

NAHAD

news

A QUARTERLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

Nearly 900 Meet in Miami for NAHAD's 2022 Convention

BY JASON VAUGHAN, NAHAD COMMUNICATIONS MANAGER

ON THE MORNING OF SUNDAY, May 15, NAHAD members from across the globe gathered in Miami Beach, Florida for the organization's 38th Annual Meeting and Convention. Almost 900 attendees were on site at the historic Fontainebleau Miami Beach to reconnect with existing clients, engage with new customers, and take part in multiple educational sessions. Our post-event survey confirms what was heard in Florida: 91 percent of respondents said the convention met, exceeded, or highly exceeded expectations.

"The time spent interacting with peer industry professionals is invaluable," said Cross Hose & Fittings President Mary Melton-Hale. "Where else can you meet and interact with people who understand what you do for a living?"

Education is a key component of the convention, and each year NAHAD brings in leading experts to discuss business and industry topics. Speaker highlights included Meridith Elliott Powell (business growth and succession planning), Gerry O'Brien (marketing), Alex Chausovsky (talent acquisition and retention), *The Economist* editor Vijay Vaitheeswaran

(global economics), and keynote motivational speaker Alex Banayan.

The highly anticipated Showcase of Hose Solutions featured 130 exhibitors set up in the hotel's Sparkle Ballroom with displays highlighting the latest innovations in products and technologies. A grab-and-go lunch allowed attendees to casually walk the aisles and make last-minute connections with colleagues.

"The NAHAD convention always provides an opportunity to network within our industry," said Karen Brandvold, chief financial officer and vice president of Omni Services, Inc. and previous NAHAD president. "We are able to further our friendships and benchmark with our distributor friends as well as strengthen our relationships with our supplier partners. Added benefits are learnings from the speakers. As my dad used to say, 'Attending the NAHAD Convention pays for itself.'"

For a more complete recap of the Annual Convention, please visit NAHAD.org and navigate to our blog post on the Communications page. We look forward to seeing you again at the next convention in the Bahamas April 29 through May 3, 2023. ●

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Leadership Changes for NAHAD

DURING THE CONVENTION'S MEETING OF MEMBERS, the

association brings in a new slate of leadership. In addition to the new NAHAD President Jason Westad, a new executive committee was elected to continue NAHAD's stability and growth:

- President: Jason Westad of FORCE America
- First Vice President: Dave Heckler of Alliance Hose & Rubber
- Second Vice President and Treasurer: Brian Pellegrin of Singer Equities
- Immediate Past President: Jeff Scheininger of Flexline

Three newly elected board members were welcomed: Tripp Batey of Hose of South Texas, Scott Nelson of Hydraquip, and Mike Braucher of Continental. Also recognized was Standards Committee Chair Andy Christmas, who will serve as a liaison to the NAHAD Executive Committee.

NAHAD thanks its four outgoing board members for their dedication and service: Brent Lilly of PT, Christopher Hart of Hart Industries, Susanna Vandenberg of Flexaust, and Brian Pellegrin of Singer Equities. (Pellegrin will now serve on the NAHAD Executive Committee.) ●



Officer Listing

OFFICERS

Jason Westad, *President*
David Heckler, *First Vice President*
Brian Pellegrin, *Second Vice President*
Jeffrey Scheininger, *Immediate Past President*
Molly Alton Mullins, *Executive Vice President*

DIRECTORS

Mark Balcom
Tripp Batey
Mike Braucher
Jim Daniels
Dion Gunderson
Mike Mortensen
Scott Nelson
Chris Schadewald
Roy Torres

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Harry O. Hooper
Edward B. Fabacher, Jr.
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Allan H. Beverly
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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
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Mark E. Forget
Joe Lark
Jack Kacsur
Robert A. Lyons, Jr.
Alex McGill
Timothy J. O'Shaughnessy
Donald Fritzinger
Terry Weiner
Mark Fournier
James J. Reilly
Skip Bruce
Scott Moss
Karen Brandvold
Sam Petillo
Jeffrey Scheininger

NAHAD NEWS STAFF

Jason Vaughan, *Editor*
Studio Red Design, *Graphic Design*

Dear NAHAD Members



As NAHAD's president, I have the privilege of writing to you each quarter about the successes and strengths of our association. It is an honor to serve as president, and I am looking forward to building on the great work accomplished by the NAHAD leadership over the past years.

Before moving ahead, I need to reflect a bit on the past. I am still thinking of what a great experience we just had at the 2022 Annual Convention in Miami. It was a beautiful setting to meet and connect with fellow members, sit in on outstanding educational sessions, and get down to business in the Showcase of Hose Solutions. I want to send a big thank you for the generosity of our manufacturers who hosted hospitality suites as well as to the many sponsors who supported the convention and NAHAD. I am also grateful my wife Tammy and daughters Caitlin, Cassie, and Carly, could be with me in Miami Beach as I accepted the president's gavel.

Starting off my term is made easier by the great work of the board, executive committee, and especially our immediate past president. Jeff Scheininger was the force behind the restructuring of our committees. This new framework allows NAHAD to be more nimble and more focused on the needs of our members. But with any organization, we rely on the volunteers to help be the backbone. Recently Molly Alton Mullins asked members to take a role on one of our five new committees: Hose Safety Institute, Education, Membership, Industry Insights, and Technology. Each is designed to accomplish key objectives for the advancement of NAHAD. Please visit the NAHAD website to learn more about the work of the committees and — more importantly — sign up and join.

I am deeply humbled and honored to serve as this year's NAHAD president. As I mentioned in Miami, this organization is like no other I've been part of. We truly are a family. It is my mission to, with the rest of the board, continue nurturing, enhancing, and augmenting all the exceptional benefits NAHAD offers. The staff continues to deliver best-in-class education, and I am encouraged to see all our offerings, including the new podcast series, branded under the exciting new "NAHAD365" banner.

NAHAD membership certainly has its privileges, and for me it's a part of being something bigger — that "extra degree." Water at 211 degrees is just really hot but add one degree and it boils. It becomes something powerful to harness and is how I hope to lead this association. I look forward to working with all of you to build on and harness the power of NAHAD in the coming year.

Sincerely,

Jason Westad
2022-2023 NAHAD PRESIDENT
CHIEF SALES OFFICER, FORCE AMERICA

**As I mentioned in Miami,
this organization is like
no other I've been part of.
We truly are a family.**

NAHAD GIVES BACK: More than \$25,000 Raised in the 2022 Campaign for Clean Water

AT THE MAY NAHAD CONVENTION, a special table at registration featured charity: water, the association's social cause. The nonprofit works in 29 countries to provide rural communities with their first access to clean water. In 2022, NAHAD will support a Clean Water Project, an individual project with a support level starting at \$10,000. NAHAD aimed higher, setting a goal to raise \$20,000 this year. By the end of the convention, pledges and donations reached nearly \$25,000.

In recognition of their generous donations, NAHAD would like to thank our 2022 Campaign Champion Kuriyama and Campaign Advocates Alaska Rubber Group and Omni Services. Together with all our many corporate and individual donors, NAHAD will make a truly positive impact. The campaign runs through the end of 2022.

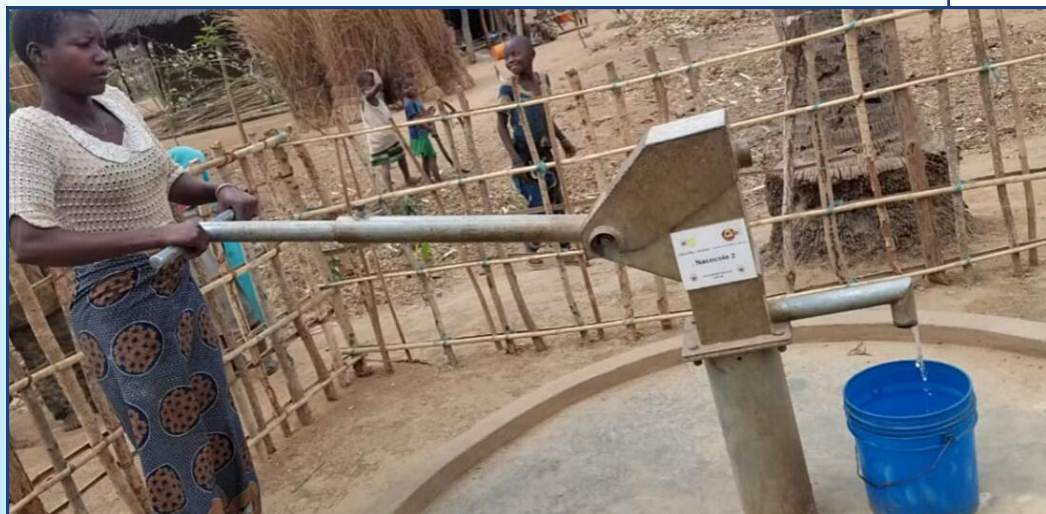


charity: water

Visit www.charitywater.org/nahad to make your donation today. ●

Member contributions at the 2019 NAHAD Convention supported the funding of a well and handpump in the Meloco Sede community in Mozambique. The project brings clean water to more than 450 people.

PHOTO COURTESY OF charity: water.



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Alliance Hose & Rubber Celebrates Ninety Years of Service in the Hose Industry

ALLIANCE HOSE & RUBBER COMPANY, based in Elmhurst, Illinois, has reached an impressive milestone: 90 years of bringing innovative and cost-effective solutions to its customers. During the height of the Great Depression in 1932, Wesley McAfee founded Alliance. Since that first step, the company moved into — and grew out of — five facilities in the greater Chicago area. Today the company

is led by Dave Heckler, grandson of founder McAfee and son of Bud Heckler, who served as president from 1975 to 1999. In 2013, Alliance settled into its current facility in Elmhurst, due west of downtown Chicago.

A NAHAD member since 1996, Alliance Hose & Rubber was an early adopter of industrial hose crimping. The company has the ability to crimp, test, and certify hose through 12 inches (inner diameter). The company prides itself on providing excellent customer service to industrial, construction, food and beverage, chemical, and petroleum processing clients.

A foundation for providing top-notch customer service and solutions starts with high-quality employee training and education. Alliance has been a member of NAHAD's Hose Safety Institute (HSI) since 2007. Alliance President Dave Heckler also serves as NAHAD's first vice president and chairs the Education Committee.

"As a smaller company, the Hose Safety Institute is helpful in providing the structure to build our training program," Heckler said. "Recently we've been growing at the strongest pace in the past 30 years. We realized we needed a path for people to get up to speed. We looked to NAHAD Academy and the Hose



NOW PLAYING: NAHAD's The Outer Diameter Podcast

Safety Institute for those guidelines to help get people up to speed faster.”

HSI training has been particularly valuable for Alliance's new inside sales team. “Some of our team are new to the workforce, and they have responded extremely well to the web- and video-based training,” Heckler said. “We also offer a bonus for every course completed on the hose safety guidelines.”

Alliance uses NAHAD Academy and the HSI guidelines training in tandem with other tools, including bringing in experts to conduct specialized training in warehouse and facility operations. The company takes full advantage of the wealth of courses offered through NAHAD Academy. The BizLibrary catalog in NAHAD's learning management system includes courses on software (Microsoft Office), workplace etiquette, and other soft skills.

“Our training approach is a developing philosophy,” Heckler said. “The flexibility of NAHAD's education programming allows us to further refine how we train and retain employees in a challenging workforce environment. I do feel that this training has a positive impact with regard to employee retention.”

NAHAD congratulates Alliance Hose & Rubber Company on its nine decades of leadership in the hose distribution industry. ●

IN EARLY MAY, NAHAD launched its podcast series “The Outer Diameter” (“The OD”). This podcast series is designed to promote professional development and continuing education for distributors and manufacturers. Content will include new industry developments, innovative tactics for any business model, and valuable need-to-know information centered around the hose distribution industry. The first episode dives into the differences between project and program management with University of Innovative Distribution speaker Anne Patterson, and in the second, Parker-Hannifin's Tube Fittings Division shares with us the ten things not to do when your hydraulic fittings leak. Find the link to the podcast at the NAHAD website under “Resources.” ●



2022 Compensation Report Provides Valuable, Actionable Info for HR Decisions

THE 2022 CROSS-INDUSTRY COMPENSATION & BENEFITS

Survey represents the most complete, accurate, and up-to date compensation and benefits data available. Wherever possible, NAHAD results are compared with the results of all participants. This report is designed to allow users to easily compare compensation levels and benefits policies with companies involved in distribution. In addition to data on recruiting and retention; health care costs and trends; retirement benefits; vacation/paid time off and holidays; sick and other leave; and sales practices, this report contains compensation-related statistics for common job titles in the industry.

A second volume features NAHAD-specific compensation data and is a detailed report presenting analysis of participating NAHAD companies compared with the results of all participants via an Excel report format. Tabs include data collected at the corporate and branch levels and is designed to allow users to easily compare compensation levels and benefit policies with NAHAD member companies and wholesale distribution overall. ●



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WWW.JOMARVALVE.COM

NAHAD Welcomes New Members Bay Area Gaskets and Gladding Braided Products

IN EARLY MAY, NAHAD WELCOMED

two new members to the association family: Houston-based Bay Area Gasket and Supply and Gladding Braided Products of northern New York.

Bay Area Gasket and Supply has been in business for 22 years, consistently adding its product line over the years. Even though “gaskets” is in its name, the company’s main focus today is industrial hose.

Bay Area is owned by Chuck Eiler and Roy Wright; their expertise along with the many years of experience from their employees is what makes Bay Area successful. Bay Area currently has three facilities along the Gulf Coast. Its main office is in Houston with facilities in Gonzales and Lake Charles, Louisiana.

The company initially focused on rental, environmental and service companies working in the petrochemical industry. Over the last five years, Bay Area has been making an impact with the chemical plants themselves. It is a preferred vendor nationwide for United Rentals, and does significant business with Exxon Chemical, Exxon Refining, and Marathon Petroleum. Suppliers include Novaflex, Buchanan Rubber, UIP, and Texcel.

Gladding Braided Products is a braiding manufacturer that applies shielding to hoses and cables for other hose companies and fabricators. Typically doing the over-braid shielding of Type 304 Stainless Steel, Gladding also shields with other metals, as well as Kevlar, nylon, polyester and assorted textile fibers.

Gladding was founded over 200 years ago in 1816. For the past 34 years the business has been managed by owners/operators Sparky Christakos and son Nick Christakos, together with a team of experienced and dedicated specialists. The factory has 100,000 square feet of manufacturing and two additional 30,000-square-foot warehouses housing over 1,500 braiding machines all operating 24/7. The best way to learn about Gladding’s factory is to visit their website and watch the video from the TV show *Modern Marvels: How Things Are Made*. You will see the scale and scope of Gladding’s 24/7 facility and its broad braided shielding capabilities.

Gladding’s markets are diverse with an ever-expanding focus working with hose and cable OEM manufacturers. Traditional markets and customers include the U.S. Department of Defense, with Gladding being the largest braid supplier to the government. ●



VALUE OF MEMBERSHIP

NAHAD 365

By fully utilizing NAHAD programs, services, education, and events—offered 365 days a year—members reap significant financial benefits in dollars earned and dollars saved. Member firms and employees gain access to the latest information, ideas, and insight to operate business more efficiently.

NAHAD can help you meet the dynamic and changing needs of the industry, providing you with opportunities to build partnerships and foster support between distributors and manufacturers.

The core values of NAHAD membership are collaboration, education, and communications. NAHAD members access of a wealth of benefits, ranging from Hose Safety Institute certification to money-saving value partner programs to quarterly Markets Monitor reports and weekly economic news from the National Association of Manufacturers. ●

MEMBER CONNECTIONS



Continental Select

Distributors' WarehouseTWO inventory-sharing solution allows distributors to upload Continental inventory so that buyers can search for Continental-branded products. It expands inventory options and connects buyers to sellers. Continental has five WarehouseTWO communities available: industrial hose, hydraulics, power transmission products, conveying solutions, and air pprings.

Continental has had excellent responses from this network with close to 50 companies signed up. The company has also completed several training events and will continue with this moving forward. To sign up, visit www.warehousetwo.com.



Coxreels V-100 Series product line has been improved and expanded: introducing the new 1 1/4"

vacuum hose reel V-112-735 and the V-112H-735, without and with hose. The new model is a smaller frame size featuring 12" diameter and is designed for use with 35' of 1 1/4" vacuum hose. The outlet connecting to the hose remains 1 1/2" and our 1 1/4" hose comes equipped with 1 1/2" slip cuffs on both ends for maximum flow. For further information call (800) 269-7335 or visit www.coxreels.com.



Danfoss launches new EC116 and EC216 Boston Manta

pressure washer hose outperforming the 4k and 6k psi industry standard. This lightweight hose showcases a smooth, non-marking abrasion resistant cover that can withstand -40°F to +302°F (intermittent) temperature making it the ideal choice for food processing, car wash, home labor, construction, and dock services. Manta hoses are compatible with Dura-Kote-plated TTC/Z series fittings allowing for a seamless addition to your portfolio. Learn more at www.danfoss.com.

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Dixon announces a new product: Venting EZ Boss-Lock cam-and-groove couplers and dust caps. Venting EZ Boss-Lock works with standard cam adapters. EZLink safety tabs retain the coupler during an accidental uncoupling under pressure, with vent paths relieving the residual pressure. EZ Boss-Lock cam arms provide an additional level of safety. For more information visit dixonvalve.com or call 877-963-4966.



FLEXAUST® Flexaust offers many hose

fittings and accessories, along with their flexible hose and ducting products, to increase the efficiency of a wide range of applications. They specialize in finding the best industrial hose solutions in order to suit the unique needs of their customers. To help with this, they created a guide to help you learn more about the types of fittings and accessories they offer and the materials they use. Create a tight, secure connection! Check out the guide and visit blog.flexaust.com/blog/hose-accessories-guide.



Hose Master — in striving to

always be its best — has officially unveiled its company's core values:

Honorable • Professional • Quality Minded • Loving • Customer Focused • Hardworking

Though it took a lot of time to tweak and perfect the language used in creating them, they have actually been in place since Hose Master's inception. They are the company's fundamental

beliefs and unwavering guide for how the business interacts with its customers.

Whether you work with Hose Master or for it, throughout these past 40 years and beyond, these values reflect what customers can expect and rely on from all at Hose Master each and every day.

KURT HYDRAULICS Kurt Hydraulics'

USA-made braided hose couplings are now available in over 743 different styles and sizes. End configurations include SAE, metric, and other styles. Available from 1/4" to 1-1/4" ID and features RoHS-compliant plating. These compression-style hydraulic hose fittings are compatible with braided hydraulic hoses including: SAE 100 R1, SAE 100 R2, SAE 100 R16, SAE 100 R17, Kurt Tuff Hose, and all thermoplastic hoses (SAE 100 R7 and SAE 100 R8).



MEP BROTHERS MEP Brothers is

pleased to announce the hiring of hydraulic hose specialist Aliya Eisbrenner. Aliya is a highly respected and credited hydraulic hose technician in the industry. MEP Brothers is happy to add her to the Elite team.



O+P, producer of hydraulic hose and tube processing equipment with more than 40 years of experience, is pleased to present the automatic cutting machine model TUBOCUT5 designed for the volume production

of hose assemblies. The machine can cut hoses up to a diameter of 1" four spirals, with a cutting range from a minimum outside diameter of 10mm up to 41mm. Pneumatically fed at max 6bar, it is supplied with standard voltage 400V 50HZ 3 PH unless otherwise requested. The machine is provided with an automated hose feeding system, PLC control and touch screen panel, and recessed blade and guards for the operator's safety.



SAVE THE DATE

NAHAD 2023
39TH ANNUAL MEETING & CONVENTION

APRIL 29 – MAY 3

ATLANTIS
PARADISE ISLAND
BAHAMAS



Congratulations Exam Passers!

The following employees of Hose Safety Institute member companies have passed exams during the period February 18 through May 18, 2022

Exams

- Composite Hose Fabrication
- Composite Hose Handbook
- Corrugated Metal Hose Fabrication
- Corrugated Metal Hose Handbook
- Fluoropolymer Hose Fabrication
- Fluoropolymer Hose Handbook
- Hydraulic Hose Fabrication
- Hydraulic Hose Handbook
- Industrial Hose Fabrication
- Industrial Hose Handbook

Amanda Armstrong ●●●●●●●●
Royal Brass and Hose

William Ashton ●●●●
A-1 Coupling & Hose

Erica Ausborn ●●●●
Central Oklahoma Hose, Inc

Mukash Balgobin ●●●●●●●●●●
Farfan & Mendes

Nicholas Brusch ●●●●●●●●●●
Farfan & Mendes

Brett Buras ●●●●
Spartan Industrial

Dustin Campbell ●●●●
Royal Brass and Hose

Neville Chabrol ●●●●
Farfan & Mendes

Jon Cochran ●●●●●●●●●●
Custom Hydraulics & Design, Inc

Paul Cook ●●●●
Alliance Hose & Rubber

Matt Custer ●●●●
Allied Rubber & Supply

Daniel Darcey ●●●●●●●●●●
Spartan Industrial

Devon December ●●●●
Farfan & Mendes

Haylee Doughty ●●●●
Allied Rubber

Oliver Eastland ●●●●●●
HoseCo Australia Pty Ltd

Kaitlyn Egli ●●●●●●
Specialty Hose Xpress LLC

Josh Elliott ●●●●●●●●
Summers Rubber

Emma Etheridge ●●●●
Omni Services, Inc.

Ray-an Faigao ●●●●●●●●●●
Jachris Hose & Couplings Pty Ltd

Josh Farkas ●●●●●●●●●●
Spartan Industrial

Brett Farnsworth ●●●●●●
Smith Industrial Rubber

Aaron Finley ●●●●
TIPCO Technologies, Inc.

Pat Fitzgerald ●●●●●●●●
Foster Hose

Michael Galvan ●●●●●●●●
Texcel

Jeff Gray ●●●●
Foster Hose and Fittings

Eric Gunter ●●●●
A-1 Coupling & Hose

Jeff Hansen ●●●●
A-1 Coupling & Hose

Hunter Hartman ●●●●●●●●●●
Hampton Rubber

Trent Hess ●●●●
TIPCO Technologies, Inc.

Richard (Bunker) Hill ●●●●
RGA

Casey Hockenbary ●●●●
Royal Brass and Hose

Todd Hollenbach ●●●●
McGill Hose & Coupling Inc

Ken Iser ●●●●
RW Connection

Timothy Jackson ●●●●
Custom Hydraulics & Design, Inc.

Greg Jiminez ●●●●
RW Connection

Trevor Joseph ●●●●●●●●●●
Farfan & Mendes

Mellisa Juan ●●●●
Farfan & Mendes

Dwayne Kersey ●●●●●●
Custom Hydraulics & Design, Inc

Lance Kimes ●●●●
RGA

Van Kinslow ●●●●
Royal Brass and Hose

Jordan Kopka ●●●●●●
Custom Hydraulics & Design, Inc

Evan LeBlanc ●●●●●●
Alaska Rubber Group

Delon Mangal ●●●●●●●●
Farfan & Mendes

Brad Martin

Royal Brass and Hose

**Portia Mbuva**

Jachris Hose & Coupling Pty Ltd

**Blane McClure**

Amazon Hose & Rubber

**Kayla Mesa**

4 Star Hose

**Sherodon Morris**

Farfan & Mendes

**Stian Natvik**

TESS A/S

**Jonathon Nellis**

Spartan Industrial

**Maxwell Newcomb**

A-1 Coupling & Hose

**Simon Nkandu**

Jachris Hose & Couplings Pty Ltd

**Kathy Norman**

HoseCo Australia Pty Ltd

**Dwight Parris**

Farfan & Mendes

**Brandon Pedigo**

Southeastern Hose, Inc.

**Cody Pedigo**

Southeastern Hose, Inc.

**Tracy Pedraza**

Shipyards Supply

**Jim Pekar**

Hose Master

Dee Penalver

Shipyards Supply

**Shane Persaud**

Farfan & Mendes

**Allen Pullen**

4 Star Hose

**Steve Quinlivan**

HoseCo Australia Pty Ltd

**Mugabe Ross**

Farfan & Mendes

**Dalton Rudman**

Tiefenbach North America

**Paul Mark Delos Santos**

Jachris Hose & Couplings Pty Ltd

**Russel Saunders**

Hampton Rubber

**Jaclyn Schulz**

HoseCo Australia Pty Ltd

**Teresa Sealey**

Farfan & Mendes

**Bryce Slade**

HoseCo Australia Pty Ltd

**Darryl Smith**

HoseCo Australia Pty Ltd

**Duncan Sorrells**

4 Star Hose

**Matt Steer**

Elite Supply, Inc.

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**Clayton Taylor**

Specialty Hose Xpress LLC

**Heather Thomas**

Royal Brass and Hose

**John Todd**

Amazon Hose & Rubber

**Martez Townes**

TIPCO Technologies, Inc.

**Dwight Tucker**

Hampton Rubber

**Walter Valenzuela**

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**Dave Valleroy**

Royal Brass and Hose

**Quinton Watkins**

Custom Hydraulics & Design, Inc

**Ryan Watts**

Hose Master

**Andy Westfall**

Allied Rubber

**Chris Wilson**

HoseCo Australia Pty Ltd

**Brad Wood**

RGA

**Julian Ybarra**

4 Star Hose

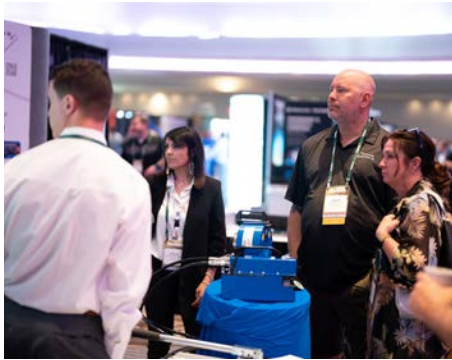


CONGRATS

HIGHLIGHTS FROM NAHAD'S 38TH A



ANNUAL MEETING AND CONVENTION







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THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

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NAHAD news

JULY 2022

A QUARTERLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

What Did Attendees Think of NAHAD 2022?

"NAHAD's annual convention is the perfect venue to meet current customers and vendors, build new relationships, and reinforce current business relationships."

"As a first-time attendee, I was inspired by the energy in the room for the showcase and the speed networking. I was welcomed by the attendees and the educational opportunities were excellent."

"NAHAD 2022 once again checked all the boxes: great educational seminars, beautiful location, and there's no better opportunity to network with so many key accounts at one time. See you next year!"

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- ...and more!

