

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

OCTOBER 2014

Inside this issue

Institute Set to Expand Focus on Safety, Training & Outreach	1,10
Exam Passers	1,3
President's Letter	2
A Closer Look at Sales Strategies.....	3
NAHAD 31st Annual Meeting Preliminary Schedule.....	4
Anniversaries and Milestones.....	5
In Memoriam	5
CONNECTIONS	6-10
Sales War, the Conflict Between Sales and Credit....	9-10
New Member: Lüdecke Armaturen GmbH.....	10
New Name for UID	11
Are You Enhancing Profitably?....	11

Save These Important NAHAD Dates

November	Four Pillars of the Sales Profession Dayton, OH
March 8 – 11.....	University Of Industrial Distribution Indianapolis, IN
April 23 – 27	31st Annual Meeting & Convention Loews Miami Beach Hotel South Beach, FL
April 30 –	32nd Annual Meeting & Convention The Broadmoor Colorado Springs, CO

Institute Set to Expand Focus on Safety, Training & Outreach

Members of NAHAD's Hose Safety Institute Standards Committee met on August 20 – 21 in Annapolis, MD to review the Institute's key projects and initiatives, and to craft recommendations for presentation to the association's mid-year Board of Directors meeting in September.

In addition to finalizing the five new exams for the recently updated Hose Assembly Fabrication Guides (set to roll out this fall) the committee also addressed the following items:

- Institute Advisory Council** – Comprised of key end-users representing markets where hose safety is a concern, the Council has several active, or soon-to-be-formed task groups. Institute members are encouraged to join these task groups:
 - Hydroblast Hose – the new White Paper as completed earlier this year and is available on the Institute web site,
 - Vacuum Hose applications, including tank truck issues,
 - Best Practices for oil/shale fracking applications,

Continued on page 10



NAHAD Standards Committee members were treated to a cruise in Annapolis harbor to watch the Wednesday Evening Sailboat Races. Pictured are (l to r) **Jim Reilly, Rob Huber, Ron Svoboda, Debbie Mitchell, Bill Guarnieri, Scott Dickson, Titus Jumper, Ernie Pitchford, Amy Parrish, Kristin Thompson and Michelle Measel.** Not pictured: **Alex McGill, Kelly Kinney & Terry Weiner**

Congratulations Exam Passers!

The following NAHAD Listed Members have successfully passed a Hose Assembly Guidelines Specification or Design and Fabrication Exam from 7/25/2014 to 9/8/2014

Corrugated Metal Hose (Handbook Exam)

- Bryan Adams, Twin City Hose, Inc.
- Peter Krasny, McGill Hose & Coupling, Inc.

Industrial Hose (Handbook Exam)

- Alton Williams, BAND-IT-IDEX, Inc.
- Kelly Kinney, BAND-IT-IDEX, Inc.
- Mario Corzo, Mario Manufacturing, Inc.
- Peter Krasny, McGill Hose & Coupling, Inc.
- Richard Lee Harmon, Netherland Rubber Company
- Joshua Pace, LewisGoetz
- Steven Aupperle, LewisGoetz
- Billy Jensen, LewisGoetz
- Jeff Turner, LewisGoetz
- RJ Campbell, LewisGoetz
- Brent Schwendiman, LewisGoetz
- Joseph Ells, LewisGoetz
- Waylon White, LewisGoetz
- Houston Wilkerson, LewisGoetz
- Cole Dixon, ERIKS - LewisGoetz
- Fernando Leyton, Solares Florida Corporation
- Mark Neubauer, Omni Services, Inc.
- Jason Hall, LewisGoetz
- Justin Brady, LewisGoetz
- Julian Merlo, Hose Suppliers Australia P/L
- Daniel Wagner, LewisGoetz

Composite Hose (Handbook Exam)

- Fernando Leyton, Solares Florida Corporation
- Devon Sparks, Solares Florida Corporation
- Peter Krasny, McGill Hose & Coupling, Inc.

Hydraulic Hose (Handbook Exam)

- Peter Krasny, McGill Hose & Coupling, Inc.
- Jeremy Reynolds, LewisGoetz
- Nathan Cain, LewisGoetz

Continued on page 3

OFFICERS

Mark Fournier
President

James J. Reilly
First Vice President

Skip Bruce
Second Vice President

Terry Weiner
Immediate Past President

Joseph M. Thompson, Jr.
Executive Vice President

DIRECTORS

Dan Barrett

Jeffrey Crane

Scott Moss

Titus Jumper

Karen Brandvold

Georg Eger

Richard Balka

Dean Gordon

Sam Petillo

Ed Solymosy

PAST PRESIDENTS

Harry O. Hooper

Edward B. Fabacher, Jr.

George W. Carver

Allan H. Beverly

Robert A. Lyons, Sr.

Michael P. Summers

Richard D. Hall

Howard E. Neff

James W. Mitchell

Michael C. Lentz

Curtis W. Sprague

G. Alan Talbot

Thomas Slater

H. Lee Helfer

Chuck Connors

Joseph J. Mika

John Mork

Michael C. Armbruster

Thomas von Hillebrandt

Daniel D. Ahuero

Mark E. Forget

Joe Lark

Jack Kacsur

Robert A. Lyons, Jr.

Alex McGill

Timothy J. O'Shaughnessy

Donald Fritzinger

Terry Weiner

NAHAD NEWS STAFF

Kristin B. Thompson
Editor

Claire Purnell
Graphic Design

PRESIDENT'S LETTER



Dear NAHAD Members,

People often ask me what is the one thing in business that you can count on? I find it rather ironic that the absolute one constant in business isn't a constant at all. The one positive in business is that your business and all business will change. Our industry over the last 30 years has seen a tremendous amount of change as has all business and I don't foresee any less in the future. Remember 25 years ago when customers were still mailing in purchase orders and price

updates had to be manually entered. A business partner reminded me recently of the old thermal fax paper that faded after about six weeks. Good riddance to that awful stuff.

So the question is - how in business do we keep up with change? My simple answer to that question is - **Don't Say No.** Well, that seems easy enough but I know 80% of people resist change the first time it is presented to them. So, 80% of people and businesses are saying no to any type of change. They're saying we are good; everything is fine, we don't need that new widget; we will stick with the status quo. Therein lays the problem. There is no status quo. Take a look at our industry and name five things that have come out in the last three years. Also consider what's coming in the next three years. What new business models have emerged?

With all the naysayers out there what will our future look like? Have you ever wondered what the world would look like if people said yes more? I know my children would be a lot happier.

I believe you should allow NAHAD to take some of the pressure off you when it comes to answering tough business questions. First, you should make sure your company is HSI compliant, and an active member of NAHAD. Second, take a look at the weekly economic reports (written by an economist on the staff of NAM) which NAHAD sends out. I find that over time, I absorb these reports and they certainly have an impact on my company's business decisions. Also, you may want to look at purchasing the new releases of the 2014 employee compensation reports. This is a great way to calibrate yourself in the industry. Finally, remind yourself to visit the NAHAD web site periodically. It can provide you with business tools - not just when the convention is coming up, but over the course of the year with new business discounts and education materials.

In mid-September the NAHAD Board met at the Loews Miami Beach Hotel for our in-person mid-year Board meeting. We have been working on several projects. I will say that over my past six years on the Board, our group has said a resounding **YES** to many innovative and beneficial projects. It has not often been the easiest course. Every time we try something new for the convention, we can be certain that there will be a few naysayers who would prefer the same old structure, pattern and timing. It is important to try new things, attract new attendees and expose our members to the latest business philosophies and products.

Remember if you think you want to say no you may want to use the tried and tested saying, Can I get back with you? This way you're not saying no and it gives you time to think about things. That being said, I encourage you not to think too long about coming to Miami for NAHAD's 31st annual convention because it will be the greatest NAHAD event to date.

Sincerely,

Mark Fournier

Mark Fournier, *NAHAD President*



The **NAHAD Board** met at the Loews Miami Beach, FL on September 20

A Closer Look at Sales Strategies

Tom Reilly has been a frequent presenter at NAHAD conventions and is on the faculty of the NAHAD endorsed University of Innovative Distribution. He is offering several programs to tune up sales skills this fall. Here is a closer look at one of his programs:



Training Program: *Crush Price Objections* You can hold the line on your price

Price objections were the spark that ignited the Value-Added Selling revolution. Even though price objections remain the number one objection salespeople encounter on a daily

basis, salespeople are woefully unprepared to deal with them. This results in price-sensitive customers out-negotiating salespeople.

You win price wars one price battle at a time. **Crush Price Objections** arms salespeople with the tactical knowledge they need to prevail in price negotiations—to persist when buyers resist. **Crush Price Objections** is an expanded topic from Value-Added Selling. The specific focus of this program is dealing with price-sensitive customers and protecting margins.

Topics Covered In This Training

- Positive and negative attitudes salespeople hold about price
- The latest research on price shoppers
- Twelve things buyers want from suppliers
- Why price objections are self-inflicted wounds
- The consequences of being a price seller

Tom Reilly's Fall Training Schedule

Value-Added Selling-II October 13, 2014

One-day advanced training for people who have attended Tom's two-day Value-Added Selling.

Coaching for Sales Success October 15, 2014

This is a one-day Sales Management Seminar.

Crush Price Objections October 20, 2014

A full day of learning how to hold the line on prices.

You can click on the links on Tom's website to download a PDF of these programs.

- **Visit online:**
www.TomReillyTraining.com
- **Twitter:** @tomreillyvas
- **LinkedIn:**
<https://www.linkedin.com/pub/tom-reilly/8/708/b92>

- How to gain a pre-emptive selling advantage with better questions
- How to enlarge the conversation beyond price with compelling presentations
- Nine rules for presenting price
- How to make better pricing decisions
- Forty-five response strategies for price objections
- How to negotiate higher prices

Your Value Proposition

When you embrace the value-added philosophy and apply the strategies and tactics of *Crush Price Objections*, you will gain a pre-emptive selling advantage (to guide the conversation down a path value versus price) and respond effectively to price resistance if it surfaces. 

Congratulations Exam Passers! *continued from page 1*

- Brand Cedrone, Omni Services, Inc.
- Brandon Turnbeaugh, LewisGoetz
- Josh Hamby, LewisGoetz
- RJ Campbell, LewisGoetz
- Jeff Turner, LewisGoetz
- Sharonna Houchin, LewisGoetz
- Cole Dixon, ERIKS - LewisGoetz
- Mike Merritt, Alaska Rubber Group - Pacific Rubber Inc.
- Derek Utley, LewisGoetz
- BJ Leader, Central Hydraulics, Inc.
- Scott Dickson, TECO Fluid Connectors
- Richard Lee Harmon, Netherland Rubber Company
- Rick Whitten, Amazon Hose & Rubber Company
- Justin Brady, LewisGoetz
- Mark Partridge, LewisGoetz
- Jason Hall, LewisGoetz
- Simon Chiu, Alaska Rubber Group - Central Hose & Fittings
- Brent Schwendiman, LewisGoetz
- Joseph Ells, LewisGoetz

Fluoropolymer Hose (Handbook Exam)

- Rick Miller, Alaska Rubber Group - Central Hose & Fittings
- Sean Winfield, Hose Supplies New Zealand Ltd.
- Brand Cedrone, Omni Services, Inc.
- Peter Krasny, McGill Hose & Coupling, Inc.

Industrial Hose (Design and Fabrication)

- Billy Jensen, LewisGoetz
- Jeremy Reynolds, LewisGoetz
- Nathan Cain, LewisGoetz
- Chandler Blake, LewisGoetz
- Josh Hamby, LewisGoetz
- Steven Aupperle, LewisGoetz
- Josh Pace, LewisGoetz
- RJ Campbell, LewisGoetz
- Jeff Turner, LewisGoetz
- Terry Fatty, LewisGoetz
- Brandon Turnbeaugh, LewisGoetz
- Zack Johnstone, LewisGoetz
- Guillermina Tule, LewisGoetz

Hydraulic Hose (Design and Fabrication)

- Billy Jensen, LewisGoetz
- Chandler Blake, LewisGoetz
- Adam Bombard, LewisGoetz
- Josh Hamby, LewisGoetz
- RJ Campbell, LewisGoetz
- Adolfo Rodriguez, LewisGoetz
- Taylor Dixon, LewisGoetz
- Brandon Turnbeaugh, LewisGoetz
- Eric Spear, Omni Services, Inc.
- Jeremy Reynolds, LewisGoetz
- Nathan Cain, LewisGoetz
- Jeff Turner, LewisGoetz

Fluoropolymer Hose (Design and Fabrication)

- Jim Kymalaina, Omni Services, Inc.
- Eric Spear, Omni Services, Inc.



Preliminary Schedule for 2015 Annual Meeting

Wednesday, April 22, 2015

Early Arrivals
Morning Board Meeting
Annual Golf Tournament..... 12:30 pm Shotgun
(Miami Golf Club)
Open Evening for Early Arrivals

Thursday, April 23, 2015

Main Arrival Day
Convention Registration All Day
HSI Kiosk All Day
Company Meetings Available by pre-appointment
Speed Networking 11:00 am – 2:00 pm
Lunch and Learn 12:00 pm – 2:00 pm
General Session Afternoon
Spouse Salsa and
Cocktail Event 3:30 pm – 5:00 pm
First-Timer Reception 5:30 pm – 6:00 pm
Opening Reception 6:00 pm – 7:00 pm
Children's party 6:00 pm – 10:30 pm
Dinner 7:00 pm – 10:30 pm

Friday, April 24, 2015

Convention Registration All Day
HSI Kiosk All Day
Annual Fun – Run 7:00 am – 7:30 am
Continental Breakfast 7:30 am – 8:30 am
UID in a Day All Day (Morning and
Afternoon Sessions)
Spouse Tour 10:00 am – 3:00 pm
Members' Lunch and 12:00 pm – 2:30 pm
Keynote Americana Ballroom
Company Meetings Available by pre-appointment
UID in a Day All Day (Morning and
Afternoon Sessions)
Set Up for Hospitalities Afternoon
Manufacturer Hospitality
Evening 6:30 pm – 11 pm

Saturday, April 25, 2015

Convention Registration All Day
HSI Kiosk All Day
Breakfast 7:30 am – 8:30 am
General Session/
Business Meeting..... 8:30 am – 9:15 am
Break 9:15 am – 9:30 am
Three Concurrent Breakouts 9:30 am – 11:30 am
Spouse Event Spa/Yoga..... Morning
Tours/Beach Time Afternoon
Exhibitors Set Up for
Showcase 12:00 pm – 5:00 pm
Company Meetings 12:00 pm – 5:00 pm,
Available by pre-appointment
Open Evening

Sunday, April 26, 2015

Convention Registration All Day
HSI Kiosk All Day
Breakfast 7:00 am – 9:00 am
Showcase of Hose Solutions 9:00 am – 1:00 pm
Company meetings Available by pre-appointment
Miami Street Party..... 5:30 pm – 8:00 pm
Closing Event

Monday, April 27, 2015

Standards Committee Meeting ... 8:00 am – 11:00 am
Departures

NAHAD

31st Annual Meeting and Convention

Loews Miami Beach Hotel, South Beach, Florida

April 23 – 27, 2015



ANNIVERSARIES AND MILESTONES

Tribute, Inc. Celebrates Anniversaries

Tribute, Inc. is growing and celebrating milestones this year. 2014 marks the twentieth anniversary of Tim Reynolds' acquisition of



Tribute, Inc. and Susie Hopper's 30th anniversary with Tribute. Susie is the VP of the TrulinX

division and led the programming team in the development of TrulinX, Tribute's SQL-based software package, introduced in 2003.

Acquiring the firm from B.W. Rogers in 1994, Tim Reynolds quickly grew the company and established a loyal customer base by promoting a user's group actively involved in industry-focused feature development. Looking ahead, Tim invested in developing a Windows-based software aimed at the industrial distribution market, resulting in the TrulinX Software System.

For twenty years, Tim has focused on Tribute's mission: to provide industrial distributors cutting edge technology, backed by knowledgeable and personalized support, to help them operate efficiently and gain the competitive edge in this tough economy.

With growth of over 3,000% since its inception, the TrulinX customer base continues to grow as does the Tribute team. Joining Tribute this year are Sheri Tinker (Customer Support/Financials), Jamie Schott (TrulinX Support), and Katie Kaptain (Tribute Support). 

Royal Brass and Hose is Pleased to Celebrate 65 Years in Business.

The company is a wholesale distributor of products primarily to the mobile equipment aftermarket, transportation, OEM, mining, agriculture markets, retail suppliers, industrial, mill supply and forest industry. Royal Brass and Hose's customer service team and twenty four outside sales representatives support a customer base throughout the Southeast and Midwest.

In 1949 John MacDonald began the company selling brass fittings from the trunk of his car. As business grew, they began delivering in brass trucks. The company has grown to include the corporate office and distribution warehouse in Knoxville, Tennessee as well as seven local distribution centers located in Benton, Illinois; Madisonville, Kentucky; Marietta, Georgia; Little Rock, Arkansas; Orlando, Florida; Charlotte, North Carolina; Princeton, West Virginia; and soon in Ft. Worth, Texas with an inventory of 12.5 million dollars and over 70,000 stocked items.

Jere Ingram, president, states, "As we look back on the past 65 years much has changed but one thing has remained constant, the philosophy that our success is directly dependent upon our customer's success. Without your support and trust in us, Royal Brass & Hose would not have achieved this milestone." For additional information go to www.royalbrassandhose.com. 

In Memoriam



NAHAD Board member **Karen Brandvold** pictured with her father **Omni Services CEO, Robert Mitchell** at the 2013 NAHAD Annual Convention in Washington, DC.

Robert Marshall Mitchell Jr., 76, of Harvard MA died Saturday August 30th 2014 at Martha's Vineyard Hospital due to a heart attack.

Born June 1st, 1938 in Boston to Robert and Janet Sawyer Mitchell, he was raised in Wellesley and graduated from (coed) Wellesley High after attending Fessenden and Belmont Hill. From a young age, "Mitch" embodied the

entrepreneurial spirit, working as a Fuller Brush salesman and starting up car simonizing and "Hole in One" club businesses as well as the dear-to-his-heart M&M Landscaping Company. He earned his college degree from nearby Babson College where he garnered the college's distinguished "Business Initiative" Award and was instrumental in the founding of the Men's Hockey program. Several of his friendships with his Delta Sigma Pi fraternity brothers would last a lifetime. Upon graduation he joined the B.F. Goodrich Company as a salesman covering the New England region. He would later join the Hope Company and go on to a lifetime career in industrial sales and distribution, culminating with his founding of Omni Services Inc. in Worcester in 1976. As Founder and CEO for nearly 40 years, his company thrives to this day and, aside from his family, Omni Services remained his one true love...his baby.

Omni Services joined NAHAD in 1985 and Mitch was a loyal supporter, attending most annual conventions and continuing to play in the annual golf tournament until recent years. He lent his strong support to the association in very meaningful ways – first by lending the company president, Chuck Connors to provide rigorous board leadership which Chuck continued through the chairs to become NAHAD president. And more recently, his daughter, Karen Brandvold, Omni Services CFO and Vice President, as an active NAHAD Board member and committee chair. As news of his death spread to the NAHAD community, one past president shared this comment, "Bob was always the first to embrace a new technology, using cutting edge technologies to enhance his business."

Mitch will be remembered for his profound belief in (the good of) people. This belief, combined with his natural optimism and strong "can do" attitude were at the heart of his personal and business success and help explain both his exceptional personal generosity, as well as his penchant for taking risk. In his approach to life, Mitch was an honorary member of the "Go Big or Go Home" club. Half-measures were decidedly not his style. His belief in the power of technology was yet another testimony to his progressive nature, a man who was always looking forward to see "Opportunity" - never backward, and never with regret.

He is survived by his wife of 52 years, Susan; his younger brother Chris and wife Susan; and his two beloved daughters, Karen Brandvold and Sandy Sloan, their husbands Paal and Scott and his four grandchildren Connor, Amalie, Liam and Victoria.

A memorial service was held Sunday, Sept 7th at The International Golf Club in Bolton, MA. Please omit flowers. Instead, those who wish may make memorial gifts to Babson College Men's Hockey Team, c/o Babson College, P.O. Box 57310, 231 Forest St., Babson Park, MA 02457 and/or the American Diabetes Association NE Chapter, 10 Speen St., 2nd Floor, Framingham, MA 01701. 

Member to Member Exchange

Atlantex Manufacturing Corporation is pleased to announce that Ms. Stephanie Wagner has joined the Atlantex team, filling the role of Marketing Specialist. Her marketing expertise and fresh perspective will be a great asset as she collaborates on Atlantex's marketing efforts and pushes to strengthen the total customer experience.

Additionally, Atlantex introduces the all new KevTex Kevlar® cut-resistant sleeving, as well as the improved, boldly colored Pyrotherm HS-ID thermal/wear protective sleeve. KevTex sleeving utilizes the time-tested physical strength of genuine Kevlar® fibers to provide the ultimate in cut-through protection in hazardous applications where failure is not an option. New in 2014, Pyrotherm HS-ID is an innovative response to the industry's need for both line protection and identification. Manufactured with Atlantex's own color-fast polymer solution, Pyrotherm HS-ID is a vibrantly-colored and easy-to-see protective sleeve designed to protect systems from thermal and mechanical hazards while providing simple line identification and effective wear indication.

Atlantex maintains an ISO 9001:2008 certified Quality Management System and is proud to offer high-quality, domestic-manufactured, systems protection products. For more information, call 1-610-518-6601 or email CustomerService@atlantexmfg.com.

Now available from **Eaton Corporation**, EPA/CARB-Approved 35FH Series Hose. Eaton's 35FH fuel tube exceeds emission standards for marine outboard fuel systems, small gas powered turf-care, and small equipment set by the U.S. Environmental Protection Agency (EPA) and the California Air Resources Board (CARB). The hose is qualified for diesel, gas and ethanol. Noted as an Eaton Green Solution, 35FH is built with an innovative, patent-pending barrier layer with blended PVC alloy cover that delivers exceptional environmental benefits. For additional information, please talk to an Eaton representative.

Jim Forbes, Vice President of Sales, **Fairview Fittings & Manufacturing, Ltd.** (Toronto, Ontario Canada) is pleased



to announce the appointment of Mr. Roberto Verilli to the role of Eastern Regional Sales Manager. Mr. Verilli has over 25 years of sales experience with Fairview and had previously been responsible for sales in the province of Quebec only. His new position will now see him responsible for Sales in Quebec and all of Atlantic Canada effective immediately.



MFC is proud to announce the addition of Bernie Kolar to its inside sales force. Bernie will be located out of MFC's facility in St. Paul, and will be a valuable assist as MFC continues to expand their customer base.

As MFC continues to grow, the core focus remains 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 their new website www.mfchose.com, emailinfo@mnflex.com, or call customer service at 1-800-351-9069.



Reelcraft Industries now offers a non-corrosive fluid path option on many of their



popular reels, including Series RT, 5000, 7000, and 9000. For approximately half the price of stainless steel reels, these new reels feature non-corrosive fluid paths designed for corrosive materials. These reels are rigid enough to withstand industrial or commercial use applications such as agriculture, food service, chemical spraying, fire and rescue, mining, and grounds keeping. With a special cleaning and lubrication process, these reels may also be suitable for drinking water and breathing air. The structural reinforcements reduce weight while maintaining structural integrity. The fluid path is engineered to provide maximum corrosion resistance for a better value. For additional information, call 1-800-444-3134, visit www.reelcraft.com or contact Bill Martin, National Sales Manager, 1-260-248-8188 or 1-800-444-3134.

Twin City Hose, Inc. is pleased to announce the completion of



UL® Classification for water quality of their V and U thermal/seismic metal expansion joints and straight flexible metal connectors. These UL® Classified assemblies are fabricated domestically using lead-free bronze, copper, carbon steel and stainless steel materials.

Twin City Hose's UL® Classification demonstrates compliance with the Federal Reduction of Lead in Drinking Water Act, which revised the definition for "lead free" in the Safe Drinking Water Act. This Federally mandated act came into effect January 4th, 2014, and is in accordance with NSF/ANSI 61 and NSF/ANSI 372 standards. This legislation regulates the maximum allowable contaminant level of lead within potable water piping systems. These products include plumbing hose and fitting assemblies that come into contact with potable water and appliances that provide water for drinking or utilize water in generating beverage or food products.

"Twin City Hose is committed to fabricating safe and reliable products that meet the terms of government regulations. We understand the safety concerns and need for classified lead-free hose assemblies and will work closely with the UL® organization to ensure that we are in complete compliance in our commitment to manufacture lead-free products." says Michael Lowe, President of Twin City Hose. To view Twin City Hose's complete list of lead-free products, visit www.twincityhose.com/ul_classified.html.



BAND-IT IDEX, INC. announces that **BAND-IT**® company employees support the community by volunteering with Habitat for Humanity.

On Thursday, July 24, and Friday, August 15, 2014, BAND-IT® employees volunteered their time with Habitat for Humanity® in a local project to build homes for people in need. The volunteered employees experienced a supporting network that allowed BAND-IT® to strengthen relationships within the community. With the overall success of the past two service projects, BAND-IT® will continue its efforts in participating in future community projects.



Houston-based **GHX Industrial, LLC** (ghxinc.com) and **McCarty Equipment Co.** (mccartyequipment.com) subsidiaries of **The United Distribution**



Group (udginc.com) announced today the opening of three new locations and the expansion of one current location.

The new McCarty operations include Oklahoma City, OK and San Angelo, TX. The GHX roster includes a new location in Benicia, CA and an expanded location in Texas City, TX.

According to Richard Harrison, President of GHX Industrial, the Benicia, CA branch will operate under the GHX family of companies and the Texas City branch will continue servicing existing and new GHX customers with its current and an expanded product offering. The Oklahoma City branch and the San Angelo branch will operate as part of the McCarty group.

“Expanding our service area throughout the US and Canada is an ongoing strategic focus for our company and these new and expanded locations complement our already strong North American presence” said Darrell H. Cole, President & CEO of The United Distribution Group.



Solares Florida Corporation has been certified by **Veyance Technologies** as a Goodyear



Engineered Products STAR industrial hose

distributor and assembler. By achieving the STAR designation, Solares has demonstrated the sales and technical expertise necessary to fulfill the exacting requirements of fabricating high-integrity hose assemblies.

The Goodyear Engineered Products STAR Distributor Network requires each STAR distributor to be verified by Underwriters Laboratories, Inc., and to adhere to NAHAD and ARPM / RMA guidelines, providing a consistent level of quality, reliability, and service. By offering advanced facilities, equipment, training and knowledge through the STAR Distributor Network, Veyance Technologies is taking industrial hose distribution to the next level.

“Joining Goodyear’s elite STAR program has been a long term goal of Solares Florida,” explains Ignacio Solares, Solares Florida President and CEO. “Success in today’s industrial hose marketplace hinges on providing value, service, quality, traceability, and reliability – all key elements of the STAR program. The STAR designation is a real differentiator in the regional and national marketplace.”

Solares has been an industrial distributor and systems integrator for close to 100 years. Based in Miami, Solares sales & service market coverage includes Florida, the Caribbean, Central America, Guyana and Suriname. Solares is ISO 9001 certified, as well as a NAHAD / Hose Safety Institute member. For more information please visit www.solaresflorida.com or call 1-305-592-0593.



Bee Valve Inc. manufactures a complete line of versatile PVDF cam couplers/adapters.



BEE VALVE INC.

This material is partially applicable where ultra high purity or UL94-VO listing is required. PVDF is also

resistant to chemicals such as halogens and strong acids, even at higher temperatures. PVDF couplers/adapters are the preferred choice for corrosive chemical, ozone and high radiation applications. PVDF couplers/adapters also offer lubricity and durability.

Bee Valve couplers and adapters are available in sizes from 1/4 in. to 3 in. All couplers feature stainless steel handles and pins. EPDM gaskets are standard, Buna-N and Viton are also available. All Bee Valve couplers and adapters are interchangeable with other military spec couplers and adapters.



Hyde Industrial Blade Solutions (IBS), a leading manufacturer of industrial knives and blades, announces the promotion of two



long-term employees to new and expanded roles in the organization.

Armando Gonzalez of Southbridge, MA was named to the position of technical coordinator at the company. Having recently celebrated his 25th anniversary at Hyde IBS, Mr. Gonzalez will utilize his experience to lead training initiatives for new and existing employees on manufacturing machines and processes. In his new role, Mr. Gonzalez will champion process improvement across the entire organization. He will also be responsible for overseeing the ordering of machine tooling for Hyde’s cutting and honing operations.

Sarah Kratz of Thompson, CT was promoted to the role of logistics coordinator at the 140 year-old firm. Employed at Hyde for 13 years, Ms. Kratz is a skilled CNC machine operator and will be responsible for the day-to-day movement of projects between departments based upon customers’ requirements. Starting with the scheduling of projects with both regular and expedited timetables, Ms. Kratz will spearhead Six Sigma process

improvement activities on the production floor at the company. She will also oversee metal scrap management and product stocking programs for Hyde IBS.



Jamie Ludwig, President Sales & Marketing of **Red-L Distributors, Ltd.** is pleased to announce the appointment of new territory managers, Nikita Small and Rob Buchan.



Nikita is transferring from Red-L’s Lloydminster branch to assume responsibility for the Fort McMurray territory. Nikita has both inside and outside sales experience and was part of the team that opened the Red-L Lloydminster branch.

Rob Buchan will take over the Lloydminster territory and customer relationship responsibilities. Rob’s sales experience & mechanical background will enhance his representation of Red-L’s variety of products. Please visit www.redl.com for information.



Dixon announces the addition of 1”, 1½”, 2”, 3” and 4” sanitary stems to the King Crimp



The Right Connection™

product line. Designed for food processing applications these fittings have no ledges or crevices to trap bacteria when attached to rubber hose. Additional features include: Wetted surfaces meeting government and independent regulatory standards and for use only with Dixon King Crimp stainless steel or carbon steel sleeves and/or ferrules.

To learn more about Dixon’s King Crimp Sanitary stems visit dixonvalve.com or call 1-877-963-4966.



Profit2 introduces a cloud-based pricing tool.

Dave Roller, President, says, “Think of the number and diversity of items you sell and the variety of customers you serve. The average distributor has 100 million potential pricing decisions. Over 60% of pricing records are unnecessary or counter-productive. Customer assignments are outdated. Our tool can determine the optimum price.”



For more information, call Dave Roller, President Profit2, 1-913-669-9057.



CONNECTIONS

continued

Veyance Technologies, Inc., the exclusive



manufacturer of Goodyear Engineered Products,



announces MyCrimp, a new, FREE mobile application. MyCrimp provides Veyance hydraulic hose users quick and easy access to critical crimp specifications. Users can also locate the closest distributors using the Store Locator button. The MyCrimp app is available through the Apple App Store or Google Play. For more information, please call 1-800-235-4632 or visit www.goodyear.com.



APG welcomes Todd Therrien as the new NE Regional Sales Manager. His 30+ years working within industrial rubber industry will prove to be beneficial to APG and its customers.



To strengthen APG's Tank Truck offering they now stock drain sump, flange, and 2"-4" green viton gaskets, tank truck flanges, and gravity drop and vapor recovery coupler x coupler/adaptor. Other new products include full rolls of Red Rubber and Neoprene and HSN80 O-Rings. For more details, call 1-800-888-5223 or email info@callapg.com.



I.R.P. Industrial Rubber Ltd is pleased to announce that TST-Tamson has appointed I.R.P. Industrial Rubber Ltd., as the Canadian distributor for their swing coupler line that they purchased from Oetiker in 2011.



TST Swing Couplers are full flow and require no force to disconnect with no loss of pressure in the system. Just a turn and the air vent ensures that the hose is ventilated. TST Swing Couplings are available in nominal sizes from 1/4" to 1/2" and they are compatible with most popular plug systems in the market today. Many different types are available to perform in numerous applications. Durability, reliability, simple and safe handling are features of all TST Swing Couplings.

I.R.P. Industrial Rubber Ltd. maintains three branches within Canada – Mississauga, Edmonton, and Vancouver. Their inventory consists of Industrial Hose including the exclusive MAXX Industrial Hose and Comp MAXX our exclusive composite hose, Couplings & Clamps, Flexaust & Ducting products, and Sheet Rubber & Matting.

RYCO proudly introduces RYCO K+ corrosion free plating technology available on all RYCO adapters.



It is the industry leading corrosion free plating technology for extreme environments. RYCO K+ adapters are ideal for all industry applications where highly corrosive conditions exist, including mining, agriculture, construction, de-icing equipment, processing plants and commercial automotive washing facilities.

Where connections are exposed to highly corrosive conditions, RYCO K+ corrosion free plating technology provides you with invaluable protection. Nitrogen-based fertilizers, saline environments and some aggressive chemicals can accelerate the corrosion process and lead to premature failure, causing unplanned and expensive equipment downtime. RYCO K+ plating provides guaranteed corrosion protection up to 15 times the SAE Standard. RYCO K+ plating is now standard across the entire RYCO adapter range and provides you with unparalleled corrosion resistance when compared with standard competitive offerings. For more information, call 1-866-821-RYCO (7926).



Spectronics Corporation has introduced the Spectroline® OPTI-LUX™ 400 - a powerful, rechargeable, violet light LED leak detection flashlight. It easily locates all industrial fluid leaks by their bright fluorescent glow, saving technicians valuable diagnostic time and money.

The OPTI-LUX 400 features a high-output violet light LED that causes dyes to fluoresce more brilliantly and with greater contrast than with standard blue light inspection lamps. It has power comparable to high-intensity 150-watt lamps and works with Spectroline® OIL-GLO® 33 (green), OIL-GLO® 44 (yellow/ green) and OIL-GLO® 50 (red) oil-based dyes, as well as WATER-GLO® 802 (green) water dye.

The OPTI-LUX 400 is extremely compact and lightweight, which allows it to get into cramped areas that larger lamps can't. Its inspection range is up to 25 feet (7.6 m) or more. A rugged, corrosion-resistant, anodized lamp body stands up to years of heavy use. Powered by one rechargeable lithium-ion battery, it provides 4 hours of continuous inspection between charges. The LED has a 100,000-hour service life.

The flashlight comes complete with a lanyard, rechargeable battery, charging cradle, AC and DC cord sets, and fluorescence-enhancing glasses. For more information, call toll-free 1-800-274-8888. Outside the U.S. and Canada, call 1-516-333-4840. Website at www.spectroline.com.

Parker introduces an advanced Cergom hose technology for transfer of severely abrasive materials - shaped connectors in elbow, reducer, T and Y configurations. Bends in runs of hose or pipe are subject to rapid and severe damage due to high volume/high impact abrasive materials. Cergom shapes eliminate these weak spots and are available in a wide range of sizes (2" ID to 20" ID). Parker has two toll free Custom Made/Cergom Hose hotlines with nationwide service twelve hours per day. For assistance with application recommendations, designs and quoting, call 1-800-438-2004 (Salisbury, NC) or 1-800-783-3922 (Arvada, CO).



technology for transfer of severely abrasive materials - shaped connectors in elbow, reducer, T and Y configurations. Bends in runs of hose or pipe are subject to rapid and severe damage due to high volume/high impact abrasive materials. Cergom shapes eliminate these weak spots and are available in a wide range of sizes (2" ID to 20" ID). Parker has two toll free Custom Made/Cergom Hose hotlines with nationwide service twelve hours per day. For assistance with application recommendations, designs and quoting, call 1-800-438-2004 (Salisbury, NC) or 1-800-783-3922 (Arvada, CO).



Mid-State Sales, Inc. has achieved ISO 9001:2008 Certification through PRI Registrars.



"This achievement is an important

milestone for Mid-State as we continue to improve our Quality Management System," states Jim Daniels, President / COO, "Our Scope of Registration provides for the manufacture and distribution of fluid transfer products that are optimized for OEM customers and industrial customers, end users and resellers." Specifically, Mid-State manufactures hydraulic hose assemblies and steel tube assemblies for the mobile hydraulics market. Mid-State is also a manufacturer and supplier of hydraulic adapters to the OEM market.

"Through a culture of continuous improvement," he continues, "our mission is to create a company that delivers product on time and quality guarantee while being the fastest and friendliest company to do business with. We are proud and grateful to all of our employees for their efforts in making this goal happen."



For the second time within a month, plastic tubing manufacturer and ESOP company **NewAge Industries** hosted a government official to discuss the benefits of employee ownership.

Congressman Mike Fitzpatrick, representing Pennsylvania's 8th congressional district, met with several of NewAge's employee-owners to discuss their ownership roles and their outlook on how they and the company's customers benefit. The group also talked about ESOPs as an option for other small business owners who are looking to sell yet retain their employees' livelihoods and American jobs.



Sales War, the Conflict Between Sales and Credit

By: Abe WalkingBear Sanchez

(A Two-Part Series) Part One appears below, Part Two will appear in the December issue – or you may view the entire article on-line in the October edition of hoseconnections.

Ninety-five percent or more of all Commercial or B2B Sales involve Credit Terms, payment due at a later date. The resulting A/R (short term money due from customers) is one of the largest assets of a business.

The A/R is not only the greatest source of *working capital* for a business, but its management is also directly tied to the most profitable sales yet to happen, to the lowest of the low hanging fruit...additional sales to existing customers.

And yet, in many if not most companies, those engaged in Sales and those engaged in Credit and A/R Management are at odds with each other.

The Credit Function is often referred to as “the place where sales go to die”, “the Sales Avoidance Department” and as one company CEO put it, “the ugly step-child of Accounting”.

In this piece (Part One), I cover the history of the old “*risk avoidance at the expense of profit*” mindset that still prevails and that drives the conflict between Sales and Credit. This old thinking in turn leads to the use of Credit performance measurements that are counter-productive, contribute to shortsighted “silo” thinking and that have an adverse effect on Sales, customer retention and on profitability.

Kuriyama is pleased to announce the addition of the following new products to their product line to provide more “Kuriyama Value” to their valued distributors.



New Kuriyama Industrial Rubber Air/Water & Push-On Hoses Catalog: A new 12-page catalog features these new products: Redi-Max™ High Oil-Resistant General Service Hose. This product has a Class A rated tube and cover for handling oil, diesel, fuel oil and other petroleum products; Available in ¼” – 1 ½” ID sizes. Also new, is their Redi-Weld™ 200 PSI Grade R Twin Line Welding Hose. This hose is made with an EPDM tube and cover and is coupled with brass welding couplings. Used for general welding service and meets RMA IP-7-2011 requirements. Available in 25 ft. and 50 ft. coiled lengths.

For more information on these and other Kuriyama products, call 1-847-755-0360.



I then address a new Profit Driven understanding of the Credit Function’s role based on the Profit Imperative. Why the investment is made and costs incurred.

(Part Two) Once a new *purpose* for the Credit Function is established, new Sales and profit friendly goals, and new Credit performance measurements follow. Lastly, there will be a short *Quick Quiz* to establish your company’s current understanding of the Credit and A/R Function and a few suggestions for improvement.

The 1950’s were very much defined by WW II which preceded the 50s. During WW II the entire economy was focused on war production and not on goods and services for consumers. It was a time of all people being called on to do their duty for the war effort. Women left their traditional roles as homemakers to take on non-traditional jobs in industry, commerce and the military. http://www4.gsb.columbia.edu/filemgr?&file_id=7222926. Everyone had a job even if that job consisted of picking up scrap metal. But there was little to buy with the money earned.

Following the war, industry and the economy transitioned back to providing goods and services for the consumer.

The 50s was a time of pent up demand and of growing demand as many women stayed in their new non-traditional jobs and as the population boomed. http://en.wikipedia.org/wiki/Post%E2%80%93World_War_II_baby_boom The 50s was a time of Americans having money in the bank or in war bonds and a time of limited competition as many countries rebuilt following the destruction of the war. It was a time of a *seller’s market* with people standing in line, cash in hand, looking to buy things. In the 50s, Credit was seen as a privilege, as a favor to some and not others. In such a business environment the focus was rightly placed on *avoiding the risk* of customers failing to pay, of incurring bad debt losses. DSO, average turntime on the A/R, and % bad debt are appropriate performance measurements... when the goal is risk avoidance.

The shortages of the 50s are long gone.

In today’s world of rapid change, of mergers, of international companies competing for the same customers, of an increasing number of new business startups, of big box stores, of cyber competition and of quality/efficiency...

The old risk avoidance Credit paradigm of the 50s is a handicap.

In order to compete modern companies must have quality in their products and services and quality **in the way they carry out business functions**. A lack of quality will lead to increased cost of doing business for everyone involved in supply or production chain.

And yet, many if not most businesses engaged in B2B commerce still cling to the old risk avoidance mindset of the 50s at the expense of more sales, higher customer retention and enhanced profitability. They still use DSO (days sales outstanding) and % bad debt to measure the performance of the business function (Credit & A/R Management) involved in 95% or more of Sales and with direct ties to the most profitable sales yet to happen... additional sales to existing customers.

The Profit Imperative... In a competitive business environment every business manager and **every business function** has a responsibility, an obligation to ensure that the investment made and the work they do results in a positive return... a profit. **Any business manager not focused on the profit imperative becomes an administrator at best and a bureaucrat at worst.**

Sadly all too often, the Credit Function is focused on the *risk cost at the expense of profit*.

The time value money, of carrying A/R and the cost of bad debt write offs are *just variable costs of doing business* and like all variable costs need to be factored in to the sales proposition...however, they should not define the role of the Credit and A/R Function. While there are different ways of *turning a profit*, such as the Enron Model of books cooking, or of a company not paying it’s taxes or failing to fund the employees’ retirement plan... The best way of earning a profit, and the basis for what follows, is to meet or exceed expectations ...at a profit.

What is the investment made in the Credit and A/R Function and why is it made?

- the additional administrative costs of information gathering by Sales on new customers, of customer evaluation and customer credit performance investigation by Credit. Then there’s the cost of setting up the customer account and of billing.
- the cost of carrying A/R, the time value of money.
- the cost of bad debt should a customer fail to pay... a disclaimer, **Not all bad is bad or equal**, the seller’s Product Value at Time of Sale must be considered.

Continued on page 10

Sales War, the Conflict Between Sales and Credit

continued from page 9

Why incur the costs/make the investment in extending credit terms to customers?

- it's required... customers require that they be given time to ensure they got what they want and time to process the invoice for payment
- the customer needs time to add value to the product or service purchased and to make sales to their own down-line customers
- credit terms are the norm and the competition extends credit terms *and if credit terms are not extended a profitable sale is lost!*

The only reason for any business to extend credit to customers is in order to secure profitable sales that would otherwise be lost.

A profitable Credit Sale means taking into consideration the variable risk costs of carrying A/R and of bad debt as well as the seller's Product Value at Time of Sale.

Credit is a lubricant of commerce that allows for the expanded movement of products and services.

Credit is a Sales Support Function and Not an Accounting Function. Profit goals/Measurements

There's a front door and back door to the Credit Sales Function. The front door is Credit Approval and the back door is A/R Management.

The front door... Given that the reason why credit terms are extended is to gain profitable sales that would otherwise be lost, the goal of Credit Approval is the find a way, via terms and conditions, to make a profitable sale happen. **Remember that to determine a profitable sale both the risk cost and the seller's Product Value at Time of Sale must be considered and factored into the terms.**

There's always a way to say yes to a profitable sale such as down payment requirements, shorter terms, PGs, Joint Pay Agreements, 3rd party guarantees, first born child. 

Copyrighted 2014 by A/R Management Group, Inc. All Rights Reserved

Sept. 2014 Canon City Colorado, USA
www.linkedin.com/in/walkingbear1/

WELCOME NEW MEMBER

Lüdecke Armaturen GmbH **LÜDECKE**

Since 1930. The perfect connection.

Founded in 1930, Lüdecke ARMATUREN GMBH is a European leading manufacturer of high quality coupling systems, made in Germany. The vast range includes not just only European standards, but a large assortment for the North American market.

The line-up consists of safety claw couplers with NPT threads, mortar couplers and plugs, to quick connect couplers made of brass and steel for pneumatic applications, just to name a few. Their TempTec™ quick connect couplers for tempering and cooling boasts an extensive range compatible to most industry

leaders. The world renowned polyurethane MODY spiral hoses for pneumatic usage can be found on assembly lines in most automobile factories in Europe. These can be deformed in anyway and will always return to their original shape. Lüdecke today distributes high-quality product to over 125 counties worldwide.

"We welcome distributors to inquire about becoming a Lüdecke Premium Partner," explains Mr. Klaus Herdegen President, "For further information, email or call their Canadian born Sales Executive, Mike Morin, on +49 9621 7682-33 / mike.morin@luedecke.de, or visit the website at www.luedecke.de." 

LUEDECKE ARMATUREN GMBH
Heinrich-Hauck-Strasse Amberg
Bavaria, GERMANY 92224
info@luedecke.de www.luedecke.de



Institute Set to Expand Focus on Safety, Training & Outreach *continued from page 1.*

- Hose Assembly Identification, including date stamping, tracking systems and age of hose ID,
 - Hose Service Life, including temperature impact,
 - Bio Pharm & Hi-Purity Hose applications.
- 2. Marketing the Value of the Institute to NAHAD Members and to End-Users –** the Committee is pursuing various options to communicate the importance of hose safety in the marketplace and to encourage NAHAD members to become active Institute members. Under consideration:
- Development of an Institute Members Mobile App, designed to conveniently deliver useful access to the Institute *Handbook*, Fabrication Guides, Glossary and other benefits, and to serve as a unique marketing and communications tool for members when meeting with customers,
 - Retaining a PR firm to help craft compelling messages to end-users, focusing on safety issues,
 - Develop video content to embed into the newly updated online Fabrication Guides,

- Participation in selected safety industry trade shows,
- Encourage major hose-consuming companies to mandate compliance with the Hose Assembly Guidelines within their purchasing specs.
- Exploring the use of blogs and social media to get important information out to both members and end users regarding hose safety tips, a "did you know" type series of updates, and more.

3. Institute Training Services – expanded training opportunities would focus on serving in-house employee training for Institute Member firms, as well as training services for end-users and/or Members' customers. Options include:

- Hose Safety Institute University, offering regional workshops or seminars addressing the content in the Handbook and the Fabrication Guides,
- Manufacturer-hosted training events,
- Training aimed at end-user safety directors,
- Video content to deliver training online.

The Committee's recommendations were reviewed by the NAHAD Board in late September. Further information about the Hose Safety Institute projects will be included in upcoming issues of the NAHAD News and Hoseconnections. 

UID's Next 20 Years Begins Now!

The University of Industrial Distribution (UID), a renowned educational program focused on serving the unique needs of the wholesale distribution industry, announced today that it has officially changed its name to the University of Innovative Distribution (UID). Founded in 1994, UID is sponsored and managed by thirty two leading industry trade associations, serving over 4,000 companies and 39,000 employees.

"This new name reflects the evolution of UID in serving the wholesale distribution in its entirety, including those companies who do not deal in industrial products," stated Molly McGill, UID Director. "While the educational content of our program remains uniquely tailored to the wholesale-distribution industry, we believe the name change reflects the current and future direction of UID".

A new UID logo and message – "Educating the Supply Chain" – has been created to reflect the new name.

Known internationally in the distribution world as the educational event of the year, UID boldly steps into its third decade, evolving with the industry as it continues to feature renowned expert instructors, excellent course offerings and great networking opportunities; all at an ideal location in Indianapolis, IN.

"UID takes its commitment to educating the supply chain very seriously. With our continued partnership with Purdue University, a dedicated faculty and staff and support from our 32 association sponsors, we will continue to be a world leader in delivering innovative education to all members of the wholesale-distribution supply chain," noted McGill.

ABOUT UNIVERSITY OF INNOVATIVE DISTRIBUTION

Since 1994, the University of Innovative Distribution (UID) has been a renowned educational program focused on the unique needs of the wholesale-distribution industry. Known worldwide for excellence in education, UID is sponsored by the leading distribution trade associations, in cooperation with the Innovative Distribution Program at Purdue University.

Are You Enhancing Profitably?

One of NAHAD's newest Value Partners is Service First Processing (SFP). They are a leading provider of credit card and ACH / check processing services. They make accepting credit cards simple, efficient and more profitable for your company. Last year NAHAD and SFP put together a special "members only program" designed to reduce your cost of credit card processing while improving your level of service and support.



**WE MAKE ACCEPTING CREDIT CARDS
 SIMPLE • EFFICIENT • PROFITABLE**

In the last year over 60 NAHAD Member accounts have started processing with SFP. To date the average reduction in processing costs for NAHAD members is 21%. Contact SFP for a free consultation to find out how much your company can save and how your service can be improved.

NAHAD exclusive member benefits includes (1) a 60 Day Trial Period, (2) 10% of the net processing revenue generated from your account will be rebated back to you on an annual basis, (3) no cost "Equipment Loaner Program", and (4) increased level of customer service with a dedicated NAHAD member help line (855-836-0808). You can visit their website dedicated to NAHAD members at www.sfprocessing.com/nahad.

Here is what a current NAHAD member is saying about Service First Processing:

"We often get calls from merchant processors who say they will save us money. In my opinion Service First Processing operates on another level of professionalism. They are very precise in explaining how they will save any company money. Their equipment (Gateway system) is further advanced than any merchant provider we have used in the past. It reduces cost while also saving time processing on our end. The most impressive part of working with Service First is their level of service. They are there when you call and they do what they say they will do and they always follow up. Good business practice is hard to beat. I highly recommend their services."

Doug Erion

Vice-President Accounting & Finance
 RGA - Rubber and Gasket Co of America

For a complete listing of
NAHAD Value Partners
 visit
www.nahad.org
 or look on page 13 in
 your new copy of the
**2014-2015
 NAHAD Membership Directory**



THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

105 Eastern Ave., Suite 104 • Annapolis, MD 21403-3300 • TEL: 410-263-1014 FAX: 410-263-1659

NAHAD NEWS • CONNECTIONS FORM

Member to Member Exchange

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

Newsletter Issue	Material Due to NAHAD	Mailing Date
February	1/6/14	2/6/14
April	3/3/14	4/2/14
June	5/2/14	6/3/14
August	7/1/14	8/1/14
October	9/5/14	10/3/14
December	11/3/14	12/3/14

Mail or Fax completed information to NAHAD:
 105 Eastern Ave., Suite 104, Annapolis, MD 21403
 Phone: (410) 263-1014 Fax: 410-263-1659 or email to: kthompson@nahad.org.