

Tom D. Ralls Memorial Scholarship

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Every day the fluid power industry is evolving, changing from the different ideas and advancements in technology. The key to growing at an equal rate is to use every resource wisely and make an active effort to expand your knowledge of products. There are many different tools available today, including emails, newsletters and technical publication. Information containing different ideas and philosophies towards the industry are readily available and extremely valuable if they are put to good use. As a product specialist and a young man entering the fluid power industry, I must use all the resources to gain insight and learn from other's past experience. As a product specialist I must make an active effort towards increasing my product knowledge and awareness, which is the key to being one to two steps ahead of the competition. The customer is always looking for the best solution and need a distributor who can provide. My attendance at the University of Industrial Distribution will not only benefit me, but it will also benefit the company and the industry. Being young and new in the fluid power industry, my attendance to the University will create a strong foundation for the future. As with sports every strong athlete success begins with strong fundamentals. Attending different classes at the University such as, "Leadership and the Emerging Generations" and "Value Added Selling", will give me the building blocks necessary to advance the company. I have personally seen the evolution of the fluid power industry through my father. Over the years we have expanded ahead of providing the product to providing the solution. Now with the idea of value added selling, we are providing a valuable solution to the customer. This provides a new challenge to our company. Challenges like this present the need to learn and expand beyond the conventional

knowledge base of the fluid industry. It is important to make an extra effort to learn new processes and ideas.

My attendance at the University of Industrial Distribution will help our company make strides forward in the industry. It is important to have the knowledge and resources to show the customer you are ready to tackle the problem with the best possible solution. There are many different manufactures, but the key is at distributors tying their products together and creating a valuable solution. I am looking forward the attending these classes and being a part of The Knotts Company's advancement and success in the fluid power industry.