

Who Sells What?

Each year when the *Annual STAFDA Directory* questionnaires are sent out, distributors are asked which of STAFDA's 35 major product categories they sell. The following summary ranks the **frequency of mention per category** for 2017 as compared to the previous two years. Percentages represent popularity, not volume. Volume rank by category is reported in STAFDA's *Distributor Profile Report*. *Directory* information also shows distributor members have 6,063 branches. Adding together the 1,023 distributor members to their branch locations extends the total STAFDA marketing reach to **7,086** locations! That's **2,516 more locations** than **Home Depot** (2,200) and **Lowe's** (2,370) combined!

Rank	Product Category	2017	2016	2015
1	Drill Bits/Cutting Tools	82%	83%	83%
2	Blades	81%	81%	82%
3	Hand Tools	81%	81%	81%
4	Abrasives	77%	77%	78%
5	Safety Equipment	77%	77%	77%
6	Portable Electric Tools	77%	76%	77%
7	Anchors	76%	76%	77%
8	Cords/Cables, & Lights	74%	74%	75%
9	Threaded Fasteners	73%	73%	73%
10	Adhesives & Sealants	72%	72%	72%
11	Levels	70%	71%	70%
12	Screwdriver Acc'ys.	70%	71%	71%
13	Drywall Screws	69%	70%	71%
14	Air Tools	68%	69%	69%
15	Compressors	64%	65%	66%
16	Powder Actuated Tools	64%	64%	65%
17	Tool Holsters & Pouches	64%	63%	64%
18	Power Nailers/Staplers	63%	63%	64%
19	Threaded Rod	63%	63%	63%
20	Other Products	61%	60%	58%
21	Scaffolds & Ladders	60%	61%	60%
22	Tool Boxes	60%	61%	61%
23	Diamond Equipment	59%	60%	60%
24	Generators	57%	58%	58%
25	Lasers	56%	56%	57%
26	Brushes	55%	55%	54%
27	Lubes & Chemicals	54%	55%	55%
28	Blind Rivets	44%	44%	45%
29	Hangers	44%	43%	43%
30	Stationary Tools	43%	44%	42%
31	Gas Engine Equipment	43%	43%	43%
32	Lifting & Moving Equip.	43%	43%	43%
33	Pipe Tools	43%	42%	43%
34	Hydraulic Tools	35%	36%	32%
35	Cable Installation Tools	25%	24%	24%

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If you want to challenge yourself and embrace personal growth, I encourage you to raise your hand and serve on the STAFDA Board or a Liaison Committee. I assure you it is personally rewarding and the knowledge gained from peer interaction is priceless!

I have had the opportunity to get to know incoming STAFDA President, **Michelle St. John**, over the last several years, spending time with her socially, at Board meetings, and at her impressive business, **Industrial Bolt & Supply (IBS)**, Auburn, WA. When I went to visit her, she picked me up at the airport and took me to see customers with her sales staff, demonstrating IBS's value proposition first hand! **Very impressive!** I leave the position of STAFDA President in very capable hands; hands that will soon be Tweeting, Facebooking, Snap Chatting you soon! Please help me welcome Michelle St. John as your 2018 STAFDA President.

Special thanks to STAFDA's Immediate Past President, **Terry Earle, Ft. Worth Bolt & Tool**, Ft. Worth, TX who mentored me throughout the year on my responsibilities; a true friend who certainly works in and out of his business to "Raise Leadership."

See you in Austin!

Trade News

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President's Message

Visit for Vision!

This year I challenged myself as STAFDA President to visit all the other Board members' companies during my term (almost got them all!) to gain insight and appreciation for how other distributors approach their businesses. First, let me say it was fun; full of positive takeaways from products to processes, but most of all great examples of stewardship, promoting our industry through staff development and leadership. I am very grateful for their hospitality and gracious welcomes.

I encourage all STAFDA distributors to reach out and visit their fellow distributor colleagues and suppliers alike; spend **TIME** learning about their businesses. It can only help you improve your operations or offer insight into a different way of doing something allowing you to achieve greater success.

I would like to thank the STAFDA office (**Georgia, Cathy, Carla, and Caroline**), my fellow Board of Directors and Liaison Committee members (I call my friends) for all their support and valuable contributions during my tenure as STAFDA President.



Tom Leahy
Border Const.
Specialties
Phoenix, AZ

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OCTOBER/NOVEMBER 2017

In This Issue: ♦ Austin Q & A's ♦ Who Sells What

Austin Texas Prize Rodeo Announced

Distributors: Grab your Stetson and boots, it's time for STAFDA's **Texas Prize Rodeo!** During the Trade Show on Monday and Tuesday, November 13-14, distributor members only will have a chance to rope big prizes.

Similar to a poker run, attendees will wrangle punches on their cattle card from cowboys and cowgirls roaming quadrants of both the Austin Convention Center Exhibit Hall and Hilton Exhibit Area. There are three zones in Halls 3/4/5 and one in the Hilton (Salons J & K). Turn in the completed card with all four punches (along with your contact information on the back) into the **Rodeo Raffle Barrel** in the Hilton Exhibit Area. A copy of the card is enclosed, with additional copies available at the STAFDA registration area.



The goal of the Prize Rodeo is to circulate distributors between the two buildings that house STAFDA exhibitors.

Winners will be announced Tuesday at 2:00 and 3:00 for **ProSeries Traeger Grills!** A total of four grills will be raffled off. STAFDA staff will coordinate shipping with the winners. So distributor attendees...Get ready to giddy-up and see all the great products at STAFDA's Trade Show!



New Members

- Please be sure to visit the members-only section of STAFDA's website, www.stafda.org, to get detailed information on the following members.
- Distributors**
- ALP Supply – Fairless Hills, PA
 - Affordable Tools – Erie, MI
 - B & C Fasteners, Inc. – Lewisberry, PA
 - Border States Electric – Fargo, ND
 - CWallA – Spokane, WA
 - Gary Carlson Equipment Co. – Roseville, MN
 - Casco Tools, Inc. – Stuart, FL
 - EFC International – St. Louis, MO
 - G & S Fasteners – Houston, TX
 - Hoists Direct – Albemarle, NC
 - J & L Fasteners – Hammond, IN
 - Materials Resources – St. Joseph, MI
 - Miller Industrial – Elk Grove Village, IL
 - Minuteman Ind.Supply – Goldsboro, NC
 - OES Equipment LLC – Austin, TX
 - PT Fokus Kencana – Jakarta, Indonesia
 - Pro-Mar Staple & Nail, Inc. – Chicago, IL
 - Quantum Emprendimientos S.A. – Pte. Derqui Pilar, Argentina
 - Supply Technologies – Cleveland, OH
- Associates**
- U-Turn Rentals & Const. Splies. – Wichita, KS
 - Zeitlin Industrial Supply – Wixom, MI
- Aerosols, Lubricants, Paints, Cleaners**
- Ambro-Sol USA – Asheboro, NC
- Abrasives, Brushes, Chemicals, Degreasers**
- Ameta Solution, Inc. – Mascouche, QC
- Wire Cutters, Wire Rope, Elect. Cable, Shears**
- Ascend Tools, Inc. – Laguna Hills, CA
- Tools, Fasteners, Blades, Adhesives**
- Avewood Pty Ltd. – Wetherill Park, NSW, Australia
- Shims, Safety, Forming**
- Deslauriers – La Grange Park, IL
- Cutting Tools, Construction, Tool Modifications**
- EAGLE/TAPTEK – Houston, TX
- Torque Wrenches, Striking Tools, Hand Tools**
- KRAFTWERK Europe AG – Moenchaltorf, Switzerland

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Get to Know Your STAFDA Leadership

Throughout 2017, STAFDA leadership will be profiled. We've covered STAFDA's Board of Directors and are now profiling our Liaison Committees. We've started with the Manufacturer Liaison Committee and will then move on to the Rep Liaison Committee. This month features Manufacturer Liaison Committee member, **Spencer Loveless**, Vice President, **Dustless Technologies**, Price, UT.



What path brought you to this business and how many years have you been in the industry? Dustless Technologies has been in business for 33 years. My parents, **Mike** and **Colleen Loveless**, started it in a one car garage behind their house making a vacuum that would suck ash out of fireplaces. After all their neighbors and family wanted one, they decided they could make a business out of it.

What are you most passionate about professionally? I am passionate about *work hard smarter* and always improving. I believe if you work hard smartly and measure what you are doing, you will always find a way to improve and move your goals forward. People will try and sometimes fail but that's how we learn and get better.

What is your greatest accomplishment in this industry? My greatest accomplishment is building a business with my mother. My father passed away a few years ago and we have had many challenges but got through them all to be better people.

What part of this business do you enjoy the most? I enjoy seeing projects come to realization both on the product side and on the process side. I love to see the joy that takes place by accomplishing what we have set out to do. This is on the business side but also on the personal side of life.

What is the current focus of your business? Our mission is "Innovating dust control solutions." We focus on finding dust solutions for contractors, homeowners, and anybody using tools. By having created many solutions, people come to us looking for answers to their dust problems and we try and solve them.

What is your favorite way to spend time when not working? My beautiful wife and five boys (oldest is 11) keep me plenty busy between coaching soccer, playing racquetball, wrestling with the boys, gardening, and going camping in the mountains. I enjoy the time I have with them now because I know they will be old and gone before I know it. "Life is Good."

#STAFDAAustin

@STAFDAHQ is now on Twitter!

Exhibitors: Use **#STAFDAAustin** and **#STAFDAHQ** to promote your upcoming Show Specials, Prize Drawings, and New Products.

The Austin Convention & Trade Show will feature three Twitter walls with a continuously updated

feed from Tweeting attendees. The walls will be outside the General Session, in the STAFDA Registration Area, and at the Trade Show entrance. Share photos and interact with other attendees.

Be sure to follow STAFDA on **Facebook** and **LinkedIn** too!



STAFDA’s Speed Interviewing Session with College Students

STAFDA's first ever **Speed Interviewing Session** with college students will be held Sunday, November 12, 1:00 – 4:00 p.m. Students from the **University of Alabama-Birmingham** and **Texas A & M** will be participating in our **November 12-14 Austin Convention & Trade Show**. Their resumes are posted to the members-only page of STAFDA's website and an email blast recently went out to all members with hyperlinks to their applications.

In addition to the Speed Interviewing Session, students will participate in: STAFDA's Educational Workshops, the Young Professional's Luncheon, the Opening Party at Austin City Limits, General Session, and the Trade Show.

Students attending and the career path they hope to pursue post-graduation is listed behind their name:

University of Alabama-Birmingham

- Kyra Glasscock (Outside Sales)
- Tomas Gonzalez (Outside Sales)
- Michael Rogers (Open to Opportunities)

Texas A & M University

- Blair Dixon (Supply Chain Operations)
- Caroline Farr (Logistics/Operations/Management)
- Laura Jenkins (Open to opportunities)
- Forrest Jones (Supply Chain/Procurement)
- Zachary Kerstens (Sales or Business Development)
- Brandon Koslovsky (Sales Management)
- Heath Kristek (Sales or Project Management)
- Adam Learmont (Branch Management)
- Garrison Mueller (Outside Sales)
- Kara Neptune (Outside Sales)
- Blake Shapiro (Management, Strategy, Operations)
- Rachel Tankersley (Branch Management, Sales)
- Logan Teter (Technical Sales)
- Connor Tinsley (Open to Opportunities)

If you want to schedule an interview(s), please email **Caroline Roberts** (croberts@stafda.org) the name of the student(s) you wish to meet with. Please respond to her no later than **Monday, November 6**.

If you wish to interview students and haven't submitted a Speed Interviewing request form, please contact Caroline or visit the members-only home page of STAFDA's website.

Austin Convention Q & A’s

Where and when can I pick up my badge and onsite program? STAFDA's registration partner, **ExpoTracker**, will be emailing badge confirmations **prior** to the Austin Convention. They'll do **two rounds** of emails: The **first** was **October 27** and the **second** will be **November 3**. Email addresses provided to STAFDA are to whom the badges will be sent. If someone from a company is serving as the point person for all registrations and provided STAFDA with **only** their email address, they will receive **all** badge notices for registered attendees. It will be up to them to forward the badge confirmations to attendees. **Please be sure to check spam folders as sometimes confirmations get routed there!**

Attendees will use the bar-coded confirmations to retrieve and print badges onsite. Please bring the email confirmation or a print-out of the confirmation to the STAFDA Registration Desk for a "hard copy" of the badge along with picking up STAFDA's Convention Program & Addendum listing program details and all attendees.

STAFDA's Registration Desk opens **Saturday, November 11**, at **7:00 a.m.** in the **Atrium Lobby** (corner of Trinity & 4th St). of the **Austin Convention Center**. Also in the registration area will be a **2018 STAFDA Directory** counter, Spouse/Companion Tour desk, and tables with industry publications.

How do I get to the Opening Party at Austin City Limits? Downtown Austin is very compact and **Austin City Limits (ACL)** is

a quick walk from STAFDA's host hotels. **The main party entrance will be at the corner of 2nd St. & Guadalupe. You must have your badge to attend.** Attendees will be walking to the party and "human arrows" will be in the lobbies of the JW Marriott, Hilton, and Hilton Garden Inn starting at 6:00 p.m. to help people get to the party. ACL security will wand attendees and check purses before attendees can enter ACL's **Moody Theater** or **3Ten** where **Bob Schneider** and **Tameka Jones** will be performing, respectively. Food trucks will be in front of ACL on 2nd St., the adjacent **W Hotel** will have buffets/beverage stations on both the first and second levels, and there will be buffet/beverage stations in ACL as well. This party is both indoors and outdoors. The party is from **6:30 – 9:30 p.m., Sunday November 12**.

What's the attire for the Convention? Everything is business casual. Austin has a very relaxed vibe and no STAFDA event requires a suit or tie. It's casual and comfortable attire for ladies as well.

Will STAFDA have a raffle during the Trade Show? YES! STAFDA will hold three raffle drawings on **Tuesday afternoon, November 14, at 1:00 p.m., 2:00 p.m., and 3:00 p.m.** At each raffle time, three items will be raffled off: a **\$200 gift card to Allen's Boots** (an Austin institution!), a **STAFDA-embroidered Yeti cooler filled with Austin swag**; and a **Tailgater Traeger grill**. Be sure to toss a business card into the large raffle drum in STAFDA Central!

Ratzenberger named to Apprenticeship Task Force

On October 16, following **President Donald Trump's** Executive Order Expanding Apprenticeships in America, **U.S. Secretary of Labor Alexander Acosta** announced members of the President's Task Force on Apprenticeship Expansion.

The Task Force — representing companies, trade and industry groups, educational institutions, and labor unions — will bring to the table substantial workforce development experience in addressing the nation's skills gap. The mission of the Task Force is to identify strategies and proposals to promote apprenticeships, especially in sectors where apprenticeship programs are insufficient. STAFDA's Austin keynote speaker, **John Ratzenberger**, has been named to this Task Force as a workforce training advocate. Apprenticeships provide paid, relevant workplace experiences and opportunities to develop skills that job creators demand. Hundreds of companies — big and small, across industries — have shown an interest in apprenticeships since President Trump signed his Executive Order.

Members Con't. from page 1

Strapping Tools & Product Securement

Maillis Strapping Systems – Fountain Inn, SC

Brush & Maintenance Products

The Malish Corp. – Mentor, OH

Insulated Curing Blankets, Tarps, Building Enclosures

Norseman, Inc. – Edmonton, AB

Threaded Rod, Studs, Tie Rod, Hex Bolts

Paradiigm, LLC – Alexandria, VA

Patented Industrial Markers

Pen Company of America – Garwood, NJ

Safety, Flame Resistant, Gloves, Workwear

Richlu Manufacturing – Winnipeg, MB

Automotive & General Hand Tools

S & G Tool Aid Corp. – Newark, NJ

All-Weather Gear Wrapping Strap, Injection Molding

Tailor Made Products-On Tie – Oconomowoc, WI

Continuous Hinges & Casters

ER Wagner – Menomonee Falls, WI

Brads, Pins, Staples

Zhongshan Shenning Metal Products Co., Ltd. –

Zhongshan City, Guangdong Prov., China

Rep Agents

AD & S Sales – Wallingford, CT

Andreas Sales – Monroeville, PA

EFK Solutions, LLC – Omaha, NE

Jericho Sales – Camden, SC

Professional Representatives of the Southwest, DBA

P.R.O.S. – Ft. Worth, TX

True North Sales – Nisswa, MN

Your Source – Plymouth, MN