



## President's Message

**FEELING  
#GRATEFUL!**

In this age of social media, I sometimes find myself thinking in hashtags and captioning moments with emojis prompted by Facebook "feelings," and at the risk of sounding cliché with the use of this particularly seasonal salutation, please indulge me for a moment!

In the days and weeks following STAFDA's 41<sup>st</sup> Annual Convention, November 12-14, in Austin, I've heard myself repeating this word over and over to describe not only the Convention, but STAFDA in general. I am so very **grateful** for this Association; for our exceptional executive director, **Georgia Foley**, and her capable staff of three who were the impressive architects of this record-setting endeavor that was so popular it required a satellite venue to house all who desired to exhibit at the Trade Show! In typical STAFDA fashion, Georgia and her team advocated for its loyal members and invented a way for everyone to get in on the action, and then backed it with a poker run to assure its success. What extraordinary commitment!

I am **grateful** to our 2017 President, **Tom Leahy**, for his friendship, his leadership, his mentorship, and his General Session message; I hope you were equally convinced by his example and challenge to invest time in others in order to "Raise Leadership" in our com-

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

# Happy Holidays! Trade News

DECEMBER 2017

## New Construction Starts in 2018 to Increase 3% according to Dodge Data & Analytics

In early November, **Dodge Data & Analytics** released its *2018 Dodge Construction Outlook*. The report predicts total U.S. construction starts for 2018 will climb 3% to \$765 billion.

"The U.S. construction industry has moved into a mature stage of expansion," stated **Robert Murray**, chief economist for Dodge Data & Analytics. "An important question entering 2017 was whether the construction industry had the potential for further expansion. Several project types, including multifamily housing and hotels, have pulled back from their 2016 levels, but the current year has seen continued growth by single family housing, office buildings, and warehouses. The institutional segment of nonresidential building has been strong, led by transportation terminal projects along with gains for schools and healthcare facilities. As for public works, the specifics of a \$1 trillion infrastructure program by the **Trump Administration** has yet to materialize, so activity continues to hover around the construction starts attained a couple of years ago. Total construction starts in 2017 were estimated to climb 4% to \$746 billion."

Murray continued, "The U.S. economy in 2018 should see moderate job growth.

Market fundamentals for commercial real estate won't be quite as strong as '17 but funding support for construction will continue to come from state and local bond measures. Overall, 2018 will likely show some construction project gains while others will settle back, with the result being a 3% increase for total construction starts."

By major sector, gains are predicted for residential building, up 4%; nonresidential building, up 2%; and nonbuilding construction will stabilize after two years of decline. Forecasted construction starts by specific segments include:

- Single family housing will rise 9% in dollars, corresponding to a 7% increase in units to 850,000 (Dodge basis). Continued employment growth has eased some of the caution shown by potential homebuyers, while older Millennials are helping lift demand for single family housing. A modest boost will come from rebuilding efforts in Texas and Florida after Hurricanes Harvey and Irma.
- Multifamily housing will retreat 8% in dollars and 11% in units to 425,000 (Dodge basis). This project type ap-

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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

Atlas Mining and Manufacturing –  
Montrose, CO  
Blue Sky TDS – Seguin, TX  
Caravan House – Monterey Park, CA  
Charlotte Bolt and Foundation Systems –  
Charlotte, NC  
Coll Builders Supply – Orlando, FL  
Crown Bolt – Aliso Viejo, CA

Crown Staple & Supply – Ringwood, NJ  
DNA Tools and Supplies – Burnaby, BC  
JK Industries, LLC – Tomball, TX  
Jay's Air Fasteners, Inc. – Little Rivers, SC  
Pacific Construction Sply., Inc. – Woodinville, WA  
SDI Supplies – Toronto, ON  
Simba Industries – Grapevine, TX  
Valley Supply Co. – Woodinville, WA

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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 moving onto our Liaison Committees. We'll profile the Manufacturer Liaison Committee before moving onto the Rep Liaison Committee. This month features Manufacturer Liaison Committee member, **Jude Nosek**, Marketing Director/West Coast Sales Manager, **Keson Industries**, Aurora, IL.

### What path brought you to this business and how many years have you been in the industry?

I joined Keson, our third generation, family-owned and operated business, in 2004. For 10 years prior, I worked at **Anixter**, a distributor of communications and security products and electrical and electronic wire and cable. My role in the marketing department was to listen to customers and build the tools salespeople needed. A supervisor once told me, "The job of marketing is to take away the excuses of the salesforce." So I tried to eliminate the excuses, writing copy for scores of brochures and hundreds of sell sheets. That experience prepared me to complement the already great team at Keson.

### What are you most passionate about professionally?

One of the terrific things about Keson is that our employees share a passion for building a great business by manufacturing and supplying great products and service. Our tag line is Make Your Mark®. That means taking the time to do it right, the first time. We get to help STAFDA distributors all over the country Make [Their] Mark. We appreciate the opportunity to serve.

### What is your greatest accomplishment in this industry?

Nothing in this industry is done in a vacuum. I'm lucky to be part of the team that helped steer Keson through the difficult financial crisis a decade ago. We emerged with a new brand image and a redefined focus. Now, as we enter our 50th year, we are stronger than ever.

### What part of this business do you enjoy the most?

Hearing all the incredible stories of the people in our industry. Their passion, loyalty, and dedication is inspiring and humbling.

### What is the current focus of your business?

Keson is focused on becoming the world's most trusted source of measuring and marketing products. We provide value to serve every step in the chain: end-user, distributor, and sales representative and us. We strive to provide reliable, innovative, and easy-to-use measuring and marking products to people who are passionate about their work and getting it done right.

### What is your favorite way to spend time when not working?

I love spending time with my two great kids, **Iris** and **Simon**, and my lovely wife, **Susie**. Our family trips are filled with laughter and joy. And when they've had enough of me, I go out for a run.

## Industry Veteran Passings



STAFDA's first executive director, **Morrie Halvorsen**, passed away October 31, age 86. This was announced during the General Session at STAFDA's Austin Convention & Trade Show, Austin, TX, November 12-14.

A high school standout in basketball and tennis, he was inducted into his high school's Athletic Hall of Fame in 2015. Morrie attended **Denison University**, Granville, OH, for two years before earning his B.S. in economics from the **University of Wisconsin-Madison**. He was a member of **Phi Gamma Delta** fraternity at both universities and later took advanced business courses at the **University of Michigan** and **The Wharton School**.

He spent two years with the **U.S. Army** running an Armed Forces Radio Station in Whittier, AK. That was followed by a brief stint as a TV anchor with **KWWL** TV/Radio, Waterloo, IA. In 1956, he joined **Milwaukee Electric Tool**, Brookfield, WI, as a sales trainee and worked his way up to Vice President-Sales & Marketing. From 1972-1976, he held a similar position with **ITT Phillips Drill**, Michigan City, IN.

During his time with Milwaukee and Phillips, he realized there was no national trade association for distributors/manufacturers in the tool and fastener industry. When he learned 18 distributors had started such an organization, he applied for the job as executive director and held that post until his retirement at the end of 1999. When he announced his retirement, he was pleased STAFDA's Search Committee selected his daughter, **Georgia**, to succeed him.

## New Officers Elected

STAFDA members elected new leadership during its 41st Annual Convention & Trade Show in Austin. **Michelle St. John**, Co-Owner and President, **Industrial Bolt & Supply, Inc. (IBS)**, Auburn, WA, became STAFDA's President following the event's General Session. IBS specializes in the MRO market, has sales operations in nine western states, and has been a member since 1980.



**Sean Baird**, Hampton Roads Fastener & Construction Supply, Inc. (HRFCS), Virginia Beach, VA, was elected STAFDA Vice President. HRFCS focuses on fasteners and construction supplies for new commercial construction and industrial accounts. They

**Terrell**, former owner of **Gogel Fastener & Industrial Supply**, Toledo, OH, passed away November 11, age 71. His daughter, **Heather**, is company president...**Dan McKenna**, formerly with **Canadian Industrial Distributors (CID)**, Toronto, passed away October 31, age 66...**William "Bill" Hayes, Jr.**, former owner of **Hayes Bolt** in San Diego, CA, and later **Hawaii Nut & Bolt**, Honolulu, died November 9, age 68. Several years ago, he sold Hawaii Nut & Bolt to his son, **Bill Hayes III**.

## STAFDA Scholarships Available

STAFDA is offering distributors 15 scholarships to the **University of Innovative Distribution (UID)**, March 11-14, 2018, in Indianapolis. In addition to covering tuition, scholarship recipients will also receive up to \$500 in travel reimbursement (with receipts).

STAFDA distributors seeking career advancement in the construction/industrial channel are encouraged to apply for one of the scholarships valued at \$1,500 to attend UID, a concentrated, four-day educational experience for professionals representing a broad-base of hardlines channels. Participants create their own curriculum and courses are taught by respected experts in distribution. Topics include sales planning, negotiating skills, leadership, delegation, finance, inventory management, and branch management.

For details, the scholarship application, and course information can be found on the members-only homepage of **www.stafda.org**. Applications must be returned to the STAFDA office by **Friday, January 12, 2018**. **Only one applicant per company is allowed.**

joined STAFDA in 2005. **Linda Trotter**, President and Co-Owner, **Bright Bolt Enterprises, Inc.**, El Paso, TX, was elected to the Board of Directors to serve a three-year term.

**William Pipp**, **Seymour Midwest LLC**, Warsaw, IN, was named to the Manufacturers Liaison Committee, while **Frank Devine**, **Quality Line Sales**, Barker, TX, and **Ian Jones**, **Trainor Associates, Inc.**, Medina, OH, joined the Manufacturers Liaison Committee.

Sections are held every fall with results announced at the Annual Convention.

Visit **stafda.org**, share your photos, and hashtag **#STAFDA!**

## New Members *Con't. from p. 1* Associates

### Blind Threaded Inserts & Studs

AVK Industrial Products – Valencia, CA

### Erosion Products, Rebar, Polysheeting

CDOW – Lantana, TX

### Fasteners, Nails, Screws

CYM Industrial Corp. – Canoga Park, CA

### Drywall Taping & Finishing Tools

CanAm Tool Corp. – Sturgeon County, AB

### Industrial Fall Protection

ClimbTech LLC – Austin, TX

### Boring Bits & Drilling Tools

Colt & Riss, Inc. – St. Charles, IL

### Internal Concrete Vibrators, Screeds,

### Trowels, Compaction Equip.

ENARCO – Zaragoza, Spain

### Pneu. Tools, Collated Fasteners, Replacement Parts

Garmar Industries – Woolwich Twp., NJ

### Fall Protection

Guardian Fall Protection – Worthington, OH

### Holders for Tools: Cordless & Pneumatic

Gunook Products – Ft. Worth, TX

### Safety Netting Solutions

InCord – Colchester, CT

### Wire/Box/Finish Nails, Plastic & Wire Collated Nails

Karam Industria Limitada – Dubai, UAE

### Fasteners

Kratos Building Products – Fox River Grove, IL

### Personal Protective Equipment

MCR Safety – Collierville, TN

### Wire Collated, Plastic, Paper, Pallet Nails

Modern Factory for Steel Industries, Ltd. – Dammam, Saudi Arabia

### Staples, Brads, Wire

Oli-Fast Fasteners (TainJin) Co., Ltd. – Tianjin City, China

### Threaded Fasteners

The Phillips Screw Co. – Wakefield, MA

### Nails, Fasteners, Nail Guns, Staples

Premium Fasteners – Houston, TX

### Wire Strippers, Fasteners, Magnetic Fasteners

Rack-A-Tiers Mfg. – Victoria, BC

### Banding, Clamping, Cable Ties, Tooling Acc'ys.

Raychem RPG Pvt Ltd. – Fuguay Varina, NC

### Industrial/Welding Abrasives, Bevel Tools

Rhodium USA – St. Louis, MO

### Inspection Mirrors, Drivers & Fuel Syst., OEM Tools

SE Tools – Lapeer, MI

### Industrial Brushes

Schaefer Brush – Waukesha, WI

### Tie Down Straps

ShockStrap – Sandy, UT

### Wire & Plastic Collated Fasteners

Storeit Services LLP – Chittoor, India

### Fasteners

THS Industries, Ltd. – Kitchener, ON

### Performance Wood Screws, Deck Screws

Titan Metal Werks – Wheeling, IL

### Flooring Tack Strip, Seam Tape, Moisture Barriers

Traxx Corp. – Pomona, CA

### Wheelbarrows, Lift Trucks, Cement Mixers

Tufx-Fort Mfg., Inc. – Waterloo, ON

## Rep Agents

Front Row Sales & Marketing –

Bloomington, MN

Manufacturers Warehouse Group – Salt

Lake City, UT

Moore Sales, Inc. – Independence, MO

Oldfield Sales – Huntington Beach, CA

PeakSales, Inc. – Marion, MA

## Member News



**Autocraft USA, LLC**, Cumming, GA, named **Gordon Anderson**, president. He's been with Autocraft since 2009, having previously been with **Heads & Threads** and **Brighton-Best International**.

The **NEFCO Corp.**, Hartford, CT, recently announced the acquisition of **Tekk Supply**, Pompano Beach, FL, giving NEFCO a foothold in the South Florida market.



## Message *Con't. from p. 1*

panies and communities. I am **grateful** for leaders among our associates like **Joe Smith, Metabo Power Tools**, who shared a valuable industry perspective on the correlation between power tool sales growth, new construction and industrial production, plus data on manufacturer consolidation, silica dust regulations, and the ongoing quest to produce best-in-class, labor-saving technology that drives power tool innovation. I'm **grateful** to work in an industry that is, at its heart, industrious. Working hard for hardworking people was at the heart of the expertly-produced *PRIDE* song and video that opened our General Session and echoed in **John Ratzenberger's** entertaining keynote comments on the promotion of trade skills in America.

I am **grateful** for the high academic caliber of instruction offered through the variety of well-attended educational opportunities both Sunday and Tuesday, including **Alan Beaulieu's** Tuesday morning standing-room-only Economic Update, where we were all ears (and laughs) as he brought his uniquely humorous industry-specific perspective to the often-complex subject of the economy and business.

I am **grateful** for an Association who not only understands, but anticipates my business needs and is eager to invest in programs that help me navigate the future which, for many of our businesses, means attracting the next generation of employees and leaders. Because the millennial workforce is a bit of a mystery to many of us, there is no shortage of conversations around best practices for attracting, recruiting, training, and retaining this talent pool. STAFDA recognized a desire to expand on this conversation and responded with

a well-received program for young professionals and an innovative millennial speed-interviewing session featuring talent from the **University of Alabama-Birmingham** and **Texas A&M**. The response to this first-time event has been overwhelmingly positive and we are looking to expand the opportunity to connect enthusiastic, well-educated students with companies who are ambitious about engaging with this talent.

Perhaps most of all, I am feeling **grateful** for the quality of STAFDA's membership and the relationships that are born of this savvy, fun-loving (as evident by your dance moves at the **Austin City Limits** Opening Party) value-centered group of professional business men and women; you have already taught me much and I am **grateful** you have trusted me with the privilege of serving as your 2018 President. I pledge to represent you well and to champion your pursuit of success in this channel.

As we wrap up another Convention and another year, I want to express my personal gratitude to the outgoing Board members for their dedicated service to STAFDA; to Tom Leahy for his passionate and purposeful leadership; and to the late **Morrie Halvorsen** for his vision and longtime stewardship of this Association.

Together with my daughters, **Madeleine** and **Meredith**, I want to wish you, your families, and your companies, the happiest of holidays and a prosperous 2018!

**#HappyHolidays**

## Dodge Report *Con't. from p. 1*

pears to have peaked in 2016. That strength began to wane in 2017, given a slight deterioration in market fundamentals (rent growth, occupancies) and a more cautious bank lending stance.

- Commercial building will increase 2%, following a 3% gain in 2017, but decelerate after the sharp 21% hike in 2016. Office construction should see further growth in 2018 thanks to development efforts in downtown markets. Warehouse construction is supported by greater demand arising from e-commerce. However, store construction will remain weak, and hotel construction will continue to pull back from its 2016 peak.
- Institutional building will advance 3%, maintaining its upward track after 2017's 14% jump. Educational facilities should see substantial growth in '18, lifted by recent school construction bond measures. The robust volume of transportation terminal projects in 2017 may not be repeated in 2018, but activity should stay at a high level.
- Manufacturing plant construction will recede 1% in dollar terms after surging 27% in '17 due to the start of several massive petrochemical projects. 2018 should bring more moderate growth for manufacturing plants in terms of square footage.
- Public works construction will improve 3% in 2018. Highways and bridges should be helped as federal funding rises to the levels called for by the FAST Act, while environmental categories will partly reflect reconstruction efforts related to Hurricanes Harvey and Irma. Additional benefit may come from the infrastructure program proposed by the Trump Administration, should it achieve passage in some form.
- Electric utilities and gas plants will drop 13%, falling for the third year in a row after the exceptional amount reported in 2015. Power plant construction starts will ease back as new generating capacity comes on line.