

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

JUNE 2013

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Save These Important NAHAD Dates

June 21 2013 ...	The SELL Process—Your Offense: TeleCONNECT e-Seminar Presented by Don Buttrey, President, Sales Professional Training, Inc.
April 26 – 30 ...	30th Annual Meeting & Convention JW Marriott Desert Ridge Phoenix, AZ
April 23 – 27 ...	31st Annual Meeting & Convention Loews Miami Beach Hotel South Beach, FL

NAHAD Convention Shows that Business Can Get Done in the Nation's Capital

Over 950 members and industry leaders convened near Washington, DC in late April for NAHAD's 29th Annual Convention, for four days of serious business-building and professional networking.

The combination of top-notch educational and business sessions and presentations, coupled with the *Showcase of Hose Solutions* exhibit program, as well as great opportunities for socializing and business networking, helped to make this year's event one of the largest in NAHAD's history, and one of the most highly-rated. Here's a sampling of what attendees, both distributors and suppliers, had to say:

- *The convention exceeded our expectation on all dimensions. Well worth the investment!*
- *Have been part of NAHAD for many years with different companies. I have always felt this organization and the convention provided positive opportunities for growth.*
- *NAHAD is a fantastic event because it is so well planned. There are many networking opportunities as well as great information shared.*
- *Best bang for the dollars spent ... only travel to one location and have the opportunity to visit with customers or potential customers from all over the world.*

Continued on page 2



Profit Improvement Report



The Race to Provide Services Nobody Really Wants

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

Distributors in virtually every line of trade have worked hard to increase their service profile through the years. As one obvious example, the time between receipt of a customer's order and delivery has shrunk dramatically. The list of other, equally significant, service enhancements is lengthy.

Today, distributors continue to look for additional ways to enhance "service" in order to lock in their customers. The problem is that all of these new and better services increase payroll costs with no guarantee of actually locking in the revenue. If they don't, distributors will suffer from payroll expense creep.

This report examines the nature of the service revenue/service cost issue. It will do so from two important perspectives:

- **The Revenue/Payroll Relationship**—A analysis of how sales and payroll growth interact to drive profit in the firm.
- **A Profitable Service Profile**—Some specific suggestions for ensuring that service enhancements actually lead to profit improvement.

The Revenue/Payroll Relationship

Throughout the distribution industry, including NAHAD members, payroll is the overwhelming expense factor. This can be seen clearly in Exhibit 1 which presents the current performance of the typical NAHAD member based upon the latest IPR Report of financial performance.

As can be seen in the first column of numbers, the typical firm generates \$8,000,000 in sales, operates on a gross margin of 38.0% of sales and

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NAHAD NEWS STAFF

Kristin B. Thompson
Editor

Claire Purnell
Graphic Design

29th Annual Meeting & Convention April 20-24, 2013 • Washington, DC



NAHAD Welcomes over
950 Attendees

NAHAD Welcome Reception featured
past Presidents from Washington, as
well as NAHAD members of all ages



First Time
Attendees
had the
opportunity
to meet
NAHAD
officers and
Keynote
Speaker,
Andy Card



- *NAHAD continues to be a leader association in the industrial supply arena and the annual Convention is a valuable event for all who attend!*
- *I receive more tangible and intangible benefits, by attending NAHAD each year, than any other single business activity.*
- *The annual NAHAD convention is a critical part of (our) business plan each and every year. We find our return on investment to be significant towards our bottom line each and every year*
- *The NAHAD Annual Convention is the single greatest event in the World for people involved in hose distribution to add value to their business.*
- *As a first time attendee to NAHAD, we were very impressed with the Convention. From the UID courses to the ability to liaise with companies similar to ourselves to discuss similar issues they have as a business. New Suppliers, Networking and the Guest Speakers - so much to digest - new ideas and lots of work ahead from a short amount of time. And, new friends to keep in touch with.*



As NAHAD's Immediate Past President, Don Fritzing of distributor RW Connection, Inc. stated, *"The NAHAD Annual Convention presents a forum for the top management of our large vendor community to meet with the owners and management of our distributor membership in a relaxed environment, away from the pressures of our offices, to maintain and grow business and personal relationships. Many vendor members use our Showcase of Hose Solutions exhibit program as the launching pad for*

new product announcements, including the latest in new hose and fitting constructions and styles, as well as the latest in hose assembly, tagging and testing equipment in our evolving marketplace. The vendors meet the decision makers within the distributor network to influence their trade purchases as well as their capital spend."

Educational sessions this year included the popular University of Industrial Distribution-in-a-Day programs, with three experts offering two different half-day presentations. Session leaders included HR expert Nancye Combs, sales guru Don Buttrey and inventory and warehouse specialist Jason Bader. Keynote sessions included Eaton Economist, Jim Meil, author and consultant Brent Grover, and NAW Fellow Michael Marks. Convention attendees earned 9 CEU credits toward their complimentary Certificate in Industrial Distribution from Purdue University

Andrew Card, former Chief of Staff to President George W. Bush, offered what many attendees called "the best speaker I have ever heard" as he related his personal White House experiences during the days and weeks following the attacks of September 11, 2001. Mr. Card joined the attendees at the Opening Reception and then visited with many members again following his riveting presentation.

Attendees also connected with the latest information available from NAHAD's Hose Safety Institute, encompassing the association's Hose Assembly Guidelines, online exams and marketing resources. Members of the Institute Advisory Council, comprised of expert end-users, safety directors and agency leaders were be on-hand to offer insights for Institute members to explore new markets and business opportunities.

The 2013 George Carver Award for Industry Excellence was presented to Richard L. Goodall, CEO of Dixon Valve & Coupling Company headquartered in Chestertown, MD. Mr. Goodall was recognized for his long-standing commitment to the industry and his support of NAHAD since its inception in 1984.

Since 1985, the NAHAD Annual Convention has served as the premier industry event, worldwide, for hose and fittings distributors and suppliers to connect, learn and conduct business, while building powerful professional and personal relationships. Even in this age of social media and e-everything, the importance and value of maintaining face-to-face relations among trading partners is more critical than ever, and NAHAD serves that role exceptionally well.

Complete details on NAHAD and the Hose Safety Institute are available at www.NAHAD.org or by calling 1-800-624-2227. 



NAHAD's UID in a Day Sessions were well-attended and an excellent learning opportunity





This year's theme "**The Power of Distribution**" was mentioned in NAHAD President, **Don Fritzing's** welcoming remarks during the 2013 opening luncheon



Dick Goodall is congratulated by past recipients – on his left **Edward Fabacher** and on his right, **Harry "Buzz" Hooper** and **Chuck Connors**



The George Carver Award



The 2013 George Carver Award recipient, **Dick Goodall** (left) CEO of Dixon Valve and Coupling Company was introduced by former NAHAD Board member and Dixon's Vice President of Sales and Marketing, **Scott Jones** (below)



The Spouse Brunch



Keynote Speaker, **Andy Card** presented a stirring address – most attendees expressed the opinion that it was the best speech they had ever heard.



The annual Spouse Brunch featured **Cornell McClellan**, fitness advisor to First Lady, Michelle Obama





NAHAD leadership transitioned from **Don Fritzinger** (pictured on the right) to **Terry Weiner** (left) at the Annual Meeting of Members on April 22.

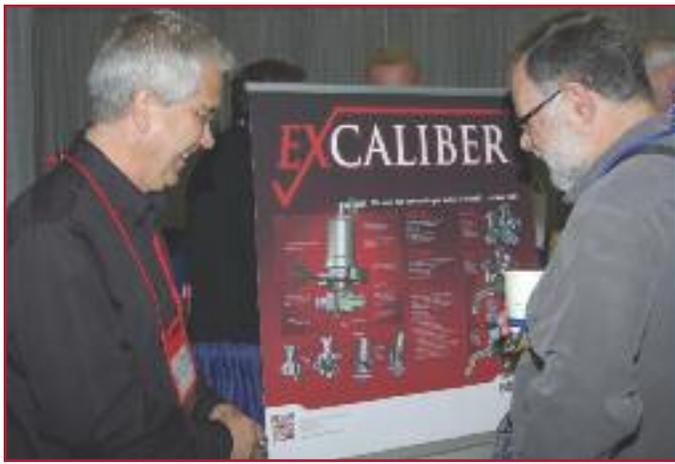


Hose Safety Institute Advisory Council members helped to staff the Hose Safety Institute kiosk

The Showcase of Hose Solutions

The Showcase of Hose Solutions offered 5 1/2 hours of product display and discussion among trading partners





The Closing Dinner



The Closing Dinner featured entertainment by the Capitol Steps and an After Party



Member to Member Exchange

Jamie Ludwig President of Sales & Marketing



of **Red-L Distributors, Ltd.** is pleased to

announce the appointment of Darrell Anderson to Branch Manager, Nikita Small to Territory Manager and Tina Bushey to Customer Service Representative – Lloydminster.

Darrell, Nikita and Tina can be reached at the Red-L Distributors Ltd. new branch in Lloydminster opening June 3, B-5903 47 ST. Lloydminster, AB. T9V 2G4. PHONE: 1-780-871-0766.



BAND-IT IDEX Inc., has introduced a new permanent marking solution. The new Pro-Mark® pin marker is a bench mounted, fully programmable dot marking machine.

The Pro-Mark® suits most marking applications from a single programmable system. A 4 inch by 3 inch marking area and more than 8 inches of vertical marking head travel allow for flexible, multi-component marking.

Variable force control ensures optimum mark depth for all engineering materials up to 62 Rockwell C. The compact ergonomic design was developed with ease of use in mind. The high functionality user interface is easy to learn and ensures operator training is minimized and production efficiency is maximized.

The Pro-Mark® is powered by a standard 110 volt (220 volt available) electric source and is significantly quieter than pneumatically actuated systems. The separate controller protects the electronics from the mechanical shock loading generated in the marking head. The high contrast LCD screen gives users clear control over the marking operation without the need for a separate PC. The controller also provides connectivity options through RS232 serial and digital I/O ports. Fixtures for BAND-IT identification tags and banding are available and sold separately. For more information, call 1-303-320-4555 or email info.BAND-IT@idexcorp.com.



Reelcraft offers reels and systems for the golf



and sports turf markets.

It is Spring and the change of season turns customers' attention to outdoor sports activi-

ties and the proper maintenance of grass and turf surfaces. Reelcraft hose reels used for hand watering play an important role in turf maintenance.

An ideal solution to hand watering of golf course greens is Reelcraft exclusive series DGM Syringing System that is designed to make hand watering more efficient and economical. The DGM has a retractable water hose reel that is installed completely underground in a permanent vault located next to a golf course green or tee and all types of sports fields. The hose is easily accessed when needed and quickly retracted underground when not required.

Reelcraft also offers a towable hose reel trailer system with a hand crank or motor rewind hose reels that are ideal for handling 100' of 1.00" ID water hose. A wide variety of other Reelcraft hose and cord reels are used in the maintenance buildings and for equipment cleaning. Go to reelcraftirrigation.com to learn more.



Spectronics Corporation has introduced the



OPK-541 Industrial Leak Detection Kit, a new starter kit designed to effectively pinpoint the exact source of all leaks in hydraulic equipment, compressors, engines, gearboxes, fuel and other synthetic and petroleum-based fluid systems. The kit features the OPTIMAX Jr™ blue light LED flashlight, a compact, high-intensity unit that quickly reveals all leaks in small to medium-sized industrial systems — even in cramped areas that are inaccessible to larger lamps.

Also included is an 8 oz (237 ml) twin-neck bottle of patented OIL-GLO™ 44 concentrated fluorescent oil dye, which is compatible with all synthetic and petroleum-based fluids. Rounding out the kit is an 8 oz (237 ml) spray bottle of GLO-AWAY™ dye cleaner, dye treatment tags, and fluorescence-enhancing glasses. All components are packed in a rugged carrying case.

The company has also introduced the Spectroline® OPTI-LUX™ 400, a powerful, rechargeable, violet light LED leak detection flashlight. It's designed to emit less visible light so industrial fluid leaks are easy to spot by their bright fluorescent glow. This saves technicians valuable diagnostic time and money.

For more information, call 1-800-274-8888 or 1-516-333-4840. Website at www.spectroline.com.

Bee Valve Inc. announces the launch of its



BEET VALVE INC.

full eCommerce web site, BeeValve.com. Available for immediate search and purchase is Bee Valve's entire product line of fluid control and handling products including ball valves, couplers & adapters, tube & hose fittings, and gauges. The site is fully secure and PCI compliant. Bee Valve utilizes a third party credit card processor and does not handle or retain customer credit card information.

The web site also offers all of its product information, including Bee Valve's catalog and price book, for viewing and download. Technical information, including material specifications and chemical resistance, is also available.

Bee Valve Inc. is a manufacturer of low-pressure fluid control and handling products and offers a complete line of ball valves, couplers, adapters, strainers and hose, tube, pipe and nozzle fittings in a variety of materials.



MFC recently expanded its capabilities with



the addition of a SOCO CNC tube bender. In addition to bending tube, MFC has equipment to bead, braze, parflange, flare and make hose-tube combination assemblies. A rapid prototyping process, short production lead times, and competitive pricing make MFC an ideal partner for your next bent tube project. The addition of MFC's tube bending department will complement its metal, Teflon, hydraulic and industrial hose lines. For further information, please contact MFC at info@mnflex.com or 1-800-351-9069.



Epicor Software Corporation announces the



availability of Epicor® Mobile Business

Analyzer, a new mobile business solution to support executive-level decision making for wholesale distributors.

Built on top of Epicor Business Analyzer and designed exclusively for the Apple® iPad®, Epicor Mobile Business Analyzer is a business intelligence application that provides the critical information that executives and other decision makers require—available anytime, anywhere. With this app, distributors can access key business metrics and proactive alerts from

their Epicor Prophet 21 wholesale distribution enterprise resource planning (ERP) system in a single, near real-time mobile dashboard, across a secure network connection.

For more information, call 1-800-776-7438 and speak with an Epicor solutions specialist, or e-mail info@epicor.com.



Brennan Industries, Inc. has expanded its product lines by introducing new instrumentation valves. The new Brennan compression-end instrumentation valves are available with single or double ferrule-style tube fittings and are tested for quality prior to leaving the factory.

Brennan's new valve offerings include: NVB Series Ball Valves range in size from 1/8- to 3/4-inch and are available in either 316 stainless steel or brass construction. These valves can have two- or three-way configurations and are rated to 3,000 psi. NVN-2200 and NVN-2300 Series Screwed Bonnet Needle Valves range in size from 1/8- to 1-inch and are available with either metal-to-metal or soft-seat stem types. The 316 stainless steel valves are rated to 6,000 psi and the brass valves are rated to 3,000 psi. NVN-2000 and NVN-2100 Series Integral Bonnet Needle Valves range in size from 1/8- to 1-inch with metal-to-metal stem types with "V" stem tip form. The 316 stainless steel valves are rated to 6,000 psi and the brass valves are rated to 3,000 psi. and NVC Series Check Valves range in size from 1/8- to 1-inch with O-ring seat seals. The 316 stainless steel valves are rated to 6,000 psi and the brass valves are rated to 3,000 psi.

"Brennan instrumentation valves are constructed and tested to provide the quality products that our customers expect," said Bill Jarrell, vice president of marketing and operations, Brennan Industries. "The variety of size and material options make it easier to select the right valve for the job."



Veyance Technologies, Inc. exclusive manufacturer of Goodyear Engineered Products Hydraulic &

Industrial Hose is pleased to announce that the new Extremeflex Beverage Hose with chlorobutyl tube is on track for release this summer. Chlorobutyl is ideal for beverage transfer as it is microbes resistant and will be available with or without slick cover for smoother gliding and easier cleaning. Same superior flexibility and light weight features as all other Extremeflex hoses. For additional

information on Goodyear Engineered Products brands of industrial hose & hydraulics products, please visit www.goodyear.com.



APOLLOFlex Composite Hose Company

APOLLO International factory is pleased to announce another step in their continuous commitment to quality improvement with the certification of its Quality Management System to ISO 9001:2008. The certification is accredited by QAS International. For more information or inquiries on composite hoses contact Larry Penque at 1-718-273-7300 or Chris Klecka at 1-713-926-2200.



The Parker Industrial Hose Division has

Parker invested in state-of-the-art resources to provide enhanced technical support to its distributors. Parker has installed new equipment to develop, test and validate crimp specifications to 10" I.D. hose, and mixing capability to develop customized rubber compounds for abrasive materials, chemicals, fuel, oil, temperature resistance and many other industrial hose applications.



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 HP1125 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 1/2" and 3/4" models. The expansion of its high pressure options is just another example of how Coxreels® designs the tools to help industry professionals get the job done. For further information, contact 1-800-269-7335 or visit www.coxreels.com.



RYCO is pleased to announce their new CROCBITE line of hose fittings and adapters.

Driven by the latest and most stringent mining safety standards, RYCO recently developed the innovative and unique failsafe CROCBITE connection system. This represents a significant breakthrough in mine safe connection systems, and takes safety standards to a whole new level.

The new CROCBITE system employs a segmented flexible "CROCTAIL" made of stainless steel which fully engages the circumference of the connector, resulting in an extremely high pressure rating. Unlike other connection systems, CROCBITE cannot disengage under pressure, therefore eliminating the risk of failure and dramatically increases the safety of mine personnel and equipment.

A simple, slim and robust design with quick assembly means reduced service intervals and overall improvements in operational performance. The contamination issues which plague conventional connectors are known for, have also been overcome by CROCBITE's color coded "CROCTAIL" caps which indicate extraction orientation of the "CROCTAIL"; an "O Ring" seal which provides high resistance to the ingress of contamination to the connection systems and hydraulic arteries of equipment. Seals at both ends of the CROCBITE nut further prevent harmful ingress into the connection.

For more information on RYCO Hydraulics Crocbite hose fittings and adapters, please call 1-866-821-RYCO (7926) or visit them at www.ryco.com.au.



Dixon introduces a reliable solution for loading and unloading crude oil from rail cars. The lightweight yet robust aluminum construction, along with an easy carry handle, makes connecting and disconnecting an easy task.



The Right Connection™

The assemblies are safe and reliable; the valves will not open unless the fittings are properly connected, eliminating both the risk of spillage and injury to employees. Dixon also offers an option with greater flow for heavy crude.

To learn more about Dixon's reliable solution for loading and unloading crude oil from rail cars call 1-800-355-1991 or email to sales@dixonvalve.com.



CONNECTIONS

continued

Eaton now offers PowerSource™ Web, an online tool designed to help distributors search, specify and sell more hydraulics products and solutions. Eaton recently introduced the new tool, available in six languages, to distributors in North America, Argentina, Brazil, Chile, Peru, Europe, Middle East and Africa; PowerSource Web provides detailed information for more than 200,000 Eaton hydraulics products. Designed with the distributor in mind, user-friendly PowerSource Web allows for quick access to the right products and solutions to meet customer needs, including new products and news, technical drawings, product literature, competitive cross reference, crimp specs, product configurators, and videos. List price, up-to-date lead time information, hose and model code builders as well as a distributor locator are also available.

“PowerSource Web is a distinct competitive advantage for our channel partners,” said Jeff Finch, senior vice president and general manager, Products and Markets – Hydraulics. “It gives us unmatched ability to deliver and respond to inquiries which is key to helping drive overall business growth.” PowerSource Web is provided to our distributors free of charge to support sales. This web-based version comes on the heels of last year’s successful introduction of the PowerSource iPad application. Designed as an anytime, anywhere solution, the PowerSource iPad application helps distributor’s on-the-go employees gain instant access to critical product information. For more information, visit www.eatonpowersource.com or contact an Eaton sales representative.

Flexaust offers standard and custom Commercial Floor Care Kits for wet/dry and dry pick up. Each Flexaust-TUEC Accessory Kit includes the required accessories and the durable Genesis® STM carpet cleaning truck-mount hose or the conductive all-plastic StatPath™ hose. Providing one source for both the hose and accessories, Flexaust-TUEC Accessory Kits are all inclusive. For example, the Wet/Dry Pick Up Kit includes a Combo Floor Tool, Squeegee Floor Tool, Wand, Dust Brush, Upholstery Tool, Crevice Tool and OEM selected hose. Hoses can be matched to meet OEM color

requirements in both 1 ½” or 2” I.D. sizes and various lengths. Custom configured kits may also be specified. For more information, visit www.flexaust.com.

Masterduct Inc. announces the expansion of its group’s Novoplast Tubing Division to operations in Houston, Texas. Applications include pneumatic, insulating and fluid handling applications. Tubing types include Nylon, Polyurethane, PVDF, PE, PVC, PP, TPE, TEEE and copolymer materials.

There are grades for temperature, chemical and flame resistance, also anti-static, conductive, water cooling, profiles and preformed tubing. Please call 1-800-318-3300 or visit www.Masterduct.com.

Fairview Fittings & Mfg. Ltd (Toronto, Ontario, Canada) is proud to announce the opening of their new stocking warehouse in Mississauga, Ontario. The new warehouse now handles all sales & service for Fairview’s Ontario customers. Fairview will continue maintain their large distribution facility in Toronto which is responsible for supplying inventory to all of their locations across Canada and the U.S.A. but will add this new warehouse location which offers better access, improved sales, service & support for their Ontario region customers. The new Fairview Fittings warehouse is located at:

6100 Kestrel Road, Unit #1
Mississauga, Ontario L5T 1S8
Ph: (905) 564-7416
Toll-Free: (800) 800-4018 (Ontario only)
Fx: (905) 564-6703
Toll-Free: (888) 419-3965 (Ontario only)
torontosales@fairviewfittings.com

Gates introduces a new blow out preventer hose, the Black Gold® MegaShield® BOP Hose. This new hose features a fire-resistant fiberglass loaded rubber cover, 5000 pound working pressure, and is assembled with Gates couplings. Tested and certified to Lloyd’s and API 16D industry standards, learn how this new product can help improve worker safety and decrease downtime at www.gates.com.

World Wide Metric announces the addition of PCS Anti-Corrosion Tape. PCS

anti-corrosion tape is a maintenance-free tape which stops rust on new or corroded surfaces that can be applied on hose ends, fittings, and flanges. The selection includes four sizes, including 50-100-150 and 200mm, each repelling against water, salt, alkalis, and acids. Contact World Wide Metric Inc. at 1-732-247-2300 or sales@worldwidemetric.com or www.worldwidemetric.com.

Marken Manufacturing is pleased to announce the opening of their new European location in Germany. Marken’s new office will take care of sales, service, Technical support, spare parts, assembly of machines, and inventory for our European customers. In other company news, we have added two new saws and a production crimper to our complete line of hose assembly equipment. The new M 20 Manual wet cut saw for Hydraulic hose up to 3” 6 wire and 6” Industrial hose, the new automatic 600S hose cutter with automatic label printer and applicator 1’ one wire and ¾” 2 wire hose, and the KP 300 production crimper for Hydraulic Hose up to 2” 6 wire and 4” industrial Hose (*6” Industrial Hose).

For additional information regarding Marken GmbH, M 20, 600 S, or KP 300 please contact them at info@markenmfg.com.

ABC Industries, Inc. is pleased to announce that Paul Nutter has joined the Industrial Ventilation Ducting (IVD) division as a product manager with an emphasis on air-line, dehumidification/restoration, and distributor development. Nutter brings over 20 years of outside sales experience to ABC.

In his new role, Nutter will be responsible for building and managing customer accounts and new product development. He will also work closely with inside sales to assure all aspects of customer service are executed in a timely, accurate manner.

“Paul brings a wealth of experience in both sales and customer service to ABC. We are extremely pleased to add him to the ABC team,” stated Will Linnemeier, Vice-President of Sales – Ventilation Products.

Editor's Note

Manufacturer

ContiTech North America, Inc.
136 Summit Ave.
Montvale, NJ, 07645 U.S.A.
(201) 9300600 ext. 108
Fax: (201) 9300050
www.contitech-usa.com/

2013 Marks the 50th Anniversary of Southeastern Hose Inc.

Founded in 1963 by William a. Travis Sr. the company continues the family legacy under the direction of Richard F Travis, President and William A. Travis Jr, VP.



From its humble beginnings with four Employees in a small warehouse in downtown Atlanta to now having over 45 Employees and a 45,000 Sq Ft facility they continue to lead the industry in providing their customers with exceptional and expert service.

Currently headquartered in Bremen, GA the company also announced that a substantial addition to the headquarters will be completed in time for the official anniversary date of July 3, 2013. The plant expansion will help the company continue to meet the ever increasing demand for custom hose assemblies and expansion joints.

The company currently supports hundreds of sub-distributors with Metal, Teflon, Industrial, Hydraulic and Composite Hose Assemblies and Expansion Joints. They continue to be available 24 hours a day and 365 days per year.

For more information go to www.sehose.com or call 1-800-241-4818. 

Congratulations

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or Design and Fabrication Exam from 01/15/2013 to 05/22/2013

Corrugated Metal Hose (Handbook Exam)

- Eric Taylor, Hose and Fittings, Inc.
- John Hall, Hose and Fittings, Inc.
- Zach Gardiner, Hose and Fittings, Inc.
- Leo Smith, The Macomb Group
- Pat Knittel, The Macomb Group
- Iver Weaver, GHX
- Kim Richmond, Hose Supplies New Zealand
- Blair Williams, Hose Supplies New Zealand
- Ravinesh Lal, Hose Supplies New Zealand
- Andy Christmas, McGill Hose
- Paul Breault, McGill Hose
- John Dumont, McGill Hose
- Sarah Hoggard, National Hose & Accessory
- Nathan Hanna, National Hose & Accessory
- Matthew Hernandez, National Hose & Accessory
- Cory Scriven, Norwesco
- Brent Stone, National Hose & Equipment
- Staurt Sheppard, National Hose & Equipment
- Brad Hook, TIPCO
- John Turner, TIPCO
- Kyle Fendlay, TIPCO
- Frank Caprio, Hose Master
- David Knowles, LewisGoetz
- Mike Kohler, LewisGoetz
- Mitchell Cote, LewisGoetz
- Jeff Rosinski, LewisGoetz
- David Litteral, LewisGoetz
- Chris Garwood, LewisGoetz
- Nathan Goodwin, Hose Supplies New Zealand
- Chris Dionisio, Hose Master

Industrial Hose (Handbook Exam)

- Michael Bishop, Alaska Rubber
- Rick Smith, Alaska Rubber
- Joshua Wakefield, ASJ Hose
- Ted Henry, Veyance Technologies
- John Hall, Hose and Fittings, Inc.
- Zach Gardiner, Hose and Fittings, Inc.
- Kyle Eckhardt, PT Coupling
- James Harrington, Columbia Energy
- Greg Bogen, Columbia Energy
- Steve Wolfe, Ontario Hose
- Brian Rea, Abbott Rubber
- Dawna McAuliff, Texcel
- Tom Looby, Superior Industrial Supply
- Jeff Shoff, RW Connection
- Jen Jessen, The Macomb Group
- Ken Wilhelm, General Rubber
- Mark Frith, Arco Hose Ducting & Fittings
- Karen Nickerson, GHX

- Randy Loftis, IR-G
- Craig Griffiths, Hose Supplies New Zealand
- Paul Sheppard, Hose Supplies New Zealand
- Susan Anderson, National Hose & Accessory
- Chris Armstrong, Parkland Engineering
- Sandra umrysh, Norwesco
- Brent Stone, National Hose & Equipment
- Kyle Fendlay, TIPCO
- Carl Dyer, Texcel
- Bradford Karges, Texcel
- Joey Olivares, Texcel
- Montana Nuble, Texcel
- Ray Bernard, LewisGoetz
- James Brown-Kerr, Hose Supplies New Zealand
- John Melonas, Texcel
- Al Kelly, Hanna Rubber Company
- Todd Collene, Hanna Rubber Company
- Mike Markowitz, Hanna Rubber Company
- Kyle Kane, Hanna Rubber Company
- Eric Barnes, Hanna Rubber Company
- Thom Peterson, Hanna Rubber Company
- Chris Donovan, Hanna Rubber Company
- Dennis Logsdon, Hanna Rubber Company
- Justin Hayden, Hanna Rubber Company
- Rick Whitten, Amazon Hose & Rubber Company
- Clayton Hale, ASJ Hose
- Terra Hedger, Hanna Rubber Company

Composite Hose (HandBook Exam)

- Shane Croucher, Hose Supplies New Zealand
- Blair Williams, Hose Supplies New Zealand
- Matt Moskey, McGill Hose
- Jed Fiske, McGill Hose
- Alex McGill, McGill Hose
- Matthew Anderson, National Hose & Accessory
- Travis Tschumy, Blackwoods Protector
- Tony Ainsworth, Blackwoods Protector
- Sandra Umrysh, Norwesco
- Cory Scriven, Norwesco
- Ed Coward, Norwesco
- Steve Soto, Hose Sales Direct
- Brent Stone, National Hose & Equipment
- Stuart Sheppard, National Hose & Equipment
- Jim Thissen, Rubber and Accessories
- Bill Birnbaum, Rubber and Accessories
- Brad Hook, TIPCO
- Brian Kottraba, TIPCO

Continued on page 12



Matching People to Jobs Can Help You Hire Top Performers and Improve Performance

Have you ever hired or promoted someone who did not live up to your expectations? If you did, chances are strong that the person did not possess the innate traits to execute the competencies of the job. *For example, in a management position, does the person have the internal characteristics to be a “people” person, big picture thinker, or confident leader? In a sales position, is the individual internally motivated, a critical thinker, able to accept rejection?* By hiring or promoting the wrong person for the wrong job it is like hiring or promoting a rabbit to swim. Rabbits may swim for a short stint, but eventually they will struggle, get frustrated and quit. That is exactly what happens when we hire people for positions that are foreign to who they are. It is a lot easier to hire rabbits to run and fish to swim. The only ways you can effectively match people to jobs is by measuring the “total person” with a valid, reliable psychometric assessment then match the results (innate traits) to the traits that are needed to perform the job in an exceptional manner.

With Profiles’ proprietary job fit assessment approach NAHAD members can utilize a proven methodology to be more efficient and effective in the hiring, promotion, training, development and coaching processes. This information becomes a true enlightenment. By using the Profiles’ approach members can now take an inventory of existing and future candidates to align each candidate with the role that capitalizes on their strengths. Job match is virtually impossible to do without using an assessment specifically designed for that purpose. Human judg-

ment is too subjective and does not objectively quantify a person’s intangibles. The Profile XT Assessment takes an inventory of an individual’s thinking style, behavioral traits and occupational interests. It also provides results in seconds!

“Our goal is to empower NAHAD members with an easy, accurate, and understandable means that will help them link people to their business strategies, i.e., top line growth, workforce performance, customer experience and profitability,” says Anthony Pantaleone, NAHAD’s contact at Profiles International, Inc.

How often have companies promoted the top sales person to management only to find out that the person fails? This scenario happens too often, only to disrupt the whole department and have a negative effect on morale within the company. Consequently, the promoted employee suffers from stress, tension and conflict because the position is unnatural to him or her.

“We use Profiles’ assessment tools to assess new candidates and the assessment describes each candidate in accurate detail. The information is a very valuable component in our decision making process,” says Joe Thompson, President, NAHAD.

To learn more about our new partnership with Profiles International, Inc. and special pricing for NAHAD members please contact, Anthony Pantaleone, Regional Vice President @ 888-773-8835 or anthony@profilesmail.com or visit the Value Partners page on the www.nahad.org website. 

Exam Passers Continued from page 11

- Kyle Fendlay, TIPCO
- Brian Rosinski, LewisGoetz
- Mark Foose, LewisGoetz
- Lucky Ighodaro, LewisGoetz
- David Knowles, LewisGoetz
- Mitchell Cote, LewisGoetz
- Mike Kohler, LewisGoetz
- Jeff Rosinski, LewisGoetz
- David Litteral, LewisGoetz
- Kirsty Camilleri, Radcoflex Australia PTY Ltd
- Luke Hulands, Radcoflex Australia PTY Ltd
- Jamie Nicholson, Radcoflex Australia PTY Ltd
- Steve Brailey, Radcoflex Australia PTY Ltd
- Bradley Campbell, Radcoflex Australia PTY Ltd
- Duane Clapp, Radcoflex Australia PTY Ltd
- James Browne-Kerr, Hose Supplies New Zealand Ltd.

Hydraulic Hose (Handbook Exam)

- Michael Bishop, Alaska Rubber
- Rick Smith, Alaska Rubber
- Jesse Varady, Alaska Rubber
- Ryan Gocher, Veyance Technologies
- John Hall, Hose and Fittings, Inc.
- Shannon Bartram, Faxon Engineering
- Bruce Waver, Flow Products
- Tom Looby, Superior Industrial Supply
- Ben Lightner, RW Connection
- Travis James, General Rubber
- Mike Sloan, Alliance Hose
- Jeremy Whitacre, Garrett Industrial Supply
- John Schillereff, Garrett Industrial Supply

600-Member Coalition Thanks Representatives for NLRB Efforts

The Coalition for a Democratic Workplace (CDW) lauds the House of Representatives passage of H.R. 1120, the Preventing Greater Uncertainty in Labor-Management Relations Act.

CDW’s membership supports H.R. 1120 because it addresses key employer and employee concerns surrounding the functioning of the National Labor Relations Board (NLRB). Despite several of his recess appointments being ruled unconstitutional by a federal court, President Obama has pushed forward with a set of nominations that are inappropriate to the task of building a functioning Board.

H.R. 1120 would impose much-needed restraint over the NLRB’s unconstitutional quorum by preventing it from issuing further decisions. In addition, the bill immediately ceases enforcement of the invalid Board’s previous decisions, and ensures that such cases will be reviewed and approved by a legitimate panel as soon as one is seated. The legislation preserves workers’ ability to petition for union elections, and NLRB regional offices’ ability to accept and process unfair labor practice charges. Most importantly, the restrictions H.R. 1120 places on the Board are to be removed as soon as the Supreme Court rules in the Noel Canning case, or the Senate confirms a quorum.

CDW is a coalition of more than 600 associations, including NAHAD, employers, and organizations in every Congressional district in America. It has filed numerous amici briefs regarding NLRB rules and regulations 

- James Byrne, GHX
- Dewayne Overby, IR-G
- Andrew Denne, Hose Supplies New Zealand
- Nick Watson, Hose Supplies New Zealand
- David Sharp, National Hose & Accessory
- Sarah Hoggard, National Hose & Accessory
- Cory Scriven, Norwesco
- Brent Stone, National Hose & Equipment
- Stuart Sheppard, National Hose & Equipment
- Kyle Fendlay, TIPCO
- Joshua Wakefield, ASJ Hose
- Rob Fleck, LewisGoetz
- Eric Podmore, Amazon Hose & Rubber Company
- Mason Gray, Amazon Hose & Rubber Company
- Ramadhan Abdul-Latif, Alaska Rubber
- Robert Wilkins, Alaska Rubber & Rigging
- Nicholas Bowen, Alaska Rubber & Rigging
- Vijay Bahn, Moss Rubber

Fluoropolymer Hose (Handbook Exam)

- John Hall, Hose and Fittings, Inc.
- Zach Gardiner, Hose and Fittings, Inc.
- Laura Meininger, Specialty Hose
- Leigh Hoskinson, Specialty Hose
- Ian Brewster, Arco Hose, Ducting & Fittings
- Rick Clapie Jr., GHX
- Jess Matthew, IR-G
- Randy Loftis, IR-G
- Russ Leasure, IR-G
- Kim Richmond, Hose Supplies New Zealand
- Cory Scriven, Norwesco
- Ed Coward, Norwesco
- Steven Frazier, Hose Sales Direct
- Brent Stone, National Hose & Equipment
- Stuart Sheppard, National Hose & Equipment
- Mike Gilbert, Rubber and Accessories
- Keith Johnson, Rubber and Accessories
- Ryan Waite, Rubber and Accessories
- Brian Kottraba, TIPCO
- Ed Krug, TIPCO

Corrugated Metal Hose (Design and Fabrication)

- Anthony Mudd, National Hose & Accessory

Industrial Hose (Design and Fabrication)

- Cody Ruth, Peerless Mill Supply
- Jose Roberto Morales, National Hose & Accessory
- Damon Paukszto, IRP Rubber
- Andy Below, Bachall Rubber
- Shawn Saupe, Alaska Rubber
- Greg Gladieux, Alaska Rubber
- Bryan Wilson, LewisGoetz
- Jacob Bruce, IRP Rubber
- Lee Denike, IRP Rubber
- Holland Carter, Alaska Rubber
- Kevin Calhoun, Alaska Rubber
- Gary Binks, IRP Rubber
- Mike Meadows, LewisGoetz
- Rick Smith, Alaska Rubber
- Gord Herreman, IRP Rubber
- Gary Binks, IRP Rubber

- Dimitrov, Latchezari, IRP Rubber
- Daniel Jones, Alaska Rubber
- Matt Green, Alaska Rubber
- Steven Mallet, IRP Rubber
- Ben Fritze, Alaska Rubber
- Justin Graves, Alaska Rubber
- Travis Gavala, Alaska Rubber
- Jacques Lussier, LewisGoetz
- Michael Henderson, IRP Rubber
- Tom Kelly, Alaska Rubber
- Jason Dye, LewisGoetz
- Peter Dubenski, LewisGoetz
- Stuart Reusch, LewisGoetz
- Cody Ruth, Peerless Mill Supply
- Carl Swanson, Eaton Corporation
- Shawn Hille, Eaton Corporation
- Dimitar Atanason, Eaton Corporation
- Riaz Ali, IRP Rubber

Composite Hose (Design and Fabrication)

- Damon Paukszto, IRP Rubber
- Jacob Bruce, IRP Rubber
- Lee Denike, IRP Rubber
- Gord Herreman, IRP Rubber
- Gary Binks, IRP Rubber
- Steve Wickham, IRP Rubber
- Dimitrov Latchezari, IRP Rubber
- Steven Mallet, IRP Rubber
- Michael Henderson, IRP Rubber
- Luke Hulands, Radcoflex Australia PTY Ltd
- Kirsty Camilleri, Radcoflex Australia PTY Ltd
- Jamie Nicholson, Radcoflex Australia PTY Ltd
- Steve Brailey, Radcoflex Australia PTY Ltd
- Bradley Campbell, Radcoflex Australia PTY Ltd
- Duane Clapp, Radcoflex Australia PTY Ltd
- Ian Brewster, Arco Hose, Ducting & Fittings

Hydraulic Hose (Design and Fabrication)

- Ryan Rusnak, Hose Conveyors, Inc.
- Keith Showalter, Summers Rubber
- Mike Meadows, LewisGoetz
- Kevin Calhoun, Alaska Rubber
- Holland Carter, Alaska Rubber
- Kris Wisthoff, Alaska Rubber
- Matt Green, Alaska Rubber
- Ben Fritze, Alaska Rubber
- Jacques Lussier, LewisGoetz
- Travis Gavala, Alaska Rubber
- Jason Dye, LewisGoetz
- Stuart Reusch, LewisGoetz
- Peter Dubenski, LewisGoetz
- Darrell Lambert, LewisGoetz
- Leroy Washington, LewisGoetz
- Bryan Wilson, LewisGoetz
- Doug Fleer, Amazon Hose & Rubber Company
- Gerry Arcia, Amazon Hose & Rubber Company
- Donny Bass, Amazon Hose & Rubber Company
- Jake Taylor, Alaska Rubber
- Nick Haddad, Alaska Rubber

The SELL Process— Your Offense: TeleCONNECT e-Seminar

**Presented by Don Buttrey,
President, Sales Professional Training, Inc.**

Selling is interaction with a customer - where there is an objective to accomplish. On the field, phone, and in your distributorship—that happens every day. Anyone in your company that has contact with your customers must know how to SELL. This webinar will teach how to prepare and execute highly effective customer interactions. This is especially important for salespeople who can improve call success by this powerful pre-call planning process. Also, everyone on the support team including parts counter, service managers, sales managers, inside sales etc. will get hands-on help from this webinar.

Based on Don Buttrey's brand new book, *The SELL Process*, this webinar will provide immediate, practical improvement for all customer interactions.

Who Should Attend:

Territory sales people, account managers, product managers/specialists, sales managers, branch managers, product support, service managers, inside sales, parts counter, and anyone who interacts with customers.

About our Speaker:

Don Buttrey is the President of Sales Professional Training, Inc. specializing in proven sales training and practical, hands-on tools for professional selling. They offer a comprehensive curriculum for sales management, sales professionals and sales/service support.

Don has a solid background in manufacturing, industrial distribution and inside/outside sales. He understands the hose and accessories industry and knows what is needed for a distributor or manufacturer salesperson to succeed in sales. Don has worked with many small and large distributors and has trained thousands of sales professionals. His enthusiasm and materials speak for themselves.

Don is the author of *The SELL Process*. He is a powerful keynote speaker for workshops or sales meetings - and is an expert facilitator for intensive training camps adapted to your organization. 

Date and Time: June 21, 2013
12:00 pm – 1:00 pm ET

Price: This TeleCONNECT seminar is \$30 per location for NAHAD Members or \$95 for Non-Members. Visit www.nahad.org to register on-line.



NAHAD and U.S. Commercial Service Sign Strategic Partnership

NAHAD – The Association for Hose & Accessories Distribution and the U.S. Commercial Service (USCS) of the U.S. Department of Commerce’s International Trade Administration recently signed a Memorandum of Understanding (MOU) to increase awareness in the U.S. business community, particularly among small and medium-sized businesses, about exporting and the tools and resources our organizations provide to help them succeed.

“We’re pleased to welcome NAHAD as a partner in our efforts to strengthen the U.S. economy and support local jobs through expanding U.S. exports,” said Under Secretary of Commerce for International Trade Francisco Sánchez. “With more than 95 percent of potential customers living outside U.S. borders, it’s imperative that American companies of all sizes consider the benefits of selling their products abroad.”

Joseph Thompson, NAHAD’s Executive Vice President noted, “NAHAD’s partnership with USCS will be a major asset to our members who are seeking ways to expand their sales to overseas markets. We are delighted that our members will have the extensive professional resources available through the USCS to accomplish their goals.”

Under the MOU, NAHAD and U.S. Commercial Service’s network of worldwide offices will work together on marketing, education programs and events leveraging both entities’ expertise to help make U.S. businesses—and particularly small and medium-sized firms—more export savvy. Joint activities may include building awareness through outreach at trade shows, direct mail campaigns and online registration for resource support.

In 2010, President Obama announced the National Export Initiative (NEI) with the goal of doubling U.S. exports by the end of 2014. The partnership supports this goal by educating U.S. exporters, particularly small-



and medium-sized companies, about the benefits exporting and expanding their exports to additional markets, and the public and private sector resources to assist them. NAHAD joins several of the U.S. Commercial Service’s Strategic Partners who have connected more than 1,500 companies to federal export assistance.

NAHAD is the only business trade association dedicated to serving the needs of hose distributors and suppliers worldwide. Members include nearly 500 industrial distributors, manufacturers, and suppliers of hose, fittings, couplings, hose machinery and related hose accessories, representing companies from all 50 U.S. states and 5 Canadian provinces and 25 other countries. NAHAD provides a wide variety of business services, education, networking, technical insights and hose fabrication standards to help members to be more successful and gain more business.

NAHAD’s Hose Safety Institute provides industry-leading hose assembly specification, fabrication and design Guidelines, employee training resources, online exams and powerful marketing tools to help members build stronger relations with their current and potential customers. The Institute is served by an Advisory Council of major end-users, academics and industry leaders who work with NAHAD members to address critical hose assembly practices and safety issues.

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration. U.S. Commercial Service trade professionals in more than 100 U.S. cities and in more than 70 countries help U.S. companies get started in exporting or increasing sales to new global markets. Visit www.trade.gov/cs to learn more. 

Race to Provide Services

Continued from page 1

produces a bottom line profit of 4.5% of sales or \$360,000. Of most significance, payroll is 21.9% of sales or 65.3% of the total expense load for the firm.

In some instances distributors may feel they are forced to enhance their service profile in the face of new offering by competitors. In other instances, firms are seeking to establish their own competitive advantage. In either instance, the key profitability issue is how much of a sales increase can be generated, if any, in relationship to the payroll cost associated with providing the additional service.

The last two columns of numbers in Exhibit 1 present the potential good and bad results associated with an increase in payroll expense. In both columns it is assumed that the increase in costs is associated with an additional service. Further, in both columns payroll costs are assumed to increase by exactly 3.0%.

The middle column of numbers represents a situation where the increased payroll costs are offset by a 5.0% increase in sales. In short, the firm has developed a service-enhancement profile. Total profit increases by 27.6% and the bottom line rises to 5.5% of sales.

The final column, in very sharp contrast, reflects a situation where payroll costs increase due to the additional services offered, but revenue is stagnant. This might represent a situation where all of the competitors increase services at the same time resulting in no measurable change in market share.

The economic impact is dramatic. Profit declines by \$52,500 or 14.6%, even though the increase in payroll was only 3.0%. In short, service expansion programs must generate the revenue to cover their costs and produce enough additional revenue to drive higher profit.

Research in distribution suggests that in many instances service expansions are less likely to reflect second-column economics in Exhibit 1 than third-column ones. Simply put, the value of the additional services may not be there.

A Profitable Service Profile

To build a service profile that drives sales growth faster than payroll growth there are two opposing strategies that can be followed. First, add or strengthen truly profitable services. Second, minimize or eliminate unprofitable ones. As simple as this may sound, it actually has somewhat counter-intuitive implications in terms of the potential changes in the service profile.

Service Strengthening—Research conducted by the Profit Planning Group indicates that with very few exceptions, customers do not desire any additional services from distributors. Instead, they would like some existing service components strengthened. In particular they want better performance with regard to inventory.

The inventory needs expressed were two-fold. First and foremost they desired an improved in-stock position. Second, they desired a broader assortment to facilitate the ability to engage in one-stop shopping.

To a real extent this is a serious condemnation of distributor performance. The most essential role of distribution is product availability. Failure to perform adequately in this arena is simply unacceptable. The pressures associated with cash flow are an excuse for inventory inadequacy, but not a valid reason.

The economics of improving service through better inventory performance are extremely compelling. Additional inventory investment comes with a carrying cost implication.

However, in today's environment of low interest rates, carrying costs are dramatically reduced from previous periods.

On the positive side, a higher fill rate is one of the few services enhancements that **automatically** generates higher sales volume. Every lost sale, whether caused by being out of stock or anything else, is a pure loss of volume. Eliminating lost sales reverses the economics of the third column in Exhibit 1.

Service Elimination—While it is heresy to suggest, but there may be some services that everybody in the firm thinks are wonderful, but customers find to be without benefit. This is often a surprisingly fertile field for profit enhancement.

In service elimination a reasonable motto would be to “copy the banks, not the airlines.” Banks no longer return checks with the monthly statement. Most customers find having less to throw away to be an actual benefit. ATM machines have largely, but not completely, replaced tellers. Self-service means better service for the preponderance of customers.

Airlines, in sharp contrast, have started charging extra for meals, blankets, checked bags and just about everything else. Customers go along with the add-on charges because they have to. Even if fares are lower, there is a continual bitterness about the service reductions.

The best way to determine if a service elimination decision is a bank action or an airline

action is to ask customers. Often the feedback is enlightening. When the firm discovers it has been able to brilliantly provide a service that nobody really cares about, it is an eye-opener.

Moving Forward

All distributors sell products. The best ones also provide an array of services that customers value. The challenge is to identify exactly which services are truly important to customers and which ones are not.

The valued services must be provided with absolute precision. The ones that are non essential should be bid adieu. 

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.tripleyourprofitbook.com, as well as Amazon and Barnes & Noble. It includes Excel templates for understanding the profit structure of the firm and developing meaningful financial plans.

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A Managerial Sidebar: So What Do Customers Really Want?

Surveys on what customers expect from distributors have been conducted periodically for more than twenty years. They have been duplicated in almost every line of trade imaginable. They all produce the same result.

What customers really want is for distributors to provide services that make their lives easier. In order of importance, those services are:

- High Fill Rate (Service Level)
- Wide Assortment of Products
- Fast Delivery
- Accuracy in Order Filling
- Competitive Prices

The ability to provide great service on the first four items dramatically reduces the reliance of the firm on pricing. However, if the firm offers nothing but parity on those first four items, price becomes the overriding competitive issue.

Exhibit 1: The Impact of 3% Payroll Expense Cap For the Typical NAHAD Member

	Current Results	5% Sales Growth	No Sales Growth
Income Statement—\$			
Net Sales	\$8,000,000	\$8,400,000	8,000,000
Cost of Goods Sold	<u>4,960,000</u>	<u>5,208,000</u>	<u>4,960,000</u>
Gross Margin	3,040,000	3,192,000	3,040,000
Payroll and Fringe Benefits	1,750,000	1,802,500	1,802,500
All Other Expenses	<u>930,000</u>	<u>930,000</u>	<u>930,000</u>
Total Expenses	<u>2,680,000</u>	<u>2,732,500</u>	<u>2,732,500</u>
Profit Before Taxes	\$360,000	\$459,500	\$307,500
Income Statement—%			
Net Sales	100.0	100.0	100.0
Cost of Goods Sold	<u>62.0</u>	<u>62.0</u>	<u>62.0</u>
Gross Margin	38.0	38.0	38.0
Payroll and Fringe Benefits	21.9	21.5	22.5
All Other Expenses	<u>11.6</u>	<u>11.1</u>	<u>11.6</u>
Total Expenses	<u>33.5</u>	<u>32.5</u>	<u>34.2</u>
Profit Before Taxes	4.5	5.5	3.8
Change in Profit--%		27.6	-14.6



THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

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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

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"). 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.

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

NAHAD NEWS • CONNECTIONS FORM

Member to Member Exchange