

## Visit the Tech & Consultants Pavilions

STAFDA's **Tech Pavilion** at its Phoenix Convention & Trade Show has 25 companies registered and counting. Seven are new participants! Each vendor will showcase cost-saving benefits in the latest software, hardware, ecommerce, and business technology. The Fair runs during STAFDA's Trade Show, **Monday, October 29 (Noon to 6:00 p.m.)** and **Tuesday, October 30 (10:30 a.m. – 4:00 p.m.)**. Vendors include:

BlueVolt LLC	<b>Informmediate, Inc. (NEW!)</b>
Computer Insights	INxSQL Software
DDI System	Kerridge Commercial Systems
Distribution One	MC Services
District Publishing	Meridian Business Services
<b>ES Tech Group (NEW!)</b>	Oracle NetSuite
Edgenet	<b>Repfabric (NEW!)</b>
Empowering Systems/dynaMACS	Speartek
<b>Enlighten.net (NEW!)</b>	TECSYS, Inc.
Epicor	Telenotes
48WS	Tour de Force, Inc.
<b>Hydrian Inventory Optimization (NEW!)</b>	<b>Warehouse TWO LLC (NEW!)</b>
	<b>XOLogic (NEW!)</b>

Make time to visit the **Consultants Pavilion**, also located in the Trade Show. This is a great time to meet on-on-one with experts and get questions answered. A few new faces will be there so stop by and introduce yourself: **Ken Ackerman (NEW)** – Warehouse Consultant (**Ackerman Co.**); **Tom Bell (NEW)** – Payroll Processing Consultant (**ADP LLC**); **Nancye Combs** – HR Consultant (**HR Enterprise**); **Keith Fox** – Cash Flow Consultant (**BlueTarp Financial**); **Jeff Gusdorf** – Technology Consultant (**Brown Smith Wallace**); **Jeanne Hurlbert** – Customer Service Consultant (**Hurlbert Consulting**); **Paul Reilly** – Sales Consultant (**Reilly Sales Training**); **Ricardo Roman** – Personnel Assessment (**Caliper**); **Jon Schreiberfeder** – Inventory Consultant (**Effective Inventory Management**); **Eric Stiles** – Insurance Consultant (**Sentry Insurance**); **Kip Worsham** – Legal Consultant (**LegalCare America**).

## Effective Inventory Workshops Announced

STAFDA's Inventory Consultant, **Jon Schreiberfeder**, president of **Effective Inventory Management**, will hold two workshops in Grapevine, TX, **October 22-24**. On October 22-23, he'll lead his **"Effective Inventory Management"** program where attendees will work through a plan to maximize their company's inventory performance and cash flow in order to offer exceptional customer service. After the workshop – *at no charge* – Jon's offering attendees a 30-minute web session to help customize their company's inventory plan. On October 24, he will lead an **"Inventory Control/Warehouse Operations"** seminar. This interactive session will explore best practices in material storage, order fulfillment, and other aspects of warehouse and storeroom operations. Both programs will be held at the **Hilton DFW Lakes Executive Conference Center**. The cost of the two-day inventory program is **\$950 (STAFDA members receive a \$50 discount)** and the one-day inventory control seminar is **\$350 (STAFDA members receive a \$25 discount)**. The fees cover registration materials, breakfasts, lunches, parking, and complimentary transportation from the DFW Airport to the Hilton DFW Lakes Conference Center. For details, please visit [www.effectiveinventory.com](http://www.effectiveinventory.com).

## Message Con't. from p. 1

pursuing degrees in Construction Management, Supply Chain, and Industrial Distribution. This initiative, was both a response to demand for opportunities to engage with this somewhat mysterious workforce and to promote our industry to the next generation. Like you, I had heard this generation described as lazy, entitled, apathetic, social-media and cell-phone obsessed. What we found were students who were intentional, motivated, highly creative, ambitious, polite, intelligent, passionate, and eager to "make a meaningful impact" on our industry for which they displayed an impressive amount of understanding. For us, the Millennial myth was dispelled. Even more valuable, was the insight we gained on how to better attract and retain these recruits who will one day lead our companies. We asked questions like: **What attracted you to a major in industrial distribution? What do you perceive as some challenges and virtues of this industry? Describe a good day at work; Where are you and how are you spending your time? What kind of relationship do you expect to have with your manager? In what role do you see yourself in two years... five years?** We learned they expect to be mentored, not necessarily managed, and value honest and clear communication — essential information for us as we endeavor to create a culture that fosters the success of this next generation.

STAFDA understands in today's competitive environment, maturing workforce, and tight labor pool, the demand for young tech-savvy talent has never been more relevant. If you passed on last year's inaugural Speed Interviewing Session, you're in luck! This year's Phoenix Convention event will feature students from six universities and could be the answer to your staffing or internship needs. I highly encourage you to consider this rare and enlightening opportunity; even if you don't make a hire, I promise you'll get an education!

## AHP Update Con't. from p. 1

STAFDA has wanted to offer health insurance to members since the mid-90s. There have been countless Congressional surges, then setbacks, then renaming "Association Health Plans" to something more "sellable" to legislators: "The Small Business Health Care Plan." No matter how it was packaged, there was minimal traction. Once **President Obama** took office and work began on the Affordable Care Act, AHPs were permanently sidelined. Currently, Nebraska and North Dakota have welcomed AHPs to their state; California has flat-out denied them; and Massachusetts said "OK" as long as plans comply with existing rules on insurance sold to individuals and small employers. There is a lot of positive momentum in Wisconsin for AHPs and if the programs do well with state associations, let's hope they open it up to national associations, like STAFDA.



## President's Message

### THE MILLENNIAL MYTH

Which of the following statements is false?

- A.** Millennials are the largest generation in the U.S. labor force.
- B.** By 2025, Millennials will account for 60% of the U.S. workforce.
- C.** Currently, Millennials represent the greatest spending power of any generation.
- D.** Millennials stay with their employers longer than Gen Xers.

The answer is B; but it's misleading. Millennials will actually account for not 60%, but 75% of the U.S. workforce. What's true is, within the next seven years, nearly eight out of every 10 people we sell to, buy from, and employ will be Millennials.

The rest of us non-Millennials (anyone not born between 1980-1996) may feel mystified and even a little miffed by this emerging workforce dubbed the "Me Generation," but after participating in last years' STAFDA Speed Interviewing Session at the Austin Convention, I was convinced that, at least for those pursuing careers in our channel, this generation is perhaps more misunderstood than unmanageable.

ICYMI (in case you missed it) last year, STAFDA hosted students from two universities who were



**Michelle St. John**  
Industrial Bolt & Supply  
Auburn, WA

## Association Health Plans (AHPs) Update

The lead story in the May 2018 *Trade News* was on the possibility of associations, like STAFDA, offering health insurance to its members and their employees. Here's an updated status.

Association Health Plans (AHPs) began receiving media coverage in late spring and some members have asked if STAFDA will be offering a health insurance plan to its members. The answer is "Yes...maybe." Earlier this year, **President Trump** made changes to the Affordable Care Act allowing associations to offer health insurance to its members. However, the Administration has squarely put the implementation of this on the shoulders of each state. It's expected an array of AHPs could hit the market as early as Q1 2019.

**What does this mean for STAFDA?** Since the Association is headquartered in Wisconsin, STAFDA has to wait until the state allows health insurance carriers to sell AHPs to Wisconsin-based organizations. The State of Wisconsin is very pro-business and in late summer, health insurance companies began selling AHPs to *state-only* associations, but not national associations like STAFDA.

However, if things progress to where STAFDA can work with a health insurance carrier to offer coverage to members in

all 50 states, we'll aggressively pursue it. Currently, the newly rebranded AHPs give small businesses and people who are sole proprietors or self-employed additional options for health insurance. In some cases, those options could be less expensive.

The new rules for AHPs are complex, but it would enable associations to sell health plans that don't comply with some of the restrictions imposed on health insurers by the Affordable Care Act. AHPs would not be able to deny coverage to people with health conditions or charge them higher premiums, but insurers could set prices based on the overall health of people buying insurance through an association. AHPs will have more flexibility in their design, such as deductibles and benefits, including coverage for prescriptions. Association members would belong to a larger "pool" which could give insurers more confidence in projecting potential medical costs and result in lower rates. However, potential savings will be realized only if the group is healthier than average.

But with all this promise, there are some caveats. It's expected insurers will be selective when determining which associations, or industries, they want to partner with. Of those they do partner with — some groups will receive better rates while others will not.

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## New Members

Please be sure to visit the members-only section of STAFDA's website, [www.stafda.org](http://www.stafda.org), to get detailed information on the following members.

### Distributors

ADS, Inc. – Virginia Beach, VA  
BC Fasteners & Tools, Ltd. – Kelowna, BC  
Horizon Distribution, Inc. – Yakima, WA  
International Wood Products, LLC – Clackamas, OR  
MPS Distribution Hawaii, Inc., dba Fred Rader Mill Supply – Honolulu, HI  
PaulB LLC – Lititz, PA  
Re-Source Industries, Inc. – Ft. Worth, TX  
Wylaco Supply Co. – Denver, CO

### Associates

**Mini-Pumps for HVAC Condensate Removal**  
Aspen Pumps – Houston, TX  
**Custom Hardware: Electronic, Commercial, Military**  
B & B Electro-Mechanical – West Babylon, NY  
**Ladders**  
Bauer Ladder – Wooster, OH  
**Wood & Metalworking Machinery**  
Delta Power Equip. Corp. – Spartanburg, SC

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Get to Know your STAFDA Leadership



Throughout 2018, STAFDA leadership will be profiled. We’ve finished highlighting the Manufacturer Liaison Committee and are now moving onto the Rep Liaison Committee. This month features **Frank Devine**, President, **Quality Line Sales**, Katy, TX.

**What path brought you to this business and how many years have you been in the industry?** Not sure I want to admit 39 years in the industry, but I did start very young. I majored in Industrial Distribution at **Texas A&M** and was fortunate enough to be part of a small group from our department that joined **Dr. Don Rice** in attending the January 1979 IDA convention in New Orleans. I found a job at that convention as a Manufacturers Rep that would begin upon graduation in May, and I went to work. I have been a Manufacturers Rep ever since.

**What are you most passionate about professionally?** Maintaining integrity with my distributors and providing professionalism to the manufacturers I represent. I believe the only thing we bring into this industry is our name and we better be able to walk out with our name still in place.

**What is your greatest accomplishment in this industry?** Forming Quality Line Sales in 1983 and partnering with **Dick Reynard** for 26 years. During those years we never shared a contract between us, until Dick retired nine years ago. We worked on a handshake agreement in a 50/50 relationship and never had to battle each other. If either of us was uncomfortable about any decision, we found a way to make it work or we walked away. Together, we expanded and formed the most professional sales team in the industry (I’m biased). Our team reflects the values Dick and I have always believed were necessary to be successful.

**What part of this business do you enjoy the most?** Solving customers problems. Knowing our products so well that we assist our distributors and their end users in doing their job efficiently and effectively. To understand our manufacturers so well that we know exactly where to go to solve customers’ difficulties. We always feel our customers must know we will make their jobs easier, we will make their problems go away, and make their jobs a “no brainer.”

**What is the current focus of your business?** Our focus is the same as it was on April 1, 1983, when we formed Quality Line Sales: To represent only quality lines/quality products used by end users who push tools in the workplace every day. All our lines are products used by tool users and any new line has to fit with that group of products.

**What is your favorite way to spend time when not working?** I really enjoy working up a sweat in a workout, it is how I relax and reduce stress. When we get the chance to travel, my wife and I enjoy trips a week at a time, but our favorite is to bundle up all our kids and their families. We take them somewhere and make everyone hang out together, we have a blast, and the little cousins love it. Oh, and there is nothing like football season.

“Alexa...Meet Stan”

No, this isn’t from a matchmaking website, but for the upcoming Phoenix Convention & Trade Show, there will be three Alexa stations where attendees will be able to ask “Stan” (the man in STAFDA’s logo) Convention questions such as **“Where’s registration?” “What are the Trade Show hours?”** and **“Where are the Educational Workshops?”** Stan will be programmed with 100+ answers to the most commonly asked STAFDA Convention questions. Any question Stan can’t answer will refer the asker to STAFDA’s registration desk for assistance.

The Alexa stations will be located in STAFDA’s Registration Area and in STAFDA Central of the Trade Show, both located in the North Building of the Phoenix Convention Center. The third Alexa will be on the first floor of the West Building where STAFDA’s Educational Workshops and General Session will be held.

In addition to answering Convention questions, Stan will be programmed with STAFDA trivia covering past Convention cities, keynote speakers, and opening parties. Since the majority of Convention attendees were either in high school, college, or early in their careers in the 1980s, Stan will also be programmed with ‘80s music, TV, and movie trivia. Stan will randomly ask a STAFDA or ‘80s trivia question and the attendee will have to provide the answer. Some ‘70s trivia has been thrown in for good measure!

Here’s how it works: To start Stan, the attendee will say **“Alexa, ask Stan.”** To locate an exhibitor, the attendee will



Don’t get stumped on this ‘80s trivia...**This performer still holds the record for most albums sold worldwide and dominated the music scene in the ‘80s. Who is the performer and what’s the name of the album? Michael J. Fox turned a DeLorean car into a time machine in this hit movie. What’s the movie? Martha Quinn, Mark Goodman, Nina Blackwood, JJ Johnson, and Alan Hunter were the original hosts on what pioneering cable TV channel?** (See bottom of page 3 for trivia answers).

Find those parachute pants, leg warmers, a Members Only jacket, a blazer with oversized shoulder pads, or anything neon to channel an ‘80s vibe while committing page 18 of the *2018 STAFDA Directory* to memory.

Phoenix Convention Q & A’s

**Where and when can I pick up my badge and onsite program?** STAFDA’s Registration Desk opens on **Saturday, October 27**, at **7:00 a.m.** in the **Registration lobby outside Halls 4/5/6** on the lower level of the **North Building** of the **Phoenix Convention Center**. Also in the registration area will be a *2019 STAFDA Directory* counter and the Spouse/Companion Tour desk.

**I just read about the Alexa stations. Cool! What other tech is available?** The Alexa stations are only one example of new interactive technology being deployed in Phoenix. STAFDA debuted Twitter at its Austin Convention, but the small monitors couldn’t handle all the tweets. For the Phoenix meeting, there will be two, 90” monitors to display **Twitter**, **Instagram**, and **Facebook** posts (**#STAFDAPHX18**). One monitor will be in STAFDA’s Registration Area across from the Trade Show entrance and the other will be on the first floor of the West Building where STAFDA’s Educational Workshops and General Session will be held. Social media posts will also run sporadically on a large video wall in STAFDA Central. When not running social media, the video wall in STAFDA Central will feature a member-driven message. The content

of that message will be presented during the General Session on Monday, October 29. Lastly, STAFDA’s mobile app will again be offered in Phoenix.

**Will there be a post-STAFDA Convention motorcycle ride this year? YES!** Since 2004, a core group of STAFDA bikers organize a ride on their own after the Convention. The group will depart **Wednesday, October 31**, from the Sheraton Phoenix and head east to Arizona’s **White Mountains** for a ride to Show Low/Pine Top, AZ. It’s a beautiful ride among dense Ponderosa pines. The outbound trip includes a visit to the **Petrified Forest National Park**. After an overnight at the **Hampton Inn** in Show Low/Pine Top, the return on **Thursday, November 1**, will head southwest through the old mining town of Globe, AZ, and wind through the **Salt River Canyon**. This is considered an excellent motorcycle route with a lot of twists and elevation changes. Discounted bike rentals are being offered to STAFDA riders from **Buddy Stubbs Harley-Davidson (602/833-5505)**. The **Hampton Inn Show Low/Pine Top** is offering a reduced room rate (\$139) to STAFDA riders (**928/532-4444**). For more details or to register, please contact the STAFDA office (**800/352-2981, info@stafda.org**).

Phoenix Exhibitors

STAFDA’s Trade Show has filled to capacity from its original floor plan however, Plan B is in place to accommodate those who still want to exhibit. Below are the exhibitors who registered since August 13. Please visit STAFDA’s website for a complete list.

- AccuTec Blades, Inc. #565
- Acme Staple Co., Inc. #1860
- Airmaster Fan Co. #1464
- All America Threaded Products #263
- All Material Handling, Inc. #563
- ARGCO #163-165
- Bauer Corp. #363
- Blaster Corp. Inc. #261
- Bomag Americas #1650
- Delta Power Equipment Corp. #765
- Dustless Technologies #463
- Eagle/Taptek #1864
- Erickson Mfg., Ltd. #665
- Express Products #1462
- Flex-North America, Inc. #547
- The Fountainhead Group #1463-1465
- GVS North America #362-364
- Global Film Source #365
- Greenlee #101-103
- Guardian Fall Protection #1862
- International Tool Mfg. Corp. #260
- Kinco Gloves #1762-1764
- Liberty Glove & Safety #161
- Midland Power, Inc. #162
- PHP (Portable Heater Parts) #1763
- Perfection Chain Products, Inc. #265
- PrimarySource #1564
- Seirus Innovation #1859-1861
- Sellstrom Mfg. Co. #1662-1664
- Shanghai Recky International #1665
- Shanxi Pioneer Hardware Ind. Co. #164
- Shurtape Technologies LLC #262-264
- SitePro #1363-1365
- Taipan Canada #1317
- Tajima Tool Corp. (U.S.A.) #562-564
- Tianjin Hweschun Fasteners Mfg. #465
- Tie Down Engineering/TranzSporter/ RoofZone #1565
- Top Kogyo Co., Ltd. #1663
- Zenith Industries #1765

Trivia Answers:

**STAFDA:** Acapulco in 1986; Anaheim, CA; Jim Collins  
**‘80s:** Michael Jackson, Thriller; Back to the Future; MTV

Member News

**Esch Construction Supply**, St. Paul, MN, has expanded into the Denver, CO, market with a full service branch in Arvada, CO. **Beau Jaber** and **Max Mork** will oversee the new location. A grand opening is scheduled for early October...**Klein Tools**, Lincolnshire, IL, recently acquired **Ergodyne**, St. Paul, MN. Ergodyne will operate as a separate business unit at its current location, and **Tom Votel** will continue to serve as Ergodyne’s president and lead their team.



**Protective Industrial Products (PIP)**, Latham, NY, has announced the appointment of **Tom Fry** to COO. He will be responsible for providing leadership and process improvement and acquisition initiatives. He formerly was with **Danaher Corp...Southwire**, Carrollton, GA, has acquired **Pro-Built Professional Lighting**, Mundelein, IL. As an asset purchase, the business will relocate to Carrollton as part of the company’s Tools and Assembled Products business unit.

Members *Con’t. from p. 1*

- Forged Hand Tools for Const., GSA, Railroad, Waterworks**  
Lansing Forge, Inc. – Lansing, MI
- Hot-Air Hand Tools, Nozzles, Heat Guns, Welding Tools**  
Leister Technologies – Itasca, IL
- Forming Tie & Acc’ys., Rebar Tools, Reinforcing Prods.**  
OCM Inc. – Grayslake, IL
- LED Work, Utility, Security, Emergency Lighting**  
Stonepoint LED Lighting – Louisville, CO
- Abrasives, Cutting Tools, Wire Brushes, Welding Consumables**  
Taipan Canada – Edmonton, AB

Rep Agents

- CE Sales & Marketing – Oakdale, CA
- Hughson & Merton, Inc. – Burlingame, CA