

# Trade News

May 2023



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St. Catharines, ON  
Canada

## President's Message

Spring is finally here and we see a renewed sense of optimism and enthusiasm in our industry and our Association!

Your STAFDA Leadership has been busy working on its upcoming November 5-7 San Antonio Convention & Trade Show by implementing some of the things we discussed as a Board since our '22 San Diego meeting and during the Liaison Committee meetings in January.

In order to empower our manufacturers to do more business on the show floor, we have created two viable options to make this happen.

**BAC (Business Appointment Center):** We have had requests for opportunities from manufacturers to have one-on-one meetings with distributors. We are offering two options to make this readily accessible for everyone. This is a way to be able to conduct more business on the Trade Show floor. BACs will be a good option for those who want to have privacy outside their booth yet stay on the show floor. These units will be available for rent in 30-minute increments allowing an escape from any booth distractions.

We are also offering extended booth sizes to allow for meetings. Adding a 10'x10' draped area containing a table and chairs will allow for an onsite meeting room. Both options are a great way to meet on site while allowing your staff to cover the booth. You can choose one or both options. Details to follow. We're all about options at STAFDA!!

We took note from the San Diego Convention that there are many owners transitioning their busi-

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## New Convention Program: Emerging Leaders Forum

Many STAFDA members are Baby Boomers and grooming the next generation to take over the business whenever they step down. Whether it's the next generation to continue the family's legacy, or tapping a long-term employee to take the reins, one thing is for certain: These upcoming (and incoming) leaders need to form a network with their STAFDA peers who are on the same career trajectory. That's what inspired STAFDA to announce its first **"Emerging Leaders Forum,"** **Sunday, November 5, from 1:30 to 3:00 p.m.** during its Annual Convention & Trade Show, November 5-7 in San Antonio, TX.



***This Forum is open to all members attending the Convention.***

The Forum will be a networking opportunity, dynamic interactive session, along with an insightful program featuring **Thom Singer**, partner at the **Trust Edge Leadership Institute** and **Accountability Institute**, presenting ***Uncommon Connections – Building a Stronger Inner Circle***. (Singer also will lead an **Educational Workshop** Sunday morning; see p. 6 for details.)

A person's "inner circle" of contacts – inside and outside work – are the key to more opportunities. As many people still work remotely, they may feel disconnected in their careers. While not everyone has to be physically in the office every day, they do need connections. His presentation will inspire attendees to embrace their business colleagues, learn to trust, and further develop relationships.

With decades of business experience, Thom knows how to relate to entrepreneurs. On his podcasts, "Making Waves at C-Level," "Speakernomics," and "The Digital Enterprise Society Podcast," he has interviewed 1,200+ business leaders. Simply put: He inspires leaders to engage, connect, and grow.

[thomsinger.com](http://thomsinger.com)

## New Members

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

### Distributors

East Coast Fasteners, Inc. – Moncton, NB  
Florida Industrial Solutions, LLC – Tampa, FL  
Kipper Tool Co. – Gainesville, GA  
ToolPartsPro – Vista, CA

### Associates

**PPE: Safety Gloves, Glasses, Disp. Respirators**  
Globus Group USA – New York, NY  
**Lifting Hdwe: Eye Bolts, Clevis Ends, Turnbuckles**  
Huyett – Minneapolis, KS  
**Ladder-Aide, Fasteners, Replacement Parts**  
Ideal Security – Montreal, QC  
**Building Materials Supplies**  
Jaydee Group USA, Inc. – New Windsor, NY  
**Master Wholesaler**  
ORS Canada – Mississauga, ON  
**Structural Tie-Down Components**  
Quick Tie Products, Inc. – Jacksonville, FL  
**Power Tools for Metalworking**  
TRUMPF, Inc. – Farmington, CT

## Kat Davies Joins STAFDA

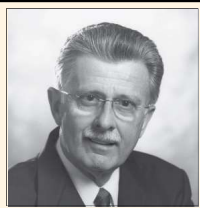
**Katherine (Kat) Davies** joined STAFDA on April 27 as Social Media & Communications Coordinator. She will handle all STAFDA social media postings, interaction with influencers, and member communications in addition to meeting planning. Kat has experience in the events industry having worked at **Monona Terrace Community & Convention Center**, Madison, WI, along with the **Overture Center of the Arts**, also in Madison.



Kat is an experienced communications professional with a passion for creating compelling messages and engaging with audiences. She will bring a fresh perspective, creativity, and innovation to STAFDA's social media platforms.

She is a graduate of **Edgewood College**, Madison, with a degree in Communication Studies (Interpersonal and Organizational Concentration) with minors in general business and psychology. In her free time, Kat enjoys yoga, exploring the Twin Cities, and traveling.

## Member News



STAFDA is saddened to report the passing of its 2002 President, **Jim Beckstein**, former owner of **Mill Supplies, Inc.**, Ft. Wayne, IN. He was 85 years old.



**Frank's Supply Co.**, Albuquerque, NM recently celebrated their 70th anniversary by hosting a Customer Appreciation Day. Over 1,000 people attended the event. Taking a break in the action were (L-R), **Tami Bradley** (Asst. Market-

ing Manager), **Rick Lamb** (Marketing Manager), and Frank's owner, **Melissa Deaver-Rivera**.

**TOOL EXPO Construction Supplies**, Robertsdale, AL, opened a new 16,500 sf store and distribution center for their four locations. Robertsdale's Mayor and Chamber Commerce President attended the grand opening.



**McFeely's**, a 40-year-old woodworking supply company, celebrated their new 13,000 sf facility in downtown Aurora, IN. The new location connected two historic buildings creating a warehouse and retail combination.



**Acme Manufacturing Co.**, Denver, announced that **John Barrett** will lead the company as President and COO effective June 1, succeeding **Tim Broderick** who is retiring. Barrett's most recent post was with **Oribi Composites** where he was COO.

**Professional Contractor Supply (PCS)**, Hayward, CA, is welcoming **Shawn Ledbetter** as Director of Sales, California. He'll be responsible for leading both inside and outside sales teams. He joins PCS from **TTI/Milwaukee Tool**.



**Dick Colletti**, **Colletti Companies**, St. Paul, MN, has purchased **Young Associates NW**, Bellevue, WA, upon **Chuck Young's** retirement.

**Tri-Boro Construction Supplies**, Dallastown, PA, has entered into an agreement with **White Cap L.P.** allowing them to acquire their showroom, office, and rebar facility in Carlisle, PA.

# San Antonio Workshops: The Smart Choice

The STAFDA Convention is a unique opportunity for members to receive outstanding educational experiences from the industry's best speakers. Attendees customize their agenda to best meet their career needs — and it's all included in the registration fee. Make the smart choice and attend as many of the following Workshops as possible during STAFDA's 47<sup>th</sup> Annual Convention & Trade Show, November 5-7.

Sunday morning's educational block begins at 8:30 and runs for 90 minutes. After a half hour break, the sessions repeat to different audiences. **JJ DiGeronimo** will be hosting the Sunday Women in Distribution Luncheon (see the April *Trade News* for details). Also, don't miss **Alan Beau-lieu's** Tuesday morning Economic Update. Topics and speakers include:

## Human-Centric Leadership



**Dirk Beveridge** [unleashwd.com](http://unleashwd.com)

In today's complex, ever-changing environment, leaders are learning the very nature of leadership is rapidly being redefined by the social, technological, and demographic forces creating new customer and employee expectations. Leaders must look beyond solely managing performance and productivity to focus on purpose and impact. The human

element of leadership has become the true north for today's leaders. **Dirk Beveridge** will introduce qualified data showing leadership is at an inflection point — we are being called to lead differently. He'll also share inspiring and insightful case studies of distributors who are setting the standard.

As an entrepreneur, researcher, author, and strategist, Dirk is the catalyst industry and organizations turn to for help redefining their future in the age of rapid change. His book *INNOVATE! How Successful Distributors Lead Change in Disruptive Times*, has set the course for 300,000 businesses while his landmark research on the need to "Re-Imagine Partnerships Between Manufacturers and Distributors" has set a new agenda for supply chain partners.

and mingling skills, gaining visibility, and networking tips. Attendees will learn how to approach new people, converse easily with them, start a conversation and keep it going, as well as preventing the most common conversation blunders.

A former engineer, Debra established her Denver-based company, **The FINE Art of Small Talk**, to teach all variety of C-Level, manager, and stake holder, the conversation skills needed to navigate business networking events, conventions, meetings, and trade shows, as well as when interacting with clients and customers. She studied the art of conversation as diligently as she had once studied engineering. She has written several best selling books, including *The Fine Art of Big Talk: How to Win Clients, Deliver Great Personations, and Solve Conflicts at Work*. Her media appearances include **The Today Show**, **CNN**, and **NPR Morning Edition**.

## Master Your World: Today's Game for Maximum Profits, Peak Productivity, & Top Communication



**Mary Kelly** [productiveleaders.com](http://productiveleaders.com)

Leadership is the difference between failure and success. The strength of your leadership affects every employee, every team member, and everyone you serve. Leadership differentiates the ordinary from the amazing. Join **Mary Kelly** for her workshop to understand how leadership creates a productive and construc-

tive team, discover how loyalty and relationships affect the bottom line, uncover what most employees aren't getting from their supervisors and managers causing them to leave, and create a culture of dynamic communication.

Mary is a graduate of the **U.S. Naval Academy**, and she served 21 years on active duty as an intelligence and a logistics officer, mostly in Asia. She earned a PhD in economics, and she taught at the **Naval Academy**, the **Air Force Academy**, and in the graduate school for **Colorado State University**. Mary is the author of 15 business and leadership books including: *The Five Minute Leadership Guide*; *15 Ways to Grow Your Business in Every Economy*; *Money Smart*; *Why Leaders Fail and the 7 Prescriptions for Success*; *5-Minutes Per Week*, *52 Weeks to Building a Better Business*; and *Who Comes Next? Leadership Succession Planning Made Easy*.

## The Fine Art of Building Relationships: One Conversation at a Time

**Debra Fine** [debrafine.com](http://debrafine.com)

You can't hide behind that screen any longer: It's time for face-to-face conversations. Join **Debra Fine** for a fast-paced, interactive presentation and focus on rapport-building techniques, conversation



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# STAFDA Distributors Drop from Double-Digit to Single-Digit Sales Growth

Total construction starts increased 19% in March to a seasonally adjusted annual rate of \$1.09 trillion according to **Dodge Construction Network**. In Q1 2023, total construction starts were 9% below 2022. For the 12 months ending March 2023, total construction starts were 11% higher than the 12 months ending March 2022. Nonresidential and nonbuilding starts were 33% and 21% higher, respectively, while residential starts lost 11%.

**Richard Branch**, chief economist for Dodge Construction Network, stated “Several large manufacturing projects are breaking ground pushing nonresidential buildings higher, while a slight recovery in single family starts has been supporting residential growth. Construction starts began the year with gusto, but that is likely to erode as the year progresses.” STAFDA distributors, averaging \$44 million in sales, who participated in the *Q1 2023 Trend Report*, posted these results:

Table 1 Region	Q1 '23 Sales to Q1 '22	A/R 3/31/23 to 3/31/22	Avg. Days O/S
1-Northeast	8.4%	8.4%	34
2-Mid-Atlantic	3.9%	-5.0%	47
3-Southeast	-1.3%	-7.4%	35
4-South Central	11.8%	22.4%	39
5-Midwest	-2.9%	-1.6%	48
6-North Central	4.9%	-3.2%	34
7-Rocky Mountain	13.6%	9.6%	45
8-Northwest	31.0%	29.9%	26
9-Pacific	-18.9%	-43.6%	26
10-Canada	6.1%	18.1%	51
<b>Overall Average</b>	<b>5.7%</b>	<b>2.7%</b>	<b>38 days</b>

**Nonbuilding construction starts** gained 17% in March to a seasonally adjusted rate of \$263 billion. Year-to-date across Q1, nonbuilding starts gained 12%. Miscellaneous nonbuilding starts were up 43%, environmental public works rose 22%, utility/gas plants moved 8% higher, while highway and bridge starts gained 1%. For the 12 months ending March 2023, total nonbuilding starts were 21% higher than the 12 months ending March 2022.

**Nonresidential starts** increased 33% in March to a seasonally adjusted rate of \$492 billion. Manufacturing starts more than doubled in March and were the driving force behind the gain. Commercial starts rose 28%, institutional starts improved 11%, with only the retail category falling behind. For the 12 months ending March '23, total nonresidential building starts were 33% higher than the 12 months ending March '22.

**Residential building starts** increased 5% in March to a seasonally adjusted rate of \$335 billion. Single family starts rose 4% and multi-family starts increased 8%. For the 12 months ending March 2023, residential starts were 11% lower than the 12 months ending March 2022.

STAFDA *Trend* participants expect Q2 '23 to look like this:

Table 2 Region	Q2 '23 to Q1 '23 Sales	Q2 '23 to Q2 '22
1-Northeast	9.0%	6.0%
2-Mid-Atlantic	-0.5%	4.0%
3-Southeast	2.5%	-3.3%
4-South Central	4.5%	3.5%
5-Midwest	3.7%	-3.7%
6-North Central	22.5%	9.0%
7-Rocky Mountain	8.5%	7.8%
8-Northwest	0.0%	5.0%
9-Pacific	15.0%	-6.7%
10-Canada	7.0%	8.0%
<b>Overall Average</b>	<b>7.2%</b>	<b>3.0%</b>

## Kohl Named San Antonio Associate Speaker



**Russell Kohl**, President and CEO of **Diablo/Freud Tools**, Atlanta, GA, will deliver the Associate State-of-the-Industry address during STAFDA's General Session on Monday, November 6. He'll be speaking at the Association's upcoming November 5-7 San Antonio, TX, Convention & Trade Show.

Founded in 1960, Diablo and Freud supply a full line of high-quality power tool accessories that includes saw blades, router bits, recip blades, shaper cutters, SDS-Plus and SDS-Max hammer drill bits, bonded abrasives, and more. The corporation owns, operates, and manufacturers in Italy, Switzerland, Germany, China, and the U.S.

Since joining Diablo/Freud Tools in 2000, Kohl has engineered the company's North America (NA) strategic direction, operational performance, brand recognition, and rise in stakeholder value. This period has been marked by unprecedented growth resulting in a 60x increase in business. In addition to his NA responsibilities, Kohl also assists in Diablo/Freud's overall global strategy and manufacturing direction.

His extensive background in sales, finance, marketing,

operations, and product development has resulted in the successful introduction of new brands and divisions for the company. Under Kohl's leadership, Diablo/Freud Tools launched its premium line of construction cutting tools and its most successful brand, Diablo.

At the beginning of his career, Kohl held successful positions in sales, marketing, and product development with the **DeWalt** division of **Black & Decker** for 10 years. While working primarily on the company's profitable launch of its "yellow tool" line, this brand became one of the most thriving in the industry at the time, growing into a billion-dollar product line.

Kohl also spent time as vice president of new product development, marketing and sales at **Peachtree Doors and Windows**, Atlanta, where he oversaw a 30% growth in the company.

Kohl earned his Bachelor of Science degree from **Florida State University** and holds an MBA from **Loyola College of Business**. He also studied in the Master of Science program at **Johns Hopkins University**.

Outside of the office, Kohl is involved with several philanthropic organizations in the greater Atlanta area and enjoys spending time outdoors with his two children.

## Sales PRO 2.0 Workshops

STAFDA sales professionals came from throughout the U.S. and Canada to discover what exactly it takes to transform into a **STAFDA Sales PRO**. STAFDA's Sales Consultant, **Paul Reilly**, created an intensive day-and-a-half-long workshop incorporating his updated **STAFDA Sales PRO 2.0** manual, group role playing, and interactive discussions.

Nearly 70 members traveled to one of three locations (Phoenix, Atlanta, and Chicago) for the focused, interactive training. The workshops also gave attendees time to get to know each other and build solid networks during lunch and casual dinners.

Attendee feedback on the program was extremely positive – with several people asking for an annual workshop to keep them on the STAFDA Sales PRO path. "I came in with just run-of-the-mill information on being a salesman and left with pro-knowledge," said **Andres Gonzalez, Live Oak Construction Supply**, Norcross, GA. "I'm very excited to use it when I get back to work."



## Message Con't. from p. 1

ness to a younger generation — whether family or not. We see this as an amazing opportunity to be able to support STAFDA members and we're offering an **Emerging Leaders Forum** on **Sunday, November 5, 1:30 – 3:00 p.m.** This will be an interactive session with **Thom Singer**, whose topic is **Uncommon Connections: Building a Stronger Inner Circle**. In a world of *likes, links, shares, and follows*...developing an 'inner circle' of contacts outside your company is the key to more opportunity and developing a common bond with like-minded peers. Thom's mission is to engage, connect, and grow STAFDA entrepreneurs. His podcast, "Making Waves at the C-Level," addresses this very topic.

We want to be a continued source of education for our members and I want to remind you to take advantage of the monthly webinars STAFDA provides at no charge to you. We know the value of having relevant topics covered and are open to suggestions that will benefit the majority of STAFDA members. We are all in this together!

Very shortly STAFDA will send out information on Sponsorship opportunities. For Manufacturers who want to draw attention to their product or promotions, all will have the ability to promote throughout the show.

In addition, STAFDA will offer a **Power Aisle** exhibitors can use to showcase a new product to distributors before the show opens! Distributors have the chance for a sneak peek at new products on **Saturday, November 4, from 1:00 – 5:00 p.m.** and **Sunday, November 5, 7:00 a.m. – Noon**. Lead retrieval services will be available so exhibitors can track leads and distributor visits.

Yet another exciting turn of events for this year's San Antonio Convention! The "Save the Date" postcards have been mailed and Convention teasers posted to social media! Registration opens on **Monday, June 26, at 8:00 a.m. Central** from the **members-only section** of STAFDA's website so be sure to add that important date to your Outlook calendar!

## Workshops Con't. from p. 3

### Trust, Accountability, & Business Relationships



**Thom Singer** [thomsinger.com](http://thomsinger.com)

Company culture is a key employee-retention tool. Today's remote and hybrid working environments, however, make it harder for employees to feel connected to each other. Surveys show when people have friendships at work they stay longer, work harder, and speak more positively about their company. When there is trust and accountability between people who

know, like, and respect their coworkers, a company will thrive. **Thom Singer**, a certified partner with the **Trust Edge Leadership Institute** and **Accountability Institute**, will combine his teachings on the power of community, collaboration, and conversations with the underpinning foundations of trust and accountability to help STAFDA members' teams come together to get more done and win more business. (For more details on Thom, please see the *Emerging Leaders Forum* article on p. 1.)

### Economic Update



**Alan Beaulieu** [itreconomics.com](http://itreconomics.com)

**Tuesday, November 7**, STAFDA's Economic Consultant **Alan Beaulieu** will present his always-popular Economic Update. Alan's gift is taking his intensely researched and accurate forecasts and making them relatable and understandable. His program pulls together the global economy, U.S. legislation, and the North American economy to present

a comprehensive, industry-focused synopsis guiding members and their business through turbulent times. Alan, president and principal of **ITR Economics**, is one of the pre-eminent economists in the country. ITR has been helping companies around the globe forecast, plan, and increase profits based on business cycle trend analysis since 1990.

## Do You Know Your Login?

Now is the perfect time to test your username and password to access the members-only section of [stafda.org](http://stafda.org). **Don't have it?** Contact **Cathy Usher** at [cusher@stafda.org](mailto:cusher@stafda.org) to update your details.

