

# NAHAD news

A QUARTERLY NEWSLETTER of  
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

## FROM VISIBILITY TO VICTORY: SEO for Hose and Accessories Distributors

By Bill Rosado



### in this issue

- 2 President's Letter
- 3 Celebrate with Us  
Hose Safety Awareness Week
- 5 HSI Hands-On Training
- 6 Member Connections  
Introducing the New NAHAD Board Members

**F**or local businesses, from lawn care services to dental practices, getting found on Google is a critical component of success. But what about distributors? Does search engine optimization (SEO) hold the same weight for B2B websites in generating marketing and sales results?

As you'd expect, the answer is a resounding yes. However, the approach differs significantly from that of local businesses, which often leads to SEO being relegated to a lower priority in marketing strategies. This is a crucial oversight. In this article, let's explore why SEO is an increasingly vital channel for Hose and Accessories Distributors and how it can drive customer success, product discovery, and brand recognition.

The Importance of SEO in B2B: Existing customers may know where to find you, often by name or through their sales representative. However, SEO is instrumental in business growth and expanding opportunities.

- **Attract New Customers:** SEO expands your reach by highlighting your industry vertical insights, making it easier for potential customers to find you online.
- **Showcase Your Full Product Range:** An effective SEO strategy helps existing customers discover more of your offerings, leading to increased sales.
- **Enhance Credibility:** High-quality and optimized content positions your business as a thought leader, fostering trust and loyalty among customers.
- **Facilitate Partnership Opportunities:** A robust online presence can attract potential partnerships, enhancing your service offerings.

- **Stay Competitive:** In a digital landscape filled with content, investing in SEO ensures your business remains visible and relevant.

### SEO STRATEGIES FOR DISTRIBUTORS

For many companies who are new to search engine marketing or using SEO as a strategy, there are three simple buckets to think about – content areas, keywords, and content consistency and value.

#### First Strategy Bucket:

##### ► DIVERSE CONTENT AREAS

To maximize your SEO potential, focus on creating and optimizing a variety of content types. Here are key areas to target on your website:

- **Homepage:** Clearly state what you sell and convey who it's for.
- **About Us:** Highlight your company's history, values, and the human side of your team. Provide clear and detailed policies in your terms and conditions.
- **Marketing Content:** Promote your products with great content such as showcasing certain "sponsored" items alongside normal search results, driving sales to items of your choosing.
- **Category Pages:** Offer detailed information about different product categories.
- **Supplier Content:** Include information about your suppliers to build credibility.
- **Blog:** Regularly post valuable insights and information related to your industry as a thought leader in your area of expertise.
- **Item Data:** Optimize product descriptions,

headlines, titles, and meta descriptions. Many distributors find a Product Information Management (PIM) system is crucial for optimization.

- **Structured data:** use [JSON LD](#) to enhance search engine understanding of your content.
- **Core Web Vitals:** Remember to optimize these pages for faster loading times, which is not only a key pillar of SEO but also a way to avoid higher bounce rates.

#### Second Strategy Bucket:

##### ► KEYWORD RESEARCH

Effective keyword research is a fundamental part of SEO, but it's about more than just sprinkling a few keywords into your content and hoping for the best. Instead, it's about understanding the search behavior of your audience and using data-driven insights to guide your strategy.

#### Understand User Search Behavior:

Learn how keywords have evolved and how people currently search for products. This means staying updated on trends and shifts in search habits to ensure your content meets the current demands.

[Continued on page 4](#)



## Officer Listing

### OFFICERS

- Brian Pellegrin, *President*
- Mike Mortensen, *First Vice President*
- Roy Torres, *Second Vice President*
- David Heckler, *Immediate Past President*
- Molly Alton Mullins, *Executive Vice President*

### DIRECTORS

- Tripp Batey
- Mike Braucher
- Andy Christmas
- Brian Dutton
- Brian Hoaglin
- Paula LeGros
- Brad Marshall
- Scott Nelson
- Brad Rico
- Chris Schwab

### 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 Heffer
- 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
- Mark Fournier
- James J. Reilly
- Skip Bruce
- Scott Moss
- Karen Brandvold
- Sam Petillo
- Jeffrey Scheininger
- Jason Westad
- David Heckler

## Dear NAHAD Members



**A**S SUMMER DRAWS TO A CLOSE, I HOPE YOU'VE ALL HAD THE CHANCE TO ENJOY QUALITY TIME WITH FAMILY AND FRIENDS.

Recent economic reports from NAHAD, ITR Economics, and MDM Analytics show a trend of year-over-year sales declines over the past several months. I'm optimistic that your businesses are faring better than these figures might suggest.

By the time you receive this issue of NAHAD News, Hose Safety Awareness Week should be underway. I hope you've organized engaging events to showcase your commitment to hose safety, in alignment with NAHAD's dedication to this critical aspect of our industry 24/7, 365 days a year.

Additionally, if you haven't yet registered for the Hands-on Training event happening on October 14-15 in Houston, Texas, I encourage you to do so soon. This event promises interactive presentations and tours of local NAHAD member facilities, offering valuable insights into hose safety applications. Space is limited to 65 participants, so don't miss this opportunity!

Looking ahead, our full board will gather in November for our fall board meeting and strategic planning session. It's always a highlight to convene with some of the industry's top experts to strategize and shape the future of our organization. We have a lot to cover this year, and I'm excited to share the outcomes of this meeting with you in an upcoming newsletter.

It is an honor to serve as your NAHAD president. I welcome your feedback and comments on how we can enhance our efforts and make NAHAD even better for all our members at [brian@spartan-industrial.com](mailto:brian@spartan-industrial.com).

Brian Pellegrin  
NAHAD President  
Singer Industrial

“I'm optimistic that your businesses are faring better...”



## NAHAD IN THE NEWS



NAHAD President Brian Pellegrin was featured in the cover story of the July/August issue of *Industrial Supply* cover story: Speed Wins

**The newly inducted president of NAHAD, Brian Pellegrin keeps supply flowing and sales growing in Singer Industrial's Southeast region.**

Scan this QR Code to view the issue.



# CELEBRATE WITH US!



September 8-14, 2024

NAHAD has designated the week of September 8–14 as Hose Safety Awareness Week to promote the importance of hose safety essentials. This is a week where members can come together to highlight the actionable safety approaches implemented within their daily business operations to keep staff and customers safe. We are committed to ensuring that all hose manufacturers and distributors have the tools they need to promote hose safety with their teams and end-users. Scan the QR code to learn how to get involved.

**HSAW Toolkit** You can download the Hose Safety Awareness Week marketing toolkit and graphics from our website! Scan this QR code to download the toolkit.



**Focus on Safety All Year Long** NAHAD, through the Hose Safety Institute (HSI), provides education and training through a series of prescribed best practices, educational webinars, downloadable resources, and hands-on instruction throughout the year. Visit [nahad.org](http://nahad.org) to learn more. ●

## SINGER INDUSTRIAL TEAMS UP WITH MEP BROTHERS INC.

Singer Industrial has teamed up with MEP Brothers Inc., a leader in industrial and hydraulic hose, gaskets, and environmental spill response products. MEP Brothers is headquartered in Winnipeg, Manitoba, and will operate within the Industrial Rubber Division of Singer Industrial.

The capabilities of MEP Brothers will create a greater breadth and depth of support for Singer Industrial’s mutual customers in the Canadian markets and will continue to be led by past owners Jeff Gural and Jamie Gural. The addition of MEP Brothers increases Singer Industrial’s footprint to more than 100 locations with over 1,500 employees in North America.

*“We are excited to join Singer Industrial in their effort to grow and supply the hose market. The merger opens the door to endless possibilities for all involved. We truly appreciate the opportunity and look forward to the future together,”* said General Manager, Jeff Gural.

Chris Reed, Singer Industrial Regional Manager said, *“Jeff and Jamie have cultivated a high-performing team of energetic and knowledgeable individuals deeply committed to customer satisfaction. Their team aligns seamlessly with our company culture and shared focus on exceptional customer experiences.”*



*“MEP Brothers offers exceptional industrial and hydraulic hose products and service across a diverse customer base. We are excited to welcome them to our team and expand our footprint in Canada,”* said Industrial Rubber President, Sam Petillo.

**Singer Industrial** efficiently improves customer productivity with innovative industrial solutions while providing employee growth and opportunity. The group does that with a robust line of fluid power, hose and fittings, belt, seals and gaskets, pneumatic and automation products, and services. Singer Industrial partners with large and small businesses that are focused on solving customer problems with industrial solutions. More information can be provided by viewing [singerindustrial.com](http://singerindustrial.com). ●



## From Visibility to Victory: SEO for Hose and Accessories Distributors *Continued from page 1*

Avoid guessing what people are searching for; instead make sure your content aligns with what potential customers genuinely want, improving your chances of being discovered and driving meaningful traffic to your site.

### **Pull from Your Own Data:**

Utilize actual search and traffic data from your website to inform your strategy. Tools like Ahrefs, Semrush, Microsoft's Clarity, and GA4 can provide valuable insights into what your audience is searching for and how they are interacting with your site. These tools help you identify the phrases and questions your potential customers are using, allowing you to tailor your content to match these queries.

### **Third Strategy Bucket:**

#### ► **CONSISTENTLY CREATE UNIQUE AND HELPFUL (VALUABLE) CONTENT**

Craft content that stands out and reflects your brand's personality by using custom item images, branded giveaways, employee-focused "About Us" pages, and even a company mascot to showcase your unique identity. These elements differentiate your site and engage visitors, making your brand memorable and distinctive.

Regularly update your content to reflect industry changes and business developments. Search engines favor active, up-to-date sites, which boosts your SEO. Fresh content signals to search engines that your site is current and relevant, improving your rankings and visibility.

Leverage your in-depth product knowledge to position yourself as a valuable resource. Share detailed insights and expertise, which Google values highly for SEO. Demonstrating thought leadership in your industry's vertical not only attracts customers but also earns higher search rankings, enhancing your overall online presence.



### **BUT WE'RE SHORT ON RESOURCES. COULD WE USE AI?**

AI can be a powerful tool for generating content, but it should complement, not replace, your expertise. By using AI to create initial drafts from notes, or gather common background information, you can save time and streamline your content creation process.

Relying too heavily on AI can hurt your SEO efforts too. Google prioritizes unique, expert content, and AI alone cannot provide the nuanced understanding that human expertise offers. While AI can help with starting points and structure, your role is to add value by verifying facts, injecting personality, and showcasing insights that AI can't mimic.

You still need to refine and personalize the AI-generated content to ensure it reflects your voice and offers unique, original knowledge and experience.

By blending AI's efficiency with your own expertise, you create content that stands out and resonates with your audience.



### **MOVING BEYOND GOOGLE FOR MORE DISCOVERABILITY**

Recent trends show that search engines increasingly consider a wider breadth of content, especially as AI has been introduced to the market. It's not just about what you do on your website, but also how widely you spread your knowledge and expertise. Here are some platforms to focus on:

- **Blogs:** Blogs are a great way to promote your expertise and business personality. They can attract industry peers and potential customers who value your understanding of the product.

- **YouTube:** Visual media is very appealing, from product demos to how-tos. Show people how to do something instead of just telling them on your YouTube channel.
- **Facebook:** Still valuable for easy business engagement.
- **Twitter/X:** Remains effective for simple business communications.
- **TikTok:** Despite potential bans, it offers short, engaging content that can capture attention in bite-sized pieces, and can reach large audiences quickly when done right.



### **ESTABLISH YOUR SEO FOUNDATION NOW FOR MARKET DOMINANCE**

In short, SEO is a must for distributors who want to grow and stay ahead — from boosting your online presence and attracting new customers to building valuable partnerships. Create unique and fresh content across your platforms and website, optimize your pages with smart keyword research, and remember to use AI as a tool, not a crutch.

It's about getting found — and SEO is one of the top ways to do that.

(By choosing a high-performance platform like Aldrich's [WebAlliance](#), you can ensure your customers enjoy quick page load times and a seamless user experience, leading to higher conversion rates and improved SEO.

Give yourself a competitive edge in the B2B ecommerce market, so you can stay visible, stay relevant, and help your business thrive.) ●

## Have You Checked Out NAHAD's New Member Directory



Earlier this summer, NAHAD introduced its new and improved all-digital Membership Directory. This new directory format provides members the most up-to-date and comprehensive information in the NAHAD membership directory. You will find detailed contact information for employees and locations in a streamlined, user-friendly layout. The directory is continuously updated and always current.

Advertisers will also find this new directory format an improvement as well! Your ads will link directly to your website for more visibility and direct traffic.

**Interested in Advertising?** Place an ad in the most comprehensive guide to the companies, people, and products within the hose and hose accessories industry. Contact Bethany Garcia at [bgarcia@nahad.org](mailto:bgarcia@nahad.org). ●



# HSI HANDS-ON TRAINING

October 14-15, 2024  
Residence Inn Houston Pasadena



Pasadena, Texas. Transportation will be provided to and from the classroom location, onsite locations and the networking event. Use this QR code to reserve your room today.

### Promote Your Company at HSI Hands-On

All sponsorships include acknowledgment in the event marketing and during Monday's welcoming session. We have a variety of sponsorship options this year:

- **Session Sponsor** — \$3,500 (3 available): Introduce yourself and say something about your company when you introduce one of the speakers or submit a one- to three-minute commercial to be shown at the beginning of the session
- **Network Reception** — \$2,500 (1 available): Includes your company logo displayed on signage during the reception.
- **Notebook** — \$1,250: Your logo (single color imprint) will be on the notebooks given to each attendee.
- **Pen** — \$900: Have your company name on the pens provided during the event.

Contact Bethany Garcia at [bgarcia@nahad.org](mailto:bgarcia@nahad.org) to secure your sponsorship. ●

**NAHAD's next HSI Hands-On training will be October 14-15 in Houston. This dynamic program is crafted to inspire and deepen your knowledge of hose safety guidelines and best practices in hose design and fabrication.**

- Engage in a series of interactive presentations that bring the concepts to life.
- Participate in immersive hands-on exercises at distributor locations.
- Experience a behind-the-scenes tour of a leading manufacturer's warehouse.

This is your chance to **connect with industry experts**, gain practical insights, and elevate your skills to the next level.

Our lineup of speakers includes many of the leaders in the field, including.

- **Zeke Meltzer:** Vice President, Hydraulics, Texcel Rubber
- **Andrew Christmas:** Business Development Manager, McGill Hose & Coupling
- **Brent Lilly:** Vice President—Sales & Marketing, PT Coupling

You can view the bios of all of our faculty members on the website by scanning the QR code above.

**Reserve Your Room!** NAHAD has contracted with the Residence Inn by Marriott for a group rate of \$134 (plus taxes) per night for HSI Hands On participants. The hotel is located at 4711 East Sam Houston Parkway, South

## NAHAD Welcomes New Member Murray Corporation



Murray Corporation has been servicing customers for 112 years – since 1912 – and is a trusted name in industrial hose clamps. Murray designs and manufactures a wide array of hose clamp products as well as custom solutions, custom plastic injection molded parts and custom metal stamped parts to OEMs, retailers, and distributors, with production and inventory in many locations around the world.

Murray serves the automotive and heavy-duty truck, mining, industrial, irrigation and agriculture, pool, marine, plumbing, food and beverage markets.

Murray leaders believe that what differentiates it from its competitors are its people. *“Murray invests in our people, and this creates an environment of investing in our customers. We strive to meet or exceed our customers’ requirements and understand that our success is based on the service we provide to our partners,”* said Kevin Heater, Distribution Channel Sales Manager—North America for Murray.



Murray believes its membership in NAHAD will help better understand their customers’ businesses and requirements and that they can learn from the community.

*“One of our hopes for our NAHAD membership is building stronger relationships with our current customers and replicating this with prospective customers. We understand simply joining the organization is not enough. We aim to invest our time and resources into NAHAD as we see tremendous growth potential within the organization,”* Heater said. ●

# MEMBER CONNECTIONS



**Air Hydro Power LLC** (AHP) located in Louisville, Kentucky, has acquired assets of Baker Bohnert LLC as of July 1, 2024. Baker Bohnert has over 76 years of experience in the industrial distribution sector and is a market leader in the expansion joint manufacturing for the power industry. Since 1948 they have been solving material handling and sealing problems involving bulk solids, fluids, and air, combining state-of-the-art products and extensive service and installation experience to meet and exceed customer specific requirements and expectations. Third generation owner Brian Baker, President of Baker Bohnert stated: "In 1965 my grandfather said "Service to our customers and adequate stock to take care of them" is our difference. To this day the company has lived by that very simple motto. Becoming part of the Air Hydro Power and Houchens Industries family solidifies our future for growth and taking care of our employees and customers".



**Belt Power, LLC**, a full-service distributor and fabricator of belting and components for lightweight conveyor systems, has acquired the U.S. assets of Mol Belting Systems ("Mol"). Founded in 1986 and based in Grand Rapids, MI, Mol is a fabricator and distributor of process conveyor belting systems, conveyor accessories and power transmission products. Significant in-house engineering capabilities allow Mol to customize solutions for the most demanding belting applications. The combination of Belt Power and Mol provides a platform to deliver value-added solutions to our customers across the market by leveraging Belt Power's expanding footprint and Mol's technical expertise. "We are excited to join forces with the Mol team that has a legacy of innovation in the belting industry for over 38 years. The combination of our strong cultures and investments in our business creates an awesome opportunity for us to further develop leading edge solutions to address our customers' ever evolving requirements," said Belt Power CEO, Don Heitmeier.

**Brennan** Announces Expansion to Querétaro, Mexico with New Distribution Facility. Brennan Industries, a leading provider of hydraulic, pneumatic and instrumentation fittings, announced a strategic expansion to Querétaro, Mexico with the opening of a new distribution facility. The new facility in Mexico satisfies the growing demand for a local, dependable supplier and also guarantees uninterrupted workflows and seamless access to components.



**Coxreels** V-100 Series product line has been improved and expanded! Introducing the new 1 ¼" vacuum hose reel V-112-735 without hose and the V-112H-735 with hose. The new model is a smaller frame size featuring 12" diameter discs instead of the original 17" diameter discs and is designed for use with 35' of 1 ¼" vacuum hose. The outlet connecting to the hose remains 1 ½" and our 1 ¼" hose comes equipped with 1 ½" slip cuffs on both ends for maximum flow. In addition to the new models, the swivel has been improved on the entire product line. The new swivel design still allows for the connection of multiple hose sizes by using the inside and the outside of the housing, but a greater gradual taper has increased the amount of compatible inlet hose cuffs. This remains important because retail shop vacuums are coming with larger and larger hoses, some as big as 2.5". The swivel also includes hidden improvements via an enhanced O-ring sealing system for greater vacuum consistency and performance.

Coxreels is proud to introduce the Extreme Duty XTM Series spring rewind reel. Born from the coalescing fires of the highest strength springs, stainless steel rollers, dual sintered bronze bearings, multiple axle supports, and welded box frames, the XTM Extreme Duty Reel combines the ultimate features into the world's most robust reel solution. As with all Coxreels spring rewind reels, the XTM Series will satisfy your application's hose management needs and is USA made with Coxreels Legendary Quality, just in a more impervious package than previously available.

Based on the TMP T-Series Medium Pressure product line, the XTM uses the pinnacle of all options available in the Coxreels lineup with some unique features for extra rugged environments. All sizes of the XTM Series feature stainless steel rollers directly integrated into the, built like a tank, all-welded steel box frame.



Introducing **Dixon's** new Modular Connection System (MCS). This versatile system supports up to 10 hydraulic quick couplings, adaptable to your specific size and configuration needs. The modular block design allows for easy reconfiguration in the field, featuring an innovative retention system for quick and efficient repairs. With a 3000 PSI working pressure across all configurations and over 450 possible setups, Dixon ensures you always have The Right Connection®. Visit [info.dixonvalve.com/modular-connection-system-mcs](http://info.dixonvalve.com/modular-connection-system-mcs) or call 877.963.4966 for more information.



**IRP** is thrilled to announce some exciting new developments! We are delighted to welcome Alessandra Leone, CPA, CA, as our new Director of Finance. Alessandra has already made significant positive changes, and we anticipate many more under her guidance. Our Montreal location is also experiencing remarkable growth. We are pleased to introduce Donald Groulx, our Director of Operations; Kim Bazil, our new Warehouse Manager; and Shawn Glenisson, our newest Inside Sales Representative. Each of these outstanding individuals brings exceptional knowledge, experience, and character to our team. Due to this growth, we are excited to announce that we have relocated to a larger and more accessible space at 10075 Henri Bourassa Blvd W. This move will support our continued expansion and better serve our customers.





**Marken Manufacturing** is proud to announce the release of their new PTFE Flare Tool and their 589 X pneumatic 7" industrial hose cutter. The new PTFE flare tool allows the operator to reduce the flare for easy insertion of fittings. So, no taping, and has a cycle time of 5 seconds. Markens new PTFE flare tool is foot pedal operated, and can handle material up to 1.25." Marken's unique clamping method allows the new 589 X 7" industrial hose cutter to have clean square cuts without jagged edges. The oiling mechanism ensures the blade runs seamlessly through the material with less resistance. The dual air actuated buttons allow for safe operation and ease of use.



In hose production, tested safety is the be-all-and-end-all. The P-320 production test bench from **UNIFLEX** enables the safe and

efficient final inspection of hoses. It allows manufacturers and repair service providers to pressure their hose assemblies from 2175 to 21750 psi (150 to 1500 bar) to ensure that the test piece is of impeccable quality. Optional pumps for high pressure from 1500 to 4500 bar (2175 0 to 65250 psi) or low pressure from 20 to 1500 bar (290 to 21750psi) can be installed. As standard, the test bench has the plug-in adapter up to 1500 bar (21750 psi). To avoid adapters and save time, the P 320 can also be equipped with a quick release system, optionally up to 1500 bar (21750 psi) or up to 3000bar (43500 psi). The quick clamping system makes it possible to easily prepare the hoses to be tested outside the test bench, eliminating the need for screwing in in the test bench. With internal dimensions of 1607 x 1260 x 2130 cm (89.4" x 55.9" x 99.4"), the test chamber is very spacious. It also holds large hose lines or drums that can only be moved with the forklift. So the test bench is also suitable for larger production.



**U.S. Hose & Coupling** has announced the opening of their new 11,000 square foot facility as of Jul. 1, 2024. Located next door to their original production facility in Dayton, Ohio, this new warehouse space fills an ongoing demand for increased capacity and productivity in a growing market (<https://finance.yahoo.com/news/industrial-hose-market-size-hit-095000100.html>). Since the company was founded in 2000, customers nationwide have trusted U.S. Hose & Coupling's knowledgeable staff to provide solutions for their process systems and as a result over 10 million quality assemblies have been put into service. This latest addition will increase production capacity by approximately 50% and allow for increased focus. on growing hose assembly manufacturing cells while freeing up valuable space for additional OEM and high-volume production areas, as well as increased quality control and shipping & receiving capabilities.



## THE TOUGHEST HOSE PROTECTION PRODUCTS ON THE PLANET. PERIOD.

When it has to be SAFE. When it has to be SECURE. Then it has to be RHINO.

If a hose fails, it can inflict severe injury and cause expensive downtime. However, some of today's hydraulic hoses can endure up to a million impulse cycles with proper care and protection.

That's why RHINO hose protection is a must in preventing expensive failures. The RHINO Sleeve® dissipates fluid of a hose burst by turning it into a harmless mist, meets line of sight specifications and contains pressure. When relentless hose leaks and sudden bursts threaten your operations, choose RHINO and get the toughest hose protection products on the planet.



ANYTHING ELSE IS A COMPROMISE



## NAHAD Announces its 2024-2025 Committee Chairs

In 2021, NAHAD underwent a process to redesign its committee structure to better reflect the industry at large and the needs of the association. The goal in doing so was to accomplish four key elements: create value, engage membership, offer opportunities for future leadership, and address industry needs. What emerged were five committees: Hose Safety Institute, Education, Membership, Industry Insights, and Technology – all designed to accomplish these key objectives and move the association forward.

With the new structure, NAHAD also introduced term limits of three years to ensure leadership and volunteer rotation so as many members as possible could get involved with the association. Three years later, we are pleased to announce our slate of new committee chairs, as well as their goals for their term of leadership.

### MEMBERSHIP COMMITTEE



**Chair, Brad Rico, Executive Vice President, Brennan Industries, Inc.**

*"We have the chance to shape the direction and growth of the organization, impacting its success and future. I decided to serve as a way to give back to the organization, helping to foster a strong, engaged, and growing membership base."*

### TECHNOLOGY COMMITTEE



**Chair, Lydia Rice, eCommerce and Digital Marketing Manager, TIPCO Technologies, LLC**

*"Our industry is evolving quickly, and I understand that every organization is at different stages in leveraging technology to scale operations and strengthen partnerships. As Chair of the Technology Committee, I am committed to meeting manufacturers and distributors where they are in their digital journey. Together, as a committee, we will provide the resources and support needed to help the NAHAD community understand the technology available to achieve their digital goals."*

### EDUCATION COMMITTEE



**Chair, Mike Mortensen, President & CEO, ARG Industrial**

*"Developing our employees is so critical to the growth and success of our individual businesses and the industry at large. My thirty years in this industry, and my involvement in NAHAD has taught me so much. I've not only learned the core technical aspects of our business, but I've been fortunate to be exposed to people and resources that have helped me develop business acumen, organizational skills and develop and*

*hone my leadership style. There is so much value in the relationships and educational content that membership in NAHAD provides. It's my duty and pleasure to contribute in the ongoing development and introduction of these resources to the next generation of hose professionals entering our industry. I'm grateful for this opportunity to serve."*

### HOSE SAFETY INSTITUTE COMMITTEE



**Chair, Andy Christmas, Business Development Manager, McGill Hose & Coupling, Inc.\***

*"I hope to help others as the chair of the Hose Safety Committee. There are many people who have helped me throughout the years to learn and become a more professional salesperson and team member. By working with The Hose Safety Committee, I am to collaborate with world class manufacturers and distributors to come up with guidelines to help create safe hose assemblies and support our customers."*

### INDUSTRY INSIGHTS COMMITTEE



**Chair, Brian Hoaglin, CEO, TCH Industries, Inc.**

*"As the Industry Insights Chair, my goal is to educate and inform our members about the key trends shaping our industry and their businesses. I chose this role because I am passionate about empowering our community with the knowledge needed for strategic decision-making and growth."*

*Interested in getting involved with NAHAD and volunteering to serve on a committee in the future? Please visit [nahad.org/about/get-involved](http://nahad.org/about/get-involved).*

\*Andy Christmas is completing a fourth year as chair, at the request of NAHAD's Board of Directors.

## Introducing NAHAD's New Board Members

NAHAD welcomes our three newest board members to serve on our board of directors and what they hope to accomplish.



**Chris Schwab, Director, Fluid Conveyance Sales, Americas Region, Danfoss Power Solutions**

*"I have been involved in some form or fashion with NAHAD for most of my 25-year career in our industry. As a board member, I hope to leverage my experience and knowledge to drive value creation for all members, especially the next generations rising in the ranks. The relationships and friendships I've made through the years are cherished and I hope in serving on the board to give something back to the membership and the organization."*



**Brad Marshall, Co-CEO, TIPCO Technologies, LLC**

*"I'm hoping to help support young members and introduce new members to the full experience of NAHAD from learning and networking with distributors, manufacturers and service providers to actively supporting the Hose Safety Institute. Serving on the board gives me an opportunity to give back to the NAHAD community that has given so much to me and our team over the past couple of decades and to continue to develop lifelong industry relationships and connections."*



**Paula LeGros, Vice President Sales, Western Hose & Gasket/ Westflex Inc.**

*"As a more seasoned person in the industry, I enjoy connecting some of the newer/younger businesspeople with helpful resources. I think about how to engage young non-college bound individuals in our industry. It's perfect for someone who wants to build a career but with a more mechanical, hands-on aptitude."*





# ONE DIRECTION

WE HAVE ONE JOB.  
TO MAKE YOURS EASIER.

## OUR PREMIUM HOSE MAKES IT HAPPEN

Count on Continental to help you handle any high-pressure situation. Our **X-Life™ XCP5S hydraulic hose** is made for very high-pressure applications that require extra abrasion resistance. **The Flexsteel® 250 Steam Hose** features an increased safety factor of 20:1, exceeding the ARPM safety standard.



# What's **NAHAD 365**

## Excellence in education... Any day of the year.

With a dual emphasis on safety and employee performance, **NAHAD 365** offers professional development and job training content offered in a diverse variety of formats, extending beyond the annual convention, 365 days a year.

**Discover NAHAD 365 below:**



### NAHAD Convention

The NAHAD Convention is your best opportunity to connect with leaders in the industry, attend thought-provoking business sessions, and maximize your presence through the Showcase of Hose Solutions.



### NAHAD Webinars

NAHAD's Education Committee is focused on providing webinar topics of interest to both manufacturers and distributors. These webinars are a "must-attend" for anyone looking to grow in the areas of leadership, operations, career development, compliance and risk analysis, fabrication and more.



### NAHAD Academy

An e-Learning platform Designed to ensure all member organizations, regardless of size or budget, have access to affordable, quality, and relevant education content. More than 200 course titles are available with three subscription options to choose from.



### The Hose Safety Institute (HSI)

Members of NAHAD's Hose Safety Institute® represent distributors, manufacturers and suppliers who share a passion for the industry. Membership demonstrates to your customers that you take care great in the products you deliver to the field by following prescribed design and standards specifications for top-tier assembly, design, fabrication, handling, and management.



### HSI Hands-On Training

Formerly Regional Training, this program is designed to promote and develop an understanding and adoption of HSI guidelines and best practices in hose design and fabrication. Attendees will participate in a series of interactive presentations, visit distributor locations for hands-on exercises, and tour a manufacturer's warehouse.



### University of Innovative Distribution (UID)

Sponsored by the Association Education Alliance (AEA), a consortium of 40+ distribution professional associations and in cooperation with the Department of Technology Leadership and Innovation of Purdue University, UID is a concentrated educational program designed to enhance and fortify your knowledge, skills, and abilities.

Courses are grouped into six educational tracks: Distribution Strategy, Leadership & Professional Development, Management, Marketing, Operations, and Sales.



### Employee Development Roadmap

Proper recruitment, selection, onboarding and training of new employees and the ongoing education of current employees is critical to their success, and that of your business. This Roadmap provides you with important and timely Human Resources updates, policies, and templates. It identifies the key positions within the typical NAHAD distribution company, by title, with sample Job Task Descriptions for each.



### The Outer Diameter (OD) Podcast

This podcast series is designed to promote professional development and continuing education for distributors and manufacturers. Content includes new industry developments, innovative tactics for any business model, and valuable need-to-know information centered around the hose distribution industry



### Handbooks, Guides, & Reports

NAHAD provides members with access to comprehensive tools, recommendations, and best practices packaged in a collection of various handbooks, guidelines, and reports.

Topics cover hose assembly, the basics of industrial distribution, value-added selling, compensation, and other financial/productivity data.

# Congratulations Exam Passers!

The following employees of Hose Safety Institute member companies have passed exams during the period June 14 to August 8, 2024.

## 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

### A-1 COUPLING & HOSE

James Watson-Rich ●

### ALTERNATIVE HOSE

Michael Strenn ●◆◆

### AMAZON HOSE & RUBBER COMPANY

AJ Torres ◆◆◆◆

### ANDERSON PROCESS

Hudson Tunncliff ●◆◆●

### ARG INDUSTRIAL

Velichko Nankov ◆◆◆

Draven Eggleston ◆◆◆

### ELITE SUPPLY, INC.

Connor Wright ●

### GHX INDUSTRIAL

Carl Bielke ●●

Andrew Thephachanh ●●

Jorge Salinas ●◆◆◆

### HOSE AND RUBBER SUPPLY

Anthony Hutcheon ◆◆◆◆◆

Bobby Cox ◆◆◆◆◆

Brayden Edman ◆◆◆◆◆

Brock Edman ◆◆◆◆◆

Daniel Winegar ◆◆◆◆◆

Dylan Hammer ◆◆◆◆◆

Erik Hamnes ◆◆◆◆◆

James Paxton ◆◆◆◆◆

Jeremy Wilson ◆◆◆◆◆

Joe Haire ◆◆◆◆◆

Juliet Gray ◆◆◆◆◆

Landon Lopez ◆◆◆◆◆

Luke Ferguson ◆◆◆◆◆

Michael Montoya ◆◆◆◆◆

Scott Draper ◆◆◆◆◆

Taylor Edman ◆◆◆◆◆

Todd Edman ◆◆◆◆◆

### HOSE MASTER

Collin Williams ◆

### HOSE OF SOUTH TEXAS

Felix Camacho ●◆◆

Jose Perez ●◆◆◆◆◆◆◆◆◆

Joseph Putzel ●

Jose Romero ●◆◆◆◆◆◆◆◆◆

Robert Spencer ●◆◆◆◆◆◆◆◆◆

### HOSEGO AUSTRALIA PTY LTD

Nathan Lucas ◆◆

### INDUSTRATECH

Mitchell Hart ●

### MCGILL HOSE

Joe Chrzanowski ●◆◆●

### NATIONAL HOSE & EQUIPMENT LTD

Seneven Olan ●

Michel Lall ●

### OMNI SERVICES

Tim Sullivan ●

Tom Cote ●

Doug Warren ●

Maurice Turbide ◆●

John Faulise ●

Elliot Farrell ●

### RGA — RUBBER AND GASKET CO. OF AMERICA

James York ●◆◆◆◆◆◆◆◆◆

### ROYAL BRASS AND HOSE

Jack Smith ●◆

### RUBBER & ACCESSORIES, INC.

Chris Martin ◆

### SINGER INDUSTRIAL

StelliAnn Wood ●

### SINGER INDUSTRIAL (FOSTER HOSE)

Josh Henslin ●●

Chase Guidry ●

### SINGER INDUSTRIAL (VIKING HOSE)

Luis Zuniga ◆◆

### SPOKANE HOUSE OF HOSE, INC.

Hayden Roth ●

Jake Green ●◆◆◆◆◆◆◆◆◆

Tyler Kucera ◆◆

Michael Halligan II ◆◆◆◆

### STEADFAST, INC.

David Gunter ●

### TCH INDUSTRIES

Mark Leposa ●

### TIEFENBACH NORTH AMERICA

Ed Liming ●

### WESTERN INTEGRATED TECHNOLOGIES

James Munoz ●◆◆●

### WILCO SUPPLY

Nathan Passmore ◆◆

Brian Yokam ●◆◆◆

Larry Bowling ◆◆

### WILCO SUPPLY LLC

Gabriel Del Villas ●◆●

David Pierce ◆◆





# NAHAD

529 14th Street, NW  
Suite 1280  
Washington, DC 20045  
TEL: 410-940-6350

THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

[nahad.org](http://nahad.org)

# NAHAD

SEPTEMBER 2024

news

A QUARTERLY NEWSLETTER of  
THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

SAVE THE DATE

41st Annual

# NAHAD

## Meeting & Convention

April 12-15, 2025  
Tampa, Florida  
JW Marriott Water Street  
#NAHAD2025

### in this issue

- 1 From Visibility to Victory: SEO for Hose and Accessories Distributors
- 2 President's Letter
- 2 NAHAD in the News!
- 3 Hose Safety Awareness Week
- 3 Singer Industrial Teams Up with MEP Brothers Inc.
- 5 HSI Hands-On Training
- 5 NAHAD Welcomes New Member: Murray Corporation
- 6 Member Connections
- 8 Introducing New NAHAD Board Members & 2024-2025 Committee Chairs
- 11 Exam Passers