MARCH 2025

NAHAD

A QUARTERLY NEWSLETTER of THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

Opportunity is Knocking: Join NAHAD for the 2025 Annual Meeting and Convention

AHAD PRESENTS AN OPPORTUNITY TO CONNECT with the industry's top leaders, discover new products and level up your business at its Annual Convention, April 12-15, in Tampa, Florida. NAHAD expects nearly 1,000 attendees at this engaging event, which includes general sessions and workshops, and opportunities for informal and formal networking with hose manufacturer and distributor colleagues and friends.

Sam Richter, founder and CEO of SBR Worldwide/ Know More, will kick off the convention with two presentations, "Creativity Unleashed: Generative AI and Your

Future, Transform Your Business, Your Communications, Your Job, and Your Life," and "Get the Meeting No One Else Can: Intel Secrets to Find the Right Person, at the Right Time, with the Right Message." Both of them on Sunday, April 13.

In Creativity Unleashed, Richter will help attendees discover how to use generative Al to unlock the opportunities that will redefine how we live, work, and connect. He will explain the difference between AI and Generative AI, and how embracing GenAI like ChatGPT, CoPilot, Gemini, for example, can give businesses a competitive edge.

In the Sunday afternoon workshop, Get the Meeting No One Else Can: Intel Secrets to Find the Right Person, at the Right Time, with the Right Message, Richter will address how to ensure your outreach stands out as deeply human in a sea of AI-generated content, how to connect with decision-makers in a way that resonates and gets results.

The program continues on Monday, April 14. with A Nonpartisan Overview of Politics and Economic Outlook: The 2024 Elections and Beyond, presented by speaker and author Jeff Bush. In this

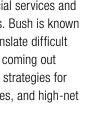
Washington Update, Bush will deliver a nonpartisan. comprehensive review of Washington, DC, legislation and regulation

affecting investors, financial advisors, and business leaders built on his 30+ years of experience in the financial services and political analysis industries. Bush is known for his unique ability to translate difficult and confusing information coming out of Washington into growth strategies for business owners, executives, and high-net worth investors.

Then on Tuesday, April 15, Lauren Saidel-Baker

with ITR Economics. will present "Challenges and Opportunities in 2025-2027," discussing the timing and the actions

necessary to take to get your company ready for the next few years and the rest of the decade. Navigating the twin challenges





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of inflation and interest rates will require immediate action. Saidel-Baker will discuss the timing and the actions to take to get your company ready for the next few years and the rest of the decade.

Workshops and industry roundtables will be featured as well. The complete program is available on the newly redesigned NAHAD website at www.nahad.org/annualconvention.

The NAHAD Convention's networking opportunities are unparalleled and known not to be missed. In addition to networking

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

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Dear NAHAD Members

ET READY! IN JUST A FEW WEEKS, I'll be welcoming you to the 41st annual nahad meeting and convention at the JW Marriott Water Street in beautiful Tampa, Florida.

The NAHAD team has worked hard to create an exceptional event packed with valuable opportunities:

- Networking: Connect with industry leaders and peers.
- Company Meetings: Strengthen existing partnerships and forge new ones.
- Expert Speakers & Workshops: Gain insights from leading experts.
- Showcase of Hose Solutions: Discover the latest innovations.
- Women in NAHAD: Connect and empower women in the industry.
- **Exciting Social Events:** Enjoy NAHAD's Opening Reception at the Tampa Aquarium and a Closing Party at the Anchor and Brine Waterside Restaurant.

I have had the honor of serving as your president this past year. Special thank you to Dave Heckler, Jeff Scheininger, and Jason Westad, who I learned from during their leadership of this great organization, and I did my best to use what I learned to keep the organization moving forward. I am truly humbled to have my name listed with the great leaders who have come before me to lead NAHAD. I must also thank those board members who I have had the privilege of serving with over the past five years and I know NAHAD is in a better place because of your service. 66
"I am truly humbled to have my name listed with the great leaders who have come before me to lead NAHAD."

I am thrilled that my sons will be joining me this year, Brandon and his wife Jiwon, and Brett, who I look forward to introducing to the NAHAD family. I am also excited that the other original

Spartan Industrial Products founders will be in attendance as well as they are a huge part of why I am serving as your NAHAD President.

This year's convention will cover many topics like Sam Richter's session on "Creativity Unleashed: Generative AI & Your Future," which will he follow up with a workshop on "Getting the Meeting No One Else Can." You will also hear from Jeff Bush on "A Nonpartisan Overview of Politics and Economic Outlook." Lauren Saidel-Baker with ITR Economics will share an "Economic and Political Outlook" which is generally a session that appeals to everyone. On top of that you will get to network, attend the Showcase of Hose Solutions, enjoy the ever-popular Manufacturer Hospitality Suites, and you will not want to miss the open reception at the Tampa Aquarium or the closing party at the Anchor and Brine Waterside Restaurant.

Registration is still open for NAHAD's 41st Annual Convention in Tampa, Florida at the JW Marriott Water Street on April 12-15, 2025, so if you have not already, please sign up it is going to be one of best yet.

Sincerely, Brian Pellegrin NAHAD President Singer Industrial



PRESIDENT'S LETTER

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NAHAD Welcomes New Board Members

NAHAD was pleased to welcome incoming Board members Chris Holder, Singer Industrial; Ryan Gocher, Continental; and Taylor Goodall, Dixon; to NAHAD headquarters with current Executive Committee members and staff. These individuals will join the board in April during the Annual Convention in Tampa. Welcome and thank you for your service.

Ryan Gocher

Head of Distribution - USA, Continental ContiTech

Ryan Gocher is the Head of Distribution - USA for Continental ContiTech, leading the company's efforts to strengthen partnerships, drive innovation, and expand market presence across the country. Having spent his entire career in the hose and fittings industry, Ryan brings a hands-on perspective that stems from years of working closely with distributors and end users. Before joining Continental, he owned and operated a hose and fittings distribution company in Canada, giving him firsthand experience with the challenges and opportunities that businesses in this space face every day.

Ryan is passionate about building meaningful relationships and working alongside great people to grow the industry. He thrives on collaboration, finding creative solutions, and driving success for customers, partners, and his team. Originally from Canada and now based in Cleveland, Ohio, Ryan is a dedicated Cleveland Browns fan and an avid Formula One enthusiast. Ryan chose to volunteer for the NAHAD board because he believes in the value of industry partnerships and wants to contribute to the continued growth of the hose and fittings sector. He looks forward to learning from his peers, exchanging ideas, and working together to tackle industry challenges while helping shape the future for the next generation of leaders.

Taylor Goodall

President, The Dixon Group

Taylor Goodall has been with Dixon for 21 years. He began my career in the distribution/customer service side of the business. He also spent several years in Dixon's our Specialty Products division before moving into his current role.

"I'm excited to join the NAHAD board to deepen my understanding of the organization and build new connections. Dixon Valve has a long-standing relationship with NAHAD, and I look forward to the opportunity to be a larger part of that relationship," he said.

Chris Holder

Chief Operating Officer, Singer Industries

Chris Holder is the Chief Operating Officer of Singer Industrial, a premier distributor specializing in industrial rubber and fluid power solutions. Singer Industrial has over 100 locations and a workforce of 1,500 employees and is a recognized leader in the industry.

Chris's career in industrial rubber began in high school when he started working in a warehouse in 1996. Since then, he has gained extensive experience across multiple facets of business, including branch and regional management, purchasing, IT, mergers and acquisitions and business process improvement. His hands-on expertise and leadership have played a key role in driving operational efficiencies and strategic growth to an ever-evolving industry.

Chris holds a Bachelor of Science degree in Business Management from Louisiana State University and a Master of Business from Robert Morris University. He currently resides in Pittsburgh, PA, with his wife Rebecca and their three children.







NAHAD Welcomes New Member

Desperate Marine Homer, Alaska

Steve Zimmerman, founder and majority owner of Desperate Marine, first got involved in the hydraulics industry in 1983 when he quit fishing and purchased half of Homer Hydraulics. There he gained crucial experience that he would need a decade later when he founded Desperate Marine, running a hose assembly and hydraulics enterprise from a box truck at the Homer Spit Harbor with an emphasis on helping fishermen desperate for repairs so they could quickly return to sea. The business soon grew into a brick-and-mortar building on the 'Spit' as Steve's experience and popularity continued to expand.

In 2006, Desperate Marine officially became an LLC and moved into a boat repair shop on nearby Kachemak Drive between the Spit and Homer's city center. First one bay was rented, then a second, until Steve bought the property a few years later, adding a storefront, a dedicated hose facility, followed by a hydraulic repair shop, and finally in 2018, a machine and fabrication shop. Today, Desperate Marine offers not only hydraulic sales and design services to the state of Alaska and the city of Homer, but also sells pipe and fittings, pumps, motors, thrusters, electrical wire, industrial hose and a variety of other products.

Even with Desperate Marine's steady growth over the years, our goal has remained the same: to do



our part in providing the services necessary to keep our fishing-focused, seasonally snowbound city running at full force. It's our hope that, by joining NAHAD, we'll be able to improve and standardize employee knowledge, create new relationships and become better connected to this industry, in order to better serve our community and the great state of Alaska.

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It's time. **Time to break from the status quo.** Time to move toward something better: Continental high-performance hydraulic hose. Experience the difference our innovative design and uncompromising quality make. **Partner with us and you'll discover the more you demand of us, the more we deliver. Make the shift.**

www.continental-industry.com

MEMBER CONNECTIONS



Belt Power, a full-service distributor and fabricator of belting and components for lightweight conveyor systems, has acquired the U.S. assets of Sparks Belting Company, Inc. Founded in 1946 and based in Grand Rapids, Mich., Sparks is a highly innovative fabricator and distributor of process conveyor belting systems, conveyor accessories and power transmission products. Significant in-house engineering capabilities allow Sparks to customize innovative solutions for the most demanding belting applications. The combination of Belt Power and Sparks provides the industry's leading platform to deliver innovative cost saving solutions to our customers across the U.S. by leveraging our fully integrated, national network of highly automated fabrication operations, best in class installation service teams supported by a highly technical sales team and application engineers with the deepest conveyance knowledge.

BRENNAN

Brennan Industries, a leading manufacturer and distributor of hydraulic and fluid connector products, is pleased to announce the acquisition of Coterflex Industrial, a renowned Brazilian manufacturer of specialized industrial solutions. This strategic acquisition aligns with Brennan's commitment to enhancing its product portfolio and delivering innovative solutions to its customers.

Coterflex Industrial, known for its expertise in custom manufacturing and a diverse range of industrial applications, will bolster Brennan's capabilities in meeting the evolving needs of its clientele across various sectors, including aerospace, automotive, and energy. With this acquisition, Brennan aims to enhance operational efficiencies and expand its geographic footprint.

Brennan Industries is committed to maintaining Coterflex's legacy of quality and service excellence. The integration process will focus on retaining Coterflex's skilled workforce and ensuring a seamless transition for customers.

Coterflex's management team will continue to operate from their current location, providing continuity and stability as part of the Brennan family of brands. Customers can expect the same level of service they have come to trust, along with enhanced product offerings and support.



In February, Coastal Hose and Supply announced the immediate opening of their second facility in Clute, Texas. "What attracted us to enter the Brazosport area was the similarities between Baytown, where our first facility is located, and Clute, which has a significant presence of downstream petrochemical and terminal activity. Additionally, my familiarity with the area, having graduated from Brazoswood High School in 2007, played a role in our decision," said Colton Reed, President and Managing Partner at Coastal Hose and Supply.

Many companies have already benefited from their services in the area. Now, with their physical presence in Clute, they should be able to expose more customers to a greater level of assistance and product availability.

Like the corporate office in Baytown, the new location will fabricate on-site all hydraulic, industrial and metal hose configurations. They will also carry the same quality manufacturer products from companies such as Texcel Rubber, Continental Contitech, Dixon Valve and Coupling, Kuriyama of America, Novaflex, Hosemaster, and Campbell Fittings. Further in



the year there will be an addition of a client will-call lounge and retail store front that will allow customers to shop while they wait for hose fabrication. Coastal Hose and Supply specializes in fluid conveyance components for petrochemical refineries, terminals and companies that support those operations. A grand opening for the Clute facility is being planned and will be announced at a later date.



Coxreels is proud to offer the Brawny option available for most 100 Series hose reels. The 100 Series reel can be mounted to a floor, wall, ceiling, bench, or truck and is made of steel for strength and durability with a U-shaped frame for 2-point axle support to provide stability during operation. It has a brake assembly for braking or for locking the drum to a desired length of hose.

The Brawny feature is an added option that adds strength to the drum, minimizing potential damage under increased or pulsing pressure usage. By adding the additional strength to the drum, these professional grade reels are better prepared to tackle the toughest jobs in the industry.

To order the brawny upgrade, simply add prefix "BX" to standard 100 Series reels. The Brawny option is available for the 8", 12.5", and 18" drum widths.

For further information on Coxreels® new Brawny option and diverse product line, contact Customer Service at (800) 269-7335 or visit www.coxreels.com.

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Biodiesel is one of the most common alternative fuels in use today. Chemically named methyl esters, biodiesel is produced from various sources such as agricultural oils (soy, corn, canola, etc.), recycled cooking oil, and animal fats. Due to the reactive nature of biodiesel, consideration of seals and materials is needed when choosing a hose reel and plumbing.

If the biodiesel concentration is B5 or less, the biodiesel will have such small affect that it will behave exactly as standard diesel where no special considerations are needed. For biodiesel concentrations of B5 or less, Coxreels recommends the use of our standard fueling reels (SHF or TSHF). For concentrations above B5, stainless steel plumbing should be used with Viton seals and non-sparking pawls. For these circumstances, the following Coxreels products are recommended: SHF-N-525-BBN, TSHF-N-XXX-BBN, or TSHL-N-635-BBN. In concentrations above B20, Viton seals must be used along with a special hose. The Coxreels product most suitable for this application is the TSHF-N-620-BBN with the Flexwing VersaFuel Hose.



Dixon is excited to welcome Mark Nowak as Northeast regional manager. With over seven years of experience in the hydraulic industry, Mark brings a strong background in customer success and team leadership. Mark looks forward to collaborating closely with the team, leveraging his industry expertise to provide valuable solutions and support across the Northeast region. For more information, visit dixonvalve.com.

Dixon is excited to introduce Brett Garcia as business development manager. An accomplished executive with a proven track record of leadership and strategic development, Brett's previous experience in sales, business development, and finance in multiple industries and organizations will help Dixon continue building relationships and pursuing new markets. For more information, visit dixonvalve.com. strategy. During his time as CFO and Executive Vice President, Matt led key initiatives that strengthened Echelon's foundation for growth. Over the past year, he successfully navigated the company through important changes, including improving profitability, upgrading key systems, and driving transformation across the business.



Home Rubber upgraded plant equipment last year including mills as well as installing a new 12" crimper. They also launched a new ERP system in 2024 which integrates Sales, Production, Shipping, Finance and CRM. This year they will install two 100foot semi-automated hose lines and a new Autoclave adding longer lengths and more efficient production. 800-257-9441, sales@ homerubber.com, www.homerubber.com.



CRP Industrial introduces the Butyl ATC Crush Resistant hose, a premium-grade transfer hose designed for beer, wine, and dairy applications. Featuring plastic wire reinforcement for crush resistance, the Armored Thermoplastic Cover (ATC) offers sanitary advantages over traditional rubber hoses. The hose is phthalatefree and meets FDA, 3A Sanitary, REACH, and European standards.

For more information, visit crpindustrial.com.



Echelon Supply and Service, a leader in industrial and hydraulic hose solutions, is pleased to announce the promotion of Matthew DeKay to President. Formerly serving as Executive Vice President and CFO, Matt brings outstanding leadership, strategic vision, and a dedication to ensuring customers receive reliable solutions exactly when they need them most.

With 13 years of experience at Echelon, Matt has a deep understanding of the company's operations, financial management, and

Join NAHAD for the 2025 Annual Meeting and Convention

Continued from page 1

receptions, including one at the Tampa Aquarium, a first-time attendee happy hour, and NAHAD's famed Carver Award luncheon presentation, companies can reserve NAHAD Company Meeting Rooms. These are private spaces for collaboration or facilitating other business needs. These rooms allow companies to host follow-up discussions with colleagues and potential customers or conduct their company's annual sales meeting while on the premises. Of course, room placement is subject to availability.

And finally, the Showcase of Hose Solutions will host nearly 140

exhibitors and give attendees and exhibitors the chance to make valuable connections. NAHAD prides itself on ensuring it has a wellbalanced distributor-manufacturer mix, allowing attendees to meet with current vendors while also discovering new industry products.

The Convention is a members-only show and will take place in Indianapolis in 2026. For more information on the 2025 NAHAD Annual Meeting and Convention, visit the NAHAD website at **www.nahad.org/annual-convention**.



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. •



What's NAHAD 865 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	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.
NAHADWEBINARS	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.
NAHADSkill, KnowledgeA C A D E M Y& Competence	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.
NAHAD HOSE SAFETY INSTITUTE	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.
NAHAD Hands-On Training	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.
Distribute Innovation	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	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.
NAHAD the OD	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
NAHAD Handbooks · Guides · Reports	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 of October 5, 2024, to February 19, 2025.

EXAMS

- Composite Hose Fabrication
- Composite Hose Handbook

ARG INDUSTRIAL	
Elijah Tuua	• • •
Connor Allison	• • •
Dan Von Herbulis	• • •
Kyle Defoe	**•
Levi Hansen	• • •
Matthias Morrison	• • •
Peter Dodge	• •
Philip Walker	•
Sterling Luther	• • •
GHX INC.	

Charles Mardis

GHX INDUSTRIAL	
Adrian Martinez	• • •
Jarod Huggins	••
Michael Adams	* * * *
Michael Vice	••
Nathan Kee	•
Osvaldo Lopez	••
Reginald Becton	•
Zeke Pate	••

GHX INDUSTRIAL — SUNSOURCE MAIN SUBSCRIPTION

Shannon Tanner	••
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HOSE OF SOUTH TEXAS

Jaydon Ruiz	•••••
Johnny Rodriguez	•••••
Jose Esparaza	•••••
Jose Villeal	••••••
Julian Tamez	* • • • • •

HOSECO AUSTRALIA

Kyle Maher	* * *
Thomas Preston	•
Kyle Maher	•
Ellaina Kane	**
,	

HOSECO AUSTRALIA PTY LTD

Zachary Friend	* * * *
Dylan Woodford	* * * *

- Corrugated Metal Hose Fabrication
- Corrugated Metal Hose Handbook
- Fluoropolymer Hose Fabrication
- Fluoropolymer Hose Handbook

IR-G	
Sam Farris	•
JACHRIS HOSE & COU	PLINGS
Cornelius Boani	◆ ◆ ◆
Melissa Swanepoel	•
Alicia Palm	* * *
MCGILL HOSE	
Christopher Ricciardi	••••
MOTION FLUID SOLUT	IONS
Kurtis Low	•
MOTION NEW ZEALAN	ID LTD
Dylan Clark	•
MTS	
Jeffrey Bechen	•
OMNI SERVICES	
Michael Dunker	•
Brand Cedrone	•
Breanna Stuper	•
Brian Carey	•
Dale Bisson	* *
Dan Gellner	•
Darren Etheridge	•
David Dillon	••
Doug Warren	•
Dylan Rogers	•
Eric Meissner	•
Gary Rooney	•
Gibson Yoder	•
Jason Rodier	*
Jeff Cedrone	•
Michael Dunker	**
Scottie Nolan	•
Shaine Nolan	•
Tom Trouerbach	••••

- Hydraulic Hose Fabrication
- Hydraulic Hose Handbook
- Industrial Hose Fabrication
- Industrial Hose Handbook

OMNI SERVICES, IN	C.
Cherrie Brown	•
Dustin Brinson	•
Dylan McCann Hunter Eccleston	•
Joe Verbanic	
Justin Young	
Kolton Gordner	•
Luis Collazo	•
Mark Bedard	•
Nathan Fishbaugh	•
Robert Newman	•
Zachary Hall	•
Baylee Bates	•
Briannah Sullivan	****
Mary Ann Cowan	•
RGA	
Ben Nunley	••••
Harris Kinslow	••
Harry Williams	•
Jesse Duran	•••
Landon High	•
Stuart Posey	••
Tony Value	••
RGA - RUBBER AND OF AMERICA-MO	GASKET CO.
Eddie Rogers	••
SINGER INDUSTRIA	L (CATAWBA RUBBER)
David Settles	****
Johnathan Smith	•••••
WESTERN HOSE & G DIV. OF WESTFLEX	
Richard Clink	•
Adrian Hawthorne	****
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NAHAD A QUARTERLY NEWSLETTER of

THE ASSOCIATION FOR HOSE AND ACCESSORIES DISTRIBUTION

41st Annual

Recting & Convention

MARCH 2025

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