

Message *Con't. from p. 1*

ing that induces us to engage against our otherwise rational instincts called FOMO: **F**ear **O**f **M**issing **O**ut.

My point is this: STAFDA's 42nd Annual Convention & Trade Show may be four months away, and the furthest thing from your current construction-season concentration, **BUT** be sure to register for what is anticipated to be one of the largest and perhaps winningest Conventions in Association history. I promise you **do not** want to miss out. Last year's Trade Show sold out in record time (within a month) and required a satellite location to accommodate demand.

Here are three things you can do now to ease your STAFDA FOMO.

Act early: Attending the STAFDA Convention & Trade Show each fall is essential to our company's growth strategy and professional development, but it's also important to our culture. Our 10-person delegation includes our sales, marketing, and purchasing/product-development leadership team and their spouses. Time together, away from the daily operational-grind, to socialize and strategize energizes our team to finish the year strong and establish momentum to carry us into the new year. While exhibit space is not an issue this year, registering, booking hotels and securing restaurant reservations early will assure access to prime accommodations for your team and will save time later.

Preview and Plan: STAFDA has a history of offering best-in-class education and this year's lineup of six industry leaders exploring topics from social selling to succession, is no exception. There is so much valuable content that establishing a strategy to expose your company to as many of these experts as possible is essential. One approach is to divide and conquer. Consider inviting each attendee to preview the classes and choose the two that will best advance their personal and professional development and split up when needed to guarantee you corporately attend as many workshops as possible.

Commit to connect: The Convention is an ideal time to connect with suppliers, customers, and key business partners with whom you may not otherwise have easy face-to-face access. The opportunities may be infinite but time is not. Reach out now to express your interest in connecting while in Phoenix and guarantee you won't miss out on these once-a-year opportunities.

I missed a STAFDA Convention one year, and I still wonder what business building idea or new product we missed out on. Perhaps that's the reason I blew off my laundry and stayed up to watch my team that night, who rallied to score 12 runs — the largest come-from-behind win in franchise history. I haven't missed a STAFDA Convention or given up on a ballgame since. **#NOFOMO #STAFDAPHX18**



President's Message

NO FOMO

Our team was down 12 to 2 going into the sixth inning. Seven of the portentous 10-run differential hailed from the bottom of the fifth. Even the most loyal and optimistic of fans could make a credible case for turning the channel and moving onto anything other than watching losing baseball, or in my case, something "productive," like laundry or even sleep. I texted a friend who'd already given up and turned in, to taunt, "Really?! You're going to miss this EPIC comeback?!"



Michelle St. John
Industrial Bolt & Supply
Auburn, WA

Out of sheer curiosity inspired not by even a teaspoon of hope, but creative laundry avoidance, I Googled "greatest comeback in Mariners history." It had been 10 years since the Mariners came back from a nine-run deficit, and this was all the substantiation I needed to hang in for the remaining, potentially painful, four remaining innings. I want to say that's just the kind of fan I am but the truth is, I feared waking up to find out I'd missed a record-setting, historic franchise come-back. If you've ever walked out of a sporting event resigned to the probability that your team could not overcome the deficit only to experience the wrench of regret that is hearing the roar of the crowd erupt just as you step outside the venue, you can relate to this situation. There is a popular urban acronym for this anxious feel-

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Trade News

June 2018

A Preview of STAFDA's Phoenix Convention & Trade Show

Mark your calendar for **Monday, June 25**, at **8:00 a.m. Central** when registration opens for STAFDA's **October 28-30** Phoenix Convention & Trade Show. Online registration opens that day from the **members-only section** of STAFDA's website as well as by fax and mail. Convention brochures will mail out shortly.

Members will also be able to make hotel reservations at discounted pricing starting **June 25** with STAFDA's five host hotels: **Hilton Garden Inn, Renaissance Phoenix Downtown, Residence Inn, Sheraton Grand Phoenix**, and the **Westin Phoenix Downtown**. Links to all hotels are under the Convention tab of the members-only section of our website and in the Convention brochure. **All hotels are walking distance to the Phoenix Convention Center, site of STAFDA's meeting activities and the Trade Show.** Here's a preview of the three-day meeting.

Education is the name of the game on **Sunday, October 28**, and six leaders will offer their expertise.

STAFDA's Online Media Consultant, **Bob DeStefano**, will lead **Social Selling: How Sales Reps can Leverage Social Media to Attract, Engage, and Close More Customers**. He'll explain how social selling



has changed the sales process as Millennials take over the workforce and the buying process. Statistics reveal cold calling is dead — only 1% of cold calls result in appointments, but more than 75% of a buyer's journey is completed online before they talk to a salesperson, and 78% of those salespeople using social media outsell their peers. Learn how to harness social media and generate new business opportunities.

Leaders are not Born. They are Built! will be the subject from **Randy Disharoon**. He'll introduce the four phases of leadership development — Build Within, Build Around, Build Up, and Build Out — and how this can be used to help a person achieve their goals and develop their personal brand. Use the three styles of leadership — Direction, Collaboration, and Delegation — to become a more effective leader. Plus, discover the tools to build a company "Dream Team" while employing the seven phases of people development.

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New Employee Policy Handbook

STAFDA's HR Consultant, **Nancye Combs**, has updated her *Employee Policy Handbook* for members. This **free handbook** is customizable for STAFDA members' needs and is available on STAFDA's website on the **members-only home page**. The *Handbook* is in a Word format members can download, save, and edit accordingly.

It's been 18 months since Nancye updated her *Employee Policy Handbook* and there have been changes in many areas. Some states have enacted changes in paid sick leave. Eleven states now have laws regarding bullying. The legalization of marijuana has caused confusion. Conceal/Carry laws require companies to clarify what they expect from employees regarding weapons. There are new and concerning behaviors related to social media that management needs to make employees aware of in order to protect the company's brand. The use of personal cell phones on the job has become a huge problem and Nancye updated all these policies.

She also added two important sections regarding handling of money and company assets, and employees who travel.

As a STAFDA member benefit, Nancye is always available to answer members' HR questions **free of charge**. Phone her at **502/896-0503** or text her at **502/419-6413** and identify yourself as a STAFDA member.

Newsworthy Note

On May 22, the U.S. House of Representatives passed the **Economic Growth, Regulatory Relief and Consumer Protection Act (S.255)** which will scale back sections of the 2010 **Dodd-Frank Act** that relate to local banks and credit unions. This bill was passed by the Senate with bipartisan support in March 2018. There was a push by Republicans to further expand the bill before bringing it up for vote, but because of the carefully negotiated bi-partisan support that allowed it to pass the Senate in March, House leadership proceeded with the Senate's version in anticipation of a broader Dodd-Frank rollback considered later this year. However, the current bill will "stimulate local economic growth by providing much needed relief to community banks while preserving vital consumer protections and regulatory supervision."

Trade News

P.O. Box 44 • 500 Elm Grove Rd., Ste. 210
Elm Grove, WI 53122-0044
800/352-2981 • 262/784-4774
Fax: 262/784-5059
info@stafda.org • www.stafda.org • #STAFDAHQ



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

Accutite Fasteners — Signal Hill, CA
BMB Fasteners & Supply, Inc. —
Wilmington, NC
Robert N. Karpp Co. — Wilmington, MA
M & M Construction Materials — Mobile, AL

Associates

Extension Cord & Electrical Products
Century Wire & Cable — Commerce, CA
Demolition & Storm Debris Clean-Up Bags
Demobags/Haultail — Boston, MA

Door Installation & Handling Tools

Home Innovation Holdings, LLC — Fargo, ND

Outdoor Power Equipment

Husqvarna Group — Charlotte, NC

Dust Collection Power Tools

iQ Power Tools — Moreno Valley, CA

Power Tools

Ingersoll Rand Power Tools — Davidson, NC

Cutting Tools

Izar Cutting Tools, S.A.L. — Amorebieta-Bizkaia, Spain

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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, beginning with outgoing Committee members. This month features **Aime Cedrone**, President, **AMVAL Associates**, Dover, NH.

What path brought you to this business and how many years have you been in the industry? My father started our agency when I was a child and I remember making calls with him around New England. Every STAFDA Convention was our “family vacation.” Out of college, I asked him if I could be a part of AMVAL (doing books, right?). He told me if I wanted a job I’d have to pack up my car and hit the road....so I did. Twenty-two years later, here I am and I would not change a thing. Now my brother and sister-in-law (another brother’s wife) are in it too.

What are you most passionate about professionally? The passion I feel for this job is in the everyday challenge. As a young woman in this business 20 years ago (and even today, though less frequently), the stigma was that I could not handle myself in this industry. We all have our days, but for the most part I feel I can do my job as well if not better than my competition. Sometimes we feel like firefighters because of all the last second fires we have to put out but that’s what I like about it — I feel I help in times of crisis.

What is your greatest accomplishment in this industry? I often feel accomplishment when I hear I made a difference in someone’s day. Whether I demonstrate how to make someone’s job easier or teach them ways to improve workplace safety, I feel a sense of accomplishment. Being on Committees such as STAFDA and ISA have helped me validate that I can be an asset in raising the professional bar. And also, taking over the business my father started, with the help of family and friends, to keep it strong and viable. Believe me, some years the AMerican VALue that AMVAL has stood by is not always an easy pitch!

What part of this business do you enjoy the most? What I enjoy the most about my job and this industry are the friendships I have developed. Enough said.

What is the current focus of your business? Our business focus is to utilize high-quality products to help solve problems in the field. The products we promote are rarely the least expensive option but the advantages of the actual product or the company making it almost always exceed the monetary difference.

What is your favorite way to spend time when not working? This is easy...I have a 12-year-old girl and 10-year-old boy. All I have time to do between work is juggle their sports/school schedules (which of course I love!). Although if I could find a way to squeeze some golf in between that would be great too.

Phoenix Preview *Con’t. from p. 1*

Selling Boldly by **Alex Goldfayn** will address the fear most salespeople have. Fear is the reason they don’t like to pick up the phone or offer customers additional products and services, even though they want to buy more from the company. Learn how to overcome this destructive fear and replace it with confidence, optimism, gratitude, joy, and proactive sales. These are the principles in the new field of positive psychology which is transforming how salespeople work and succeed.



Benchmarking expert, **Greg Manns**, will explain **How to Improve Distributor Profitability**. Profitability is the #1 concern of any business, but for distributors who fight daily with price increases, falling margins, pressure from online sellers, in addition to high fixed costs, it can be difficult to grow. As Senior Vice President of **Industry Insights**, Greg will focus on critical and strategic issues and show how it’s possible to use empirical data to determine what drives profit in distribution.

On Sunday afternoon, **Putting the Success Back in Succession** is a hot topic covered by STAFDA Consultants, **Ryan Barradas** and **Tim Young**, of **WealthPoint**. Business owners often become “stuck” when working through the challenges of transitioning their company. As owners procrastinate, opportunities are often lost. Entrepreneurs need to learn how to navigate the issues they face by identifying the best practices of a succession plan, how to get started, who should be involved, and steps for a successful transition.



STAFDA is again inviting college students with industrial distribution or construction majors to attend the Convention and participate in its programs

as well as the **Speed Interviewing** session with members Sunday afternoon.

The **Opening Party** Sunday night will be at **CityScape**, walking distance from STAFDA’s host hotels. This popular enclave of restaurants, a comedy club, and bowling alley, is in a horseshoe fashion surrounding an open courtyard. STAFDA bought out the entire venue for the evening and each restaurant/bar will offer different cuisine; CityScape’s courtyard will be used for additional dining and seating. The street in front of CityScape will be closed to house the stage for a popular local band, the **Walkens**. It’ll be a three-hour party with something for everyone!



Business expert, **Jon Gordon**, one of the most sought-after speakers in the country, will bring his knowledge and experience to attendees during his keynote presentation, **Monday, October 29**, at STAFDA’s **General Session**. Gordon is the author of the *Wall Street Journal* bestseller, *The Energy Bus*, and has been featured on the **Today Show**, **CNN**, **Fox and Friends**, and in numerous magazines and newspapers. His clients include **Southwest Airlines**, **Campbell’s Soup**, **Wells Fargo**, the **PGA Tour**, **Ritz Carlton Hotels**, **Dell**, **Northwestern Mutual**, and several professional sports teams.

He’ll focus on leadership, teamwork, positive change, culture, sales and service by drawing on the qualities of what makes someone great in their field. Gordon will also share proven principles, strategies, and real world applications to show how positivity can boost creativity and productivity. Lastly, he’ll offer tips to overcome fear, failure, busyness, and stress in order to stand out and excel in life.

The **Trade Show** follows STAFDA’s General Session with an anticipated 700+ exhibitors showing STAFDA distributors the latest and greatest from 35+ different product categories. It’s a buying show so attendees should start their shopping list now to take advantage of *show-only specials* and see what new products will launch in 2019.



On **Tuesday morning, October 30**, STAFDA’s Economic Consultant, **Alan Beaulieu**, will cover the nuts and bolts of today’s business conditions in an entertaining and easy to understand manner. He’ll review short-term and long-term economic forecasts for the U.S., Canada, and globally before explaining how they’ll impact STAFDA members. Alan will identify business cycle phases and share what lays ahead for 2019.

Following another full day of the Trade Show, Tuesday will end with a 90-minute **Closing Party** at the Sheraton Phoenix.

Registered Spouses/Companions attending the Phoenix Convention can participate in all meetings and events in addition to a special workshop for them Sunday afternoon (October 28) and two, day-trip options on Tuesday (October 30) where they’ll have the choice of a Phoenix/Scottsdale tour or a day-trip to Arizona’s other showcase city, Tucson.

Make plans now to attend STAFDA’s Phoenix Convention & Trade Show! #STAFDAPHX18

Member News

Following this year’s **University of Innovative Distribution (UID)**, March 11-14 in Indianapolis, six STAFDA members were presented with a “Professional Certificate in Innovative Distribution.” This designation is attained after students attend three years of UID. Of the 38 sponsoring UID associations, **STAFDA is #1** with members attaining the Certificate from **Purdue University**. This year’s recipients include: **Austin D’Arcy (GF/Bunzl)**; **Kyle Degenhardt (Safe-Fast)**; **Alan Farr (Posner Industries)**; **Nicholas Freyberg (Ballard Industrial)**; **John Lowery (Posner Industries)**; and **George Wall (Eagle Industries)**. Freyberg and Lowery are past recipients of a STAFDA/UID Scholarship.

Steven Shepard has been named Director of Product Development for **RIDGID**, Elyria, OH. He’ll manage new products from ideation through launch. Shepard was previously a product manager for **Stanley Black & Decker**, New Britain, CT...**CSV Marketing, Inc.**, a rep agency in Vermilion, OH, added **Beck Oberholtzer** to expand the company’s digital footprint and develop an onboarding platform targeting low volume customers.

Vaughan & Bushnell, Chicago, has acquired **Dasco Pro**, Rockford, IL, a manufacturer of forged hand tools...**Construction Supply Group**, Scottsdale, AZ, has added **Williams Equipment & Supply**, Richland, MS, and **Richform Construction Supply**, Vancouver, BC, to its portfolio of companies.

During **Sphere 1**’s annual meeting in San Antonio, TX, they recognized **ERB Industries**, **Norton/Clipper**, **JPW Industries**, and **Milwaukee Tool Corp.** in their tiered “2017 Preferred Supplier of the Year” award. In the “2017 Member of the Year” category, their tiered awards went to **Harmco Fastener**, **Ace Tool**, **ASI-Auxiliary Service**, and **L.W. Meyer**. New Board members include **Ed Dainco**, **Hub Construction Specialties**, San Bernardino, CA, and **Rod Steier**, **Duo-Fast Northeast**, East Hartford, CT.

New Book from Keynoter

STAFDA’s Phoenix Convention keynote speaker, **Jon Gordon**, has released a new book, *The Power of a Positive Team*. This book contains his latest research, stories, and strategies on how to maintain optimism through adversity, building trust, and how to have difficult conversations — all designed to make a team more positive, cohesive, and stronger. The book also provides a blueprint to address common pitfalls that cause teams to falter: complaining; selfishness; inconsistency; complacency; unaccountability; while providing solutions to enhance a team’s creativity, grit, innovation, and growth. *The Power of a Positive Team* is meant for teams to read together so all understand current and future obstacles and how to face them. STAFDA has added this book to its Lending Library. Please call or email the STAFDA office to borrow it (**800/352-2981, info@stafda.org**).

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Rebar Fastening System
Kodi Klip, LLC — Lebanon, TN
Portable Cutting & Welding Equip.
Koike Aronson, Inc. — Arcade, NY
Utility Pumps
Pentair Water Technologies — Suwanee, GA
Power Tool Acc’y’s., Beam Cutter, Knives, Pencils
Prazi USA, Inc. — Plymouth, MA

Air Tools, Air Compressors, Pressure Washers
Wood Sales Co., Inc. — Belmont, MS
Rep Agent
Denbies Group — Hallam, Victoria, Australia