

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

OCTOBER 2013

Inside this issue

NAHAD Board Meeting	1, 11
Profit Improvement Report Taking It to The Street.	1, 10, 11
President's Letter	2
NAHAD Book Review: <i>Race for Relevance</i> and <i>Road to Relevance</i>	2
ICP Steering Committee Initiates a New Three-Year Plan	3
Welcome New NAHAD Members	3
Inside Washington	4
Fluid Power Systems Conference.	4
Global Demand for Thermoplastic Elastomers to Reach 5.5 Metric Tons in 2017.	5
New Member Profile: Mid-State Sales	5
Connections	6-9
In Memoriam: Steven Gray	9
Best at the Border.	9
Exam Passers.	11

Save These Important NAHAD Dates

October 17	TELECONNECT
2013	Hunting for Cash:
12:00-1:00 PM	Analyzing Customer Profitability
	Presented by Jason Bader,
	The Distribution Team
November	Sales Professional
5 - 7	Training Camp
2013	Featuring the Four Pillars of the Sales Profession
	Dayton, Ohio
March 9 - 12	University of Industrial Distribution
2014	JW Marriott
	Indianapolis, IN
April 26 - 30	30th Annual Meeting & Convention
2014	JW Marriott
	Desert Ridge
	Phoenix, AZ

NAHAD Board of Directors Meets in Phoenix – Plans Future

Planning for the future. Planning to accommodate member company needs. Planning for the changing industry environment. This is what occupied the time and talents of the NAHAD Board members for two days at the end of September. Forecasting and shaping the future of the association is a difficult task; but one that was well-suited to the experience, commitment and industrial knowledge of the current Board.

The initial analysis revolved around the various segments of hose and fittings manufacturers and distributors. Board members discussed various size and business types from large manufacturers to local distributors - taking into account each segment's current business landscape. Is it finding and retaining employees that keeps them up at night? Have profit margins been shrinking due to the increasing administrative fixed costs? NAHAD Board members analyzed PAINS from the perspective of each member type.

After identifying the pains experienced by NAHAD members, the Board started to focus on areas where the association could help alleviate those pains through GAINS. As an example, one of the most frequently expressed pains is time constriction. Providing resources to help members to better manage their time is one way that NAHAD could assist members in a

Continued on page 11



NAHAD Board of Directors and staff at work in Phoenix, AZ during the mid-year Board meeting.

Profit Improvement Report



*Taking It to
The Street*

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

The economy still seems to be taking the proverbial two steps forward and one step backward on a daily basis. In such an environment, important opportunities to purchase merchandise opportunistically are widespread.

Such opportunities should result in a strong improvement in profitability for distributors. However, in too many cases enhanced buying leads to stagnant or even declining profit. The problem is that distributors simply can't seem to overcome the urge to take lower supplier prices directly "to the street." That is, they reflexively pass through lower prices to their customers.

This report examines the nature of the take it to the street issue. It will do so from two important perspectives:

- **Price Reduction Rationales**—A discussion of the two different thought processes that cause firms to pass along price reductions in a seemingly automatic fashion.
- **Profit Implications**—An analysis of the economic impact of supplier price reductions, both good and bad.

Price Reduction Rationales

There are two major reasons that firms pass along price reductions routinely. One of the reasons is strategic, the other operational.

Strategic—The strategic rationale is that price competition is endemic in distribution. A supplier price reduction provides the opportunity for firms to demonstrate their price aggressiveness to their customers.

Since the supplier price reduction is often short lived, some distributors view the price reduction as an opportunity to be "on sale." That is, they can develop a price position that will provide a competitive advantage over competition.

Continued on page 10

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PRESIDENT'S LETTER



Dear NAHAD Member,

Are you relevant? I hadn't really thought of actually having anyone answer this question. But, it was brought up in a book that the NAHAD Board of Directors was given to read. The book, *Race to Relevance* by Harrison Coerver and Mary Byers and its follow up book, *Road to Relevance* was written for trade associations and its members asking - were they being relevant to their membership? They took into account the changes in certain industries over the years and how many of the associations tried to be too many things, losing focus and membership.

In a quote - "Operating as you have traditionally done for the last 10, 20, or more years is not a viable option. Association leaders must be disciplined strategists, focusing the organizations they serve on value they can deliver and structuring accordingly to compete in the 'new normal'. Using insight from *Road to Relevance* to lead your organization to an ever-more-valued, sustainable, and relevant future."

In reading the two books, my mind would wander, thinking not just about NAHAD, the association we all belong to; but about our own company. Are we relevant to our customers? Are we giving our customers the value added services they require as a hose fabricator and distributor? Will we continue to be relevant as market forces change?

In late September, the NAHAD Board of Directors met to discuss some of these issues at its mid-year board meeting. As part of this two-day meeting we addressed the association's three year strategic vision. On the agenda were discussions of membership, training, education, services and the Hose Safety Institute. This time it was not only about where we are, but where the association wants to be in three years or more. Are we relevant? Will we be relevant? We will have a full report in the next issue of the *NAHAD News* on how we did.

The mid-year board meeting is usually held at the location of the next annual NAHAD convention. It also gives us board members a chance to go over the property and see the lay-of-the-land as we prepare for all of the sessions for next year's association meeting. The dates for next year's convention, our 30th Anniversary year are April 26 -30 2014 at the JW Marriott Desert Ridge Resort in Phoenix, Arizona. Please mark your calendar and plan on attending. We hope to show you how relevant we are as an association and how you can show your customers how relevant you can be to them.

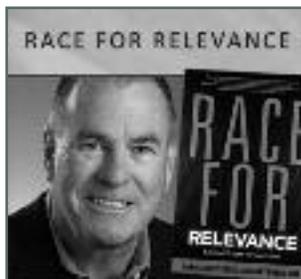
Terry Weiner

Terry Weiner, NAHAD President

NAHAD Book Reviews

Race for Relevance provides a no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future. Based on more than 40 years of combined experience working with more than 1,000 organizations, the authors examine 5 key areas where the traditional approach that organizations have taken in the past needs to be altered. The 5 key areas examined are governance model and committee operations, CEO empowerment and enhancing staff expertise, defining your member market, programs and services, and technology framework. The book includes worksheets, checklists, and case studies all geared towards helping association leaders—staff and volunteers alike—to

kick off the thought-provoking discussions that are generally at the forefront of change, be prepared for those fighting for the status quo, and to implement change without sacrificing your influence.



Framed by five key strategies, *Road to Relevance* is a guide to competitive advantage. The five strategies and related disciplines are clearly defined, and their execution is explained

and illustrated through examples. Among other takeaways, you'll learn how to identify strengths that deserve a concentration of resources the value of a coordinated product and service portfolio and how to achieve on the negative effect that marginal or underperforming activities have on your organization and ways to abandon them. *Road* is the followup and complementary companion to the bestselling *Race for Relevance: 5 Radical Changes for Associations*, which identified six challenges that forever changed the association environment and five needed changes. Picking up where *Race* left off, authors **Harrison Coerver** and **Mary Byers, CAE**, provide real insight into how to adapt the strategies of *Road* to your organization's circumstances so that you can execute them.



Both books are available on Amazon.com

ICP Steering Committee Initiates a New Three-Year Plan to Maintain a Skilled Industrial Workforce

The Industrial Careers Pathway® (ICP) Steering Committee held its annual retreat in Rosemont, Ill. in mid-July. ICP's Steering Committee reviewed its current strategic plan and refined its action goals and progress metrics, and developed a new

three-year plan to advance ICP's mission: to meet the need for a skilled industrial distribution workforce for today and tomorrow, a workforce that will be challenged by an expected demographic shift in the industrial workforce.

The ICP Steering Committee is composed of associates from the staff and membership of ICP's Alliance Partner organizations; trade associations and companies dedicated to fostering industrial distribution. Alliance Partner member associations include: American Supply Association, Industrial Supply Education Foundation, NAHAD – the Association for Hose and Accessories Distribution and the Power Transmission Distributors Association Foundation.

"We are well aware that the field of industrial distribution is not one that is well known by the general public, so part of our work is to create awareness of what this job is among 18 – 34 year olds," said ICP Steering Committee Chair, Terry Knight, Director, Strategic Sales & Business Development at SKF USA, Inc. "It's the Millennials that will be needed to

maintain productivity, and there are incredibly rewarding careers in industrial distribution out there right now, many of which don't require college degrees," continued Knight. "We are leveraging our resources to reach the greatest number of potential new employees and their influencers through social media, advertising and attending conventions and career fairs. We are putting our plans into action with a new ground game."

As part of ICP's efforts a corps of ICP Ambassadors will be attending career fairs and visiting secondary schools and community /technical colleges in their local areas to put a face on the field of industrial distribution. In addition to this strong local push, ICP accepts job postings on its ICP Job Board and provides a training vehicle for individuals to learn more about the field through the online and print versions of *Elements of Industrial Distribution*. Job seekers can find tips on finding a job in the field of industrial distribution through its weekly *ID Job Hunting Minute* video series and employers can find insight into dealing with their Millennial employees with the monthly e-newsletter *ICP Talent Tipsheet*. Details are available on the ICP website www.industrialcareerspathway.org/Hire

Through the collective support of Alliance Partners and their member companies, ICP is devoted to building awareness among the 18-34 year old audience about the incredibly rewarding careers available in industrial distribution. 



NAHAD representatives include **Amy Luckado** (second from left), NAHAD Membership Director and **Curtis Sprague** (third from left) NAHAD Past President from NAHAD member company **Branham Corporation - Mt. Empire Rubber Co.**

Welcome NAHAD New Members

Distributors

American Hose and Hydraulics

Mr. Kenneth Dobriner

President

700 21st Avenue

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kend@americanhose.net

www.americanhose.net

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Cherokee Hose & Supply Co.

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President

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& Hydraulics, Inc.

Mr. Michael S. Johnson

President

PO Box 5399, 2144 Third Ave

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michaeljohnson@huntingtonhose.com

www.huntingtonhose.com

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Manufacturers

Exigo Manufacturing

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President

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Vice President

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Hose Division Manager

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Manufacturers: Shale Production Driving Manufacturing Renaissance



New Report Shows Shale Development Supporting Millions of Jobs and Boosting Income and Trade

According to a report released today, the United States will continue to reap enormous economic and job-creation benefits from domestic oil and shale gas production.

“This report confirms that manufacturers’ best days are ahead and that the shale revolution could spur economic growth and job creation for years to come,” said National Association of Manufacturers (NAM) President and CEO Jay Timmons in reaction to the recent IHS report cosponsored by the NAM and other trade associations. “Unfortunately, this growth is not a foregone conclusion. Overreach by state and federal lawmakers and regulators could slow this progress and, in the worst case, stop it.”

The report found that increased oil and gas production made possible by advances in shale technology is supporting millions of jobs, increasing household incomes, boosting trade and contributing to a new increase in U.S. competitiveness around the world.

Key report findings include the following:

- The combined upstream, midstream and downstream unconventional oil and gas production process, and the chemical industry benefitting from it, will support more than 460,000 combined manufacturing jobs by 2020, rising to nearly 515,000 by 2025.

- Unconventional oil and gas activity supports more than 2.1 million total jobs. By 2025, this number will reach nearly 3.9 million.
- Unconventional oil and gas activity increased disposable income by an average of \$1,200 per U.S. household in 2012. This figure is expected to grow to just more than \$2,000 by 2015 and reach more than \$3,500 by 2025.
- The unconventional oil and gas value chain added \$284 billion in contributions to GDP in 2012. This number is projected to increase to \$468 billion by 2020 and \$533 billion by 2025.
- Driven by a rise in domestic production and manufacturing that will displace imports, as well as a favorable export position for these industries, the trade deficit will be reduced by more than \$164 billion by 2020.

“To realize our full energy potential, we need government policies that support the continued development of oil and gas resources, energy infrastructure projects and manufacturing growth,” continued Timmons. “The NAM will continue to fight against government regulations that could hamper this energy potential, including new rules on hydraulic fracturing, ozone and greenhouse gas emissions. These and other misguided policies will set our economy back and deny Americans the promise of reliable and secure energy.”

Fluid Power Systems Conference Announces Innovation Showcase

The Reliable and Efficient Hydraulics and Pneumatics for Today and Tomorrow conference (formerly known as the Energy Efficient Hydraulics and Pneumatics Conference) will be held November 19-21 at the Doubletree Hotel in Rosemont, IL. Hosted by the International Fluid Power Society, the FPDA Motion and Control Network, and the National Fluid Power Association, the event boasts a strong program for professionals who specify, design and/or maintain hydraulic and pneumatic systems in industrial settings or mobile applications. To explore educational offerings, visit www.fpda.org, go to events, then click on November 19.

NAHAD is a supporting organization.

Showcasing the newest, cutting edge developments in energy efficient hydraulics and pneumatics will be a new addition at the conference in 2013, the Fluid Power Systems Conference Innovation Showcase. This low-cost, high-impact program allows FPSC attendees to display products and services that contribute to the conference theme of reliable and efficient hydraulics and pneumatics.

The Innovation Showcase will be held for two hours during the reception on Tuesday, November 19, as an informal program utilizing table-top displays only. Participants will find this a cost-effective method of showcasing product solutions at the low cost of just \$500 per table.



NAHAD President, Terry Weiner and NAHAD Conference Manager, Molly Thompson McGill review exhibits at the Musical Instrument Museum (MIM), site of the opening reception for NAHAD's 30th Annual Convention.

SAVE THE DATE

NAHAD 30th Annual Meeting & Convention

April 26 – 30, 2014
JW Marriott Desert Ridge Resort & Spa
Phoenix, AZ

Global Demand for Thermoplastic Elastomers to Reach 5.8 Million Metric Tons in 2017

Global demand for thermoplastic elastomers (TPEs) is forecast to rise 5.5 percent per year to 5.8 million metric tons in 2017, valued at more than \$20 billion. Advances will be driven by ongoing product innovation on the part of TPE manufacturers, allowing these materials to continue to displace traditional elastomers and thermoplastics in a variety of applications. TPE demand will benefit from the ongoing push to reduce motor vehicle weight. Healthy growth will also be fueled by an improved economic outlook in North America and Western Europe, while advances in emerging countries will benefit from increased adoption of TPEs in place of competing materials. These and other trends are presented in World Thermoplastic Elastomers, a new study from The Freedonia Group, Inc., a Cleveland-based industry market research firm.

Styrenic block copolymers (SBCs) will remain the leading TPE product type through 2017. However, SBC demand will rise at a below average pace compared to TPEs overall, limited by a high degree of market saturation in many large volume applications. The fastest growth is expected for polyolefin elastomers (POEs), a relatively new TPE product class which is gaining rapid acceptance as a performance additive for plastics and packaging adhesives.

Motor vehicles account for the largest portion of the world TPE market, with one-third of total demand in 2012. Advances will be bolstered by improvements in the TPE-intensive North American and West European automotive industries through 2017, as well as increased TPE use in emerging markets, although demand will be limited by continued declines in Japanese vehicle production.

The Asia/Pacific region will remain the largest market for TPEs through 2017, rising at an above average pace to account for nearly half of world demand. China, the world's largest consumer of TPEs in volume terms, will continue to see more than eight percent annual growth in demand. Regional gains will also benefit from robust expansion in India and Southeast Asia, whereas growth in the Japanese market will remain sluggish. Other regions that will enjoy above average advances in demand through 2017 include the Africa/Mideast region, which currently has the world's lowest TPE consumption levels per capita. TPE demand growth in North America and Western Europe will see substantial improvement compared to the recession-plagued 2007-2012 performance. 

World Thermoplastic Elastomer Demand (thousand metric tons)

% Annual Growth

Item	2007	2012	2017	2007-2012	2012-2017
Thermoplastic Elastomer Demand	3760.0	4462.0	5830.0	3.5	5.5
North America	1112.0	1198.0	1510.0	1.5	4.7
Western Europe	869.5	839.0	1000.0	-0.7	3.6
Asia/Pacific	1411.5	1970.0	2700.0	6.9	6.5
Other Regions	367.0	455.0	620.0	4.4	6.4

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World Thermoplastic Elastomers (published 08/2013, 361 pages) is available for \$6400 from The Freedonia Group, Inc., 767 Beta Drive, Cleveland, OH 44143-2326. For further details, please contact Corinne Gangloff by phone 440.684.9600, fax 440.646.0484 or e-mail pr@freedoniagroup.com. Information may also be obtained through www.freedoniagroup.com.

NEW MEMBER PROFILE

Welcome New Member



Mid-State Sales is a full line fluid conveyance distributor featuring Eaton Weatherhead products as well as industrial hose & ends, adapters, metric & metric conversion adapters, brass fittings, quick disconnects, rubber products including belting. Mid-State specializes in the fabrication of hydraulic, industrial and metal hose assemblies. They have full tube bending, brazing and welding capabilities up to 5" OD hydraulic welded steel tubing. Additionally, they offer compound assemblies with virtually any hydraulic, metal or industrial hose in our product offering.

The company has been in business for nearly 45 years. Headquartered in Columbus, OH, we have full service branch locations in Cleveland, Youngstown and Cincinnati, Ohio. Branch locations are sales, service and stocking locations with Port-To-Port Store offerings.

Mid-State Sales services several markets including the OEM mobile hydraulics market including the construction, agriculture, mining, energy and medical markets as well as the industrial products end user and reseller markets. Field services include OEM Engineering Design & Support and Field Application Support as well as OEM kitting for hose assemblies, tube assemblies and adapters. Solidworks, 3D CAD capabilities are available to assist in early product development and prototyping. JIT, EDI, rust free packaging and product safety audits are also available. Hose assembly impulse and burst testing to SAE standards are also available at their Columbus Headquarters.

"We are joining NAHAD to access the many services that are available to members, states Jim Daniels, President. "We will be looking to improve the quality and reliability of our products by joining The Hose Safety Institute. The testing and certification of our fabrication teams will be a huge asset for our company as we continue to grow our assembly manufacturing and fabrication businesses." 

CONNECTIONS

Member to Member Exchange

Dixon is pleased to announce the appointment of Hazen Arnold as US Marketing Director. Hazen began his career at Dixon in 2002 as a Territory Manager in Florida. He moved into a specialized role within the Dixon Fire division in 2006, becoming Division Manager in 2010. Hazen's experience in sales and as Division Manager will be an asset as he takes over marketing responsibilities for the US. This promotion enhances Dixon's commitment of being "market focused".

Dixon is also pleased to announce the appointment of Martin Seabolt as Division Manager of the Dixon Fire division. Marty joined Dixon in 2005 and has worked in the fire hose coupling and industrial market for most of his career both in general management and as an executive overseeing sales and marketing. Please join Dixon in congratulating both Hazen and Marty.

Available from plastic tubing manufacturer **NewAge Industries** are three styles of clamps to secure fittings to tubing. The three styles – double bond, ear type and worm gear – are used in a wide range of industries including food and beverage, chemical, laboratory, medical, OEM, MRO, aerospace and aviation, pool and spa, automotive, appliance, marine and others.

Clamp sizes range from 5/32" through 6" nominal diameter, depending on clamp type. Fittings available from NewAge that call for the use of clamps include plastic and brass barbed type, cam operated couplings and two-stage safety air couplers. Plastic and rubber tubing and hose is stocked by NewAge Industries in nearly 30 variations. For more information, phone 1-800-506-3924; e-mail: info@newageindustries.com; web page: <http://www.newageindustries.com/clamps.asp>.



The Right Connection™

Veyance Technologies, Inc., Hose Marketing welcomed Jaroslaw (Jarek) Zakrzewski as the Business Development Manager for both INH & HYD in July 2013. Jarek will be responsible for the New Product Development Database, Support of the Oil & Gas Market, Strategic Initiatives, and New Market Development. Jarek can be contacted at 1-330-664-7274 or e-mail at Jaroslaw_Zakrzewski@Veyance.com

Industrial Hose announces the availability of 3/8" & 1/2" heavy duty welding hose designed for scarfing and severe welding applications. The extra thick cover lends protection to the hose in high abuse environments such as steel mills, foundries and industrial plants where hose may encounter high temperatures, sharp edges and abrasion conditions. The hose is designed to meet RMA Grade T materials for all fuel gases, 250 PSI, 4:1 Safety Factor. Please visit www.goodyearep.com for full details the new Scarfing Hoses.

Gary Kreuz, Vice President/General Manager announces that Thomas Nash and Douglas Durston have joined **Uniflex of America** to further develop UOA's growing portfolio of regional and national accounts. Uniflex of America supports in sales and service the German engineered hose crimpers along with cutting and skiving machines, test systems and marking tools.

Thomas Nash comes with a wealth of experience within the Industry, having spent the last fifteen years with Applied Industrial Technologies. Tom joins UOA to continue his success by promoting the company's complete range of products for hose manufacturing. He will implement high quality solutions for clients in the Eastern Region of the United States. He is based in Ohio.

Douglas Durston brings 30 years of industrial sales experience to his new position as Sales Representative to the Central Region. Doug will contribute to UOA's sales and marketing success by building on Uniflex's 40-year history as an outstanding hydraulic crimper supplier. He will meet the new challenge by providing customer's exceptional service and production solutions.



VEYANCE

Gary Kreuz comments, "The wealth of experience and industrial knowledge that these two men bring to Uniflex make them a key addition to our team. We view their addition to our sales staff as a sign of our commitment to being an industry leader and, it is the people of Uniflex, along with product innovation and reliability that make it an International source for the leading hose manufacturers."

For more information, call 1-847-519-1100 or sales @uniflexusa.com

Epicor Software Corporation has announced that Radwell International Inc. of Lumberton, New Jersey, has selected the Epicor Prophet 21 enterprise resource planning (ERP) solution to increase business efficiency and streamline processes for overall performance.

Brennan Industries, Inc. expanded its distribution capabilities in Texas with the addition of a distribution center in the Houston area. The new distribution center is located at 525 Garden Oaks Boulevard, Houston.

"The new distribution center will allow Brennan to better serve its valued customers in the Houston and surrounding areas," said David M. Carr, president at Brennan Industries.

Brennan's 8,800-square-foot facility opened on September 3rd. The facility will have 1,300 square-feet of dedicated office space. An open house for customers in the region is planned for end of the year. Brennan products are now stocked at eight strategically located, full-service distribution centers in: Atlanta, Cleveland, Dallas, Houston, Los Angeles, Seattle, Toronto and Shanghai. For more information, Phone: 1-440-248-1880; Email: sales@brennaninc.com; www.brennaninc.com.

Tribute, Inc. announces the availability of TrulinX Software

 Release, 13.3. Based on industry trends and customer requests, the latest version of the Windows SQL-based industry-specific solution features the ability to set up pricing/discounting rules for items shared through the DistraNet and WarehouseTWO inventory sharing networks, and more. This feature gives customers a quick and easy way to price all of their shared items using special discounting schedules.

Release 13.3 also provides customers more flexibility on what appears on packing lists and fabrication pick tickets/purchase orders. TrulinX allows the customer to control back-order lines by customer, by customer ship-to, by quote, or by sales order and allows comments to be printed on fabrication pick tickets and purchase orders. Release 13.2 provided customers with the ability to print comments on each page of a pick ticket configured by branch, useful for printing a quality statement or other messages to customers. Also included in Release 13.2, TrulinX customers have the ability export purchase orders directly to Dixon Valve.



Richard Harrison, President of Houston, TX based **GHX Industrial, LLC** announces the recent establishment of a new facility in Texas City, Texas. The 4,000 square foot location will provide value added services such as hose kitting, vendor managed inventories and custom fabrication of hose facilities.

GHX, a subsidiary of the United Distribution Group now operates 46 branches in 16 states and provinces throughout the US and Canada.



TESS follows its ambitious plan for global expansion by hiring Dominik Joachim as Business Development Director. With Mr. Joachim's extensive experience and knowledge from companies like Hansa-Flex and Manuli FluiConnecto, TESS International will be looking to increase its pace of global expansion, where the US market will be given top priority.



Bee Valve Inc. announces the availability of a complete line of quick coupling connectors. Bee Valve's quick coupling connectors are available in two flow sizes, 1/4" and 1/2", and three high-performance materials. Connectors are available with internal shut-off valves or straight through configurations.

40AC Series connectors offer 1/4" flow capacity and are manufactured in a high performance natural white, acetal material, resistant to most chemicals. The 40CB Series 1/4" flow connectors are manufactured in brass and chrome plated. 40AC and 40CB couplings interconnect with each other and are compatible with other 1/4" flow, metal latch and spring connectors.

50AC Series connectors offer 1/4" flow capacity and feature an easy to use plastic thumb latch.

65GP Series connectors offer 1/2" flow capacity and are manufactured from high performance glass-filled, pure white polypropylene. 65GP Series connectors are compatible with other 1/2" flow, plastic latch and spring connectors.



Spectronics Corporation has introduced a full line of Spectroline® fluorescent leak detection dyes specially formulated for oil-based industrial fluid systems. The dyes are available in a choice of seven distinct colors to help differentiate between leaking fluid systems, especially those leaks where portions of the hoses are hidden from view.

OIL-GLO™ 22, OIL-GLO™ 30, OIL-GLO™ 33, OIL-GLO™ 40, OIL-GLO™ 44, OIL-GLO™ 45 and OIL-GLO™ 50 dyes glow yellow, white, green, bright blue, yellow/green, blue and red, respectively.

In other company news, Spectronics Corporation has introduced the EK-365 EagleEye™ UV/White Light LED Leak Detection Lamp Kit. It enables maintenance professionals to locate industrial leaks in cramped or hard-to-reach areas larger lamps can't. For more information, call toll-free 1-800-274-8888. Outside the U.S. and Canada, call 1-516-333-4840.



In continuing with **RYCO's** commitment to support the industrial distributor network and NAHAD, RYCO is pleased to announce the appointment of new Territory Sales Managers and Vice President of Operations joining the RYCO Team:

RYCO is pleased to announce the appointment of Todd Therrien as Territory Sales Manager covering the areas of Maine, Connecticut, New Hampshire, Massachusetts, New York, New Jersey, Rhode Island and Eastern Pennsylvania. Also, Chris Bredeson is now the RYCO Territory Sales Manager covering Michigan and the Eastern portion of U.P. Michigan.

Skip Anthony has assumed the role of Distribution Sales Manager for the Eastern portion of the United States. And, Gordon Duff has accepted the role of Vice President of Operations for RYCO Americas. Gordon was previously the Business Development Manager for RYCO Europe, Africa and the Middle East. For more information, please call 1-866-821-RYCO (7926) or visit them on the World Wide Web at www.ryco.com.au.



Air-Way announces an enhancement of its capability to produce Hydraulic Fitting prototype parts with a minimal lead time. The addition of new milling and turning equipment to an already robust CNC production environment, strengthens their ability to accommodate expedited design requirements.

As a manufacturer of Hydraulic Fittings, Air-Way has the technical expertise and ability to quickly and efficiently design, develop and produce parts to provide modern hydraulic system solutions. Contact Air-Way at 1-800-253-1036 or by email: sales@air-way.com.



Coxreels® is pleased to announce the release of their new storage reels selection. These large capacity, all steel, reels are designed to hold any wrap-able material for hassle free storage, easy transport, and safe operation. Possessing all the distinctive features demanded by the industry, these models are a helpful solution for storage needs.

CONNECTIONS

continued

These new innovative storage reel models have been selected from Coxreels®' standard 1125, 1175, and 1185 Series and are built on the strength of these series. The reels come without swivels and risers for storage purpose and feature CNC robotically heavy duty spun and ribbed discs with rolled edged for added strength and safety, and a sturdy all welded steel "A" frame base.

Also, the company is excited to announce the launch of its new and improved website: www.coxreels.com. This completely revamped website features a new design, a fresh look, a streamlined user interface and new tools for convenient product search and selection. For further information on the Coxreels product line, contact Customer Service at 1-800-269-7335 or visit www.coxreels.com.



Gates new TuffCoat® Xtreme™ plating protects couplings from the corrosive conditions commonly found in coastal areas and offshore drilling platforms. It offers 840 hours of red rust corrosion resistance based on ASTM B117 salt spray testing. That's 1066% greater than the 72-hour SAE standard and 1033% greater than the 96-hour industry standard. To learn more about TuffCoat Xtreme, visit Gates.com/TuffCoatPlating.



Due to improvements in design, materials and manufacturing processes, many Parker steam hoses are now rated to a 20:1 Design Factor, significantly outperforming the industry standard. For a complete listing of Parker hoses that meet this new Design Factor, please contact Parker Customer Service at 1-866-810-HOSE.



BAND-IT IDEX, INC. is pleased to announce BAND-IT's improved IT6000 (Industrial Tool) Series. The improved IT6000 has a redesigned case that is more rigid for better performance. The tool is faster than a bench-mount S750 and more consistent repeatability than hand tools. The tool cutting components are designed to have a long life making these tools ideal for Hose Sleeving Applications.

The complete line up of the pneumatic IT Series is engineered for high volume production. All the tools come preset from the factory but the tension pressure is adjustable for individual clamp applications. IT1000 – for all 1/4" Tie-Lok® Ties; IT2000 – for all 1/4" BAND-IT Junior® Clamps; IT5000 – for all 3/8" BAND-IT Junior® Clamps and IT6000 – for all 3/8" Tie-Lok® Ties.

For additional information, please visit WWW.BAND-IT-IDEX.COM; Phone Orders: 1-800-525-0758; E-mail orders: Orders.BAND-IT@IDEXCorp.com.



World Wide Fittings is pleased to announce the opening of its newest regional warehouse, in the Lehigh Valley area of Allentown PA. The new location has been open since June 17th and staffed with experienced World Wide employees. The newest addition to their regional locations enhances World Wide's foot print geographically throughout the country. Other warehouse locations for World Wide include, Jupiter FL, Houston TX, Reno NV, and Niles IL (corporate headquarters). The details for the Allentown facility are:

World Wide Fittings Inc.
934 Marcon Blvd.
Suite 101
Allentown, PA 18104
Phone – 1-610-443-1930
Fax – 1-610-443-1936
Contact – Jackie Kupka



Kelly McCarty, President of Abilene, TX based **McCarty Equipment Co., Ltd.**, announces the recent establishment of a new facility in Louisville, Ohio. The 10,000 square foot location will provide value added services such as hose kitting, vendor managed inventories and custom fabrication of hose facilities. McCarty Equipment is a subsidiary of GHX Industrial and along with GHX is a part of The United Distribution Group family of companies.



McGill Hose & Coupling, Inc. has added three new positions and individuals to their company roster: Tim Allen – Inside Sales, East Longmeadow; Dave Bidwell – Inside Sales, East Longmeadow and Kent MacPherson – Corporate Quality Manager.



MFC is pleased to announce its new website: www.mfchose.com. Designed with customers in mind, the site provides a complete overview of the products and services MFC offers. The new site is easy to navigate and allows visitors to quickly find the products they are looking for. Product pages offer basic information and include links to MFC's product catalogs which list additional details and specifications. From the website, customers can directly request quotes and additional information regarding MFC's capabilities and value added services. The site also features a blog page to keep users informed of new product launches and MFC news.

MFC maintains its core focus on metal hose, Teflon hose and bent tube products but is also moving to meet customer demand with complementary products. For more information please visit the new site www.mfchose.com, email info@mnflex.com, or call customer service at 1-800-351-9069.



Flexaust is pleased to announce the appointment of Eddie Huff as Director of Operations for their Warsaw, IN facilities. Eddie joined Flexaust through the acquisition of The United Electric Company (TUEC) in late 2012. He has worked with both large and small manufacturing operations and the knowledge and experience he brings to the table will be a tremendous help in supporting Flexaust's continued growth.

"We have been working together very closely since November of last year and during that time; it was easy to see what a talented leader he is. I am really looking forward to having him join the operating team!" said Mike Harvey, V.P. & General Manager of Flexaust.

Eddie and his wife will relocate to Warsaw, IN from their home in Tennessee.

The United Electric Company (TUEC) product line of commercial & industrial vacuum cleaning hoses and attachments continue to add value to Flexaust's existing product offerings by introducing more end finishes, accessories and turnkey solutions to serve their customers requirements. To reach Flexaust Inside Sales Team, phone 1-800-343-0428.



Center opened its doors on September 3, 2013 in Rockville, Maryland — a suburb northwest of Washington DC. The mobile-based hydraulic hose and fitting franchise will reduce equipment downtime and increase productivity by bringing hose and fitting replacement services directly to customer jobsites within one hour of a call for assistance.

David Entwistle is the owner of PIRTEK Rockville, which consists of three mobile service vans that are ready to “manufacture” hose assemblies at jobsites, and a Hose Service Center at 14803 Southlawn Lane, Suite A, that is an easily accessible hose source just off I-270 for walk-in customers.

The overall mission of Entwistle and his crew is to eliminate customers' time and effort in replacing hose assemblies, especially when budgets and deadlines are at stake. “We have a very strong team in place, and I am excited to begin this venture in PIRTEK franchise ownership”, says Entwistle. “Everyone is looking forward to getting to work and providing timely hose replacement service to manufacturing, construction, trucking and rental companies and many more accounts throughout the area.”



In Memoriam Steven Douglas Gray

Steven Douglas Gray, 55, of Butler passed away peacefully Saturday morning after a 14-month battle with pancreatic cancer, a fight full of strength and miracles.



Surrounded by his family, Steve peacefully left this world in the comfort of the VNA Inpatient Hospice.

Born on May 28, 1958, he now joins his mother and father, Audrey and Albert Gray. A lifelong Catholic, Steve was an active and devoted member of the Holy Sepulcher Parish.

As a graduate of the University of Pittsburgh, he got his start in industrial sales at Lewis Goetz, Inc., formerly Gooding Rubber, and spent the past nine years with Manuli Hydraulics Americas as general manager for its North American operations.

While highly respected and loved at work, his greatest joy was being with his family. As a former basketball coach for his children at Holy Sepulcher Parish School, driving across states to attend basketball tournaments was how Steve spent many of his weekends. He loved seeing his children grow from their first days of learning to watching his oldest daughter receive her white coat at medical school.

Fishing with friends and family was his passion, and there wasn't a summer that went by without him taking his children camping or kayaking. He was a lover of music, and although he never could quite get the lyrics correct, the songs were even better because of it.

Most of all, he loved spending time with his wife, whether it was sitting on the back porch or traveling the world together. On these and other travels, he met many individuals who would become respected business associates and cherished friends.

Steve was a stalwart supporter and contributor to NAHAD. He served on the NAHAD Board of Directors during his employment at LewisGoetz from April 2002 until September 2004. The change in his employment from LewisGoetz to Manuli Hydraulics (Americas) required Steve to resign his position on the NAHAD Board, but he continued to be very active in the Association. In April 2006, Steve was appointed to serve as NAHAD Standards Committee Chairman and a year later, he was appointed to serve as a NAHAD Officer on the Executive Committee. His dedicated and tireless service was acknowledged by his many friends and co-volunteers in the association.

Steve is survived by his wife, Patricia Cudoc-Gray, and his three treasured children, Megan, Laura and Nathan. He leaves behind his dear siblings, Kimberly Gray-Kamins (Kevin), David Gray (Janie) and Michael Gray (Jan); his niece, Emma; his nephew, Christopher; his beloved mother-in-law, Fran Cudoc, many loving brothers and sisters-in-law, relatives and abundant friends.

“Today is the first day of the rest of your life, so enjoy it.”

Donations be made in Steve's honor to Dr. Daniel Laheru's pancreatic cancer research at Johns Hopkins. Donations can be made online at www.hopkinsmedicine.org/kimmel_cancer_center/our_center/charitable_giving/ or by mail addressed to Ralph H. Hruban, M.D., Johns Hopkins Medical Institutions, 401 N. Broadway, Weinberg 2242, Baltimore, MD 21231-2410. -

Best at the Border

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Let the experts help you with your next cross-border Canada shipment. Contact your dedicated YRC Freight specialist at 800.647.3061 or associations@yrcw.com. As a NAHAD member, you can receive significant savings with YRC Freight. Simply enroll online at enrollhere.net or contact by phone or email.

This rather blissfully ignores the fact that every other distributor has also had the same opportunity to purchase at lower prices.

Operational—The operational factor is that firms are still addicted to standardized mark-ups despite the rather substantial increase in pricing sophistication over the last ten years or so.

If an item generated a 38.0% gross margin before the supplier price reduction, then it should generate about the same gross margin after the price reduction. Gross margin targets vary by product velocity, of course. They also usually vary by customer type. However, once the margin is locked in, it tends to remain somewhat sacrosanct as product costs change.

The crux of the problem is that firms have to put prices on thousands of SKUs, the cost of which may rise and fall several times during the year. Few firms have the luxury of leisurely contemplating each individual pricing change.

A Managerial Sidebar: A Price Cut That Would Maintain Profit

It is possible to estimate how much firms can cut their prices and keep profits exactly where they are at present. Unfortunately, an estimate is all that can be provided without some extensive financial manipulations.

The formula for holding profits steady is:

$$\begin{aligned} &\text{Current Cost of Goods Percentage} \\ &\quad \times \\ &\text{Size of the Supplier Price Reduction} \\ &= \\ &62.0\% \\ &\quad \times \\ &2.0\% \\ &= \\ &1.2\% \end{aligned}$$

To a certain extent, this represents something that maybe nobody should know. It creates a real temptation to cut prices “just a little bit” when opportunistic buying situations arise. Firms should not try to simply hold the line on profit. They should use supplier price reductions as a vehicle to improve profit.

Unfortunately, the advent of new technology has not changed the culture of standardized mark-ups. Again, the sheer magnitude of the pricing decisions to be made gets in the way. Such technology has made static-margin pricing decisions faster, but not better.

Whether the decision to pass along price reductions is strategic or operational, it still has the same impact on profit. Namely, it decimates it. Unfortunately, too many managers continue to believe that passing along price decreases associated with opportunistic buying “doesn’t cost us anything.”

The Profit Implications

An understanding of the economics of passing through price reductions is provided by the IPR report conducted by NAHAD. Exhibit 1 examines the result for the typical NAHAD member based upon that report.

As can be seen in the first column of numbers, this typical firm generates \$8,000,000 in sales, operates on a gross margin of 38.0% of sales and produces a bottom line profit of 4.5% of sales or \$360,000. In short, profit performance is adequate, but somewhat unexciting.

In looking at changes in pricing, it is necessary to break expenses out into their fixed and variable components. Fixed expenses are overhead items, or the cost of getting ready to sell. They only change when management takes an action.

In contrast, variable expenses are items which increase or decrease at the same rate as sales increases or decreases. The most obvious example is sales commissions. Other variable items include interest on accounts receivable, bad debts and a few additional, incidental items.

In most distribution businesses, fixed expenses account for about 80.0% of total operating expenses. In Exhibit 1 fixed expenses are assumed to be a constant \$2,200,000 across modest increases or decreases in sales. Variable expenses are assumed to be 6.0% of revenue.

The last two columns of numbers in Exhibit 1 present the potential results, both good and bad, associated with an opportunistic purchasing opportunity. To demonstrate the impact clearly, it is best to examine the total firm. The same results would be produced for a segment of the business.

It is assumed that the firm is now able to buy everything that it sells at a price that is 2.0% lower than before. As a result, the cost of goods sold had been reduced by 2.0% for the entire firm. This is true in both of the last two columns.

The first column of potential results has been labeled *No Price Changes*. It really should be labeled *Do This and Don’t Even Think About Doing Anything Else*. In this column the firm is using the supplier price reduction as an opportunity to enhance both its gross margin and its profit.

All of the reduction in cost of goods has been driven to both the gross margin line and the bottom line. The resulting increase in profit is dramatic. Profit has increased from the \$360,000 original figure to \$459,200, an increase of 27.6%.

The final column of numbers reflects the same opportunistic buying situation. However, prices outbound have been cut by 2.0% to mirror the 2.0% price reduction from suppliers. Again, this could occur either for strategic reasons or for operational ones. It makes no difference what the reason is. Profit takes a significant hit.

Exhibit 1:
The Impact of 2.0% Reduction of Cost of Goods Sold For the Typical NAHAD Member

	Current Results	No Price Changes	2.0% Price Reduction
Income Statement--\$			
Net Sales	\$8,000,000	\$8,000,000	7,840,000
Cost of Goods Sold	<u>4,960,000</u>	<u>4,860,800</u>	<u>4,860,800</u>
Gross Margin	3,040,000	3,139,200	2,979,200
Fixed Expenses	2,200,000	2,200,000	2,200,000
Variable Expenses	<u>480,000</u>	<u>480,000</u>	<u>470,400</u>
Total Expenses	<u>2,680,000</u>	<u>2,680,000</u>	<u>2,670,400</u>
Profit Before Taxes	\$360,000	\$459,200	\$308,800
Change in Profit		\$99,200	-\$51,200
Income Statement--%			
Net Sales	100.0	100.0	100.0
Cost of Goods Sold	<u>62.0</u>	<u>60.8</u>	<u>62.0</u>
Gross Margin	38.0	39.2	38.0
Fixed Expenses	27.5	27.5	28.1
Variable Expenses	<u>6.0</u>	<u>6.0</u>	<u>6.0</u>
Total Expenses	<u>33.5</u>	<u>33.5</u>	<u>34.1</u>
Profit Before Taxes	4.5	5.7	3.9
Change in Profit--%		27.6	-14.2

While the gross margin percentage remains the same, the gross margin is being generated on sales which have been lowered by the amount of the price reduction. Some expense reduction is attainable because of lower variable expenses, but fixed expenses hold constant. The overall result is that profit decreases by 14.2%, falling to \$308,800. What-ever the good intentions of the reduction, profit suffers. Buying and pricing must be separate decisions.

Moving Forward

Pricing will probably always be the most difficult decision process for distributors. From a marketing perspective no firm wants to be under-priced. From an operational perspective, there are lots of pricing decisions to be made.

Despite these issues, there is a substantial gross margin and profit opportunity to be seized by avoiding an automatic response to opportunistic buying situations. Such situations must be used as a profit generator. 🚀

About the Author:

Dr. Albert D. Bates is founder and president of Profit Planning Group. His latest book, *Triple Your Profit!*, is available at 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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NAHAD Board of Directors Meets in Phoenix – Plans Future *Continued from page 1*

beneficial way. Using a facilitator and a planning tool called the Business Model Canvas, Board members spent many hours prioritizing NAHAD projects for the next few years (more information to come).

The JW Marriott Desert Ridge, Phoenix, AZ was the location for the meeting, which provided Board members with an opportunity to experience the property as a preview to the 2014 NAHAD convention. Furnishing NAHAD with plenty of meeting space, two golf courses and an excellent pool and spa complex, the hotel received very high marks from the Board. Please mark your calendars for April 26 – 30, 2014 for the Association's 30th Anniversary Convention! 🚀



NAHAD Board members discuss the Business Model Canvas with facilitator Steve Deist. Pictured from left, **Scott Moss** (Moss Rubber & Equipment Corporation), **Jeffrey Crane** (LewisGoetz), **Steve Deist** and NAHAD president, **Terry Weiner** (Abbott Rubber Company, Inc.)

Congratulations Exam Passers

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or Design and Fabrication Exam from 07/18/2013 to 9/6/2013

Corrugated Metal Hose (Handbook Exam)

- Rolly Engels, LewisGoetz
- Jeff Miller, Motion Industries

Industrial Hose (Handbook Exam)

- Larry Pecar, GHX
- Dennis Gingerich, Ontario Hose
- Mark Edwards, Runnalls Industries
- David Fishel, Amazon Hose
- Alex Acevedo, Amazon Hose
- David Goodman, Shamrock Hose
- Carlos Obregon, Moss Rubber
- Michael Bean, Moss Rubber
- Randy Bates, PT Coupling
- Eric Weckman, Rubber & Accessories
- Scott Felkner, Rubber and Accessories
- Kristin Baker, FB Wright
- Rob Hormann, FB Wright
- Ken McCormick, Moss Rubber
- Dan Adams, Shamrock Hose
- Kevin Adams, Shamrock Hose
- Rolly Engels, LewisGoetz
- Ken Sluga, Shamrock Hose
- Jacques Lussier, LewisGoetz

Composite Hose (Handbook)

- Larry Pecar, GHX
- Mike Gilbert, Rubber & Accessories
- Rolly Engels, LewisGoetz
- Scott Felkner, Rubber and Accessories

Hydraulic Hose (Handbook)

- Larry Pecar, GHX
- Hunter Harper, IR-G
- Doug Griffin, IR-G
- Tyler Seay, Alaska Rubber & Rigging
- Scott Boyle, Alaska Rubber & Rigging
- Clayton Hale, ASJ Hose
- Brentlee Heckathorn, LewisGoetz
- Rolly Engels, LewisGoetz
- Jacques Lussier, LewisGoetz
- Randal White, McCarty Equipment

Fluoropolymer Hose (Handbook)

- Larry Pecar, GHX
- Rolly Engels, LewisGoetz
- Brad Klages, Motion Industries

Corrugated Metal Hose (Design and Fabrication)

- Rolly Engels, LewisGoetz

Industrial Hose (Design and Fabrication)

- Dennis Gingerich, Ontario Hose
- Tyler Vanderheiden, Bachall Rubber
- Aaron Nagan, Bachall Rubber
- Brett Nogle, Peerless
- Joshua Powell, FB Wright
- John Oakley, IRP Rubber
- Mike Johns, LewisGoetz
- Leroy Washington, LewisGoetz
- Randal White, McCarty Equipment
- Rolly Engels, LewisGoetz

Composite Hose (Design and Fabrication)

- John Oakley, IRP Industrial Rubber
- Rolly Engels, LewisGoetz

Hydraulic Hose (Design and Fabrication)

- Brandon Arline, Hatec International
- Jorge Hernandez, Hatec International
- Rolly Engels, LewisGoetz
- Brentlee Heckathorn, LewisGoetz
- Michael Johns, LewisGoetz
- Randal White, McCarty Equipment

Fluoropolymer Hose (Design and Fabrication)

- Brad Klages, Motion Industries
- Rolly Engels, LewisGoetz



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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