

NAHAD

news

A BIMONTHLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

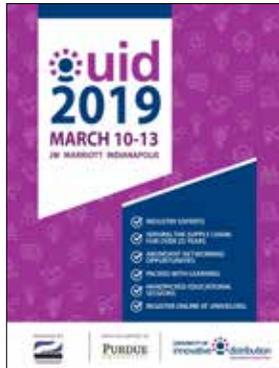
Upcoming 2019 NAHAD Events

UNIVERSITY OF INNOVATIVE DISTRIBUTION

MARCH 10 – 13, 2019

JW MARRIOTT INDIANAPOLIS

Don't miss your opportunity to attend the University of Innovative Distribution (UID) at a reduced rate. As a NAHAD member you will save \$1,000, and if you register by January 9, 2019, you'll save an additional \$200! This four-day educational conference focuses on distribution management, territory sales, marketing, negotiation skills, inventory management, sales management, human resources, leadership, information technologies and more. **Hurry, courses fill up fast!**

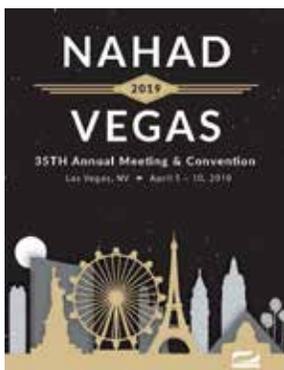


View the 2019 course offering and download the registration brochure at univid.org.

REGISTER TODAY!

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Visit NAHAD.org for more information on registration, speakers and educational sessions, tours, hotel, Showcase of Hose Solutions, and other opportunities. Plus, download the registration brochure.

NAHAD'S 35TH ANNUAL MEETING AND CONVENTION

APRIL 5 – 10, 2019

BELLAGIO • LAS VEGAS, NV

NAHAD's 35th Annual Meeting and Convention is back in Las Vegas at the beautiful Bellagio! The Annual Meeting and Convention is the world's premier event for the hose and hose accessories industry. It's where the industry comes together to collaborate, share, learn, and network. It's where you can be inspired and inspire, where you can gain insights and gather intel, and where you can hear the latest and most relevant presentations important to your business.

Whether your company is looking for new customers, new suppliers, or new ideas, the Showcase of Hose Solutions is an essential part of learning what's next in the industry, so you and your company can stay ahead of the competition. Experience the newest products, latest trends, and cutting-edge innovations all in one place with over 1,000 industry professionals. ●



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PRESIDENT'S LETTER



Dear NAHAD Members,

IN LATE SEPTEMBER, NAHAD's board of directors got together for our annual fall board meeting. We host this face to face meeting every year, as we use this time to discuss NAHAD's strategic direction and the association's overall performance. Additionally, at this year's meeting, it was time to update NAHAD's two-year Action Plan for implementation in 2019-2020. I am pleased to report that this meeting was incredibly productive, and NAHAD has outlined a comprehensive suite of programs and initiative enhancements to offer the membership in 2019 and beyond.

On the opposing page you will find a list of NAHAD's major objectives to accomplish over the next two years. One initiative I am very pleased to announce is the launch of NAHAD's first-ever online Learning Management System which will provide training and onboarding for new employees and individuals in need of technical assistance. Through an online portal, participating NAHAD member companies will be able to purchase relevant tracks of education related to warehouse management, sales, purchasing, inventory, you name it. NAHAD is also in the process of building out industry-specific content on project applications, employee safety, regulations and more which will also be added to the system moving forward. Lastly our goal is to digitize the Hose Safety Institute learning process and Handbook, to provide a visual training and exam tracking process for our HSI members. This will be an ongoing process, but one we are excited to undertake and begin to move forward.

In addition to digitizing the HSI process, we also are pleased to announce that NAHAD will host the first of hopefully many technical training seminars in fall 2019 to provide industry training for our member companies. Through our recent partnership with Hose + Coupling World, NAHAD developed a Hose Safety Workshop Course which will be augmented into this training seminar. Our goal is to continue to provide educational opportunities that are relevant at all levels within NAHAD member companies, so look for more information coming soon.

In addition to some other lofty objectives including increasing member engagement and retention, NAHAD also wants to make sure we focus on expanding programs to serve defined markets that engage desired workforce segments, as well as expand the information we provide on government and regulatory affairs issues that affect our businesses every day. We know this is a lot to accomplish, but we welcome your thoughts and suggestions on ways we can continue to improve NAHAD's value to you and your company. Thank you for your continued support!

Sincerely,

Karen Brandvold
 CFO AND VICE PRESIDENT, OMNI SERVICES
 2018-2019 NAHAD PRESIDENT

NAHAD'S 2019-2020 ACTION PLAN



1. Develop a comprehensive inbound/outbound marketing strategy to increase NAHAD's membership retention and engagement, as well as Hose Safety Institute membership
2. Launch NAHAD's Hose Safety Institute Regional Technical Training targeting NAHAD member companies in need of industry training and safety information
3. Promote the hose safety message and the Hose Safety Institute amongst the end user community through content development, marketing and outreach, and partnership opportunities
4. Introduce NAHAD's first-ever Learning Management System to provide workforce development training opportunities for NAHAD member companies through an online portal
5. Digitize the Hose Safety Institute knowledge base including development of video module training and self-paced learning based on the HSI Handbook, online crediting and company tracking, and other personalized member communications
6. Expand program initiatives to serve defined member markets, including: Emerging Leaders program, Women In NAHAD (WIN), and NAHAD's Social Cause
7. Expand the frequency of NAHAD's government affairs content, including developing industry-specific content on legislative and regulatory developments (*Prop 65, tariffs, sustainable packaging, etc.*)

NAHAD CONGRATULATES MEMBERS ON RECENT APPOINTMENTS



Robert (Rob) S. Coffee was recently announced as President of the Fluid Sealing Association®. He is currently the Vice President of Sales and Marketing for Proco Products, Inc., in Stockton, California and also serves on NAHAD's Board of Directors. Rob has been in the expansion joint industry dating back to 1980, working part-time after high school at Pathway Bellows. During his tenure at Pathway, he performed duties inside customer service for fabric expansion joints and then industrial dampers.



Thermoid appointed **Brent Lilly** to the position of Director of Sales and Marketing where he will be responsible for driving the efforts of Thermoid's sales and product management teams. Brent currently

serves on NAHAD's Board of Directors and has spent his career in progressive sales and marketing leadership roles with Gates Corporation, Titan Industries, and Parker Hannifin.



IDCO, the Industrial Distributor Cooperative, elected their 2019 Board of Directors and Executive Committee at their recent Leadership Conference. The co-op for independent distributors serving the industrial community with hose, fittings, gaskets, rubber materials and related products, IDCO proves that working cooperatively can improve purchasing power and provide a competitive advantage. NAHAD congratulates members **Rob Lyons, Jim Donlin, Jack Kehm, John Tattersall, Tim O'Shaughnessy, Tripp Batey, Lee Slavinskas, Alex McGill,** and **Donna Nock** on their new board appointments. ●

2018 Member and Cross-Industry Compensation Data



Don't forget to purchase the latest Member and Cross-Industry Compensation Data Report! The report provides an analysis of management and employee pay scales, employee benefits and sales policies across a broad spectrum of wholesaler distributors.

If you participated in the 2018 Compensation Survey, the report is available to you at no cost. Contact Courtney Stewart at cstewart@nahad.org if you haven't received your free report. ●

Visit the NAHAD Store at www.NAHAD.org to purchase your copy today.

NAHAD ADVERTISING INSERTION ORDER FORM

NAHAD WELCOMES YOUR PARTICIPATION as an advertiser in the 2019-2020 Annual Membership Directory and 2019 Annual Convention Guide. These are the most comprehensive publications for companies, people, and products in the hose and accessories industry. Reach the leaders in your marketplace while supporting the only international trade association serving the hose and accessories industry.

NEW in 2019! All advertising orders are encouraged to be completed online at NAHAD.org. All orders are due February 8 and ad copy due March 8, 2019.

Consider taking advantage of **SPECIAL PRICING** when placing an ad in **BOTH** the Directory and the Convention Guide. See the pricing and technical specs below. **First come first served!**

STANDARD BLACK & WHITE RATES

- Full Page \$1,995
- with Guide Ad \$2,595
- 2/3 Page \$1,625
- with Guide Ad \$2,175
- 1/2 Page \$1,375
- with Guide Ad \$1,775
- 1/3 Page \$1,050
- with Guide Ad \$1,375
- 1/4 Page \$895
- with Guide Ad \$1,195
- Logo Only \$300
- With Guide Ad \$400

ADDITIONAL FEES

- 4 – Color Process \$695
- 2 – Color Process \$485
- Special Placement \$400
- Ad Agency Discount 15%
(only for outside Ad Agencies)

GRAND TOTAL = _____

NAHAD.ORG

TECHNICAL SPECIFICATIONS

PREFERRED FORMATS

Adobe Illustrator EPS file convert all type to outlines.
Print ready PDF file (please be sure that all supporting images and fonts are properly linked within your graphic file before exporting as a PDF).

Hi-res Photoshop file with fonts embedded.

FULL PAGE BLEEDS

Document Trim Size is 8 1/4" x 10 3/4"; please add 1/8" bleed on all four sides of the document. Please keep important information, such as company logos and contact information inside the safety zones. The safety zones are 3/4" on the left and right sides and 3/8" from the top and bottom.

If files are emailed, without a printed color proof for reference, you are submitting the files at your own risk. If you prefer to submit electronically, please mail a printed color proof or send a pdf of the ad copy with art.

SIZE SPECIFICATIONS

Full Page

8 1/4" wide by 10 3/4" high

2/3 Page

Maximum dimensions 4 1/2" wide x 9 3/4" high

1/2 Page Vertical ad

Maximum dimensions 4 1/2" wide x 7 1/2" high

1/2 Page Horizontal ad

Maximum dimensions 6 7/8" wide x 4 5/8" high

1/3 Page Vertical ad

Maximum dimensions 2 1/4" wide x 9 3/4" high

1/3 Page Horizontal ad

Maximum dimensions 4 1/2" wide x 4 5/8" high

1/4 Page

Maximum dimensions 3 3/8" wide x 4 5/8" high

Logo Ad

Maximum dimensions 3.5" wide x 2" high

Questions? Contact Beth Hiltabidle, Marketing & Sales at bhiltabidle@nahad.org or call NAHAD at 410-940-6350.

Ready to reserve ad? Visit NAHAD.org.

NAHAD Office: 105 Eastern Avenue, Suite 104, Annapolis, MD 21403.

DISPLAY YOUR COMMITMENT TO HOSE SAFETY

AS PART OF NAHAD'S focus on driving the importance of hose safety in the industry, members have asked if the HSI Member logo could be added to their products. We are pleased to announce that Hose Safety Institute members are allowed and encouraged to use the "Member Of" version of the HSI logo on their products. Various versions of member logo are available for download on the Hose Safety Member Resources webpage at NAHAD.org.

Members are NOT allowed to indicate products are "endorsed by" the Institute in any way; products include hose assemblies as well as their components.

If you have any questions on the policy or on how it should be applied, please contact Joanna Truitt, Director of Training and the Hose Safety Institute, at jtruitt@nahad.org. ●

HSI UPDATE HOSE + COUPLING WORLD



The Hose Safety Institute was well represented at the Hose + Coupling World Expo held in Houston October 16-17. Attendees of this two-day event had their choice of several keynote presentations and panel discussions covering STAMPED, hose safety, and hose management systems. During the event, NAHAD presented several sessions and would like to thank our presenters: **Meg Adams**, GHX Industrial; **Brent Lilly**, Thermoid; **Rob Lyons**, TIPCO Technologies; **Rick Pitman**, HydroChemPSC; **Jim Reilly**, GHX Industrial; and **Jim Stradinger**, InfoChip. Special thanks to **Michael Johnson**, National Hose & Texas Rubber Supply and **Mike Harvey** with Flexaust for their plenary session on the value of the distributor-manufacturer relationship.

HSI members **Rob Huber**, Gates Industrial Corporation and **Gaylon Black**, Dixon Valve & Coupling Company, led a half-day Hose Essentials training session providing participants with an overview of content typically presented in a more comprehensive workshop setting.

Overall, the exposure for HSI to non-members, end-users and international attendees was exceptional. Thank you NAHAD members for all the feedback. ●

2019 FOUR PILLARS CONCEPT SALES TRAINING

NAHAD, through its participation in the Association Education Alliance (AEA), announces the 2019 dates for Sales Professionals Training Camp. AEA is a coalition of 43 member associations formed in 1991 by five wholesale-distributor trade associations; PTDA, AHTD, EASA, FPDA and NAHAD to provide high quality, low cost continuing education for companies who are members of the Alliance through their trade association. UID, the University of Innovative Distribution, has been serving AEA members since 1994, providing targeted education for over 7,000 industrial and other segment distribution and manufacturing professionals from all over the globe.

2019 TRAINING CAMP DATES

MARCH 5-7, MAY 21-23, AUGUST 13-15, NOVEMBER 12-14

SALES PROFESSIONAL TRAINING

The Four Pillars are stabilized and sturdy when the tools and disciplines of our profession become standardized. As we raise the bar on this high calling:

- Each sales professional can become a pinnacle!
- Each sales professional organization can become a landmark!

Training is foundational. Structure is achieved by laying a steadfast foundation. Building the Four Pillars into your career and team begins with a clear presentation of the requirements and a common system. Each concept of the Four Pillars is established by:

- Curriculum that is understandable, applicable and proven
- Facilitation that is passionate, persuasive and believable
- Participant response that is motivated, challenged and measurable

Pillar I - Personal Disciplines

Selling is primarily a personally driven, individual sport. Building a structure of fundamental tools and disciplines assures consistent actions and maximized results

Pillar II - Relationship Skills

People buy from people they like and trust. Sales Professionals must be masters of communication skills, listening and adapting to all styles of people.

Pillar III - Strategic Selling

Getting the big picture of all the activities required by professionals throughout the life of long-term customers is preeminent. Duties for marketing, selling and serving customers must be established. Sales Professionals must invest thought and research into the status and direction of each account. Formal strategic planning is essential for selected key accounts.

Pillar IV - Tactical Selling

The interaction with the customer is where sales are won or lost. Every call counts. Brilliant execution of tactical selling requires pre-call planning and ongoing practice.

For more information, visit <http://salesprofessionaltraining.com>

MEMBER CONNECTIONS



Dixon® expands their sensor technology product line with ADS capacitive

and ultrasonic-type sensors. These products are suited for the loading of various liquid chemicals and join Dixon's existing overflow detection products designed for loading petroleum products into cargo tanks, railcars and mobile tanks. ADS products include:

- Outalarm™ portable level alarms
- Spillguard™ automatic high level shutdown systems
- Batchguard™ automatic batch control systems

For more information visit dixonvalve.com/ADS or e-mail sales@dixonvalve.com.

Dixon announces the hiring of Taylor Porter as National Marketing Manager. Based at company headquarters in Chestertown, Maryland, she leads Dixon's US marketing. Taylor joins Dixon from Benchworks, a creative marketing agency. As an account lead at Benchworks, Taylor guided strategic brand planning and project management for her clients. Taylor earned her BA from Washington and Lee University, MA from Middlebury College, and MBA from the Simmons School of Management. She lives in Chestertown with her family. Please join us in welcoming Taylor to Dixon.



Coilhose Pneumatics is celebrating 50 Years

in business. From a tiny building in Roselle, to the current 105,000 SF facility in East Brunswick, NJ, Coilhose has spent five decades attracting new customers, entering new markets and rolling out innovative products. Coilhose will be celebrating, so keep an eye out for special announcements, promotions and product releases marking this milestone year.



FB Hydraulic would like to take a moment to thank all of its customers

and colleagues for helping celebrating their 50th anniversary. In 1968 FB Hydraulic was created by its founders, Pierluigi Facondini and Umberto Bicchierini, and over the course of the last half century has blossomed into a visionary and inclusive industry leader with a focus on global development. Without the steadfast support of its partners and contemporaries during this time, none of this would be possible. FB Hydraulic looks forward to the future and wishes all NAHAD member a fruitful conclusion to 2018 and an even better 2019! Be sure to stay informed with the latest news, products, and developments at www.fb-channel.net.



Unaflex Industrial Products is pleased to announce that they have

changed their name to UIP International, Inc. Ownership remains the same and they will continue to provide the same quality products and exceptional customer service you have come to rely on. UIP International is continuing to expand by investing in industrial hose assembly fabrication equipment and adding to their product lines. They have also achieved ISO 9001:2015 certification for their quality management system and consistently provide superior customer satisfaction. To learn more about UIP International's diverse range of products, please visit their website at www.uipintl.com or call/email at 1-800-257-2467/ sales@uipintl.com.



Continental announces enhancements to their distributor extranet site;

www.ContiFluidSolutions.com. This site is the everything site for their Hydraulics & Industrial Hose Distributors, complete with our Virtual Catalogs, Hose Select, weekly #didyouknows Tips, and much more to make their distributors well informed by putting the selling tools in the hands of hose sales & support people that need them the most. The site enhancements now include more tools such as Social Media Content, New Product Launch documents, Hydraulic & Industrial Hose Training Modules, and much more. Continental Distributors can click the "Register" button on the login screen to access this site. For more details on this tool please contact Continental Customer Service at 1-800-235-4632.



The NORRES Group is currently expanding its portfolio with the introduction of AIRDUC® PUR 355 AS

TWIN COLOR Hose. It's fully customizable. What makes the AIRDUC® PUR 355 AS TWIN COLOR special or different from the standard AIRDUC PUR 355 AS? This antistatic multipurpose polyurethane hose is the first and only AIRDUC® that can be dyed two-tone. Customers will have the option to customize the hose and display it with their colors or respective field of application. Any color combination is possible. AIRDUC® PUR 355 AS TWIN COLOR HOSE – features at a glance:

- highly abrasion resistant and microbe resistant
- permanently antistatic wall: electrical and surface resistance <10 Ω
- increased pressure and vacuum resistance
- good resistance to oil, gasoline and chemicals
- temperature Range: -40°F to 195°F, short time to 255°F

MEMBER CONNECTIONS



Parker has introduced several additional sizes of WILDCATTER® Multipurpose Oilfield Fracking Hose. Series 7311N and Series 7331 are heavy duty, high pressure 400 psi working pressure hoses for suction and discharge service. The products are now offered in popular sizes ranging from 1-1/2 through 6 inch inside diameters. Series 7331 is also available with a sleek UHMWPE finish for improved handling and optimal abrasion resistance. To learn more visit www.parker.com/safehose.



UNIFLEX, the Karben-based systems developer for hose production has added a convenient feature to its well-known motor-driven UWT 2 hose coiling reel. With the new UWT 2.2, the coiling speed can be continuously adjusted in both directions – from 0 to 50 rev/min. As before, there are two foot pedals for clockwise or counter-clockwise operation of the electrically driven coiling reel. Use the UNIFLEX hose coiling reel to easily wind and unwind hoses up to 1 ¼ inch in diameter. Five-position centering bolts, eyelets in different sizes, a bearing face diameter of up to 65 cm and big recess grips that facilitate the fixing and handling of the hose coils ensure maximum workplace ergonomics. A mechanical slip clutch, the protective cap of the pedal and the screw connection to the floor are the most important safety features. A separate UMS 4 hose length measuring device including floor stand is also available. Thanks to its solid, compact design, the 70 kg coiling wheel with its maximum carrying capacity of 80 kg is a robust workhorse that should accompany every UNIFLEX hose crimper and will ensure a reliable return on investment.



PT® Coupling Company announces the NEW! Abrasion Resistant Fittings line. Made in the USA, these fittings feature design changes in critical areas to make them more durable, which maximizes our customer's bottom-line. Choose from our selection of: 40A, 40C, 40C-SLSPX (with Sta-Lok II Paddle Handles), 40E, 40F, or 40CAL 45° elbow. More info at www.ptcoupling.com or email info@ptcoupling.com or call 1-800-654-0320.



IRP Industrial Rubber has completed their ISO 9001 standard certification renewal from ISO 9001:2008 to the newly revised standard, ISO 9001:2015. IRP was originally registered to the ISO 9000:1994 version back in 1997, and our commitment to quality standards continues into 2018. IRP is also proud to announce the addition of Tom Knott to their Port Coquitlam, BC branch. Tom comes to IRP with over 10 years of experience in Inside Sales and will be a great addition to the growing IRP team.



Balflex is proud to announce the addition of two new employees to help support our rapid growth. Kyle Kindt is our new Product Support Specialist with over 15 years of experience. Kyle transferred from Hydraulic Couplings & Accessories of Johannesburg, South Africa where he supported the Balflex line in the mining industry. Kyle will use his extensive knowledge to help educate customers on products. Dedicating his time to ensuring our customers are comfortable and knowledgeable about the products they use. Frank Rodriguez is our new Sales Support Specialist. Frank comes to us from the steel industry with over 20 years of sales experience. Frank will provide real-time support, processing sales and when necessary ensuring any special needs are met.



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. Kuriyama introduces its new Alfagomma® T422LH Series, THE BREWT, Liquid S&D Brewery Hose. This new hose provides extreme flexibility and is designed for maximum flexibility, bends easily around brewery equipment and works well in tight spaces. The Chlorobutyl high purity tube, handles temperatures of +226°F (+108°C) on a continuous basis. Available in ID sizes 1" through 4". Kuriyama's KOA Sanitary Fittings™ line; offers high-quality, hygienically designed hose fittings, clamps, gaskets and accessories, for use in the food, beverage, dairy, cosmetics and pharmaceutical industries. Every KOA Sanitary Fitting is made from 316L stainless steel with traceability. They are certified to meet 3-A Sanitary Standards. For more information on these and other Kuriyama products, call 1-847-755-0360 or visit www.kuriyama.com.



Flexaust products are "winterized" for the construction industry. Flexaust manufactures and supplies ducting and flexible hose for the construction industry. Products like FSP Bridge industrial hose are manufactured with bridge cleaning filtering in mind. For blower duct Flexaust offers the FX-180 (dehumidification) and FX-400 (Industrial rental) lines to assist in your ventilation system needs. These lines work great in outdoors conditions because that are moisture resistant and UV stabilized to prevent mold and mildew. FX-550 (construction/portable high heat) is great for heater hose when pouring concrete floors as the weather gets colder as it is able to maintain flexibility in cold weather conditions. The construction industry requires the proper tools to face the dangerous conditions that some jobs may require. Please visit www.flexaust.com for more product information and technical data.

NAHAD NEWS 2019 PRODUCTION SCHEDULE

NAHAD member companies are invited to submit brief news items for inclusion in the “Member Connections” section of NAHAD News.

- Please write your articles in complete sentences, and limit them to 60 words, including pertinent phone numbers, urls, etc.
- Submit Microsoft WORD format along with 4-color company logo.
- News items should focus on new or additional personnel changes, appointments or promotions, facility expansion, new products lines or advertising/promotion plans.
- Articles should be written in the third person (use “they” instead of “we”).
- Exclude sales features claims and direct or indirect comparisons with competitors’ products.
- All articles should be sent to cwifae@nahad.org by the materials deadline listed below. ●

NEWSLETTER ISSUE	MATERIAL DUE TO NAHAD	MAILING DATE
February	1/11/2019	2/8/2019
April	3/8/2019	4/12/2019
June	5/10/2019	6/14/2019
August	7/12/2019	8/9/2019
October	9/13/2019	10/11/2019
December	11/8/2019	12/13/2019

NOTE: 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.

Renew Your NAHAD Membership Today

As a valued member of NAHAD, we don’t want you to miss taking advantage of NAHAD’s exceptional member benefits, so we have provided you a very easy way to complete your renewal process. Visit NAHAD.org and simply select the EZ-Renew button on the homepage to pay your dues online.

If you would like a paper invoice emailed to you, please contact Courtney Stewart, Membership and Program Manager at cstewart@nahad.org and one will be sent to you. Please act now to renew your membership in NAHAD. We look forward to serving you in 2019. **Renewals are due by Monday, December 31st.** ●



ONE IDEA TO BE MORE SUCCESSFUL IN SALES (AND IN LIFE)

WRITTEN BY: PAUL REILLY



In a recent seminar, a participant asked, “What is the one thing

I can start doing tomorrow to be more successful in sales?” What a great question. In fact, this question is often asked in our seminars. I responded to the salesperson by saying, “Be a person of value.” The participant was confused and unimpressed at my response. He said, “I was looking for a tip or trick to close more sales.”

Too many salespeople have a tit-for-tat mentality. They only do something to get something. Instead, do something for a customer without expecting anything in return. Value-added salespeople focus on giving and not getting. Since they focus more on giving, paradoxically, they end up getting more than other salespeople.

Find a way to create unique and unexpected value for the customer. Try every day to create some value for the customer without expectation. For value-added salespeople, creating value is part of the reward. Although tips and tricks do help you close more sales, there needs to be an underlying philosophy to guide you. The Value-Added Selling message continues to thrive because it’s built upon a simple, yet powerful, philosophy; do more of that which adds value and less of that which adds little or no value.

Being a person of value requires a daily commitment to this philosophy. Start each day telling yourself, “Today, I will do more of those things that add value and less of those things that add little or no value.” In our seminars, we challenge salespeople to embrace this philosophy and try it for three weeks. Imagine the impact this philosophy could have on your career . . . on your life.

Every customer experience represents an opportunity to add value. As a person of value, you must proactively look for these opportunities. To be a person of value, you must subordinate your ego to help the customer achieve their success. For the value-added salesperson, creating value for the customer is a privilege.

For most organizations, Q4 represents the last lap of the year-long race. There is always a strong sense of urgency to close as much business as possible. This is an exciting quarter for salespeople. During the excitement of this quarter, remind yourself that the sale is about the customer. Every interaction is an opportunity to create value and serve the customer better. The best long-term strategy is to be a person of value. ●

VALUE PARTNER SPOTLIGHT



WHY YOU MIGHT WANT TO START EVALUATING ELECTRICITY AND NATURAL GAS PRICES NOW

As we've mentioned in prior publications, timing is important in the electricity and natural gas markets.

Because forward prices are near historic lows, you should consider acting now rather than simply consider prices shortly before your current contract expires.

The expiration month of an energy supply contract is what often influences many customers to start looking at what to do next. That's no surprise; constantly monitoring the energy market is time-consuming and requires sufficient expertise to understand prices and trends. As such, many customers put it off until time is short. With detailed market information and price analytics in hand, it is possible to finalize an electricity or natural gas supply contract now no matter when your current contract expires. The contract can have a locked-in low price for 1 to up to 60 months that begins in any future month.

Important indicators that it may be a good time to evaluate prices for your next contract are the forward price market trends for both natural gas and electricity. This is true no matter when your contract expires, even if it is in 2-3 years. By monitoring the forward prices (prices for electricity/gas purchased now at an agreed upon price but delivered at a future date), we can determine how the prices for a contract that starts in any forward month, in each energy market, are trending. For example, forward price trends may indicate that as of today, prices for a November 2020 contract start month may be lower now than they were in November 2017 and that prices are trending up and thus might be higher in mid-2020, a few months before the contract start month.

At APPI Energy, every day we gather thousands of price data points from many suppliers and examine the trends of the forward prices. We benchmark and compare the past and future price trends. By doing this, we're able to create a uniquely informed view of when is a very good time to start evaluating prices for the next contract. We utilize our data analytics to provide our clients with price/timing recommendations specific to the customer's energy service territory based on historical and future prices. We provide customers insights about good times to lock-in a price and which contract term length is most favorable to each customer's specific circumstances.

Given that forward prices today for both electricity and natural gas are very near historic lows, it is likely that a customer will benefit from evaluating energy supply prices now. There are many benefits to this strategy. If a customer is offered a price and contract term that meets their parameters, the price can be locked-in now and the customer can budget its energy expense well into the future. This removes the potential risk of prices escalating as the current contract expiration nears. Even if a customer does not find a satisfactory solution now, the customer will have valuable information in hand about real-time prices that they can use to inform their decision-making later. Finally, if the customer does not transact now they still have time before the contract expiration to try again.

For more information regarding forward pricing and how APPI Energy obtains prices from many vetted energy suppliers customized to your supply profile and buying requirements, please contact APPI Energy at 800-520-6685, or visit our website www.appienergy.com. ●

Spread the Word About NAHAD



As a NAHAD member, you probably already know that the Association for Hose and Accessories Distribution (NAHAD) and its Hose Safety Institute (HSI) have been committed to setting and maintaining these standards for years, giving hose and hose accessory industry leaders the resources, tools, training, education and connections to enhance and increase their business. Now it's time to spread the word! We've developed a white paper that you can share with your colleagues that are interested in joining NAHAD. It provides insights to what actual members are saying about NAHAD and the impact it has on their business and the hose and hose accessory industry. Visit NAHAD.org to download your copy today and share with your industry friends and colleagues. ●

Donate to charity:water

For those who have yet to contribute or would like to donate again, it's not too late - please consider making a tax-deductible donation and help bring an end to the water crisis. Our goal is to raise an additional \$5,000 by the end of 2018. Raising this money will provide clean, safe drinking water to an additional 166 people in desperate need. If you have any questions, feel free to contact the NAHAD office at 1-800-624-2227 or email info@nahad.org. ●



charity: water

7 WAYS TO HELP ENSURE YOUR INDUSTRIAL CONTENT GETS NOTICED, SHARED AND DRIVES RESULTS

WRITTEN BY: DAN KONSTANTINOVSKY,
STRATEGIC MARKETING, RH BLAKE

CREATING INDUSTRIAL CONTENT takes a significant amount of resources, expertise and focus. In fact, according to Industrial and Technology Marketers' Budget Survey, content creation is at the top of the list of challenges facing marketers. To help ensure your content achieves maximum reach and exposure, it needs to be easily shareable.

What Makes Industrial Content Shareable?

A study conducted by a team of UCLA psychologists found that people have an inherent desire to share information. But not all information gets shared equally – there are certain common content characteristics that enhance shareability. Ultimately, these shareability characteristics are aligned with one or more of these components:

- **Valuable:** Does your industrial content deliver meaningful and unique answers, solutions and advice?
- **Emotional:** Does your industrial content evoke a reaction?
- **Tied to Identity:** Does your industrial content provide readers the opportunity to feel connected?
- **Trending:** Does your industrial content relate to a recent topic or burning issue?

In addition to these components, here are 7 best practices to consider when developing industrial content:



Approach: The Industrial and Technology Marketers' Budget Survey noted that there has been a shift to customer-centric

over product-centric content. Thus, if you want to promote your latest product enhancement, be sure the message illustrates how it will improve efficiency, productivity or provide some other business benefit.



Headline: A compelling headline is key to capturing the reader's interest at the start, encouraging them to both read the article and then share it with others. Ideally, you should use your headline to show the value—what the reader will gain or learn. Write it in second person ("you" or "your") and use keywords that are most likely to capture the attention of your target audience. To help, here's a headline analyzer tool.



Images: They say a picture is worth a thousand words. But even if you need that many words for content such as case studies, compelling images can help pull the reader along, as well as support and enrich the story.



Videos: Videos are another popular method for connecting with your audience and encouraging sharing, with 69% of B2B marketing professionals already using them. While shorter is better, you can get around that 90-second timeframe by creating a video series—especially useful when introducing a new product line or service. (The Animoto website has a handy chart illustrating the ideal video length by type—from customer testimonials to product videos.)



Infographics: Regardless of how important statistics can be, logging through a list of numbers, percentages or data points can cause your audience to rapidly scroll down the page—or worse, hit the 'X'. That's where infographics can make all the difference as they invite your reader to look more carefully at the information you are communicating and are more easily shared than tables and text.



Structure: Use short paragraphs, bulleted lists and sub-heads to make the content easier to read and more likely to be shared. Callouts are a useful tool because they prompt readers to share the content via one click. Your callouts can be interesting facts, industry statistics or key pieces of advice. Then, remember that your content will be engaged with on numerous devices – design it accordingly. Organizing content where it's easily scannable and has a clear eye path drives engagement.



Social Sharing: While technically not part of the content, social "share buttons" still play an important role. By including them with each piece of online content, you will not only drive relevant traffic to your website but also increase the opportunity for natural (organic) backlinks, which will also help your SEO program.



Have You Checked Out the NAHAD Blog?

The blog is the premier source for hose and hose accessory news, trends, information, and community insights. With articles written by NAHAD staff and members, we aim to bring you great content and valuable posts. To check out the blog and read the posts, simply click the button below. And don't forget to become a subscriber so you never miss an article!

Interested in becoming a blogger?

If you have an idea for a blog topic or want to become a contributor, contact Catherine Wiafe, Director, Marketing & Communications at cwiafe@nahad.org for more information. ●

CONGRATULATIONS EXAM PASSERS!

The following employees of Hose Safety Institute member companies have passed exams during the period of September 8, 2018 – November 7, 2018.

COMPOSITE FABRICATION EXAM

Nigel Wright NZ Safety Blackwoods
Rhys Hunt HCD Flow Technology

COMPOSITE HANDBOOK EXAM

Charles McGoon HCD Flow Technology

CORRUGATED FABRICATION EXAM

Gareth Tate Jachris Hose and Couplings (Pty) Ltd.
Jason Crosby Rubber & Accessories, Inc.

HYDRAULIC FABRICATION EXAM

Anson Van Auken Applied Industrial Technologies
Bryant Henderson ERIKS
Darius Brown Applied Industrial Technologies, Inc.
Eric Bupp Applied Industrial Technologies, Inc.
Jeremy Brown Applied Industrial Technologies, Inc.
Jesse Vaillencourt Omni Services, Inc.
Michael Duncan Pressure Connections Corp.
Scott Kalkouli Omni Services, Inc.
Steven Carter Omni Services, Inc.
Tim Mallory ERIKS

HYDRAULIC HANDBOOK EXAM

Bryant Henderson ERIKS
Chase Garner RGA - Rubber and Gasket Co. of America
Danny Erb RGA - Rubber and Gasket Co. of America
Michael Duncan Pressure Connections Corp.
Michele Shroyer RW Connection, Inc.
Minal Abbas Polar Bear Rubber, Ltd.
Tony Neal RGA - Rubber and Gasket Co. of America

INDUSTRIAL FABRICATION EXAM

Anson Van Auken Applied Industrial Technologies
Nirmal Patel HCD Flow Technology
Steve Willard Littlejohn Inc.

INDUSTRIAL HANDBOOK EXAM

Deon Meyer Jachris Hose and Couplings (Pty) Ltd.
Greg Jimenez RW Connection, Inc.
Jamie Carpenter Hart Industries, Inc.
Jared Jenkins Alaska Rubber Group
Jason Crosby Rubber & Accessories, Inc.
Leon Tackoor Trinidad Hose Company, Ltd.
Mark Linnus RW Connection, Inc.
Martin Relave HCD Flow Technology
Minal Abbas Polar Bear Rubber, Ltd.
Steve Willard Littlejohn Inc.
Vishnu Deonarane Triad Technologies, LLC

NAHAD Announces Launch of Government Affairs Issue Alerts

Regulatory and legislative changes at the federal and state level impact every facet of your business. To provide you with the information you need on critical governmental changes, NAHAD is pleased to announce

NAHAD Issue Alerts, a series of issue briefs on key regulatory topics affecting the hose and hose accessories industry. Later this month NAHAD will release its first brief

on California Proposition 65 and how updated labeling requirements affect distributors of hoses and hose accessories. This members-only benefit will arrive in your inbox and will also be available on NAHAD.org. Look for future briefs on tariffs, tax policy changes and more, as well as a series of webinars where NAHAD members can ask the experts targeted questions directly impacting the hose business.

Have a government affairs topic you'd like to have considered for a future NAHAD Issue Alert? Email NAHAD Executive Vice President Molly Alton Mullins at mmullins@nahad.org. ●



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THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

nahad.org

NAHAD

DECEMBER 2018

news

A BIMONTHLY NEWSLETTER of
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

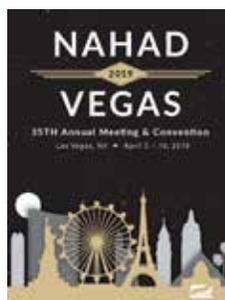
Upcoming 2019 NAHAD Events REGISTER TODAY!



**UNIVERSITY OF
INNOVATIVE DISTRIBUTION**
MARCH 10 – 13, 2019
JW MARRIOTT INDIANAPOLIS

NAHAD'S 35TH ANNUAL MEETING AND CONVENTION

APRIL 5 – 10, 2019
BELLAGIO • LAS VEGAS, NV



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NAHAD Congratulates Members
2018 Compensation Data
 - 4 Advertising Insertion Form
- And more!**