

NAHAD News

A Bimonthly Newsletter of the
Association for Hose and Accessories Distribution

DECEMBER 2014

Inside this issue

Three New Programs Will Empower Members.....	1
Exam Passers.....	1,3,4
President's Letter.....	2
Hose Safety Institute, Improved Guides and Exams.....	4
NAHAD 31st Annual Meeting Preliminary Schedule.....	5
Anniversaries and Milestones.....	5
CONNECTIONS.....	6-10
In Memoriam.....	9,10
Value Partner ISS.....	10
Value Partner Business Voice.....	10
NAHAD Advertising Insertion Order Form.....	11

Save These Important NAHAD Dates

March 8 – 11....	University 2015 Of Industrial Distribution Indianapolis, IN
April 23 – 27....	31st Annual Meeting 2015 & Convention Loews Miami Beach Hotel South Beach, FL
April 30 – May 4, 2016	32nd Annual Meeting & Convention The Broadmoor Colorado Springs, CO

Three New Programs Will Empower Members

NAHAD is now rolling out several new initiatives designed to better serve members. These were initially identified through the Board's triennial strategic planning process in late 2013 and were confirmed at the April Board meeting. They include:

1. The new **Employee Development Roadmap**, developed by NAHAD's Education Committee and soon to be available at NAHAD.org, will provide resources and tools to support a company's commitment to continual education and training opportunities, ensuring each employee's continued progress and growth. Sample job descriptions for each defined position, human resource tools, including a Personnel Policy template, and recommended courses will all be part of the Roadmap, set for completion this month.
2. The new **NAHAD Distributor Performance Dashboards** (DPD) program is now in Beta Testing, designed to provide powerful new data analytics and benchmarking resources for participating distributors. By confidentially entering their business data into the confidential and secure online Survey tool, distributors will have access to a variety of analytic dashboards, providing unique insights into their businesses, while comparing their companies to other NAHAD members. Beta testing is now in progress by participating distributors, using 2013 financial data. The new DPD program, utilizing members' 2014 data, will unveil in April 2015. Distributors interested in Beta testing the program are invited to contact NAHAD.
3. The newly named **Hose Assembly Schematics Task Group** is currently working to develop a standardized graphics-generator for various hose assembly configurations, allowing personalized annotations for custom outputs. The tool could be used in conjunction with the NAHAD Institute's Hose Assembly Guidelines to present powerful specifications for customer review and discussion.

Each of these projects depend on member participation. The committees and task groups invite members to join their efforts. If you have an interest in supporting these projects, please contact NAHAD at 800-624-2227 or email NAHAD's Executive V.P., Joseph Thompson at jthompson@nahad.org.

Congratulations Exam Passers!

The following NAHAD Hose Safety Institute Members have successfully passed a Hose Assembly Guidelines HANDBOOK or Design and Fabrication Exam from 09/09/2014 to 11/06/2014

Industrial Hose (Handbook)

- Bryan Atkinson, Alaska Rubber Group
- Peter Maley, United Distribution Group – GHX
- David Underwood, LewisGoetz
- Josh Collins, LewisGoetz
- Mike Rodgers, Central Hydraulics, Inc.
- Bret Davis, Central Hydraulics, Inc.
- BJ Leader, Central Hydraulics, Inc.
- Josh Roppolo, LewisGoetz
- Jonathan Reeves, LewisGoetz
- Troy Ells, LewisGoetz
- Cory Morgan, LewisGoetz
- Brian Pratt, LewisGoetz
- Scot Morrow, LewisGoetz
- Joe Robert Pritchett, Amazon Hose & Rubber Company
- Christy Green, Hose Suppliers Australia P/L
- Mike Andrulius, The United Distribution Group - GHX Industrial
- Dean Combs, The United Distribution Group - GHX Industrial
- Mike Deluca, The United Distribution Group - GHX Industrial
- Randy Wagner, The United Distribution Group - GHX Industrial
- Eric Elwell, Cumberland Valve div. of RW Connection, Inc.
- Justin Pearson, LewisGoetz
- Darrin Dixon, LewisGoetz
- Eric Niemi, Alaska Rubber Group
- David Aguilar, Alaska Rubber Group
- Simon Chiu, Alaska Rubber Group
- Jim Payne, Dunham Rubber & Belting Corp.

Composite Hose (Handbook)

- Jerry McCool, Novaflex Group

Hydraulic Hose (Handbook)

- Greg Stevens, TECO Fluid Connectors
- Beau Barnes, Alaska Rubber Group
- Jason Chapman, Alaska Rubber Group
- Matthew Kinsella, LewisGoetz
- Waylon White, LewisGoetz
- Joey Motes, LewisGoetz
- Travis Bragg, LewisGoetz
- Houston Wilkerson, LewisGoetz

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 Fritzing

Terry Weiner

NAHAD NEWS STAFF

Kristin B. Thompson
Editor

Claire Purnell
Graphic Design

PRESIDENT'S LETTER



Dear NAHAD Members,

I recently read an article on customer loyalty written by Dr. Osman Khan a Business Development Director at DSM Assessment & Training Ltd. He states that there are four kinds of loyalty, True Loyalty, Behavioral Loyalty, Attitudinal Loyalty, and Emotional Loyalty. We all have experienced each of these categories. We all desire our employees, suppliers, and customer's to be in the true or emotional loyalty category. How do we get them there? That's the million dollar question.

First let me define each category according to Dr. Khan. The True Loyalist remains loyal in all circumstances forever. How is this possible you ask? Let me explain what this means. I'll never forget an early fall day in October of 1978. It was a Monday and I was home sick from school (that's what I told my parents). The real reason I wanted to stay home was to watch an afternoon playoff game between my beloved Boston Red Sox and the New York Yankees. Well, to make a long story short, Mr. Bucky Dent hit his 5th homer of the year and crushed my dreams that day. Did I give up on my Red Sox? No, I endured many more painful seasons before a championship rebirth by them in the 2000's. This is what is considered True Loyalty.

The next category is Behavioral Loyalty. j6

This one is not so great, but in business this is what many of us unfortunately have. We are just studying the behavior of our customers. Basically the customer is coming back to us. They may only be coming to us out of convenience or for low price. This issue actually reared its head at our operation today. A customer came in who had been inactive. They stated, that they had moved and would be doing more business with us based on proximity of their new location. I have mixed emotions about this and I'm sure you can understand why.

The third category is Attitudinal Loyalty. These kinds of folks are repeat customers but they honestly want to do business with you. They like your company and your brand. They will spend more, buy a greater range of products and services, and give your company recommendations. However, you must be competitive and meet their service expectations or they will leave you. These people are better than the Behavioral but are still not considered True Loyalist.

Finally we have Emotional Loyalty. These folks are the best! They actually love certain brands. They will drive further to get that brand, block out competitors advertising, and won't search for alternatives. These folks are willing to pay more and forgive service failures. This is something the Behavioral and Attitudinal would never do. Who are these people? Think of the fellas with the Harley Davidson tattoos on their arm. Do you think they would be caught dead on a Suzuki? These customers are the most profitable but are the smallest percentage of most businesses.

Does loyalty still exist in business? Clearly it does but each one of us has to determine who our customers are. How can today's distributors and suppliers partner better to create loyalty? The first step is to make sure you come to NAHAD's 31st annual convention in Miami. The convention will offer multiple opportunities to facilitate loyalty among distributors, suppliers, and customer's.

NAHAD's motto is "Making the Right Connections". This goes to the core of why our company originally joined NAHAD. Connecting with our suppliers and our peers in the distribution channel has been so valuable to our company over the years. If you have been a NAHAD member for many years, you know what I am talking about. If you have only been a member for a short time, I encourage you to set aside the time to attend the convention in April. Following Dr. Khan's outline, building loyalty – making connections, the convention is the time each year to cement these relationships. Registration opens on December 10. The brochure is in the mail to your office. Please join us April 23 – 27 in Miami Beach, Florida.

Sincerely,

Mark Fournier

Mark Fournier, *NAHAD President*

Congratulations Exam

Passers! *continued from page 1*

- David Underwood, LewisGoetz
- Terry Johnstone, LewisGoetz
- Mike Rodgers, Central Hydraulics, Inc.
- Bret Davis, Central Hydraulics, Inc.
- Chris Garwood, LewisGoetz
- Josh Pace, LewisGoetz
- Mitchell Cote, LewisGoetz
- Steven Aupperle, LewisGoetz
- Brian Pratt, LewisGoetz
- Zachary Johnstone, LewisGoetz
- Josh Collins, LewisGoetz
- Matt Bunker, LewisGoetz
- Scot Morrow, LewisGoetz
- Cory Morgan, LewisGoetz
- Robert Williamson, Central Oklahoma Hose Inc.
- Pauline Apolinario, Morse Hydraulics USA LLC
- Will Leek, TECO Fluid Connectors
- Tee Jay Crosby, LewisGoetz
- Steve Zabriskie, LewisGoetz
- Justin Pearson, LewisGoetz
- Troy Ells, LewisGoetz
- David Morton, TECO Fluid Connectors
- Kelly Kinney, BAND-IT-IDEX, Inc.
- Alton Williams, BAND-IT-IDEX, Inc.
- Eric Elwell, Cumberland Valve div. of RW Connection, Inc.
- Elroi Paule, Morse Hydraulics USA LLC
- Brandon Calma, Hydra-Flex, Inc.
- Mason Moore, LewisGoetz
- Tukker Whimpey, LewisGoetz
- Darrin Dixon, LewisGoetz
- Ian Sudol, Mid-State Sales, Inc.
- Jordan Turner, Custom Hydraulics & Design Inc.
- Nicole Payne, Custom Hydraulics & Design Inc.
- Paige Gresehover, Hydra-Flex, Inc.

- Eric Niemi, Alaska Rubber Group
- David Aguilar, Alaska Rubber Group

Fluoropolymer Hose (Handbook)

- Eric Elwell, Cumberland Valve div. of RW Connection, Inc.
- Industrial Hose (Design and Fabrication)
- Matthew Kinsella, LewisGoetz
- Brent Schwendiman, LewisGoetz
- Joseph Ells, LewisGoetz
- Scot Morrow, LewisGoetz
- Russell Sheehy, LewisGoetz
- Travis Bragg, LewisGoetz
- Joey Motes, LewisGoetz
- Brian Pratt, LewisGoetz
- Cory Morgan, LewisGoetz
- Steve Zabriskie, LewisGoetz
- Sharonna Houchin, LewisGoetz
- David Underwood, LewisGoetz
- Julian Merlo, Hose Suppliers Australia P/L
- Daniel Wagner, LewisGoetz
- Mark Partridge, LewisGoetz
- Derek Utley, LewisGoetz
- Josh Collins, LewisGoetz
- Jason Hall, LewisGoetz
- Justin Brady, LewisGoetz
- Jordan Dixon, LewisGoetz
- Jonathan Reeves, LewisGoetz
- Troy Ells, LewisGoetz
- Steve Zabriskie, LewisGoetz
- Jay Sphar, LewisGoetz
- Darrin Dixon, LewisGoetz

Hydraulic Hose (Design and Fabrication)

- Guillermina Tule, LewisGoetz
- Sharonna Houchin, LewisGoetz
- Brent Schwendiman, LewisGoetz
- Joseph Ells, LewisGoetz
- Fred Spenhoff, TECO Fluid Connectors
- Zachary Johnstone, LewisGoetz
- Brian Pratt, LewisGoetz
- David Underwood, LewisGoetz

- Terry Fatty, LewisGoetz
- Cory Morgan, LewisGoetz
- Jordan Dixon, LewisGoetz
- Johnny Sotelo, Hatec International, Inc.
- Will Leek, TECO Fluid Connectors
- Kristen Bryson, Hatec International, Inc.
- Robert Williamson, Central Oklahoma Hose Inc.
- Casey Olson, LewisGoetz
- Jay Sphar, LewisGoetz
- Justin Brady, LewisGoetz
- Joey Motes, LewisGoetz
- Travis Bragg, LewisGoetz
- Scot Morrow, LewisGoetz
- Pauline Apolinario, Morse Hydraulics USA LLC
- Mark Partridge, LewisGoetz
- Steven Aupperle, LewisGoetz
- Josh Pace, LewisGoetz
- Jason Hall, LewisGoetz
- Derek Utley, LewisGoetz
- Darrin Dixon, LewisGoetz
- Elroi Paule, Morse Hydraulics USA LLC
- Steve Zabriskie, LewisGoetz
- Jonathan Reeves, LewisGoetz
- Troy Ells, LewisGoetz
- Fred Makrancy, Summers Rubber Company

Corrugated Metal Hose (Fabrication)

- Ryan Lanier, United Distribution Group – GHX
- Bill Guarnieri, United Distribution Group – GHX
- Glenn Farmer, Cline Hose & Hydraulics, LLC
- Barry Spurney, Amazon Hose & Rubber Company
- Kevin Voogt, Amazon Hose & Rubber Company
- Chris Mendez, General Rubber Company
- Brent Stone, National Hose and Equipment LTD.
- Troy Stone, National Hose and Equipment LTD.
- Joe Halek, Jr., United

- Distribution Group – GHX
- Trey Travis, Southeastern Hose, Inc.
- Brian Hill, Allied Rubber & Supply
- Ryan Andre, McGill Hose & Coupling, Inc.
- John Dumont, McGill Hose & Coupling, Inc.
- Mike Cole, Alaska Rubber Group

Industrial Hose (Fabrication)

- David Welborn, United Distribution Group – GHX
- Patrick Liner, United Distribution Group – GHX
- Chris Frazier, United Distribution Group – GHX
- Travis Gentry, Cline Hose & Hydraulics, LLC
- Keenan Elliott, Stellar Industrial Sales, Ltd.
- Kelly Kinney, BAND-IT-IDEX, Inc.
- Steven Smith, Munro Supply Inc.
- Alfonse Rivera, Abbott Rubber Company, Inc.
- Stuart Sheppard, National Hose and Equipment LTD.
- Jarrod Penrose, Arco Hose Ducting & Fittings
- Liam Walker, Arco Hose Ducting & Fittings
- Phil Allsopp, Arco Hose Ducting & Fittings
- Dave Heckler, Alliance Hose & Rubber
- Greg Lubinski, Alliance Hose & Rubber
- Tyler Barnes, Rubber & Accessories, Inc.
- John Dumont, McGill Hose & Coupling, Inc.
- Dennis Yancoskie, Solares Florida Corporation
- John La Rossa, Solares Florida Corporation
- Mike Cole, Alaska Rubber Group
- Cory Bishop, Dixie Rubber and Plastics Inc.
- Ryan Atkinson, Dixie Rubber and Plastics Inc.



Congratulations Exam Passers!

continued from page 3

Composite Hose (Fabrication)

- Davis McConnico, United Distribution Group – GHX
- Dalton Corlette, United Distribution Group – GHX
- David Welborn, United Distribution Group – GHX
- Alton Williams, BAND-IT-IDEX, Inc.
- Barry Spurney, Amazon Hose & Rubber Company
- Brent Stone, National Hose and Equipment LTD.
- Stuart Sheppard, National Hose and Equipment LTD.
- Troy Stone, National Hose and Equipment LTD.
- Trey Travis, Southeastern Hose, Inc.
- Brian Hill, Allied Rubber & Supply
- Phil Allsopp, Arco Hose Ducting & Fittings
- Dave Heckler, Alliance Hose & Rubber
- Alex McGill, McGill Hose & Coupling, Inc.
- Ryan Andre, McGill Hose & Coupling, Inc.
- John Dumont, McGill Hose & Coupling, Inc.
- Mike Cole, Alaska Rubber Group

Hydraulic Hose (Fabrication)

- Nathaniel Howe, United Distribution Group – GHX
- Iver Maldonado, United Distribution Group – GHX
- Ryan Lanier, United Distribution Group – GHX
- Davis McConnico, United Distribution Group – GHX
- Annette Sedlak, United Distribution Group – GHX
- Travis Gentry, Cline Hose & Hydraulics, LLC
- Ed Coward, Norwesco Industries (1983) Ltd.
- Bruce Waver, Flow Products, Inc.
- Brandon Pellegrin, Spartan Industrial Products
- Kevin Voogt, Amazon Hose & Rubber Company
- Ken Wilhelm, General Rubber Company
- Chris Mendez, General Rubber Company
- Al Kelly, Hanna Rubber Company, Inc.
- Dennis Logsdon, Hanna Rubber Company, Inc.

- Brent Stone, National Hose and Equipment LTD.
- Troy Stone, National Hose and Equipment LTD.
- Trey Travis, Southeastern Hose, Inc.
- Brian Hill, Allied Rubber & Supply
- Darrin Pinnow, Alliance Hose & Rubber
- Dave Heckler, Alliance Hose & Rubber
- Greg Lubinski, Alliance Hose & Rubber
- Ryan Andre, McGill Hose & Coupling, Inc.
- Cory Bishop, Dixie Rubber and Plastics Inc.

Fluoropolymer Hose (Fabrication)

- Davis McConnico, United Distribution Group – GHX
- David Welborn, United Distribution Group – GHX
- Darby Mellott, United Distribution Group – GHX
- Mark Walker, United Distribution Group – GHX
- Travis Gentry, Cline Hose & Hydraulics, LLC
- James Burgess, Cline Hose & Hydraulics, LLC
- Ed Coward, Norwesco Industries (1983) Ltd.
- Barry Spurney, Amazon Hose & Rubber Company
- Kevin Voogt, Amazon Hose & Rubber Company
- Brent Stone, National Hose and Equipment LTD.
- Stuart Sheppard, National Hose and Equipment LTD.
- Troy Stone, National Hose and Equipment LTD.
- Trey Travis, Southeastern Hose, Inc.
- Brian Hill, Allied Rubber & Supply
- Erik Weckman, Rubber & Accessories, Inc.
- Alex McGill, McGill Hose & Coupling, Inc.
- Ryan Andre, McGill Hose & Coupling, Inc.
- John Dumont, McGill Hose & Coupling, Inc.
- Mike Cole, Alaska Rubber Group



Committed to Hose Assembly Safety, Quality & Reliability

NAHAD Institute Unveils New Hose Assembly Fabrication Guides and Exams

NAHAD's Hose Safety Institute is proud to announce that its Hose Assembly Fabrication Guides and online Exams for all five hose groups – industrial, hydraulic, corrugated metal, composite and fluoropolymer – have been completely overhauled, revised and updated. Hose Safety Institute members may now access the new Fabrication Guides and Exams on the Institute website at any time – at no charge!

New and Greatly Improved

- More illustrations and extensive detail on actual fabrication processes
- Updated testing portions
- New coupling configurations
- More relevant and easy to use
- Excellent learning aids for new employees, or those needing a refresher

Anyone possessing an earlier Design/Fabrication Exam certificate received more than three years ago should consider retesting and updating their certificate(s). Hose Safety Institute member locations are required to have at least one person on staff who has successfully completed one of the new Fabrication Exams for each hose group in which that location does business. The deadline for meeting this requirement is April 10, 2015. All such qualified Institute members will be recognized at the 2015 NAHAD convention in Miami.

Any previously purchased Design/Fabrication Exams will be available for participants to complete through January 31, 2015; at which point, they will be discontinued. The new Fabrication Exams are now available and can be ordered at any time.

If you have any questions, please contact Debbie Mitchell at dmitchell@nahad.org. Thank you! 

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



Preliminary Schedule for 2015 Annual Meeting

Wednesday, April 22, 2015

Early Arrivals
Morning Board Meeting
Annual Golf Tournament 1:00 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
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 – 10:00 pm
Dinner 7:00 pm – 10:00 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 & Afternoon Sessions)
Spouse Tour 10:00 am – 2:00 pm
Members' Lunch and Keynote 12:00 pm– 2:30 pm Americana Ballroom
Company Meetings Available by pre-appointment
UID in a Day All Day (Morning & Afternoon Sessions)
Set Up for Hospitality 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 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 8:30 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

Departures

NAHAD 31st Annual Meeting and Convention

Loews Miami Beach Hotel, South Beach, Florida
April 23 – 27, 2015

NORRES is Celebrating its 125th Anniversary and We Have a Gift for You!



Hosefinder

The introduction of a new NORRES web app Hosefinder and the gift below are just a few of the innovations that have been developed to celebrate this special NORRES anniversary. Many new products and innovations will follow as NORRES is the trend-setter and supplier of groundbreaking hose solutions for a wide range of trades and industries.

Norres Anniversary Discount

NORRES is celebrating its 125th anniversary and would like to offer you a special anniversary discount of 15% on all orders of NORRES CP style hoses and on all NORRESCONNECT parts 230-234 and 245,

247, 249. This discount offer is available for all customers in addition to standard discounted pricing until December 31, 2014. Please do not hesitate to contact NORRES

Customer Service with direct inquiries at 855-NORRES-0 or info@norres.us. 



SUMMERS RUBBER COMPANY

Get it right. Get it now.

Summers Rubber Company Celebrates 65th Anniversary

Summers Rubber Company is celebrating its 65th anniversary this year. Summers Rubber remains a market leader of hose products and accessories in the Ohio/Western PA region. Founded in 1949 the customer-centric company has been led by family members, including Mike Summers, former president of NAHAD, who ran the company until his appointment of mayor of Lakewood, OH in 2010. Current VP/GM Frank Tiernay has managed the business since 2011. Summers Rubber is headquartered in Cleveland, OH and has eight locations throughout Ohio and western Pennsylvania. Summers fabricates industrial, hydraulic, composite and metal hoses and has maintained ISO certification since 1996. "Our employees undergo extensive training including NAHAD Hose Safety Institute training," states Sam Petillo, V.P./Regional Manager. "The company was acquired by Singer Equities in 2012 and continues to provide the same high quality hose products and level of service that our customers have come to expect from Summers Rubber," he continues. 

Member to Member Exchange

Air-Way Manufacturing, recently released an upgraded plating for its steel hydraulic fittings. New Electrodeposited Zinc plating, which offers significantly higher corrosion resistance than its predecessor, is standard to all fittings, without impacting cost.

Under salt spray tests, Air-Way Manufacturing's old Zinc Trivalent plating was resistant to white corrosion for 96 hours, and to red corrosion for 240 hours. The new Electrodeposited Zinc plating withstands white corrosion for 240 hours, and red corrosion for 360 hours, amounting to 2.5 times and 1.5 times increases in performance.

To demonstrate their standard fittings' value engineering, Air-Way Manufacturing has illustrated the salt spray test results in an infographic. To view the infographic <http://www.air-way.com/page.php?id=20>



HosePower is pleased to announce their partnership with **BRIDGESTONE HOSEPOWER** as of July 1, 2014. This relationship will substantially accelerate the growth of HosePower. HosePower's goal is to be the largest national hose sales and service company in the United States. Bridgestone HosePower will continue to expand their network to 150 service locations with 400+ Mobile Service units.



Epicor Software Corporation, a global leader in business software solutions for manufacturing, distribution, retail and services organizations, announces that Womack Machine Supply Inc. of Dallas, Texas, has selected the Epicor Prophet 21 wholesale distribution enterprise resource planning (ERP) solution to increase business efficiency and streamline processes for overall performance.



Brennan Industries has recently announced the promotion of three employees, three internal position changes, and four new hires.

Jennifer Mismas was promoted from office receptionist/administrator to the role of sales support administrator. In her new role, she will be responsible for coordinating sales related and administrative support activities at Brennan's corporate headquarters in Cleveland, Ohio. Andrew Mead has assumed the role of warehouse manager for Brennan's corporate warehouse. Brock Jarrell has been promoted from customer service representative to operations manager. In his new role, Brock will be responsible for the day to day operations and growth of Brennan's Toronto distribution center.

Michael Caliebe has taken on a new role as business development manager in Houston, Texas. Mike will be responsible for training and developing new sales representatives in the Houston market. Mike has been with Brennan Industries since 2000. Matthew Stahr has assumed the role of general manager for Brennan's Cleveland distribution center. He will oversee all aspects of operations from sales to warehouse management. Matt has been with Brennan since 2007. Nick Longo has accepted the role of general manager at Brennan's distribution center located in Dallas, Texas. Longo has been with Brennan Industries for 17 years and has served various roles since he started with the company.

Kelly DeCarlo joins Brennan as an administrative assistant. Michael Donahoe joins Brennan as the general manager of their Seattle distribution center. Michael was most recently employed with Lewis-Goetz as a team lead for national accounts. In his 35 year career with Lewis-Goetz, he held a variety of roles ranging from purchasing and inventory control to sales and operations manager. In his new role at Brennan Industries, Michael will be responsible for overseeing the daily operations of the Seattle distribution center. Donnie Maz has been rehired with Brennan Industries as a regional sales manager for the Cleveland distribution center. In this role, Donnie will be responsible for account management and the growth of Michigan and northern Indiana markets. Bill Montgomery joins Brennan Industries as a regional sales manager.

Montgomery will be responsible for overseeing and growing the Pennsylvania, Maryland, New Jersey, Delaware and New York City areas. And, finally, Dwayne Potts joins Brennan Manufacturing Group as a director of business development. In his new role, he will be responsible for improving scheduling efficiency, improving cost accounting accuracy and the development of new business.



MFC is proud to congratulate Jeff Estee on his recent promotion. Jeff Estee will take on the role of Director

of Manufacturing where he will oversee production for all of MFC's six locations. Jeff has been a valued member of MFC's team for six years, and brings a wealth of knowledge and experience to his new role. 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, email info@mnflex.com, or call customer service at 1-800-351-9069.



Veyance Technologies Inc., the exclusive manufacturer of Goodyear Engineered Products, is

pleased to announce Chad Peters as the newest member to the Hydraulic Marketing team. Chad moves from hydraulic sales & service to hydraulic marketing and will reside in the Veyance Tazewell, VA Service facility.

In addition, Hydraulics expands their constant pressure hose family to include the new APC3 for high pressure hydraulic applications designed to replace SAE 100R1 where higher pressures, increased flexibility, and superior abrasion resistance are required. The APC3 includes Armorcoat™ superior abrasion, oil, and weather resistant rubber cover. For more information on this new product, call 1-800-235-4632 or visit www.veyance.com.



In the array of products dedicated to processing the hydraulic tubes, **OP** is proud to introduce the new C50EL and C22EL bending machines. Both are suitable for bending tubes up to 180°, both stainless steel (AISI 316 TI) and carbon steel (ST 37.4) with the distinctive characteristic of having a different ability: the C50EL model allows machining up to a 50 mm maximum external diameter while the C22EL version allows bending up to a 22 mm diameter. The adjustment of the desired angle is an intuitive and elementary operation thanks to the graduated protractor that is simple to read and set; the change of tools is particularly quick and it does not require the help of any tool. Besides the use buttons, the machine control panel is completed by the LED alarms for setting adjustment and system malfunctions. Pedal and special voltage available upon request.



Uniflex introduces Control C. This new control unit for UNIFLEX products features a colour user interface with touchscreen functions for intuitive guidance.

More standardized menus, as well as the ability to customize user interfaces and functionalities within every application represent new and highly labour-saving features.

Another innovation is central control via HID (Human Interface Devices), i.e. using Windows devices. You can also document the quality assurance, and track product and machine data with the PFM (Pressure Force Monitoring) option.



COXREELS® introduces its newest 60 page catalog edition showcasing refined features and helpful selecting tools for the most comprehensive and innovative industrial grade reel line. Fully colored and well detailed, the new catalog includes new models and the addition of specialty product lines. With the help of a user-friendly index system and easy to navigate layout, this new catalog makes it easy to find the right reel for your application and discover the many accessories and add-ons for each series. Reel specifications and benefits are thorough for each series of reels and highlight the unique features that are only found on a COXREELS® product. The EZ-Coil® safety reel line, retracting 80% slower than conventional spring driven reels, is also incorporated in this edition, making this new catalog your single main reel resource fitting every industrial, commercial and professional field.



To acquire a copy of the new Coxreels catalog, please contact Customer Service Department at 1-800-269-7335, email: info@coxreels.com or simply download a PDF copy available on www.coxreels.com.



The **United Distribution Group** based in Bristol, Tennessee was recently named to the prestigious top 40 industrial distributors in the United States. *Modern Distribution Magazine* ranked UDG number 23 on the 2014 Market Leader List. In 2013 UDG ranked number 24.

The United Distribution Group operates five subsidiary companies including Bristol, TN based United Central Industrial Supply, Houston, TX based GHX Industrial, Abilene, TX based McCarty Equipment Co., National Mine Service of Canada and Chicago, IL based Gooding Rubber Company. Darrell H. Cole, President & CEO stated “it is an honor to continue to be recognized by our industry’s leading trade publication and to be named to the Market Leader List for the second year in a row.”



Eliminating the laborious use of hand saws or the need to carry single-use power tools, a new Spray Foam Insulation Reciprocating Saw Blade from **Hyde Industrial Blade Solutions (IBS)** is designed to assist in the swift and clean cutting of poly-based spray foams and fiberglass using a tool found on most job sites.



Fitting into a standard reciprocating saw with a ½” tang, the new Spray Foam Insulation Reciprocating Saw Blade measures 19” in overall length with a long 16” cutting length. Made of high-carbon steel, the Spray Foam blade and its tang are hardened for long-life and improved operator safety when in use.

Engineered to cut and trim foam without gumming up the teeth on the blade or power tool itself, this double bevel, straight-edged blade is glazed with a polished finish during a proprietary production process to prevent sticking when cutting foam that has expanded into unwanted areas or when pre-cutting material in the field or bulk sheets or rolls in small production runs.

Starting with a wide range of the highest grade alloy steels including powdered metals, Hyde employs proprietary processes in blanking, laser cutting, heat-treating, grinding and polishing to ensure superior cutting performance of each individual blade. Manufactured in facilities with ISO 9001:2008 plant certification, durable Hyde IBS blades are engineered for long-life.



Atlantex Manufacturing Corporation proudly introduces Tufftex B Nylon Sleaving. Atlantex’s newly-developed, brightly-colored Tufftex Braided Nylon Abrasion Sleeve provides excellent wear and abrasion protection with high visibility and great colorfastness. Tufftex B’s braided construction provides 100% coverage in a light-weight, flexible, and expandable protective sleeve. By utilizing solution-dyed Nylon in the manufacture of Tufftex B, a black hose will be highly visible beneath the brightly-colored abrasion sleeve- providing simultaneous line identification, visibility, and wear indication.

Additionally, the company is pleased to announce that Customer Service Representative, Wendy Jennings has recently joined the team full-time. 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.



Reliance Industrial Products, a subsidiary of Applied Industrial Technologies, is proud to announce the additions of Blake Reding, operations manager and Scott Dees, sales manager for the new Houston, TX location. They bring a wealth of oilfield supply knowledge with them in their new positions. Contact information for the Houston facility is 1-281-288-9720. Reliance would also like to announce the addition of Brian Marcott as the new product specialist for bearing and PT working out of the corporate Nisku, Alberta, Canada facility. Furthermore, the Reliance mechanical and hydraulic division is now an authorized Parker Mobile distributor. Contact Alan Chubocha at 1-780-955-2042 for more information.



Red-L Distributors Ltd. and Paul Elun, Vice President of Business Development & Northern Alberta Sales Manager are pleased to announce the appointment of Corrina Drozdowski to Territory Manager in Lloydminster Alberta. As Territory Manager Corrina will assume responsibility for all outside sales in the Lloydminster area. Corrina has several years work experience in the financial, purchasing and industrial fields and is a past recipient of the City of Lloydminster’s customer service award. Corrina’s people pleasing personality and experience give her the current skills that will enhance the sales team’s effectiveness. For more information on Red-L please call 1-780-437-2630 or visit www.redl.com



CONNECTIONS

continued

BAND-IT IDEX®, INC. is proud to announce Kwenton Walker has joined the Marketing and Sales Team.

Kwenton joins BAND-IT with prior sales experience from an industrial supply distributor in the Atlanta area. By working his way through the company ranks, Kwenton's ability to learn and retain the necessary knowledge became key components with the various positions performed. Kwenton will be applying these skills and more to his new position and is eager for the challenge to assist and identify customer needs. E-mail: kwalker@idexcorp.com.

For additional information regarding BAND-IT® products and tools, please visit WWW.BAND-IT-IDEX.COM. For Phone Orders: 1-800-525-0758. For E-mail orders: Orders.BAND-IT@Corp.com.



PT Coupling Company's Petroleum Product



Handling Division has announced the development of a new line of

fuel transfer nozzles and ancillary products to be added to the 2015 Catalog offering. This product line will include automatic fuel nozzles for commercial, retail and farm applications for unleaded gasoline, diesel DEF.

High Flow products will also be available. In addition to nozzles, PT will also offer multi-plane swivel and breakaway connectors. All products are cast, machined and assembled in the USA. Please contact your PT Sales Representative for information regarding this product offering or contact the company at info@ptcoupling.com.



Reelcraft's full line of pressure wash hose



reels are designed to handle a

broad range of pressures, temperatures and chemicals. Compact design and quality steel construction are incorporated into the full line of pressure wash reels, rated up to 5000 psi. Reelcraft is pleased to announce a new hand crank Series 30000 pressure wash reel for up to 450' of 3/8" I.D. hose or 325' of 1/2" I.D. hose. Series 30000 hose reels are designed for rugged, heavy duty applications requiring long lengths of hose and large storage capacity. All of Reelcraft's heavy duty pressure wash hose reels are complete with a high

pressure water swivel for maximum product delivery; perfect for agricultural/marine, equipment cleaning and pressure washing applications. For additional information, call 1-800-444-3134 or visit www.reelcraft.com. For further information, please contact: Bill Martin, National Sales Manager at 1-260-248-8188.



Hose Master adds to its stripwound



FloppyGuard line with

additional sizes now available up to 12 inch ID. FloppyGuard is T304 or T316 stainless steel floppy interlocked metal hose - offering flexibility, strength, durability, and crush resistance. It is ideally suited as guard for wire, cable or tubing, as casing for fiber optic cables, and internal and external protection of other hoses.

FloppyGuard features a modified interlocked profile that allows the hose to easily flex without the "stay-put" memory of other interlocked products. FloppyGuard requires minimal force to bend, is easily extended or compressed, and maintains consistent weight and bend radius equal to standard products - allowing for installations within existing applications without requiring specification changes.

For more in-depth knowledge of Hose Master's products and capabilities, visit our line at www.hosemaster.com. To request a catalog please call 1-800-221-2319 or email info@hosemaster.com.



Davlyn Manufacturing Co., Inc. is pleased



to announce the

addition of John Rutt as Director of Sales & Marketing. John brings over 20 years of sales and engineering experience in global industrial and commercial industries. John comments, "I am proud to represent a US manufacturer that not only prides itself on quality, delivery and innovation... but actually delivers on it every day."



Parker has introduced a simple SAE J2044



quick connect coolant/fuel hose assembly system. The lightweight

fitting and hose components—supplied by the Parker Fluid Systems Connectors Division and Industrial Hose Products Division, respectively—create durable engine hose assemblies for heavy duty truck and mobile equipment applications such as fuel supply, vapor emission and cooling/heating. To fabricate, simply cut the hose to length, push the specified fitting into the hose and apply

the specified clamp. To install, simply push the fitting into the port and engage the lock with a distinctive "click" that secures the connection. For more information, visit www.safehose.com or contact Parker Customer Service at 1-866-810-HOSE.



OM Industrial Products is pleased to



announce it has moved to a newer and larger distribution center. The new facility is located at 3334 Creekmont Drive, Houston, TX 77091. All other contact information remains the same.

Tina Mantri, VP of Sales, states, "This new location will allow us to continue to increase our stocked product offerings so that we can better serve our valued customers. We have recently added brass adapters and fittings to our product line."

OM Industrial Products is a global manufacturer and wholesale distributor of a wide range of hydraulic and instrumentation adapters. Their product line includes Steel, Stainless Steel, and Brass fittings and adapters. For more information - Phone: 1-888-663-4884; E-mail: sales@omindustrial.com; Web: www.omindustrial.com.



Dixon is pleased to announce the appointment of Dion Gunderson



as National Sales Manager. Dion began his career at Dixon in

2001 as a Territory Manager in Minnesota, Wisconsin, and the Dakotas. In 2009, he was promoted to Regional Manager for the Midwest Region, accepting sales manager responsibility for nine states. In 2012, Dion was named the interim Sales Manager for Canada. He helped reorganize the sales structure in Canada and appointed a full time Sales Manager.

"Dion's experience, and his understanding of Dixon's markets as well as its commitment to its distributors will serve him well as he takes over U.S. responsibilities", says Dixon Vice President of Sales and Marketing, Scott Jones.

Dixon is also pleased to announce the appointment of Mike Walker as Canadian Sales Manager. Mike joined Dixon in 2012 as a Territory Manager. He worked in the food processing industry prior to joining Dixon.



Flexaust launches their updated website to now include all of their Flexaust-TUEC commercial & industrial vacuum cleaning hoses and attachments. They also added a more robust product search tool allowing the user to more easily search by material, application, diameter and temperature. The newly designed product pages provide a better user experience with more information on one printable and/or shareable page. The updated Flexaust website also features the most up-to-date product press releases, specifications, updated catalogs and downloadable brochures. Check it out at www.flexaust.com for the most up-to-date information to help navigate through hose and ducting needs.

Tube manufacturer **NewAge Industries** announces the promotion of Michael Allard to Director of Sales. Previously Allard was the company's Global Sales Manager for its AdvantaPure high purity products division. NewAge manufactures plastic tubing and reinforced hose for a wide variety of industries including pharmaceutical and biopharma, medical device, industrial, appliance, alternative energy, healthcare, OEM, food and beverage.

In his new role, Allard will oversee sales objectives for both NewAge and AdvantaPure product lines. He will work with other department heads to plan, prioritize and attain corporate goals. Allard will also be responsible for managing and staffing the sales team, establishing and achieving departmental targets and working with key customers and distributors.

Eaton's Steam Slayer® and Concord 250® Steam hose assemblies attained certification for Canadian

Registration Numbers (CRNs) and are now registered to the Technical Standards and Safety Act (TSSA), Boilers and Pressure Vessels Regulation, and CSA standard B51 in Category "D." Both assemblies are 2-wire braid reinforced and reinforced with a pin-pricked Ethylene Propylene Diene Monomer (EPDM) cover. The hoses are used for transfer of steam in refining and petrochemical; paper production; industrial cleaning; oil and gas exploration; steel production; and ship building. For a glimpse inside Eaton's state-of-the-art industrial hose testing and manufacturing operation, visit <http://bcove.me/gczctrxv>.

Now in Stock: Eaton LifeSense® Hydraulic Hose Condition Monitoring System. Eaton's LifeSense system monitors, in real time, hydraulic hose condition and interprets the on-going health of each hose assembly. The system is now available in -8, -12, -16 sizes – wired and wireless and ready for shipment. LifeSense can reduce the overall cost of equipment ownership and operational expenses by detecting hose failures before they happen and sending an alert. For more information: www.lifesensehose.com.

The Gates Corporation, a global, diversified manufacturer of industrial and automotive products, announces the release of its Poly Chain® Carbon™ Volt™ belt, a new antistatic polyurethane solution that meets the ISO 9563 spec and retains its static conductivity longer than comparable belts.

In accelerated lab testing of industrial belts from major manufacturers that meet ISO 9563, Gates experts found that their capacities to dissipate static severely diminished long before the typical end of functional life. Gates Poly Chain Carbon Volt belt, however, maintains static conductivity to ISO 9563 levels several times longer than its competitors. Learn more about Gates Poly Chain Carbon Volt belt at gates.com/volt.

Lewis-Goetz has become one of the most trusted partners of the hydraulic fracturing industry by offering comprehensive solutions — including increasing production, reducing downtime, and product innovation — that recently resulted in \$1.4 million in savings for one of its customers.

"The meteoric rise of the shale gas industry has put Lewis-Goetz in a position to grow our hydraulic fracking solutions," said President and CEO Don Evans. "With decades of experience, we provide our customers with seasoned specialists in hose, coupling, sealing, conveyor belting and valve products to meet the industry's every need."

Lewis-Goetz has become established partners with the hydraulic fracking industry by offering 24/7 on-site diagnostic and preventative service, local emergency response, faster delivery times and vendor-managed inventory control systems that provide each customer with consistent and personalized service and solutions.

In Memoriam

George L. Bernard

On November 11, George Bernard passed away in Trinidad, WI. Mr. Bernard was Chairman of TRINIDAD HOSE COMPANY, LTD., 33-35 Ciper Road, Cross Crossing San Fernando, TRINIDAD, W.I. He was a long-time and well-respected member of NAHAD. The company joined the association in 1991 and George and his wife, Patricia attended many NAHAD conventions. He was the father of four and grandfather of 21. His son-in-law, Andrew Maingot, is Managing Director of the company. We extend our deepest sympathy to the family and company employees.

"We only partner with and provide quality and reliable products from reputable manufacturers," Evans continued. "This, along with our ability to provide education, training and expertise, helps us to create an efficient and safe environment for both our customers and their employees."

Tribute, Inc. released version 14.1 of its Tribute Software System, which

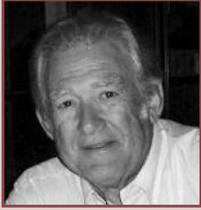
includes many of the projects ranked as top priority by the Program Review Committee. To keep in tune with the industry, Tribute, Inc. utilizes input from its customer base in development of both TrulinX and the Tribute Software System. The program review committees, comprised of long-standing customers, convene regularly to rank programming projects submitted by clients.

The TrulinX team will be releasing version 14.4 shortly with many enhancements to Counter Orders, Parker Tracking System, Invoice Maintenance, and Credit Card Maintenance, which will facilitate speedy service by CSR's inside and at the counter. Also in the next release, TrulinX customers will now have the ability to automatically export PO's to Sun Hydraulics, in addition to vendors such as Pall, Garlock, Parker, Dixon, and Gates.

The direct involvement by customers and partnerships with industry suppliers is why Tribute, Inc. continues to be the premier provider of business management software to the industrial distribution and fabrication marketplace.

In Memoriam

Barry A. Helm, of Bonita Springs, FL died Saturday, August 16, at St. Luke's Hospice, Bethlehem, PA.



Formerly of Bethlehem, and Center Valley, PA

Barry was born in Lancaster, PA May 21, 1942. After graduation from Elizabethtown College, Barry was a successful salesman for the former B.F. Goodrich Co., before founding Valley Industrial Rubber Products in 1973.

One of the original "hose and belt" guys, Barry served on many manufacturer's distributor advisory boards during his 30 year tenure at Valley. As well as being a charter member of NAHAD, Valley is also active in NIBA (National Industrial Belting Association). Barry and his wife Betty attended many NAHAD conventions. Valley Industrial Rubber Products continues to have strong family involvement with Barry's daughters Karen serving as company vice president and Cindy Hess as controller. Son Michael is company president and grandson Stephen is a hose technician.

Retired in 2002, Barry remained Chairman. Married 53 years, he and Betty enjoyed their lives together boating, golfing, skiing, at the Jersey Shore, in Florida, in their RV or traveling. He particularly enjoyed sharing all these activities with his family. A car enthusiast, Barry had a unique collection of antiques and collectables. He volunteered at Habitat for Humanity, Immokalee, FL for 12 years.

Barry is survived by his wife, daughters, Karen of Bethlehem, PA, and Cindy, wife of Tom Hess, Center Valley, PA, and son Mike, husband of Diane, also of Center Valley, PA. Grandchildren, Stephanie Hess, Matthew, Stephen, and Lindsay Helm, all of Center Valley, PA. For those who wish, contributions in Barry's memory can be made to: Leukemia and Lymphoma Society (LLS), Lehigh Valley LLS, 1524 Valley Center Parkway, Suite 180, Bethlehem, PA 18017 and/or Habitat for Humanity, 640 N. 9th Street, Immokalee, FL 34142.



How Can Technology Improve Your Logistics?



Imagine if you could manage your entire logistics function from one single platform.

From carrier rate shopping to shipment manifestation, address validation to in-transit visibility, pre/post audit and so much more. The new ISS Transportation Management System (TMS) offers shippers of all sizes and transportation spends with an opportunity to simplify their logistics, take advantage of our aggressive carrier pricing, and think smarter

about transportation. Not only can we cut your rates, but save you time and frustration as well.

Unlike traditional TMS providers and 3PLs, we don't charge \$1M for our platform, in fact, there's no up-front costs at all. NAHAD members qualify for significantly discounted monthly management fees and can be up and shipping on our system in no time at all.

Quit wasting your time calling multiple carriers and shopping rates, do it all on one screen.

Call us at 1-262-888-1864 or visit the NAHAD designated webpage. 



BusinessVoice® *Are you taking full advantage of all opportunities to market to your customers?*

When you place your customers on hold during a phone call, what do they hear? Radio? Silence? An outdated message you created years ago? Even if your customers are only on hold for a short amount of time, you can make a valuable impression on them and promote your business at the same time. NAHAD has partnered with BusinessVoice to provide members with a solution for proactive On Hold Marketing.

With BusinessVoice, you'll work with the experts in the On Hold Marketing industry, and their Creative team will consult with you on ways to grow your business and increase your customer share. As a NAHAD member, you'll receive discounted pricing and a proactive solution that will ensure your callers have a positive call experience each time they call you.

"BusinessVoice is an invaluable marketing tool for us at Geib Industries. We use some of the stock content to increase the caller's awareness of new products and the custom messaging to get more specific about Geib services."

– Chris Geib, Geib Industries.

"The program has been fantastic. Their creative people and production folks do a great job."

– Scott Schoepf,

Marketing Director of Triad Technologies

To learn more about On Hold Marketing and the solutions available to NAHAD members visit www.nahad.org. Or contact Brian Burk at 1-419-724-7368 or email Brian.Burk@BusinessVoice.com. 

NAHAD Advertising Insertion Order Form

2015-2016 NAHAD Membership Directory and 2015 Convention Guide

NAHAD welcomes your participation as an advertiser in the next issue of the Annual Membership Directory, the most comprehensive guide to the companies, people, and products within our industry. Advertisers gain the benefits of regular exposure to industry leaders worldwide, while supporting the work of the only international trade association serving the hose and accessories marketplace. Select your advertising options from the available listings below. If you would like to take advantage of SPECIAL PRICING AND AD PLACEMENT IN THE OFFICIAL NAHAD 2015 CONVENTION GUIDE, submit this completed signed Insertion Order form and ad copy before **February 27, 2015** Directory only - all final copy must be submitted by May 11, 2015. Return this form with payment to NAHAD at the address below, or fax this form with credit card information to 410-263-1659. Please call 1-800-624-2227 or email kthompson@nahad.org for technical specifications.

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

The **2015-2016** Directory will be produced for distribution on **July 30, 2015**.

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

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



On behalf of the NAHAD member company listed below, I authorize the placement of an ad, as noted, in the **2015-2016** Membership Directory:

Company Name: _____

Individual Contact: _____

Signature: _____

Date: _____

Phone: _____ Fax: _____

Email: _____

Special Instructions: _____

If Special Placement, location desired: _____

Ad Agency: _____

Ad Designer/Contact: _____

Phone: _____ Fax: _____

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

Mastercard Visa American Express Discover

Card Number: _____

Exp. Date: _____ Verification Code: _____

Name on Card: _____

Credit Card Address

And Zip Code _____

Signature: _____

Standard Black & White Rates

Please check box and fill in amount

- | | | |
|--|---|---------|
| <input type="checkbox"/> Full Page - \$1,975 | OR <input type="checkbox"/> WITH Guide Ad | \$2,575 |
| <input type="checkbox"/> 2/3 Page - \$1,595 | OR <input type="checkbox"/> WITH Guide Ad | \$2,150 |
| <input type="checkbox"/> 1/2 Page - \$1,335 | OR <input type="checkbox"/> WITH Guide Ad | \$1,735 |
| <input type="checkbox"/> 1/3 Page - \$999 | OR <input type="checkbox"/> WITH Guide Ad | \$1,295 |
| <input type="checkbox"/> 1/4 Page - \$820 | OR <input type="checkbox"/> WITH Guide Ad | \$1,095 |
| <input type="checkbox"/> 1/6 Page - \$425 | OR <input type="checkbox"/> WITH Guide Ad | \$595 |
| <input type="checkbox"/> Logo Only - \$300 | | |

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

Add-Ons

- 4-Color Process - \$695\$ _____
- 2nd Color - \$485\$ _____
- Special Placement Request - \$400.....\$ _____
(section of your choice or special position)

GROSS TOTAL.....\$ _____

FOR AD AGENCY or OUTSIDE DESIGNERS USE ONLY

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

Gross Total.....\$ _____

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

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



THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

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

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

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.

Newsletter Issue	Material Due to NAHAD	Mailing Date
February	1/5/15	2/4/15
April	3/2/15	4/3/15
June	5/1/15	6/2/15
August	7/6/15	8/3/15
October	9/4/15	10/3/15
December	11/2/15	12/3/15

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.

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.

