



Daren Cowan
Satelite Sales
Newark, NJ

The political mantra going into 2009 was "Change." Who would have thought a negative connotation would follow that battle cry! Our Northeast region had great hope in the beginning of '09 with talk of "stimulus" and "shovel ready" project money being allocated. Those expectations were diminished when major projects in New York City, Philadelphia, Boston, and surrounding areas were put on hold or shut down altogether. Major contractors throughout the region were now faced with survival. STAFDA distributors have had to redefine their role in this type of economic climate. Purchasing to support the current activity level has become "just in time" inventory. Brand has taken a back seat to price and availability. Leaner organizations are working longer hours for less reward. However, emerging energy technology (wind, natural gas, oil) has shown up in northern Maine, western Massachusetts as well as New Jersey, New York, and Pennsylvania. Although "Change" is inevitable in everything we do, I believe that 2010 and forward holds the "Positive Change" we all look forward to.