products, services, solutions and technical expertise."

John Shafer is a key player in the success of this transaction and will stay on after the transaction. The management teams for both companies agree that the Trico product offering is an ideal complement to what Apache does, resulting in increased benefit to the customers to better drive growth through enhanced products and services.



Flexaust announces the acquisition of **The United Electric Company (TUEC).**



This partnership strengthens their commitment to bringing more value to their customers and enhance the Flexaust family of products in the U.S. and abroad.

For more than 100 years, The United Electric Company (TUEC) has been a leading manufacturer of commercial & industrial vacuum hoses and vacuum cleaning attachments.

The United Electric Company (TUEC) product line will be manufactured and shipped out of Warsaw, IN. The combined product line will offer a broader range of innovative commercial & industrial vacuum solutions; and continue to add value to their products by introducing more end finishes and accessories to serve their customers requirements.

Flexaust welcomes Eddie Huff, Scott Whitley, Sharon Smith and Krista Wilson to the team. The Flexaust-TUEC group will continue to work from the Burlington, NC office. They bring with them many years of experience, tremendous knowledge and solutions for commercial & industrial vacuum hose applications.

The acquisition of TUEC aligns with Flexaust's growth strategy to innovate with new products and deliver industry leading solutions into new channels of distribution. Flexaust-TUEC looks forward to the prospects as they blend considerable talent and experience together.



BAND-IT® IDEX, INC., celebrating 75 **BAND-IT®** years, supplements its high performance Ultra-Lok® product line with **BAND-FAST®** with **COLOR-IT®**.

BAND-FAST® is ready to use band, pre-cut and pre-assembled with a clip or buckle. Pre-assembled products give an edge over the competition as it saves up to 30% time and labor costs for large projects. Wherever a customer traditionally use Band & Buckle, or have a need for innovative products, **BAND-FAST®** can do the job faster and with less scrap material! **BAND-FAST®** is available in special alloys for harsh environments.

BAND-IT® stainless steel banding products are now available with **COLOR-IT®** Polyester coating. **COLOR-IT®** colors are ideal for identification, hose assemblies, cable runs, fluid transfer lines or air ducting in facilities. For additional information, please visit WWW.BAND-IT-IDEX.COM. For Phone Orders: 1-800-525-0758.

Coxreels® is expanding capabilities of its existing hand crank and motorized 1125 Series reels to offer an upgraded swivel for high pressure applications. Coxreels®' new high pressure HP1125 models complement its highly popular 1125 Series.



With a proven operating pressure up to 5,000 PSI, the external fluid path is configured with an electroless nickel plated steel 90° full-flow NPT swivel inlet and chemical resistant AFLAS seals to handle the most demanding tasks in any high spraying circumstance. The HP1225 models have all the standard features and benefits of their sister series, including a sturdy one-piece, all-welded "A" frame base for maximum stability, low profile outlet riser, and open drum slot design to provide a non crimping, flat smooth hose wrap. This high pressure option is available for ½" and ¾" models. contact Customer Service at 1-800-269-7335 or visit www.coxreels.com.



Epicor Software Corporation announces that Crescent Electric **EPICOR®** Supply Company of East Dubuque, Illinois, has selected the Epicor® Eclipse™ wholesale distribution enterprise resource planning (ERP) solution to increase business efficiency and streamline processes for overall performance.

With 120 locations in 26 states, 1,600 employees, and more than \$900 million in annual revenues, Crescent Electric is one of the largest independent distributors of electrical hardware and supplies in the United States. Serving contractors, original equipment manufacturers (OEMs), and the maintenance, repair and operations (MRO) needs of commercial, industrial, institutional and utility customers since 1919, the company is currently ranked #9 in Electrical Wholesaling magazine's "Top 200."

"We feel it is critical that we provide our employees with the best tools possible in order to deliver unparalleled service to our customer base," said Martin Burbridge, president and CEO of Crescent Electric. "Our order processing and business software is one of the most fundamental tools we use every day, and while our mainframe system has served us well for many years, we feel the time is right to move to a new generation software offering. Therefore, we have partnered with Epicor to leverage the Eclipse solution to advance our operations to the next level of excellence."



Houston-based **GHX Industrial, LLC** (ghxinc.com), reports that it has acquired the assets of Phoenix based Express Hose & Fittings II. Express Hose specializes in the distribution of hose, fittings, and other products to customers primarily in the Arizona mining industry.



Headquartered in Houston, GHX is a leading fabricator and supplier of industrial fluid transfer and sealing products to both the upstream and downstream energy markets. The addition of Express Hose will significantly boost GHX's presence in the metals mining market in the U.S.

"Of particular interest to us is the addition of the Arizona location which gives us the opportunity to work directly with another UDG company, United Central Industrial Supply, to expand our offering in the North American mining industry segment" said Dan Ahuero, VP Mergers & Acquisitions for The United Distribution Group.

According to Richard Harrison, President of GHX Industrial, LLC, Express Hose & Fittings II will operate under the GHX family of companies and continue to service existing as well as new customers with its current and an expanded product offering.



It is with great pleasure that **Fairview Fittings & Mfg. Ltd.** (Toronto, Ontario Canada) announces the launch of their new web-site at www.fairviewfittings.com. Fairview's new web-site includes a host of new features and functionality designed to improve customer service and enhance the over-all user experience. Easier product search navigation, technical information, account statements and compatibility with mobile and tablet devices are just a few of the web-site improvements. Visit them at www.fairviewfittings.com



Editor's Note:

Correction to Corporate email for **Seaway Fluid Power Group**
dlehmann@seawayfluidpowergroup.com

Correction to **Russ Willie – Vice President** email address

russpvm@seawayfluidpowergroup.com

A Managerial Sidebar: The More You Cut, the Worse it Gets

Unless some reductions can be made in overhead expenses, the more customers (and their sales) are eliminated, the lower the profit level earned by the firm.

The following table indicates the profit generated by the typical NAHAD member when up to 30.0% of the sales from problem customers are eliminated. It rests on the same assumptions as in Exhibit 1. Namely, (1) there is a positive impact in that gross margin dollars disappear half as fast as sales, (2) there is another positive impact in that some expenses disappear 50.0% faster than sales, (3) the positive impacts are offset by the inevitability that some expenses disappear more slowly than sales, and (4) some expenses cannot be eliminated at all.

It is a cautionary tale that suggests the scalpel is always better than the meat axe.

The Impact of Customer Elimination on The Typical NAHAD Member

Percent of Sales Eliminated	Total Firm Profit
0.0 %	\$360,000
5.0	344,300
10.0	328,600
15.0	312,900
20.0	297,200
25.0	281,500
30.0	265,800

Customer Elimination: Brilliant Strategy or a Fool's Game?

Continued from page 1

In determining customer profitability it is necessary to tie costs to customers in a meaningful way. For example, if the firm's total delivery costs are divided by the number of deliveries, it is possible to approximate the cost of making a delivery. This basic calculation can be modified for distance, size of the delivery and the like, but the underlying process remains the same.

After that, the cost per delivery is applied to the number of deliveries made to a specific customer, and the total delivery expense for that account can be estimated. Similar approaches can be taken for other cost categories, such as sales commissions, order picking, and returns processing.

In almost every instance about 40.0% of total costs can be assigned to specific customers. These are what are referred to as direct costs. The remaining 60.0% are indirect costs. They are incurred for the overall benefit of the firm and cannot be traced to individual customers. These include the salaries of the administrative staff, rent and utilities associated with the ware-

house and a wide range of other overhead expenses not associated with a specific customer.

When customers are eliminated, the direct versus indirect cost analysis is no longer applicable. It must be replaced with a different managerial accounting concept with cumbersome titles—escapable versus inescapable costs. Simply put, escapable costs are those that will go away when the customer is eliminated. The inescapable costs will not. To make matters more complex, some costs are partially escapable and will merely be reduced.

From an expense perspective, 20.0% of the expenses associated with customers are fully escapable when customers are eliminated. Another 20.0% are partially escapable. The remaining 60.0% are entirely inescapable.

This issue is highlighted in **Exhibit 1**. The Current Results column represents the performance of the typical NAHAD member. In the Customer Elimination column the firm has chosen to rid itself of a set of customers who represent 10.0% of its sales volume. Since unprofitable customers are also typically low-gross-margin ones, the firm has only sacrificed 5.0% of its margin dollars.

In addition, unprofitable customers are almost always high-expense customers, it is assumed that when 10.0% of sales go away a full 15.0% of the fully escapable expenses, such as sales commissions, can be eliminated. The partially escapable expenses are another matter entirely. The reduction in delivery costs, order picking, sales force travel and the like are modest in relationship to the sales eliminated. In the example, these costs decline by only 7.5%; about half the decline for the fully escapable expenses.

As can be seen in the After Elimination column, when customers representing 10.0% of sales are eliminated, both dollar profit and profit as a percent of revenue decline. The company is doing less work and may have fewer accounts, but it also has less profit. Large customer cuts simply don't drive higher profits.

Exhibit 1: The Impact of Eliminating Customers For the Typical NAHAD Member

Income Statement--\$	Current Results	Customer Elimination	After Elimination	Percent Change
Net Sales	\$8,000,000	800,000	\$7,200,000	-10.0
Cost of Goods Sold	4,960,000	648,000	\$4,312,000	-13.1
Gross Margin	3,040,000	152,000	\$2,888,000	-5.0
Expenses				
Fully Escapable Expenses	536,000	80,400	\$455,600	-15.0
Partially Escapable Expenses	536,000	40,200	\$495,800	-7.5
Inescapable Expenses	1,608,000	0	\$1,608,000	0.0
Total Expenses	2,680,000		\$2,559,400	-4.5
Profit Before Taxes	\$360,000		\$328,600	-8.7
Income Statement--%				
Net Sales	100.0		100.0	
Cost of Goods Sold	62.0		59.9	
Gross Margin	38.0		40.1	
Expenses				
Fully Escapable Expenses	6.7		6.3	
Partially Escapable Expenses	6.7		6.9	
Inescapable Expenses	20.1		22.3	
Total Expenses	33.5		35.5	
Profit Before Taxes	4.5		4.6	

Customer Strategies

Customer profitability analysis can be helpful if used properly. Two specific actions prove to be most beneficial in working with customers:—(1) focusing on the least profitable 2.0% of customers and (2) and developing a meaningful customer profitability plan.

The Bottom 2%—Most analyses suggest that about 2.0% of customers can never be made profitable. These are the ones that do not generate enough gross margin to even cover the direct costs of servicing them. They also don't really care if their suppliers make a profit or not.

The easiest approach is to simply let such customers fire themselves. This can best be accomplished by systematically increasing prices until they cover the direct costs of servicing the account. Systematic can be interpreted as slow, but steady, or fast, but steady. In either case, driving more margin is almost the only way to overcome large-loss customers.

Eventually, problem accounts either become profitable or chose to become problems for some other supplier. Since these customers are dramatically unprofitable, their self-elimination actually does increase profit. Unfortunately, that is not true for the remaining customers who are not covering their full costs.

A Meaningful Customer Plan—The real challenge in customer profitability is that with a third of the customers unprofitable and yet only 2.0% worthy of firing themselves, the firms is left with a substantial challenge

To get the remaining group to profitability will require some price increases coupled with a large dose of service modification. This group almost always places too many small orders too frequently. This practice not only increases the costs of servicing an account, it increases the customer's own costs as well.

Over time it is possible to explain to customers how placing fewer, but well-planned orders and deliveries improves profitability for everybody in the channel. It is a slow process, but one that inevitably leads to much higher profit. It is also a process that needs to be lead by the sales force; the group on the front line in dealing with customers.

Moving Forward

Distributors have a wonderful array of new analytical techniques at their disposal, of which customer profitability analysis is only one. Unfortunately, the analytical techniques available often outpace the capability to use those techniques fully. Obtaining maximum impact requires understanding that they must be used as aids to management judgement, not replacements.

About the Author:

Dr. Albert D. Bates is founder and president of Profit Planning Group. His latest book, Triple Your Profit!, is available at: www.tripleyourprofit-book.com, as well as Amazon and Barnes & Noble.

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Keynote Speaker for the 2013 NAHAD Annual Convention is Announced

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vision and agendas for their respective nations. As White House Chief of Staff for President George W. Bush, Mr. Card leveraged both strategy and execution, and the vital skill of negotiation, to orchestrate domestic, foreign, homeland security and anti-terrorism policy.

In this dynamic presentation, Mr. Card will draw analogies between his unique White House experience and the everyday pressures of executive-level management in the business world, especially those organizations undergoing change or facing a crisis. He will provide insight on dealing instantly and strategically with changes in perception, changes in the marketplace, dealing with innovation and new technologies, and how to quickly and successfully forge a new corporate culture due to business growth, merger or acquisition.

Meet the Hose Safety Institute Advisory Council

Drawing from industry experts, major end-users and market leaders, the HSI Advisory Council works hand-in-hand with the NAHAD Standards Committee and staff to promote awareness and utilization of the Hose Assembly Guidelines, to recommend additions and modifications to the Guidelines and to address opportunities that will enhance HSI Members' success.

James Reilly, Regional Manager
GHX Industrial, LLC
Hahnville, LA

Titus Jumper, National Sales Manager
Campbell Fittings, Inc.
Boyertown, PA

Jo Marie Diamond, CEO
East County Economic Dev. Council / Defense Logistics Agency
San Diego, CA

Roger Gautreau, Safety Supervisor
Marathon Petroleum Company
Garyville, LA

Jeff Rosser, Supt. Safety & Health Operations
Barrick Goldstrike Mines, Inc.
Elko, NV

Fred Whitford, Coordinator
Purdue University Pesticide Programs
West Lafayette, IN

W. Randy Daniels, HES Professional / DOT Coordinator
Marathon Petroleum Company
Findlay, OH

Jeff Andrasik, Product Testing Supervisor / Senior Test Engineer
Smithers Rapra
Akron, OH

James Dean Vogel, Principal
The BioProcess Institute
East Greenwich, RI

Steve Niswander, V.P. Safety & Regulatory Relations
Groendyke Transport
Enid, OK

Ken Wyatt, Sr. Manager Compliance Methods
Tennessee Valley Authority
Lebanon, TN

More detailed company and biographical information is available at HoseSafetyInstitute.org. Council Member Applications are being accepted from eligible candidates – full details available at the same web address or call NAHAD at 1-800-624-2227.



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NAHAD NEWS PRODUCTION SCHEDULE

Newsletter Issue	Material Due to NAHAD	Mailing Date
February	1/4/13	2/4/13
April	3/1/13	4/2/13
June	5/3/13	6/3/13
August	7/2/13	8/2/13
October	9/5/13	10/4/13
December	11/4/13	12/3/13

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

Exclude sales features claims and direct or indirect comparisons with competitors' products. Of course, all articles will be published on a space-available basis. NAHAD assumes no liability for incorrect or deleted information, but will publish corrections upon request.

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 numbers, 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 (use "they" instead of "we").

NAHAD NEWS • CONNECTIONS FORM

Member to Member Exchange