



# Trade News

April 2022

## President's Message

The excitement of the **STAFDA Convention & Trade Show** in San Diego is building! As we begin to hear from exhibitors, there seems to be

a real buzz about the Trade Show this year. STAFDA hasn't been to San Diego since 1980, it's a great venue, and STAFDA intends to take it to the max with an Opening Party at the **San Diego Zoo**, and an awesome keynote speaker, **Bear Grylls**.

Other than that, **why attend?**

From a **Distributor's** point of view, it's a great opportunity to network with fellow members, attend educational sessions where you can gain knowledge to improve your business, and maybe look for a product line or two that you may not have considered in the past.

All that while only taking a few days out of your busy schedule. You can literally see thousands of products and hundreds of exhibitors making attending an efficient use of your time.

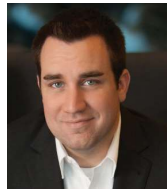
For me, it's always been a great opportunity to see new products. **Where else can a distributor see the breath of products from an exhibitor other than at STAFDA?** Yes, you may have the ability to see a small portion of new products from your local Rep or at a buying group meeting but not nearly to the extent of the Trade Show. Keep in mind, not every



Allan Guthrie  
DXP Enterprises  
Omaha, NE

## Three San Diego Convention Speakers Announced

STAFDA is working on its educational line up for **Sunday, October 30**, and to date, three workshop speakers are confirmed. Leading sessions on Sunday morning are **David Burkus** and **Steve Yastrow** and on Sunday afternoon, STAFDA's Online Marketing Consultant, **Bob DeStefano**, will lead a targeted workshop.



STAFDA found **David Burkus** at a **National Association of Manufacturers (NAM)** meeting in August 2021 where he addressed **"Leading from Anywhere: Building High-Performance Remote and Hybrid Teams."** It's undeniable that today's new work environment includes those returning to the office, those continuing to work remotely, and a hybrid of both. Burkus will focus on the key challenges managers face – from hiring to onboarding new employees from a distance, building a culture remotely, tracking productivity, communicating speedily, keeping all team members engaged, and avoiding burnout. He'll share the tools needed to survive and thrive as a leader in today's new era

of remote work teams. Ranked as one of the world's top business leaders by **Thinkers50**, Burkus works with leaders across all industries including **Google, Stryker, Fidelity, Viacom**, and the **U.S. Naval Academy**.



**Steve Yastrow** was a featured speaker at the March 2022 **University of Innovative Distribution (UID)** where his session, **"Ditch the Pitch: Influence through Improvisation,"** resonated well with attendees. As a sales advocate, Yastrow encourages salespeople to "tear up your sales pitch and instead improvise persuasive conversations." It's about letting go of pre-written scripts and learning how to identify the details that make each customer unique. From there, the salesperson can navigate the conversation focusing on the right message for the right customer. He'll show STAFDA attendees how to differentiate themselves not only from their products, but on the highly personalized relationships they create with

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## New Members

Please visit the members-only section of STAFDA's website, **www.stafda.org**, to get detailed information on the following new members:

### Associates

#### Non-Toxic Cutting Fluid for Tapping, Drilling, Cutting

Anchor Lubricants LLC – Westlake, OH

#### Cable Ties & Other Wire Mgmt Prods.

Cable Ties Unlimited – Brunswick, OH

#### Casters & Mobile Products

EZ Roll Casters, Inc. – Conway, AR

### Core Hole Repair Products

H&H Resources, Inc., dba Hole Mole

Concrete – Somerset, WI

### Safety & Utility Knives, Scrapers, Cutting Tools

OLFA North America – Oakville, ON

### Nails, Screws, Poly, Bar Ties, Pipe, Rebar

7 Bridges Building Products – Starke, FL

### Portable Radiant Heaters for Construction

SunFire Heaters – Janesville, WI

### Tool Storage, Hand Tools, Safety & Job-site Support

Toughbuilt – Lake Forest, CA

### USA-Made Hydraulic Jacks & Service/Lifting Equip.

U.S. Jack Company – Benton Harbor, MI

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## Convention Speakers *Con't. from p. 1*

their customers. Yastrow is the former Vice President-Resort Marketing for **Hyatt Hotels & Resorts** and holds an MBA from the **J.L. Kellogg School of Management, Northwestern University**, and a B.A. from **Indiana University**.



On Sunday afternoon, **Bob DeStefano**, will lead a 90-minute session on **"Marketing Moves You Need to Make in a COVID-19 World."** Variants of the global pandemic continue to alter how companies navigate ongoing uncertainty. Online marketing and sales exploded during the height of the pandemic and STAFDA members had to change their sales tactics overnight. The power of online isn't going away as life starts to shift back to "normal." The changing needs of customers, combined with how mobile technologies have revolutionized the workplace, will be covered to create a roadmap for success in the connected world. DeStefano began his online marketing career during the birth of the internet in the early '90s serving as a strategic planner for **Dean Witter, Discover & Co.** specializing in online marketing strategies. At Dean Witter, he spearheaded the creation of the first Discover Card and Dean Witter websites. As president of **SVM E-Marketing Solutions**, a leading B2B online marketing agency he founded in 1995, DeStefano works with Fortune 500 businesses to STAFDA members and family-owned entrepreneurs helping them leverage online marketing to achieve bottom-line results.

## Update on Global Markets

The global economy impacts all STAFDA members in some form or another and the **National Association of Manufacturers (NAM)** released their *Global Manufacturing Economic Update* on April 14. Here's what NAM reported:

♦ Eight of the top 10 export markets had expanding manufacturing sectors in March, the same pace as in February. Brazil's manufacturers reported the first growth in activity since October, but China slipped back into contraction territory for the fourth time in the past eight months, largely on supply chain challenges and renewed COVID-19 shutdowns and restrictions. Meanwhile, Mexican manufacturing activity remained challenged, much as it has been for the past three years.

Only four markets had improved PMI readings in March relative to January: Brazil, Canada, Mexico, and Japan. Europe and Asia (except Japan) reported weaker data.

♦ **Canada** (up from 56.6 to 58.9, a record high): New orders, output, future output, and exports all strengthened in March, with activity expanding at the fastest pace since the survey began in September 2010. Employment slowed slightly. Input and output costs also grew at record rates for the month.

♦ **Mexico** (up from 48.0 to 49.2): The manufacturing sector in Mexico has contracted every month since January 2020, but the latest survey showed some stabilization. New orders, exports, and employment each declined at slower paces in March and output deteriorated somewhat. Respondents expressed optimism about the prospects for increased production growth over the coming months, albeit with some eased confidence in March. Input costs expanded at the fastest pace since October 2011.

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## Record Number of STAFDA Members

STAFDA members are clearly ready to get together and learn! The Association boasted a record number of attendees during the STAFDA co-sponsored **University of Innovative Distribution (UID)** in Indianapolis, March 2021. With more than 50 members joining 400 other attendees, STAFDA was focusing on the distribution/supply chain management channel, UID was back in full force.

Attendees were able to choose their own curriculums based on their needs and interests. Six tracks (distribution strategy, leadership/professional development, management, marketing, operations, and sales) were offered to give attendees as they chose their classes. All workshops were led by top-rated business leaders specializing in the unique needs of the wholesale distribution industry.

Speakers worked closely with attendees during classes to make the experience interactive and engaging. During **"How to Keep Your Top Talent from Becoming Someone Else's"** with

**Lisa Ryan**, (standing), attendees broke into small groups several times to run through various scenarios, brainstormed, and create solutions to hiring and retention issues. Join us for a free STAFDA webinar on this topic **May 10, 11:00 AM - Noon Eastern**. Register from the Education tab of [stafda.org](https://stafda.org).



**Steve Yastrow** had his attendees work (and think) on their own during **"Ditch the Pitch: Influence through Improvisation."** Yastrow will be one of STAFDA's Education Workshop speakers **September 30, October 30**, in San Diego he

helped members up their sales game without sounding like they were reading a line card. (See page 1 for details.)

## Newsworthy Notes

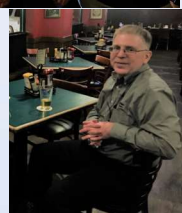
The **National Federation of Independent Business (NFIB)** reported their *Small Business Optimism Index* declined from 95.7 in February to 93.2 in March, the lowest level since 2020. Supply chain disruptions, workforce shortages, and inflation continue to be major obstacles. Small business owners who said they plan to expand the next three months expect to be down from 8% to 6% stating sales and earnings expectations remain challenged. In March, respondents reported higher prices today than three months ago, jumping from 68% to 72%. In addition, many were planning a price increase over the next three months, rising from 46% to 50%, not far from the all-time high seen in November '21 (54%).

## Attend UID

During each UID session, STAFDA hosts a dinner on the first evening of classes (following the official cocktail reception). This year, members were able to enjoy a meal, beverages, and time getting to know their fellow STAFDA colleagues at **Loughmiller's Pub & Eatery**. The crew from **Darragh Company**, Little Rock, AR, is making UID part of their annual training program. Darragh's team includes (L-R), **Jose Vasquez, Jason May, Scot Quinn, Joe Muse, and Stephen Tolbert**.



STAFDA offers 15 distributor scholarships to UID each year. The scholarships cover the cost of tuition and up to \$500 in travel expenses. This is a great opportunity to send rising stars for an intense educational experience. This year's scholarship recipients included (L-R): **Jason May, Darragh Company; Chris Arthur, Midland Tool & Supply**, Oak Park, MI; **Grant Gannon, Lincoln Contractors Supply**, West Allis, WI, and **Kyle Peeler, Fasteners Inc. Southwestern Supply**, Las Vegas, NV. **Gene Thompson** (seated), **Bierschbach Equipment & Supply**, Sioux Falls, SD, and **Adam Lawson** (not pictured), **Esch Construction Supply**, St. Paul, MN, also were 2022 STAFDA scholarship recipients.



UID returns to the **JW Marriott** in Indianapolis **March 13-16, 2023**. Registration opens in mid-October. Visit [univid.org](https://univid.org) for details and registration information. STAFDA will again offer scholarships in 2023.

In the latest data from March, the **U.S. unemployment rate** dropped to 3.6% with rates also falling in 37 states. At 2%, Nebraska and Utah had the lowest unemployment rates nationally followed closely by Indiana (2.2%), Montana (2.3%), with Kansas, Minnesota, New Hampshire, and South Dakota all posting 2.5%. At the other end of the spectrum, the District of Columbia had the highest unemployment rate in the country at 6.0%. Other states with elevated rates include New Mexico (5.3%), Alaska and Nevada (both at 5%), California (4.9%), and Pennsylvania (4.9%).

## San Diego STAFDA Convention Pricing



The STAFDA office has been receiving calls and emails inquiring into booth costs for our October 30 – November 1 Convention & Trade Show. Although registration doesn't open until **Monday, June 27**, from the members-only section of STAFDA's website, pricing will remain the same as it has been the last several years with the exception of the 50x50 island booth.

STAFDA realizes shows are still bouncing back from COVID and companies have to be judicious in how they spend their money. STAFDA's inline booth fees have always been economical but for San Diego, the cost of an island booth is being reduced from **\$22,750 to \$12,500**. This should help the bottom line for both publicly traded and privately held manufacturer members who want larger exposure.

**2022 booth costs will be:** 10x10 = \$1,500; 10x20 = \$3,000; 10x30 = \$4,500; and a 50x50 island will be \$12,500. The registration fee everyone pays, including exhibitors, will be **\$199/per person** for three days of everything – Trade Show, General Session with keynoter **Bear Grylls**, Educational Workshops, and social events (including our Opening Party at the world-famous **San Diego Zoo**).

STAFDA will continue to keep members posted on San Diego developments on both its website and in the *Trade News*.

## Service Spotlight: Wind River Financial



STAFDA is pleased to partner with **Wind River Financial** to provide members with payment processing and automated A/R capabilities that improve cash flow, save resource time, and cut costs. The Association chose Wind River because of the breadth of its solutions and its 20-year reputation for customer service, data security, and price transparency.

Wind River offers members preferred pricing, around-the-clock customer support, and a dedicated relationship manager who will take the time to understand each member's business and payment needs.

Enclosed is a case study highlighting how Wind River helped STAFDA distributor member, **Glenrock Company**, Elmhurst, IL, analyze their credit card processing system and create a processing solution to save time and money.

For more information, please contact **Tim Collins** at **608-442-6818** or [tcollins@WindRiverFinancial.com](mailto:tcollins@WindRiverFinancial.com). Please visit [www.windriverfinancial.com/stafda](https://www.windriverfinancial.com/stafda) to enroll.



## Global Markets Con't. from p. 2

♦ **China** (down from 50.4 to 48.1, a post-pandemic low): As China deals with severe restrictions to contain the COVID-19 virus, manufacturing activity fell mostly lower, including for new orders, exports, output, and future output. Hiring expanded slightly for the first time since July, and overall, respondents remained positive in their outlook.

♦ **Japan** (up from 52.7 to 54.1): Output rebounded, and new orders strengthened in March. However, new exports, employment, and future output softened. Despite these mixed results, firms continued to be optimistic in their expectations for production over the coming six months. Input costs jumped at the fastest pace since August 2008 and output prices remained not far from January's record rate.

♦ **South Korea** (down from 53.8 to 51.2): Activity fell across the board in South Korea, a result attributable to supply chain issues and effects from the Ukrainian war. Output and exports contracted following two months of gains. The index for future output slowed but continued to signal optimism in the outlook. Input costs appreciated, remaining very elevated.

♦ **Germany** (down from 58.4 to 56.9, the lowest level since September 2020): Activity declined across the board in Germany, largely on the impacts of the Russian invasion of Ukraine. New export orders contracted for the first time since June 2020, and the index for future output recorded its first negative reading since May 2020. Input and output costs soared, remaining very elevated and close to recent record highs.

♦ **United Kingdom** (down from 58.0 to 55.2, the lowest level since February 2021): New orders, output, future output, and employment softened in March on supply chain and geopolitical challenges, but exports rebounded. Despite some easing, manufacturers continued to express optimism in their outlook.

♦ **Brazil** (up from 49.6 to 52.3, expanding for the first time since October): Following five months of contraction, new orders and output expanded in March, with employment also rebounding. Yet, exports declined once again, and the index for future output softened, albeit at a level consistent with optimism for production over the next six months. Input costs accelerated somewhat in March after expanding in February at the slowest pace since May 2020.

♦ **India** (down from 54.9 to 54.0): New orders and output softened in March, and exports contracted for the first time since August 2020. The index for future output dropped from 58.2 to 51.3, a post-pandemic low, on rising inflation and weaker business confidence. Yet, employment expanded slightly in March following declines in January and February.

## Training Manual Updates

STAFDA asked Sales Consultant, **Paul Reilly**, to include additional content to the revised outside sales training manual, *Sales PRO*. The new version will be **Sales PRO 2.0** and should be available to members in late spring. Reilly's webinars to accompany the book will be announced in early summer. STAFDA is also working with **Jon Schreiberfeder**, the Association's Inventory Consultant, to review and revise his **Effective Inventory Management** workbook. Jon will begin working on STAFDA's 2<sup>nd</sup> edition this fall. **Bob DeStefano**, STAFDA's Online Marketing Consultant, is also mapping out an update and revision to **Online Marketing Solutions** to be released in 2023. Watch the *Trade News* for updates on these manuals.

## Message Con't. from p. 1

Distributor member is part of a buying group so this may be your only chance to see these products.

Having the ability to get a "hands on" experience with knowledgeable folks present to answer your questions becomes a huge part of your decision to take on a new product or product line, increasing your spend with a manufacturer, and gaining the acumen to sell it to your Customer.

Additionally, the STAFDA Trade Show is a great place for the small to medium-size Distributor to get the opportunity to meet with the upper levels of Manufacturer management who attend the Show. Take the time to meet with these folks and build relationships that may help you grow your business to the next level down the road.

By attending, **Manufacturers and Exhibitors** have the ability to meet with Distributors they might not normally have the opportunity to see through the course of the year. STAFDA Distributors are continuing to expand into categories outside of construction growing their product footprint into new verticals while other trade organizations struggle to remain relevant. There is no better time to be part of STAFDA to grow your business!

Education remains top of mind for all of us so don't miss **Lisa Ryan's** webinar **"How to Keep Your Top Talent from Becoming Someone Else's"** Tuesday, **May 10**, at 11:00 a.m. Eastern. Lisa will touch on how the pandemic has changed business for good, how to connect with employees, why communication is critical, and why ignoring employees personal challenges will come back to haunt you. You can register for this webinar from the members-only section of STAFDA's website.