

THE WHOLESALER

News of Plumbing • Heating • Cooling • Industrial Piping Distribution

Working hand in hand



Jason Veal (left) of Tallman Company, a member of Affiliated Distributors, and Anthony Crouch of Crouch & Sons Plumbing were instrumental in getting the Noritz commercial tankless system specified for The Residence Inn in Florence, Ala. The high-efficiency, multi-unit condensing tankless solution features an innovative common venting setup to minimize exterior wall penetrations. The tankless system supplies 130 guest rooms, along with the dining and laundry rooms, with never-ending hot water. (See feature on page 42.)

Northeastern Supply acquires Standard Supply and Equipment

FRONT ROYAL, VA. — On July 26, Northeastern Supply opened its 33rd location by acquisition of Standard Supply and Equipment, 501 E Main St., Front Royal, Va.

Former owner Gary Hickerson will continue to work with Northeastern to help provide a smooth transition and new services and products to customers. (Turn to Acquisition, page 26.)

HARDI and JP Morgan partner on HVAC survey

COLUMBUS, OHIO — HARDI recently completed the second annual mid-season HVAC Distributor Survey in partnership with JP Morgan Equity Research. More than 100 HARDI HVAC equipment distributors reported a strong 2010 thus far, driven largely by weather, continued momentum from the \$1,500 residential tax credits and pent-up demand from last year's weak replacement sales.

(Turn to HVAC survey... page 26.)

Small gains but encouraging

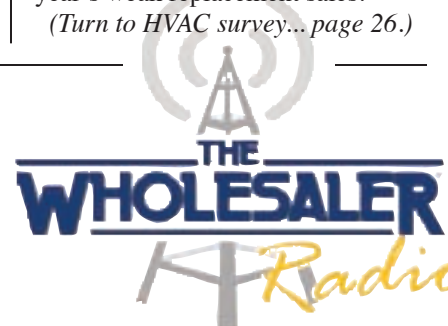
ASA distributor members report first positive quarter since 2008

CHICAGO — The American Supply Association distributor members reported a 2.3% improvement in revenues during the second quarter 2010 as compared to the same quarter in 2009. Year-to-date the plumbing,

heating, cooling, and industrial and mechanical pipe, valve and fitting distributors are still behind last year by 1.4% and behind by 15.2% as compared to 2008. For the month of June, the wholesalers reported only the third improved month in the last 18 months over the same periods of the previous

year with a 2.8% improvement, although the month remained 14.1% behind 2008.

For the second month in a row, one-third more distributors reported improved margins in 2010 as compared to 2009. On a year-to-date basis, the number of distributors reporting improved margins is equal to the number reporting reduced margins. Interestingly, (Turn to A better year... page 26)



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See contact information on page 86

TSC's Litco Supply opens new showroom

WATERBURY, CONN. — The new Litco Supply Company Luxury Bath Center showroom in Torrington, Conn., showcases bath, kitchen, tile and stone, serving both retail and trade customers.

Litco Supply hosted a grand opening event, "A Treasure Is Among Us" for its trade customers on June 24. The theme was selected to display to customers that they truly are a treasure to Litco Supply and that the company hopes the new Luxury Bath Center will be a treasure for them. Along with product displays and tours of the impressive luxury bath center, customers enjoyed an exciting time with colleagues and employees from Litco Supply and Torrington Supply. Litco Supply is undergoing redesigns of all three of its showrooms, ultimately hoping to generate



additional business for both trade and retail customers.

Even though the economic landscape is soft and some companies are reducing expenses, TSC Distribution Group is forging through this market. It understands that focusing energy and dollars into rebuilding its luxury bath centers and other key areas of Litco Supply now will better position the company in the near future.

Jen Black of Litco Supply has been the pioneer in the entire rebirth of the Luxury Bath Center. Without her, this



Among the key people involved in the Grand Opening of TSC/Litco Supply's new showroom were (from left) Dawn Corbo, Luxury Bath Center designer and showroom manager; Melissa Pressmar, Luxury Bath Center designer; and Nancy Becker, Luxury Bath Center sales division leader.

project would not have come to fruition.

"Everything is coming together nicely and now we can provide a positive shopping experience for both trade and retail customers," she said. "Product can now be displayed in a

setting that is attractive, functional and draws in the customer based on style. Along with our new showroom, we're offering a clearance corner that is available to both retail and trade customers."

Visit www.torringtonsupply.com.

PACE Supply hosts vendor fair

SANTA ROSA, CALIF. — On April 29, PACE Supply Corp.'s Santa Rosa branch hosted a commercial vendor fair with 13 manufacturers who displayed their products at Santa Rosa's largest event center, the Hyatt Vineyard Creek Hotel & Spa. This provided an

ideal opportunity for PACE's sales force, management and the manufacturers to promote stocked products supported locally in Santa Rosa.

The event offered business owners of key accounts, local builders and engineers the opportunity to ask

questions and learn more about the specific product lines PACE offers. This highlighted the importance of networking between wholesale distributors, vendors, specifiers and customers for building new business and for obtaining product specifications for future projects in targeted areas.

PACE Supply Corporation is an



employee-owned company that operates 11 wholesale branches throughout Northern California, plus a consumer-oriented Premier Bath & Kitchen showroom in Santa Rosa.

Pacific Plumbing Supply launches showroom for radiant products

SEATTLE — Pacific Plumbing Supply Co. LLC has opened a new radiant and hydronic showroom, The Pacific Green Room, at its headquarters in Seattle. The company displays and sells leading edge plumbing products, including water heaters, tankless water heaters, boilers, solar plumbing systems, PEX piping and commercial plumbing products. The showroom is one of the first of its kind in the nation.

The space was specifically designed as a sales and specification showroom for high efficiency radiant and plumbing products. The 2,100-square-foot showroom features a will-call counter for radiant customers and a flexible display space that includes a fully functioning heated floor display.

Pacific Plumbing Supply, established in 1949, is a wholesale plumbing distributor based in Seattle. The family owned company operates 17 branches in Wash-



ington, Alaska and Hawaii. Customers are served through traditional wholesale plumbing branches, master distribution and plumbing showrooms.

Visit www.pacificplumbing.com or www.pacific-greenroom.com.

F.W. Webb sponsors NASCAR event

BEDFORD, MASS. — Bedford-based plumbing and heating distributor F.W. Webb is the title sponsor for the NASCAR Whelen Modified Tour event on Sept. 18 at New Hampshire Motor Speedway. The race, formerly the New Hampshire 100, is now known as the F.W. Webb 100.

"We are pleased to have F.W. Webb as the title sponsor for the NASCAR Whelen Modified Tour event," speedway executive vice president and general manager Jerry Gappens said in a release from the track. "As a New England-based company, F.W. Webb continues to realize the star power of NASCAR in the Northeast."

It's another step in the growing relationship between the track and the company. The company also sponsors the newly built Frank Webb Bath Center at New Hampshire Motor Speedway, which was opened in time for the June Sprint Cup Series weekend at the track.

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The Front Page



When the Residence Inn of Florence, Ala., needed a new water heating system, and the original specification wasn't proving a good fit for the small mechanical room, Jason Veal of Tallman Company and Anthony Crouch of Crouch & Sons Plumbing came up with an alternative. They recommended and installed a system of Noritz tankless units that is designed to provide all of the hot water the hotel's guests will need.

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Beschloss Beat Aalberts Industries



Morris Beschloss interviews Aalberts Industries' Jan Aalberts, founder and chairman of the Netherlands-based organization. Aalberts discusses the company's acquisition of Conbraco as part of its strategy to become a PVF powerhouse in the U.S. 28



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The logo for Warren Alloy, featuring the company name in a stylized, bold, sans-serif font. The text is white and is set against a dark blue rectangular background with rounded corners. The background of the entire page is a close-up, high-angle shot of numerous brass or copper pipe flanges and fittings, creating a complex, circular pattern of metallic surfaces.

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See contact information on page 86

Build intellectual horsepower in your firm

Ron White, the comedian, has a show entitled *You Can't Fix Stupid*. In the show he points out that a person can change or fix a lot of things but in spite of any training and effort, "stupid is forever."

Ron's show reminded me that it was time to offer my bi-annual suggestions regarding the ongoing crusade to bring good people into our industry. Over the years, our industry has always needed good people, but we especially need the best people in this tough economy.

Frankly, I don't like the term "stupid" because it sounds demeaning or unkind. Further, as Forrest Gump's mama said, "Stupid is, as stupid does." We have all seen unproductive geniuses because some very smart people cannot leverage their smarts into superior performance.

I like the term "intellectual horsepower" (IH) to describe the characteristics that we are looking for in people. The key word is "horsepower" since it implies the intellect is being applied to the work to be done. Certainly intellectual horsepower is just one of the characteristics we're

- *Tough economy needs the best people*
- *Test before hiring*
- *Clean house of low performing people*
- *High IH people are harder to manage but worth the effort*

looking for in people. We also want many other performance-related qualities (attitude, honesty, work ethic, etc.) but I think IH is at the very foundation of what we must look for in people. As I talk with owners and managers, the need for people with high intellectual horsepower (High IH) is seldom argued. Yet a surprisingly small number of companies in our industry have a company process for measuring an individual's intellectual horsepower in a fair and objective way.

So here are some additional thoughts on people and hiring (This is not the whole story, so if you would like a couple of additional reprints on this topic, e-mail me at rich@go-spi.com.)

Wholesale distribution is a people-intensive industry

For years we have said:

1. Warehouse space is always available to wholesalers
2. Good lines are always available to wholesalers
3. Capital is always available to wholesalers
4. Good people to run the business are always hard to find and often the single most important factor in the success or failure of a wholesale business.

Use pre-employment testing

The best way to keep Low Intellectual Horsepower (Low IH) people out of your company is to stop them at the gate. Develop a way to identify Low IH people *before* they are hired

and just say no. I am somewhat dumbfounded by our industry's low acceptance of pre-employment testing. Without objective testing, the hiring process often boils down to the person's job application or resume and a short interview by someone in human resource management (HRM) or whoever drew the short straw and is the acting HRM person this week. (This probably never happens in your area, but I have heard stories in which applicants actually lied about their experience, employment history, qualifications, education and grades. They are betting the prospective employers won't verify any of the infor-

I have not seen one wholesaler whose procedures are good enough to protect them from all the dumb things a Low IH person might try.

mation. They also know that getting caught just means they are still looking for a job since there is no federal law against falsifying your resume.)

So objective testing may be your only defense against those rascals who misrepresent themselves. I also recommend drug testing while you are at it. (Since I am not a labor attorney, you must talk with yours as you develop any pre-employment screening process.)

Eliminating Low IH people in your organization is tough

After Low IH people have infiltrated your company it is always more difficult to identify them and to remove them. Often, Low IH people look just like you and me. They have families, kids, pets and are often really nice people. (As an aside, one observation that I have made over the years, but cannot prove, is that Low IH people seem to gravitate into politics. That's just a hunch but the evidence is pretty strong.) Some talk a really good game but are slow to learn, slow to change, make more mistakes and don't think out of the box.

Low IH people are not benign — The cost of accommodating Low IH people in your company is far beyond their salary and benefits since it includes management and HRM time along with getting someone to fix all the dumb things they do while they are at work.

Start with High IH people

Pre-employment screening is the fundamental technique for building a team of the best and brightest. In building a quality product, you must start with good raw material that can



BY RICH SCHMITT
Management specialist

be shaped for your purpose. It is the same with people, start with quality people and then train them for your company. Testing is not all things in the hiring process but you must find people who have enough IH to successfully perform the specific job. Ideally, you are hiring someone who, you believe, can successfully perform at the logical next level job into which they might eventually be promoted. When you hire a person with inadequate IH, the odds are greatly stacked against that person's success.

Create a specification for the person you want in each job

This is your shopping list for the person. I like minimum standards plus a list of desired characteristics. The list is used to evaluate candidates with the understanding that a candidate must meet or exceed every minimum (no exceptions) in order to be hired.

Here's my twist on setting the minimum standards: They should be established with above-average to superior performance in mind. In other words, to get above-average performance as a company, you must *always* hire people who are better than average. Part of the problem will be that, over the years, most companies have hired some less than average people. So, at the start, some companies may have to hire some pretty good people just to get their team's overall level up to average.

Do real reference checks

As part of the hiring process get input from people who know the applicant. These can be past employers and personal references. Take time to describe the job and then ask, "We just want to find the right person for this job. If we hire the wrong person, it is bad for the company and bad for your friend Bob. How do you think Bob would do in the job that I described? Where would he excel and where would he struggle?"

Consider intellectual horsepower over experience

This is one of toughest recommendations that I make in helping companies. (Turn to Trade on... page 83.)

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Gustave A. Larson Company announces award winners

PEWAUKEE, WIS. — Winners of Gustave A. Larson Company's annual Supplier Evaluation were recently an-

each of Larson's four regions were selected and the winner in each region announced at the awards dinner.



PEAQ Sales Winners: Left to right: Scott Larson, president/COO, and Sue Sinclair, Sr. VP/CIMO of Larson Co.; David Lindahl, Heatcraft Refrigeration Products; Dan Thompson, Lennox Hearth Products; David Barnson, G&S Sales; Keith Rinderknecht, RAC Sales; Andrew Larson, CEO of Larson Co.

nounced. Honored were Advanced Distributor Products, J.B. Industries, Armacell LLC, DuPont Fluoroproducts and Heatcraft Refrigeration Products. All received the 2009 Partners in Excellence and Quality (PEAQ) Award at a dinner on June 22. The winners are chosen through an evaluation of data collected throughout the year considering various measurements of the quality of partnering in business. Factors considered in the evaluation process are product quality, profitability, marketing, sales support, electronic commerce capabilities, on-time deliveries, basic credit terms, policies and procedures.

At another awards dinner on June 21, the Larson Company honored the top supplier salespeople for 2009. The top three supplier salespeople in

Winners were Dan Thompson of Lennox Hearth Products, Great Plains region; David Lindahl of Heatcraft Refrigeration Products, Great Lakes region; David Barnson of G&S Sales, Mountain region and Keith Rinderknecht, of RAC Sales, North Central region. The criteria used to evaluate the sales personnel include quality of sales calls, product knowledge, communication skills and accountability.

Sue Sinclair, senior vice president/chief inventory management officer, administers Larson's PEAQ program. "Our PEAQ program continues to strengthen our partnerships with our suppliers, helping us to provide better service to our customers," she said.

Visit www.galarson.com.



PEAQ Dinner 2009: Left to right: Scott Larson, president/COO and Sue Sinclair, Sr. vice president/CIMO of Larson Co.; Alan Shepherd, Armacell LLC; Jeff Cherif, J. B. Industries; Doug Johnston, DuPont Fluoroproducts; Grady McAdams, Heatcraft Refrigeration Products; Greg Connors, Advanced Distributor Products; Andrew Larson, CEO of Larson Co.

P & E Supply announces sales promotion



P and E owner Paul Kenney with the 2010 Ford pickup that customers can win as part of P&E Supply's promotion that will end November 18.

SANFORD, MAINE — P&E Supply Co., a plumbing, heating, water filtration, and water pumps and irrigation supply company, is running a sales promotion designed not only to encourage business but also to show appreciation to its customers and to highlight the importance of their business. The company has teamed with Crown Boilers, Viega North America, Mansfield Plumbing Products and Legend Valves for the promotion. Also making this promotion possible was Arundel Ford and Kennebunk Savings Insurance Co.

Customers who purchase a required amount of products from the participating vendors qualify for a chance to win a 2010 Ford vehicle. The promotion began in June and will conclude on November 18.

P&E Supply was founded in 1982

by Harry Kenney. His vision for the business was to give local plumbers, heating companies and homeowners direct access to supplies, fair prices, and priceless advice and customer service. The same vision and values are being carried on today by Kenney's son Paul.

The P&E Supply staff offers professional services in radiant and baseboard heat design, showroom consultation, solar design, well pump and water filtration. The staff will also do jobsite surveys to assist in proper sizing, solar and fixture needs.

After 28 years in business, P&E Supply has hired their first outside sales representative, enabling them to provide sales assistance in both York and Cumberland counties in Maine and in eastern New Hampshire.

Visit www.pandesupply.com.

ValvTechnologies increases capacity

HOUSTON — ValvTechnologies recently closed on the purchase of a warehouse on adjacent property for an undisclosed amount. Since moving to its current location in Houston in 1987, the company has continually expanded its facilities to keep up with its growth. The new space includes offices and more than 20,000 square feet of warehouse and manufacturing space. With this new addition, the total Houston manufacturing facilities now owned by ValvTechnologies exceeds 125,000 square feet on over 20 acres of land.

Employees recently gathered at the new facility for a grand opening and employee appreciation party. The luau-themed party was a way to showcase the facility and thank employees for their hard work over the past year.

Between 1992 and 1997, two buildings were constructed on the current ValvTechnologies land to allow for expanded manufacturing space. In 1999, the new corporate office was built, featuring two floors of office space

and production space for low-pressure valve assembly, welding and machining departments. All engineering, de-



sign and manufacturing occurs at the Houston corporate office.

In 2006, an additional 17 acres, dubbed Railhead, was purchased near the current facility, which now houses the ValvTechnologies specialty division (VTIS) and a new research and development facility with 10,000 square feet of dedicated space.

ValvTechnologies, headquartered in Houston, Texas, has been in business since 1987 and employs nearly 500 people worldwide. Corporate offices are located in the United Kingdom, mainland Europe, China, the Middle East and South America. Manufacturer representatives can be found worldwide.

Visit www.valv.com.

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The fully adjustable docking arm mounts onto a big capacity reel. It's loaded with tough Gel-Rod™ push rod that protects against moisture damage if the rod is cut or abraded. And the color self-leveling camera makes it easier for you and your customers to follow the action. With this easily maneuverable, all-in-one package you're set to trouble-shoot 3" to 10" lines. You can even mount the SD onto a mini reel to get down to 2" to 4" lines.

The Gen-Eye SD also includes built-in voice over microphone, on-screen distance counter, date/time stamp, AC and DC power cords, and 512 Hz transmitter for camera location.

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Sioux Chief hosts emerging plumbers

PECULIAR, MO. — On June 23, Sioux Chief Mfg. Co. Inc. hosted 70 plumbing students and their teachers at their facilities south of Kansas City, Mo. The SkillsUSA participants were able to experience first hand the manufacturing capabilities and innovative processes that produce many of the

top-quality products they install.

SkillsUSA is a national organization serving teachers and students from high school and college who are preparing for careers in technical, skilled and service occupations, including plumbing occupations.

The 46th annual National Leader-

ship and Skills Conference was again held in Kansas City, Mo., from June 20-25. More than 15,000 people — students, teachers and business partners — participated in the week-long event. More than 5,000 outstanding career and technical education students competed hands-on in 91 dif-

ferent trade, technical and leadership fields.

Sioux Chief congratulates all of the National Conference attendees as well as the champions for each field.

Since 1957, Sioux Chief has manufactured innovative plumbing products. Sioux Chief's comprehensive product line is comprised of seven groups: Supply, Drainage, Support, Testing, Specialties, Tools and Access. Sioux Chief products are sold to qualified wholesale distributors nationwide.

Visit www.sioxchief.com.



WinWholesale opens Windustrial brand companies in Pa., N.J.

DAYTON, OHIO — WinWholesale Inc. has opened Windustrial brand companies in Pennsylvania and New Jersey to provide contractors with a complete line of pipe, valves, fittings and fire protection equipment. The New Jersey location is the first Win Company in that state.

Lehigh Valley Windustrial Co. in Bethlehem, Pa., serves central and eastern Pennsylvania and western New Jersey, while Newark Windustrial Co. in New Jersey is focusing on customers in the Newark region. Both companies have local ownership and are part of WinWholesale and the Win Group of Companies, headquartered in Dayton, Ohio.

Each new company has counter sales and pickup as well as delivery service. Richard Raidline is president of Lehigh Valley Windustrial and Dean Lucas is president of Newark Windustrial. Lucas, also the president of Newburgh Windustrial Co. in New York, encouraged Raidline, who was a supplier to the Newburgh company, to open a Windustrial company.

"Dean has been a successful Windustrial president for many years in Newburgh, so we're delighted that he's opened a company in Newark to serve that market," said Monte Salsman, WinWholesale chief operating officer. "We're equally pleased that Rich Raidline saw the advantages of WinWholesale's unique business model that provides a high degree of autonomy and uncapped earning potential and decided it was a great opportunity to own his own business. The model includes the best of both worlds: local ownership and operation backed by WinWholesale's central support services and strength."

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Taco's online Flo-Pro Neighborhood appeals to interests across the board

CRANSTON, R.I. — Taco's new online FloPro Team Neighborhood is a unique learning and social environment where contractors and hydronic professionals come to gather and

fly fishing gear or titanium driver.

"The idea came to me at a training session when I saw four contractors, previously complete strangers, deep in conversation about their busi-

nesses, a discussion that eventually moved to hobbies and other interesting things," added Barba. "I thought, we need to bottle that energy! That gave birth to the Neighborhood."

Only a few months into its construction phase, the Neighborhood has already drawn more than 500 members. "It's teeming with activity and excitement," Barba said. "People are chatting back and forth routinely

and, as we get suggestions and recommendations, we jump on the improvements. So, just as you'd expect with the building of a neighborhood, it's changing and getting better each day as members offer new ideas."

The Neighborhood permits professionals from all over the world to keep up with other industry professionals, make friends, swap family pictures or join one of several recreational groups. It's an easy way to talk with people who have the same interests, whether picking the right product for an application, the right sized fly, perfecting your swing or looking for other motorcyclists to join a good cause.

The Neighborhood also hosts Barba's FloPro blog, where he artfully blends his two favorite topics:

music and hydronic equipment. From the 80s power ballads to resetting the new Taco iValve, Barba explores it all, with readers chuckling all the while.

Visit http://flopro.taco-hvac.com/login_reg2.html.



share notes, ideas, successes and challenges.

According to John Barba, Taco's contractor training and trade program manager, and also the Neighborhood's unofficial mayor. The Neighborhood is where contractors worldwide can discuss all things relating to hydronics and home comfort, the latest solar thermal technology — and even the newest Harley,



The FloPro Team newsletter keeps readers abreast of what's happening in the Neighborhood.

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GRUNDFOS 

See contact information on page 86

Midland Metal marks 30th anniversary

KANSAS CITY, MO. — Bill Hodes and his son Nick opened Midland Metal's doors in 1980, selling brass fittings to the plumbing market. Little did current owner and president Billy Hodes, who was just a boy at the time, know that 30 years later he would be at the helm of a company whose product line is represented by independent manufacturers' reps across the U.S., Canada, Mexico and the Caribbean.

Midland Metal's story symbolizes American family values and the customer loyalty that continuity brings. In its first year, the company earned \$60,000 in revenue. When Bill's youngest son Billy joined the business in 1999, sales were up to \$20 million. Today, the company supplies fittings, nipples, valves, clamps and plumbing accessories to the oilfield, well water, plumbing and HVAC markets. This growth did not come without a few twists, turns and a long-lost third cousin along the way.

In 1985, Bill Hodes sold his stake in Midland Metal to Nick. In 2000, it was

decided that the industrial division would be separated from the plumbing, gas and oil division and sold to Nick's brother Vince. By that time, Billy had joined Midland Metal, and Nick was ready to move on to other ventures. Though the business was losing money between 1999 and 2001, Billy was determined to change its course with a new business plan and a self-coined "big, hairy, audacious goal."

"In January 2002, I found a willing bank, which allowed me to buy Midland Metal from Nick," Billy explained. "My plan for the business focused extensively on investing in technology and personnel so that we could position ourselves operationally and technically for a strong push on the sales side. I planned to do this by implementing my new business model with specific initiatives to strengthen the national sales network and build a more efficient sales process."

It took three years for his plan to bear fruit, but by 2004 Midland Metal was operating in the black again.

Many family business owners agree that the most influential changes in their companies are not market or industry-related, but are instead personal in nature. According to Billy, this is the case with Midland Metal. In 2003, midway through implementing his business plan, he joined the executive coaching and business leadership group, Vistage. "Meeting with other business owners in an organized forum helps me process issues," Billy said. "Other members share their experiences, and it is a huge help in running Midland Metal. It is one of the best investments I've ever made."

2006 brought another company milestone in the form of a new employee who happened to share the family name. The fact that Jim Hodes came from one of Midland Metal's competitors and had more than 25



From left to right: Midland Metal general manager Jim Hodes, president Billy Hodes and western regional sales manager Ben Purcell.

years of operations experience made him the right person for improving the company's operational focus. "I had never met Jim before, but he ended up being my third cousin. His expertise has made all the difference in positioning the company for growth," Billy noted.

There is an expectation today that successful companies should give back to the community, and Midland Metal takes its civic duty seriously. Sharon Colbert, now in her 12th year as accounting manager, takes charge of adopting a family from the Bishop Sullivan Center each holiday season. After getting to know the family, Midland Metal employees contribute gifts, cash donations, gift cards and a special holiday meal.

Having only one annual project, however, did not satisfy the staff's generous spirit. Midland Metal is a proud benefactor of the Halo Foundation's Gulu Girls Home in Uganda, Africa. Gulu is an orphanage for girls whose parents were slain in the war-torn area. With the monthly support of Midland Metal, girls ranging in age from seven to 12 are provided with food, clothing, caring housemothers and the opportunity to attend school, where they will learn an entrepreneurial trade. An amazing 90% of the girls go on to attend secondary school and university, while some are trained as ambassadors for the foundation.

Now that the planning and strategy portion of his business plan is complete, Billy and his team are rolling up their sleeves in preparation for the next phase — accelerating profitable growth, especially in the West and Central regions of the U.S. With a solid sales infrastructure in place and by adding more product lines Midland Metal is primed for organic, conservative increases in revenue.

If Billy has his way, that means reaching the \$25-million sales mark as well as achieving his "big, hairy, audacious goal" to be the hallmark in the industry over the next 10 years. And all the while, he is keeping a watchful eye on the up-and-coming third generation for the next Midland Metal owner.

Visit www.MidlandMetal.com.



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I have it on good authority

I read a lot, which is somewhat required when you write for a living, but it's also my hobby, and happy is the man who makes his living by his hobby.

I have a Kindle and an iPhone with a Kindle app, so I always have a big library in my pocket, and that's good because I spend lots of time on benches in malls, waiting for The Lovely Marianne to finish shopping.

At home, I have a stack of magazines and paperbacks, and I spend nearly every day reading the Internet, searching for cool stuff about energy, heating 'round the world, and all the people in this wacky business of ours. It's not like working, but I do get weekends off.

I don't believe everything that I read, though, and neither should you, especially these days when all it takes to be an expert is a keyboard and a modem. A lot of the technical stuff I'm reading is wrong, but it wears beautiful clothes, so people smile at it and pay attention.

For instance, the other day, I stumbled upon a site called Efficient Energy — Top Information about Green and Efficient Energy (sounds like a great authority, doesn't it?). Someone asked this question: What in the heck is a gas, steam-heating system, exactly?

That's a fair question, since most of the people who understand gas, steam-heating systems are currently dead, and so I read the answers. Here was the first:

Pick up the phone and call your nearest Heating and Cooling Company. You will get a much faster and accurate answer than asking for it on here.

Isn't that delicious? That's what I call Top Information!

But wait, there's more. This is advice from another authority:

Gas steam heating is exactly what it sounds like. You have a water tank, which heats the water using natural gas. The hot water then travels up the pipes under extremely high pressure to each room, which has a heating grill, or Ol' Howlin' Ribcage, as I call them. The hot water and steam then heat the grill, allowing you a nice comfortable room in the winter.

Ah, the voice of authority. We should pause here and ponder the sort of steam heating system that would have water traveling through the pipes at extremely high pressure. Hmmm.

On the other hand, his description of a radiator is something that I have never come across before, and I'm liking this guy. Preach on, I say!

Is this good? Well, there are pros

and cons to everything. Here's the Good:

- *It's efficient, because the same heater gives you hot water!*
- *It's environmentally sound. After all, it's only water!*
- *Depending on the price of natural gas, it's cheap.*
- *If you have solid, or newer pipes, and heating grills, it's almost maintenance-free.*
- *It's common among older houses, although I have seen newer houses fitted with these systems. There are others who would swear by these systems.*

So we have these things on good authority, and I'm sure that the person who asked the question is nodding and feeling mighty fine. So far.

But there are two sides to every coin, so let's get back to our authority.

The Bad:

- *You forget to pay your gas bill, or the price of gas is higher than you expected, and you can't make a payment, thereby getting your gas shut off. Your pipes freeze, and then burst, leaving you with thousands of dollars in water damage.*

Steam fills steam pipes, and when the steam condenses, air takes the

I don't believe everything that I read, though, and neither should you, especially these days when all it takes to be an expert is a keyboard and a modem. A lot of the technical stuff I'm reading is wrong, but it wears beautiful clothes, so people smile at it and pay attention.

place of the steam, along with a bit of condensate. I've never heard of steam pipes freezing, but what the heck do I know? Let's hear him out.

- *You have older pipes, which have been under tremendous strain over the years, and have finally led to a pipe bursting.*

That tremendous strain would be, in most cases, about 2-psi pressure, but tremendous is relative, I suppose. Excuse me for interrupting. Please go on.

- *Now, you have water that is well above the boiling point flooding your home, causing more than thousands of dollars in horrible damage, and the only way to shut it down is to get the water company to shut off the main, which could take a long time, seeing that they had to stop for coffee and donuts.*

Well, there is that. . .

Your water heating system is out of date and no longer as energy efficient as you were told. Check the dates on the equipment, and know what you're getting yourself into.

If you really like this house, get a certified home appraiser to look over the house, and supply you with all the relevant information, on the heating

systems, electrical, plumbing, etc. Get the dates when these systems were installed.

Ask questions. If you're not sure, contact a professional. But be careful of those who would call themselves experts. Some will only tell you that you're going to have to replace the entire system. These people are salesmen.

Hope this answers at least part of your question. Best of luck to you!

Well, I'm okay if you're okay. I mean, we have it on good authority.

And don't think the wackiness stops at the Internet. One of my favorite authors is Lee Child. He wrote a series of novels starring a character named, Jack Reacher, who is a loner and tougher than Superman. He wanders into towns and kills all the bad guys. It's one of those check-your-brain-at-the-door series of novels that are irresistible. I can't put them down. One blends into the next, like smoke, and when I'm finished with each, I can't recall the plot of any of them. It's like eating cotton candy — delicious, and suddenly gone.

Lee Child's latest is *61 Hours*. A big part of this one takes place in an old Victorian house that has steam heat. He tells us so right up front. Steam heat lends itself well to scary stories and I'm willing to go along

with that. It has scared many a contractor over the years.

He describes the clicking and the banging of the pipes, and that made me smile because water hammer is just what you'd expect in a poorly maintained steam system. I was thinking about all the research that went into this novel.

But then Lee Child started to describe the sound of the water coursing through the pipes. That annoyed me because it sounded like a tidbit he might have picked up on the Efficient Energy — Top Information about Green and Efficient Energy site. Water doesn't course through steam pipes; it dribbles. It's condensate.

But I love this guy, so I let it slide.

Then I got to the point in the story where the water pump on the steam system was squealing as it pumped water through the pipes and that did it for me. I could no longer concentrate on whose ass Jack Reacher was about to kick. I just stared at my Kindle and grumbled. "No pumps on steam systems," I muttered.

"What's that?" The Lovely Marianne said.

I just shook my head.



BY DAN HOLOHAN
Wet head

Okay, spoiler warning: If you're planning on reading this book, don't go any further than this sentence

Still with me? Thanks.

We get nearly the end of the novel and there's a point where Reacher and the bad guy are down in this cave, 300 feet below ground. They're down there with a huge tank that's filled with jet fuel. With me so far? Good.

Okay, more bad guys show up topside. They have a truck with a long hose. They lower the hose 300 feet down to that big tank. Then they turn on the pump, which is up there on the truck, and proceed to suck the oil from the tank.

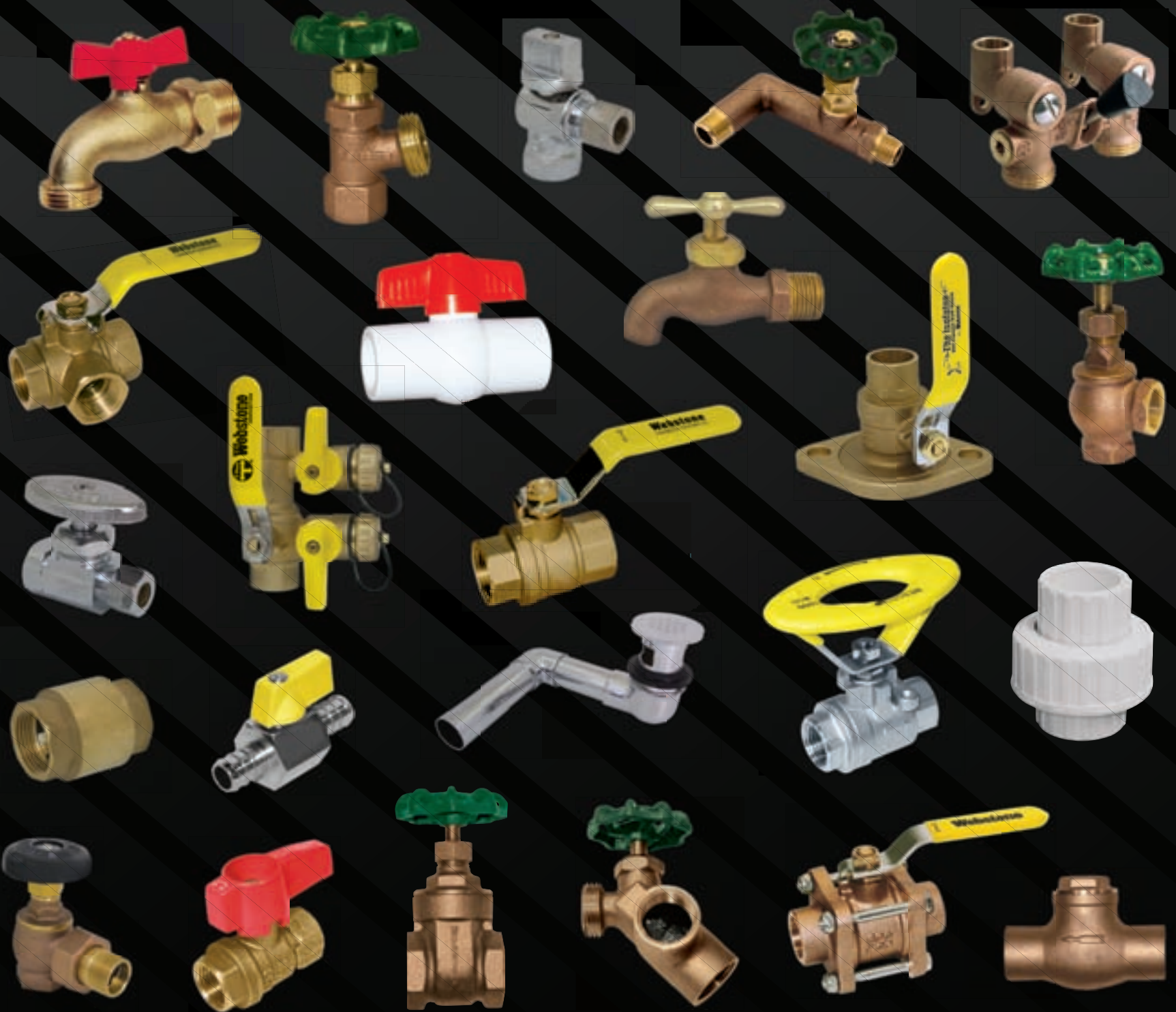
At this point, I shut off my Kindle and went out for a long walk.

Even in a perfect vacuum, you can't suck a fluid any higher than the atmospheric pressure will allow. One-psi pressure equals 2.31 feet. The atmosphere, at sea level, weighs 14.7 psi. That's all the push there is, so how the heck are you going to suck jet fuel up 300 feet? Grrrrrrr.

As I said, don't believe everything you read. ■

Dan Holohan began his love affair with heating systems in 1970 by going to work for a New York-based manufacturers representative that was deeply involved in the steam and hot-water heating business. He studied hard, prowled many basements and attics with seasoned old-timers, and paid close attention to what they had to say. Today, Holohan operates the popular website, www.HeatingHelp.com. He has written hundreds of columns for a number of trade magazines, as well as 15 books on subjects ranging from steam and hot water heating, to teaching technicians. His degree is in Sociology, which Holohan believes is the perfect preparation for a career in heating. Holohan has taught over 200,000 people at his seminars. He is well known for his entertaining, anecdotal style of speaking. Holohan lives on Long Island with his wife, The Lovely Marianne. They have four incredible daughters, all out in the world and doing wonderful things.

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Mastering time management for better results

Time management is one of the most important skills you should learn to master. Most people would tell you that there just isn't enough time in the day. The reality of time management is that no matter how organized we are, there are only 24 hours in a day. Time doesn't change. All we can actually

"The bad news is time flies. The good news is that you are the pilot."

manage is ourselves and what we do with the time that we have.

The No. 1 most profound time management tip that increases time and reduces stress is "You will never, ever, ever, ever, get caught up!" Our daily lives are filled with many, many repetitive tasks. These tasks include things like showering, getting dressed, eating, grocery shopping, answering the telephone, driving to work, etc. Get the picture? The goal is to not allow yourself to get caught up again. I want you to seriously reflect on what this means for a few minutes before you move on to the next paragraph. Those of you who ponder over this and understand its significance will greatly reduce your stress levels and increase your time, as stress reduces your effectiveness to manage your time.

15 tips for getting more done in less time

- **Plan each day** — Planning your day can help you feel more in control of your life. Write a to-do list, putting the most important tasks at the top. Keep a schedule of your daily activities to minimize conflicts and last minute rushes. Taking five minutes per day, five days per week to improve one's job will create 1,200 little improvements to a job over a five-year period.

- **Find out where you're wasting time** — Many of us fall prey to time-

- You will NEVER get "caught up"!
- Manage your time; don't let it manage you
- Identify and eradicate those bad habits
- Just say "NO!"

wasters that steal time we could be using more productively. Tracking daily activities is important, so that you can form an accurate picture of what you actually accomplish every day. This is the first step to effective time management.

- **Write a list of goals you'd like to achieve** — The most important element of time management is to have a clearly written, well-defined set of goals. Here are the principle elements of effective goal setting: 1) set clear, specific goals; 2) have a clear written plan; 3) make a list; 4) set priorities; 5) concentrate power (see *First Things First*, from Steven Covey's book); 6) overcome procrastination and 7) keep your life balanced.

- **Prepare a daily list** — Before you leave the office each day, prepare a written task list for the next day. Your subconscious mind works while you sleep, and you can add new tasks when you arrive at work in the morning. Seventy percent of business and professional people use a "to-do" list on a regular basis to administer their "have-tos".

- **Schedule your time** — This will reduce stress and will make you feel

Remember that you are not a one-person show. Delegation is a useful method of multiplying time in order to achieve better results.

in control and organized. One hour of planning will save 10 hours of just doing things.

- **Use time management tools, whether it is a Day-Timer or a software program** — A software program such as Outlook, for instance, lets you schedule events easily and can be set to remind you of events in advance, making your time management easier.

- **Prevent interruptions** — Managing interruptions allows you to maintain your focus. Protect your time from walk-in visitors or callers by isolating yourself, if possible. Close your door. Put up a sign. Work in a conference room. Block off time on your calendar for priorities. Handle larger, important projects in the morning, before you read your e-mails and before interruptions occur. Remember that you are not a one-person show. Delegation is a useful method of multiplying time in order to achieve better results. If you want to get something done, give it to a busy person!

- **E-mailing** — Block off times to

process your e-mail. Twice per day should be sufficient. Avoid the temptation to check e-mail frequently. Ten years ago we did not have access to half of the technology and resources available today. The amount of knowledge in the world has doubled in the last 10 years. And it is said to be doubling again every 18 months. In other words, we are all on an information overload, and we need to manage it better.

- **Organize your filing system** — Whether at work or at home, I suggest an A-Z filing system. I'm convinced that one desk drawer should be specifically designed for this system. This can include items that you can't decide what to do with.

- **Quickly process the paper work that hits your in box** — I apply the acronym "RAFT" to any piece of paper that crosses my desk: R = refer it to another person; A = take action; F = file it; or T = trash it. Always remember that procrastination is the enemy.

- **Work at work and do "home" stuff at home** — Keeping work and home duties separated helps you to be happy and productive and helps cre-

ate a more balanced life.

- **Keep your desk clean** — Whoever said, "A clean desk is the sign of a sick mind," was simply rationalizing his or her own sloppiness and disorganization. You can get more things done with a clean desk. You don't waste time looking for things. A recent study showed that we spend as much as 30% of our time looking for things. The saying "Out of sight, out of mind," really means "When it's in sight, it's in mind."

- **Identify bad habits** — Make a list of bad habits that are stealing your time, sabotaging and blocking your success. Then work on correcting those habits, one at a time, systematically, so that you can eliminate them from your life. Remember, the way to eliminate a bad habit is to replace it with a better habit.

- **Say no** — We say "yes" to others because we want to please them. But when we can't deliver, we let others down and feel guilty. Both parties suffer. Recognize that a genuine desire to please often prevents us from saying no. The most powerful word



BY PETER SCHOR
Showroom specialist

in our time management vocabulary is "no".

- **Use your time wisely** — Computers, cell phones and palm pilots can certainly help us to better utilize our time. Listening to motivational, inspirational and time management CDs or tapes is an effective way to stay positive while remaining on the cutting edge. The average American watches 28 hours of television per week. The average worker spends 35 minutes per day commuting and gets seven hours of sleep per night. These are lost times that could be used to perform a task that needs to be completed or to motivate and inspire ourselves.

One quick reminder: It takes 21 days of repetition to change or develop a new habit, such as an improved time management skill. Promise yourself and others that you will do it. Start with one time management skill; don't try to change everything all at once.

My favorite time management saying is "Life is a journey, not a destination." Enjoy and have fun on the way to better time managing, getting results and reaching goals. One of my favorite quotes, by Michael Altschuler is, "The bad news is time flies. The good news is that you are the pilot." Keep in mind this saying from a recent study, "78% of workers in America wish they had more time to smell the roses." ■

Peter Schor, president of Dynamic Results Inc, is a bath/plumbing industry speaker, educator, author, columnist and consultant in the many segments of our industry. For the past 20 years, he conducted seminars and speaks at numerous conventions. Schor has great expertise in the field of showrooms and hotel bathrooms and has won many industry awards. He also consults manufacturers in taking their products to market in the areas of sales, marketing and public relations. Schor can be reached at 1302 Longhorn Lane, Lincoln, CA. 95648, phone 916/408-5346, fax: 916/408-5899. e-mail pschor@dynamicresultsinc.com or visit his web site: www.dynamicresultsonline.com.

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Keeping up appearances in the restroom

BY JON DOMMISSE
Special to THE WHOLESALER

Today's commercial restrooms — especially when compared with the dingier models of yesteryear — have come a long way, earning due respect among specifiers, designers and building owners alike. Most agree that restrooms tell a greater story about a facility — about the building's cleanliness and safety, the respectability of the staff and management, and the organization's level of sophistication and overall success.

According to a recent annual nationwide survey about hand washing habits, a whopping 60% of the general population reported having a particularly unpleasant experience in a public restroom due to the condition of the facilities. To illustrate how a negative restroom experience can hurt business, nearly 40% said that as a result of that experience they left the facility without completing their intended business, while almost 30% said they will think twice about visiting that business in the future. One-fourth of disgruntled respondents said that they spread news of their bad experience to others via word-of-mouth.

But just as restroom design and maintenance can impact consumers' impressions of an enterprise, it can also affect whether — and how — people wash their hands.

The second annual Healthy Hand Washing Survey by Bradley Corp., conducted in July 2010, also showed that a surprisingly high percentage of Americans, including kids and adults, do not wash their hands after using the lavatory in a public restroom. This lack of hand cleanliness is a disturbing finding, particularly in light of last year's H1N1 flu outbreak and health experts' repeated messages that washing with soap and water is the best way to prevent illness.

So why are people failing to wash their hands? Many pointed to the poor condition of commer-

cial restrooms — a striking finding that is consistent with the original 2009 survey. Respondents complained of non-working or clogged sinks, lack of supplies, and unclean or crowded wash areas. The primary reason cited for not using soap, or rinsing only with water, was that the soap dispensers were empty or in disrepair.

Coming clean in the restroom

Restroom visitors clearly have higher expectations for not only restroom décor and aesthetics, but also for a clean, well-maintained environment devoid of unsightly debris or germs.

While wholesalers and builders cannot control how well the maintenance staff disinfects restroom surfaces or dictate that all staff and users wash their hands, they can help ensure that rest-



Designing restrooms that are fully equipped, well-lit, aesthetically pleasing and accessible can help encourage hand washing.

rooms are well-designed and stay cleaner, which, in turn, encourages hand washing behavior and a positive impression of a business or facility.

Part of the key is to select restroom products and fixtures that offer the "whole package." Look for durable, attractive and energy-efficient fixtures designed to stand up to high-traffic environments and everyday wear and tear, while warding off common vandalism damage. The benefits of using such fixtures are many — not only are they easier to maintain and keep clean, they save labor costs and money in the long run. They also help the organization deliver a positive experience to its patrons.

Some suggestions:

- **Eye appeal** — To keep restrooms from feeling institutional and cold, select warm-colored natural stone or ceramic tile. Opt for durable



High-quality and low-maintenance fixtures such as this lavatory made of molded natural quartz resist stains, chemicals, scratches and heat — and does not support microbial growth.

solid-surface lavatory systems in earth shades that coordinate with other accessories in the restroom. Coordinating stainless steel accessories with solid surface lavatory systems in earth tone shades will complement the warm color scheme and other accessories in the restroom, creating a welcoming space. Good lighting also plays an important role in the aesthetics of a restroom because it lets patrons see how clean — and safe — the facility's restrooms are. Keep lighting in the warm temperature range, and stay on the softer side.

- **Low maintenance** —

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Specify fixtures that are high quality and low maintenance. One manufacturer now offers resilient natural molded quartz, as well as durable composite materials for sinks and basins that resist stains, chemicals, scratches and heat, thereby reducing the likelihood of repairs and need for replacements.

Other features that save money and keep restrooms tidier are built-in soap dispensers that drip right into the bowl, and infrared sensors that shut off flow after use. These can also repel vandalism – especially important in schools and heavily used facilities like shopping malls and airports.

- **Low flow** – Low-flow restroom fixtures have already become the standard in commercial and institutional restrooms. Toilets that once used 5 to 7 gallons per flush are now required to use no more than 1.6 gpf. Many specifiers are also opting for ultra-low-flow toilets and waterless urinals for their facilities.

- **Photovoltaic cells** – Another way to maximize savings and environmental efficiency is with light-activated lavatory systems. Photovoltaic cells integrated into the top of a lavatory system convert either normal restroom lighting or day lighting into energy that is stored and



Using newer restroom fixtures with sustainable features such as hands-free technology helps reduce utility costs while being environmentally friendly.

used to power valves and sensors in the hand-washing fixtures. These fixtures eliminate the need for batteries and electrical hookups. By eliminating replacement batteries, these products not only cut operating costs but also help reduce the more than 2 billion pounds of batteries that are sent to landfills each year.

- **Hands-free fixtures** – Besides reducing waste, infrared fixtures provide the added benefit of reducing germs. To be sure, Americans are sensitive to hygiene and wary of touching objects that have been handled by scores of other patrons. Hands-free faucets in public facilities can encourage more hand-washing –

and help prevent infections. Hands-free sensor-operated soap dispensers, motion-activated towel dispensers and automatic hand dryers are all popular choices.

Some manufacturers also provide anti-microbial coatings on door handles as another option to minimize germs and bacteria.

The design and maintenance of commercial restrooms are critical factors when it comes to customer perception – and hand hygiene. A

well-planned restroom design with durable and efficient fixtures not only positively affects facility operating and maintenance costs, it bolsters public perception of the business and healthy hand washing behavior among users. ■

For information on this survey contact the author, Jon Dommissie, director of marketing and product development for Bradley Corporation of Menomonee Falls, Wis. A USGBC

member and manufacturer of locker room products, plumbing fixtures, washroom accessories, partitions and emergency fixtures, Bradley serves the commercial, industrial, health care, recreation, education and corrections markets worldwide. Dommissie can be reached at Bradley Corp., W142 N9101 Fountain Blvd., Menomonee Falls, WI 53052-0309. For more information, call 800-BRADLEY or visit www.bradley-corp.com.



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Davis & Warshaw marks 85 years with new guide

NEW YORK — Davis & Warshaw, a metro-New York kitchen and bath distributor, asked more than 30 of its architect and design clients to rifle through their Rolodexes and scan the smart phones for the names of their most trusted suppliers, from craftspeople specializing in leather work and custom hardware to decorative painters, and even movers. Their suggestions — 85 in all — are featured in *Guide 85*, an indispensable publication profiling top “go to” trade resources.

The handy, pocket-size booklet was created to coincide with Davis & Warshaw’s 85th anniversary. Tony Chi, Alexa Hampton and Thom Filicia were among the design industry talents who shared their coveted contact information for marble magicians and security geniuses, fireplace specialists and embroidery experts. Inson Dubois

Wood, for instance, recommended Westchester-based Miro Art Inc., whose decorative painting skills are represented at the White House, while architect Stephen Wang suggested metal fabricator LMC Corp. or Paterson, N. J., which helped repair the Statue of Liberty’s torch.

“I’m looking back over these past eight decades. It was clear that the growth and success we’ve experienced as a company have been made possible thanks to the support of our clients,” said Davis & Warshaw president and CEO David Finkel. “*Guide 85* is our anniversary gift to them and to anyone who wants to have this helpful design directory on hand.”

Davis & Warshaw’s commitment to the environment, embodied by a “Practically Green” philosophy that guides all of its practices, is also evident in *Guide 85*. It was printed just over 200 miles from New York City, in Hanover, Pa., with soy ink on 80% recycled, 60% post consumer waste, elemental chlorine-free paper, using renewable energy sources.

Copies of *Guide 85* are available free of charge at each of the company’s seven showrooms in Manhattan, Queens, Long Island and Westchester. Visit www.dwny.com.

A better year shaping up for ASA distributors

(Continued from ASA, page 1.)

the larger distributors flattened out in revenue improvements, but the distributors with \$10 to \$15 million of revenue are growing at a significantly faster pace on a percentage of revenue basis than all other PHCP distributors on both the monthly, year-to-date and 2-year YTD comparative numbers.

Inventories continue to be reduced. Another 2.3% reduction has been achieved as compared to 2009 and a 9.3% reduction as compared to 2008. Account receivable days sales outstanding has also improved for the distributors as 1.3 days has been taken out since 2009. These two facts should be providing a strong cash flow boost to

the industry as it appears to be rebuilding its balance sheet. For the second consecutive year, distributors overwhelmingly have reduced head count, which will help productivity and the industry income statement.

All of this points to a continued, albeit slow recovery for the PHCP industry with about two thirds of the distributors reporting improved profitability as compared to 2009, when 83% of the members reported reduced profitability.

For a full report containing statistical evaluation by regions of the country, market segments and distributor size, contact Chris Murin at cmurin@asa.net or 312/464-0090 ext. 204.

Visit www.asa.net.

HVAC survey a collaboration of HARDI, JP Morgan

(Continued from HARDI, page 1.)

Concerns about a still-sluggish commercial recovery, continued lack of consumer and commercial credit, and price pressures weigh down otherwise generally optimistic outlooks for 2010. Interestingly, while more than 90% of respondents considered the residential tax credits positive for business, over half shared concerns that a failure to extend the tax credits beyond this year could have a negative effect on 2011 by



pulling through some demand.

The survey goes into detail on residential end market demand, commercial end market demand, inventory levels, raw material and OEM price pressures, government policy measures and energy efficiency/environmental/air quality factors. The results of this annual joint survey are proprietary benefits to HARDI member companies and clients of JP Morgan’s Equity Research Group.

Acquisition

(Continued from Northeastern, page 1.)

tomers. His stepfather, Kirk Stratton, started the family company in 1953 and Gary assumed ownership in 1992.

“I needed to make sure my customers would have the experts they needed to help them, because rural plumbing is vastly different from city water,” noted Hickerson. “Rural plumbing deals with private wells, gray water, septic tanks and disposal systems with no municipal sewerage. I

have seen and am convinced that Northeastern Supply’s people know rural plumbing and will provide service to our customers. They are familiar with the needs of customers west of Blue Ridge, and I am comfortable that they will take care of the relationships we have built here for more than half a century.”

Twenty-year Standard Supply veteran Diane Pence will remain on board, along with John Ramey, who has been in the industry since 1979 and is now the branch manager.

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Q&A with Jan Aalberts

Aalberts Industries' Conbraco acquisition achieves major U.S. PVF status

BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

When Dutch entrepreneur Jan Aalberts formed Mifa (an aluminum precision extrusion company) in Venlo, Netherlands in 1975, little did he realize that he would eventually preside over a multi-billion-dollar empire comprised of international industrial services and flow control.

Today, Aalberts Industries employs 11,500 people in more than 140 companies, operating in 20 countries. Although overall revenues slid in 2009, due to the worldwide recession, Aalberts Industries has been firmly back



Jan Aalberts, chairman and founder, Aalberts Industries.

on the comeback trail currently. The financial analysts expect a total revenue level of more than \$2 billion in 2010.

In developing his 1981 long-term growth plan by creating his empire's foundation stone, Aalberts Industries B.V., the pan-European industrialist became committed to international industrial services, and flow control as his two main growth spearheads. This decision was codified with the public issuance of stock on the Amsterdam stock exchange in 1987, Aalberts Industries generated about \$30 million annual revenues.

Four years later, Aalberts Industries took its first step into the Flow Control arena with the acquisition of VSH in Hilversum, Netherlands. At that time, ongoing revenues had already tripled.

The year 1993 featured Aalberts Industries' international expansion,

and initiation into flow control by acquiring Denmark-based Broen, a maker of, amongst others, building installations and controls. By then Aalberts Industries' total annual revenues had shot well over the \$100-million mark. Broen in itself established a couple of daughter companies e.g. in Poland and Russia. By utilizing and growing this base in Eastern Europe, the rapidly expanding industrial conglomerate had



"My thoughts are that we definitely will grow in the U.S. First of all organically, with the development of new products and secondly we will always look for suitable acquisitions..."

raised total annual sales in 1997 to well over \$300 million.

Aalberts Industries' initial foray into the U.S. came in 1998, with the industrial services establishment of Ionic Technologies, Greenville, S.C. By then, the company's annual revenues had passed \$350 million.

This was followed by further U.S. flow control expansion with the 1999 takeover of Taprite-Fassco, San Antonio, Texas. This was celebrated by a leap over \$400 million by the fast-growing international combination of flow control and industrial services.

The new millennium featured Aalberts Industries' acquisition of Yorkshire Fittings, Great Britain, making Aalberts Industries Europe's biggest fittings producer.

By acquiring Henco Industries

"We already have been exporting out of the U.S. to quite a number of areas in the world and through the worldwide network of Aalberts Industries..."

(leading plastic system specialist, including multilayer tubes) in Belgium in 2008, this international industrial concern exceeded the \$2-billion annual revenue mark, while strengthening its international underpinning.

The current super expansion of its U.S. beachhead of Elkhart Products and Lasco Fittings has laid the groundwork for the major breakout of Aalberts Industries' Conbraco purchase, adding at least \$200 million of annual sales to its expansion into the U.S. PVF market.

The following exclusive interview with chairman and Aalberts Industries' founder, Jan Aalberts, will at-

tempt to provide our legion of interested observers with Aalberts Industries' U.S.-oriented growth plans and its interesting timing, at a time of both general and PVF-oriented concern over future developments in the U.S.

Beschloss: What first motivated you to enter the American market, and when did this decision occur?

Aalberts: In the 60s/early 70s, I visited the U.S. regularly for business

purposes. At that time I realized the great potential of the American market.

Beschloss: With your obvious success in developing a growing base in all of Europe, was your desire to become a global factor instrumental in taking initial positions in the vast U.S. pipe-valve-fittings sector?

Aalberts: During the creation of our Flow Control activities it was our vision to certainly expand this business in the U.S., however, only after business in Europe was at a high level.

Beschloss: Although Conbraco, Elkhart Brass Products and Lasco Fittings are already a formidable foothold, do you have plans to make additional acquisitions at a time that the PVF sector is taking a breather in power generation, oil production and intense natural gas development. It's also a time when the commercial market is in the dumps, and future opportunities may be available. What are your thoughts?

Aalberts: My thoughts are that we definitely will grow in the U.S. First of all organically, with the development of new products and secondly we will always look for suitable acquisitions that are expected in the coming years in the whole market segment we are active in.

Beschloss: Although your Elkhart Brass Products and Lasco Fittings subsidiaries have obviously been successfully managed under your ownership, are you planning a unified strategy under the overall Aalberts Industries' umbrella?

Aalberts: It is necessary to have one approach and one face in the U.S. market for the segments in

which we are active. We do that with local management who will jointly take care of that.

Beschloss: Although the U.S. is just climbing out of a grinding recession that impacted every aspect of the industrial PVF sector, the major components comprising PVF look strong for the future. Is this inherent opportunity influential in increasing your stake in the American PVF arena?

Aalberts: Yes, certainly, this is done through our wide product portfolio and introduction of new products.

Beschloss: With renewable energy such as solar, geothermal and wind heavily favored by the U.S. government, do you envision this sub-sector to provide new impetus to end-use opportunities?

Aalberts: We definitely see opportunities in the solar market, where in Europe on this particular technology we have a reasonably good position and we do see future possibilities.

Beschloss: The American Administration is heavily committed to exports, and calls for doubling this \$1.3-trillion sector in five years. Do you see this as a plus for Aalbert's Industries' manufacturing commitments, now and in the future?

Aalberts: Of course. We already have been exporting out of the U.S. to quite a number of areas in the world and through the worldwide network of Aalberts Industries export will increase, which we expect to be successful. ■

Morris R. Beschloss, a 54-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.



Aalbert Industries' website demonstrates the company's wide range of industrial activities.



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RIDGIDConnect sweepstakes winner receives \$25,000 prize package

ELYRIA, OHIO — RIDGID® has announced the grand prize winner of its RIDGIDConnect™ Sweepstakes promotion. Pat Grogan, a Topeka, Kan., resident, and owner of Pat the Plumber, received a prize package valued at more than \$25,000.

The prize package included the following:

- Subscription to RIDGIDConnect online business tool for one year
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- DVD Pak monitor with OLED display

- RIDGID RP-210 press tool with ProPress® Jaws

- Olympus® Stylus Tough digital camera

- Flip® UltraHD video camera

- GlobalSat bluetooth GPS receiver

- SeeSnake® interconnect cable

- Various articles of RIDGID gear.

The contest, which ran from February 1 through June 30, 2010, was created to promote RIDGIDConnect, a subscription-based, online business tool designed for service professionals and contractors who create or use digital information. It was open to professional contractors throughout North America. Grogan was randomly chosen out of several thousand entries.



Pat Grogan is the owner of Pat the Plumber, a plumbing and drain cleaning company that services the Topeka, Kan., area. Pat the Plumber

provides same-day service and extended scheduling for customer convenience. Its plumbers are highly trained in the newest technologies from tankless water heaters to EasyWater water conditioning systems. The company has received an 'A' rating from the Better Business Bureau, and was voted "Best of Topeka Plumber." The company is a member of NexStar, an organization for better business practices.

"This RIDGID prize package is allowing me to jump right into the digital world, and it will create a lot of additional opportunities for my com-

pany," said Grogan. "Instead of trying to keep track of DVDs, VHS tapes, digital pictures and videos about sewer inspections and commercial projects, being digital will allow us to get organized on RIDGIDConnect and to put a portal on our website that our customers can access at any time."

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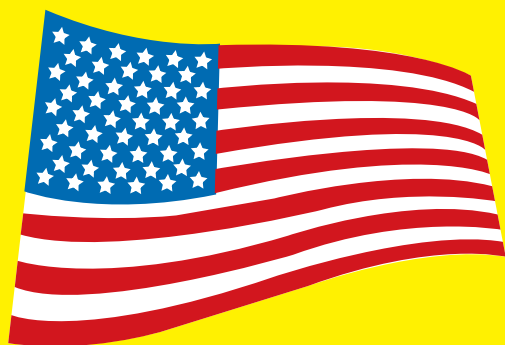
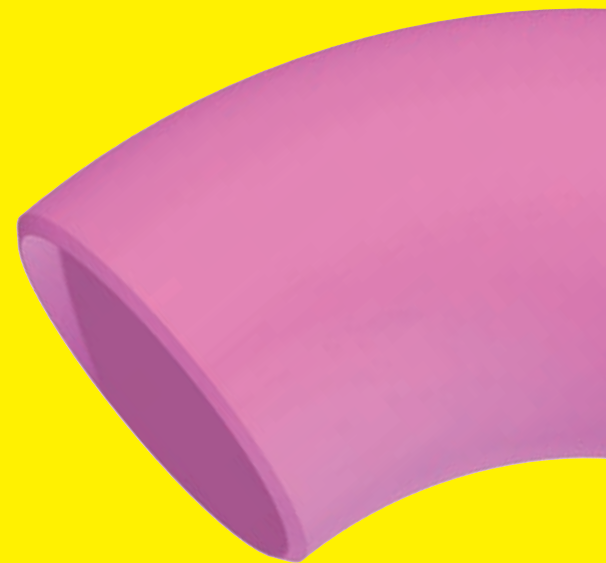
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The new normal

What it is and how to survive in it

Back on May 21, I attended the annual meeting of the Western Supplier's Association, a regional association of the ASA. This is the Northern California group, and one of the best regional associations functioning today.

I believe I mentioned in my June "Corner" that I would be attending and serving on a discussion panel with Kip Wixson of AB&I Foundry, and Dr. Mike Workman from Workman Associates. Not only was I impressed with the attendance and the energy flow in the group, I was so pleased to hear the determination from most folks that they were going to come out of this economic "super-fall" in better shape than when it started. Been a heck of a wake-up call, but nevertheless, they all appear to have been "awakened!"

First let me tell you that getting into Silverado (Napa) brought back a ton of great memories, going back to the very first time I was ever there for a WSA meeting. That was about 1980-81. I was 37 years old and had just taken over everything that Anvil had in Denver and West (ITT Grinnell at the time) — meaning all of the supply sales branches of the company. At that time we belonged to the WSA as a wholesaler to the trade and a manufacturer that wanted to sell commodity product to other wholesalers! Believe me, we were all pretty good in those days at carrying water on both shoulders (selling on both sides of the street if you

will). I felt it was going to be no different when I got to California. Wrong! Making friends has always come easy for me, and though the West Coast was no different, growing the business was a lot tougher to do. I could not count the number of times that I heard, "John, I have grown to think a lot of you Pal, but at the end of the day, we compete also. I can only give you so much of my spend!"

Well, that was not in my plan, so I had to figure another way. I decided that I wanted to make our membership within WSA more meaningful, so I worked to get invited to fill a seat on the Board of Directors! Yes, after one year, I took the invitation to the top, and became the next director on that board — a board of wholesalers. Before the national chains of today became so visible across the country, this association was packed with big time large regional independents and very strong local independents as well. Companies like Slakey Brothers, Western Nevada, P.E. O'Hare Co., Dalzell Supply, Keenan Supply, Cal-Steam, etc., etc. I could go on and on, but my memory is slipping a bit on some names. There were also T.W. Smith, Ashby Plumbing, Plumbers Supply, Moran Supply, Steam & Plumbing, General Plumbing — again, I could go on and on, but no real need to. You get the picture. Northern California was a mecca for doing great business in those days — and I was blessed and cursed at the same time to

be a part of it. Blessed to be in such a great economic location to "sell into," and cursed to be charged to be all things to all people on both sides of the fence. Did it pretty well and still made lots of friends — enough friends to get elected to that Board of Directors for a couple of terms. The reason for telling you all the above story on how I got to the board back in those days was to tell you that it was, indeed, worth the effort. Experiencing how a regional ASA arm functioned — independent in so many ways, yet with strings attached to the mother ship in Chicago gave me the passion that I still have for the national association and its continued survival with the regional structure.

Back to the WSA Regional Meeting. It is pretty well known by most of the industry that while some regions have closed up or have been swallowed up by others the past few years, others have prospered, some have struggled, and a couple have stayed just about the same — just rocking along. Yes, economic times have changed a lot of things in most industries, and ours is no exception. I'm afraid we all have to "fess up" to the reality that the changes that have been forced upon us by a ton of outside forces ranging market over-build to world events to political and greed issues is indeed "The New Normal!" Times won't ever be the same in general, but we can survive by pulling together and making adjustments in how we think and act/re-act to situations and opportunities. To this point, the WSA Region of the ASA has done just that, it appears to me! As I stated, a ton of old memories. As I walked into the Silverado Lobby to check in for the convention and my room, I saw a lot of friendly and familiar faces, people that I've known since the early 1980s and that I have continued to do business with. Being back on their turf in the role of a "guest" was a great feeling. It was a feeling of change, know what I mean? The change was recognized both in our personal appearances, and in industry survival. They are a smaller group by far, but the determination within the group to "proceed" was never more present. The structure of the meeting from front to back was not so "fancy" and top shelf as in the past, but the drinks and food and welcome atmosphere was right on target for the times and for the event.

In an earlier column, I mentioned the four key questions we were going to address in a panel at this meeting. Here, I will share with you the audience response:

- What is the most significant



BY JOHN MARTIN
PVF industry veteran

change in your relationships with your distributors, manufacturers and customers that have occurred in the past two years?

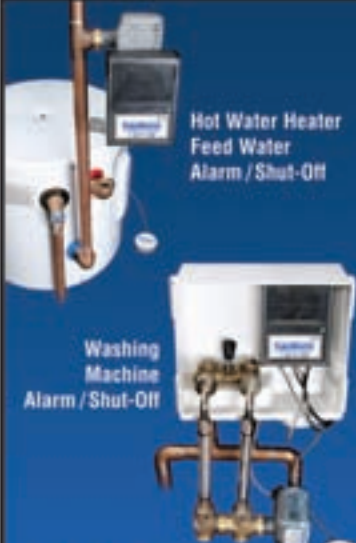
Audience — It was well recognized that the most significant change was that the wholesaler is acting more as a lender to the end user/customers. Why? Financing is increasingly unavailable to them and the wholesaler has to step up with his key customer base more than ever. Historically, manufacturers have not had to play that role to the wholesalers, but they also are having to, shall we say, find that adjustment as well with their key accounts in some areas. Wholesalers are not going to carry large/huge inventories any longer, and they will rely on vendors of choice to carry that cost burden on their shoulders. Have it on time, every time. To verbalize this a bit more, Mr. Wixson gave the example of the Titanic. Yes Sir, when it was designed, built and even launched, it was assumed to be unsinkable indeed, but then it *did* sink! This quickly created a "new normal" for ship design and construction.

When it comes to our industry, our high-flying times are over for some time, so this processing of a new normal is absolutely not optional! Mr. Workman indicated that he felt this "lender-borrower" relationship will continue to be re-defined. He believes (and we agree) that the wholesaler can expect to become more of a lender-partner with their contractor customers. It is generally recognized that the contractor-type customers have a much-reduced back log of work, which in turn reduces the ability to borrow or even borrow from the next job to pay for the current work load. This also means that there are fewer job-pricing protection offers being used. Pre-liens will be harder to get, increasing greater financial risks, etc., etc. A "thinning of the herd" is inevitable. There is still a shake out in the economy of companies that will not make it through the recession is the general feeling. There will be fewer players remaining in the distribution channel, pulling together for a positive common cause is a key effort for the new normal with this region's efforts.

- What will contribute to the biggest change that will occur in our (Turn to Martin's Corner, page 36.)

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(Continued from page 34.)

business over the next five years (excluding government influence or lack of same)!

Audience — It was noted from Mr. Workman that the more agile wholesalers starting to work/partner with the contractors and assisting them in purchasing and planning jobs will be a huge change over the next five years. Currently it appears that most wholesalers will do or offer to do most anything to make the sale and the contractors know that. They are concerned with their P&L as well they should be, but as long as this is the “normal,” then survival rates will continue to decrease! It was added to this opinion by yours truly that the contractors (going forward) must have a fundamental change in their perception and expectations of the wholesaler and manufacturer. Neither the wholesaler nor the manufacturer can afford to be as anticipatory about inventory builds as in the past. The new normal must include market-driven manufacturing philosophy — a turn to “mass-customization” instead of mass-production. This requires working partnerships, period!

- What is the most innovative thing that you have seen happen to your business over the past five years?

Audience — Not a lot of solid input here that all could or would agree on. Innovation is tough in our business. Webster says to innovate means: “To make changes or alterations, to bring in new ideas and methods.” That is a tough order, my friends, in this business. I will tell you that more and more wholesalers are involved in electronic commerce than ever before, and that is indeed a change in methods. I will also tell you that larger, more sophisticated, contractors are looking for ways to cash in on savings via quarterly and even annual pricing contracts., help and support in managing their inventories as well. This applies to bin stocks as well as projects. Don’t take that lightly! Call me anytime to discuss.

- What is perceived to be the hardest thing about our channel to change, but if we could, it would have the greatest impact on long term profitability for everyone in the chain?

Audience — Here’s the deal: Recognizing that the new normal for the industry will be far leaner management and inventories, it will be extremely incumbent on both wholesalers and manufacturers to understand far better their customers’ needs so they can be timely and efficiently met. Mr. Wixson indicated that wholesalers’ current or newfound knowledge of customers’ needs must be communicated to the manufacturing community they use to ensure timely production and delivery of material needed. By way of supporting Mr. Wixson, the writer added, “Wholesalers indeed must be far more invested in knowing and partnering with their manufacturers of choice. During the last few years, wholesalers in general have become more the ‘buyers’ for their customers, than ‘sellers’ of chosen manufacturer/partners products.”

Finally Mr. Workman added: “The time to change one’s ‘selling philosophy’ is when one is out of inventory! Recessions force businesses to do business differently — innovation is not only encouraged, it becomes necessary to survive. While a return to traditional customer loyalty is desired, such loyalty sometimes inhibits innovation.

After attending the WSA Convention, I’m

convinced if this theme of a “new normal” can be successfully carried across the country — right into the ASA Convention coming up in October — together we can make a difference!

Speaking of the ASA Convention, are you registered yet? I confirm that our company certainly believes in supporting the industry that supports us. Yes, these regions need help and support, and so does ASA. If we collective don’t give enough support, then they can never be what they want and desire to be — a leading voice for you and our industry. We are a bronze sponsor and fully attending VMD member for Chicago, and urge you all to be there and support. From a manufacturer’s point of view — one who actually produces its major product lines here in the U.S. — take a look at what the word “Domestic” could mean today.

- Question — What is domestic?

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The “domestic” issue I bring up above is most likely another Martin’s Corner for another day, but it is very important as you get invited to bid or participate in federal money work, or recovery act work, that you understand what it is all about. It is best to assume nothing and communicate with your contractor customers. Can you understand why a manufacturer producing in this country has grave concern about being sure that wholesalers and contractors/end-users alike have a clear understanding of what is done where, who does what, and etc., etc., etc? This is a major reason today that producers must support and be at association meetings of their customers. It gives them valuable time face to face to discuss issues like Buy America v/s Buy American v/s A.R.R.A. v/s the special Pennsylvania Act that is in play in that state regarding iron and steel. Let’s face it, the folks that communicate well together are going to do business together. The “New Normal” has to be part of those discussions; let’s pull together and go to market together!

While I hope you are all having a fun and safe summer, remember to be safe and know that the industry needs you. Call me anytime. Take care and God Bless! See ya next time. ■

Born Johnney E Martin in Venus, Texas, in 1944, he is one of nine children raised 100% on a cotton and grain farm that his father share-cropped. After high school, Martin went into the Army and then Reserves. From there he joined what was then Grinnell Co. in 1968 and has been with them every day of his life since then through four different owners, now Anvil International, A Unit Of Mueller Water Products. He currently serves as vice president of national account sales for the Anvil Mechanical Unit. Holding various sales and management positions for the company over the years, Martin has received numerous industry and association awards and has been involved with industry education foundation boards, and the Board of Directors of both ASA and MCAA. Martin currently resides in Castle Rock, Colo., with his wife Kathy of 27 years; they have a daughter Kayla who is 25 years old. He is committed to staying involved in the plumbing and PVF industry (which he loves) for many years to come.

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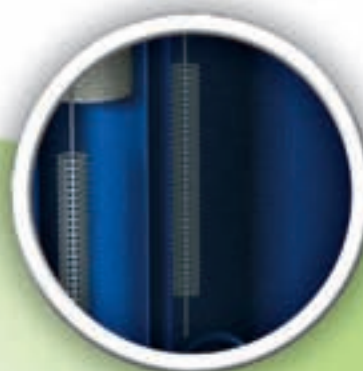
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OAK BROOK, ILL. — Halsey Taylor is well-known in the industry as one of America's first manufacturers of water coolers and drinking fountains, but few are aware of the rich history that shaped Halsey Taylor into the successful company it is today. Approaching its 100-year anniversary in 2012, Halsey Taylor reflects on its long history of inspiring experiences, events and innovations.

Catalysts for change

Born in 1877, Halsey Taylor moved with his parents from Missouri to Ohio when he was just a baby. Upon the opening of the Oklahoma Territory, his family headed to the undeveloped West in the early 1890s. His father, Alfred Taylor, died



Halsey Taylor

shortly after their arrival as a result of typhoid fever, which he contracted from a contaminated water supply.

After his father's death, Halsey's mother moved the family back to Ohio. Years later, while working as a plant superintendent for a car manufacturer, Taylor witnessed multiple cases of dysentery that spread through the workforce as a result of unhealthy drinking water. Inspired by these personal experiences, Taylor made it his mission to design a sanitary method of providing safe drinking water in public places.

Upon developing and patenting his invention, which he named the Puritan® Sanitary Fountain, Taylor founded The Halsey W. Taylor Company in September of 1912. Operating out of its original headquarters in Warren, Ohio, the company's first 10 years were dedicated solely to manufacturing the Puritan fountain, which Taylor continued to enhance with

some of the industry's most significant advancements.

For example, after learning about the lack of sanitary drinking water in overcrowded army camps during World War I, Taylor developed the



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revolutionary Double Bubbler™, which remains one of the industry's most important innovations to this day. Unlike previous models that required users to place their mouths on or near the fountain, the Double Bubbler projects two separate streams that converge to form an abundant pyramid of water at the apex of the stream for a fuller, more satisfying drink of healthy water.

The Double Bubbler was the first of a multitude of innovations that helped establish Halsey Taylor as a drinking fountain and water cooler of choice for nearly a century.

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Sanitary Fountain, but the commitment to providing safe, clean drinking water is as strong as ever. Continuing to provide an extensive offering of innovative drinking fountains and water coolers designed to meet the ever-changing demands of today's marketplace, from a GreenSpec-listed water cooler to the highly advanced new HYDROBOOST Bottle Filling Station, Halsey Taylor takes great pride in its rich heritage and looks forward to a future of further growth.

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At left, an early Halsey Taylor ice-chilled water cooler; at right, the HYDROBOOST bottle filling station.



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ONE CALL GETS IT ALL

Wholesaler helps get commercial condensing tankless system selected for hotel project

FLORENCE, ALA. — Jason Veal, a salesperson for Tallman Company here, was instrumental recently in recommending a dramatically different type of hot water system than what had originally been specified for a local 130-room hotel project. Tallman Company is a wholesale distributor of plumbing and heating supplies based in Florence.

Veal joined forces with contractor customer Anthony Crouch of Crouch & Sons Plumbing LLC to convince ownership of The Residence Inn to switch from the specified pair of large gas boilers to a multiple-unit tankless water heating system because they believed what was specified simply wouldn't work in this application.

By doing so, the pair spared the fa-

"Sometimes there are opportunities to work with an owner to get things changed. ... We just had to do something different because the original spec wouldn't work."

cility potentially major maintenance problems — and a legion of unhappy hotel guests — while also enabling the owner to cut his ongoing fuel costs substantially. In addition, the innovative venting system recommended by the water heater manufacturer, Noritz America, made sense not only from an engineering perspective, but also helped preserve the appearance of the hotel property.

Looking back on the project after its completion last spring, Veal has no doubt that the switch to tankless

was absolutely the right move: "It was a positive experience for everyone involved."

Impossible predicament

The original specification for the Florence Residence Inn by Marriott called for a pair of 750-gallon, 750,000-Btu-per-hour boilers, each measuring roughly five feet by 12 feet. The mechanical room where they were to be installed could accommodate both pieces of equipment, but with just a few inches of clearance between each unit and the surrounding walls.

"We told the hotel owner that we could make it work — barely," recalls Veal, who works as a full-time outside salesperson for Tallman. "But if one unit ever needed servicing,



both would need to be pulled from the space, because there simply wasn't enough room to work. That, in turn, would mean the entire hotel would have to go without hot water until maintenance was finished."

To no one's surprise, hotel owner Giri Yadla immediately dismissed the notion of going without hot water for any length of time and asked if there were any practical alternatives. Veal immediately saw a fit for tankless because of its space-saving benefits and recommended the Noritz system, which Tallman distributes. As Veal and Crouch explained to Yadla, a multi-unit system would be required to meet all of the hotel's hot-water needs, especially during peak peri-



At The Residence Inn in Florence, Ala., the tankless water heating and common venting solutions proved so effective that the hotel owner anticipates going with this approach on future hotel projects.

ods. These wall hung units would also leave much more room for service work. Furthermore, if one unit had to be shut down, the others would still operate as usual. Guests would see no interruption in service.

While the modularity of tankless technology met the customer's baseline need for readily available hot water, Veal and Crouch also stressed that the hotel would realize significant energy savings. The tankless water heater system only heats water when responding to a specific demand. Instead of using 1.5 million Btu to keep 1,500 gallons of water at a specified temperature 24/7/365 — as with the original spec — the tankless units would work in sequence, firing one by one as needed, to meet present requirements. Once those requirements were met, the units turn down or off, minimizing energy consumption.

Yadla very much liked what he heard, both in terms of space savings and fuel savings, so the specification was changed and tankless was approved for the application. "We decided to go with a tankless unit because it is more efficient and a great energy-saver," Yadla commented recently.

Hotel general manager Timothy Pritchett added: "Using a tankless water heating system saves money. The new system will ensure that our visitors will always have hot water."

Maximizing efficiency, minimizing cost

The new system involves 17 Noritz NCC199-SV condensing gas-fired tankless water heaters: 12 supply the 130 guest rooms; the remaining five handle the dining area

and the laundry room. Each has a thermal efficiency of 93% and a firing range of 11,000 Btu/h to 199,900 Btu/h. The latter calculates into an aggregate maximum input of nearly 3.4



Jason Veal of the Tallman Company: "I've been a big fan of tankless technology for a number of years, and I felt it was the right choice for this customer."

million Btu/h with a turndown ratio of 309 to 1, allowing the system to comfortably handle both peak and light demand periods with maximum efficiency and minimal cost.

"We expect each water heater to be delivering 4.6 gallons of hot water per minute in the winter, assuming a ground-water temperature of 50°F; and roughly 6.8 gpm in the summer, based on 65°F ground water," said Tim Gill, Noritz Southeast regional commercial sales manager, who worked with contractor Crouch and Noritz rep Tim Morales of Tim Morales & Associates on the (Turn to 'Dramatically... page 44.)



In the mechanical room are Giri Yadla (left), director of new construction & facilities management at The Residence Inn by Marriott; and Timothy Pritchett, general manager of the Florence, Ala., Residence Inn.

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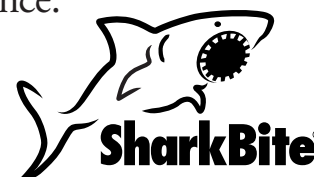
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‘Dramatically different’ water heating system: Tankless setup advised by distributor salesman

(Continued from page 42.)

design of the system.

While the limitations of the mechanical room created the opening for tankless on this project, its space constraints generated its own set of challenges for the design and installation team. Fitting 17 24-inch x 18-inch, tankless water heaters into the 12-foot x 18-foot area was certainly doable with a bit of judicious space management. But these are gas-fired units, so they require venting to the

the common areas and work spaces.

“The pressure through each manifold is maintained at a preset level by a modulating fan that is directed by a controller,” Gill explains. “The controller, in turn, monitors exhaust pressure through a sensor located at the end of the manifold run.”

Installation: Finessing the space

The most prominent element of each venting system is the massive manifold pipe itself, measuring a



From left: Jason Veal of the Tallman Co.; Giri Yadla, director of new construction & facilities management for Residence Inn by Marriott; Timothy Pritchett, general manager of the Florence, Ala., Residence Inn by Marriott; and Anthony Crouch of Crouch & Sons Plumbing LLC in Florence.



Installer Anthony Crouch (left) with Jason Veal, who describes the 17-unit tankless installation at the Florence Residence Inn as “a positive experience for everyone involved.”

outdoors. In simple one- and two-unit installations, each water heater typically has its own through-the-wall vent. But, as Crouch and Gill both noted, hotel ownership was understandably less than thrilled by the idea of 17 separate vents protruding through the exterior wall of its new facility.

Once again, the team delivered an innovative, alternative solution, one

[Veal and Crouch] spared the facility potentially major maintenance problems — and a legion of unhappy hotel guests — while also enabling the owner to cut his ongoing fuel costs substantially.

that Noritz recently unveiled specifically for commercial installs: a fan-assisted, common vent system, whose components are made by Exhausto Inc. The Residence Inn project uses two such manifolds: one to remove all of the emissions from the units servicing the guest rooms; the second for the five units supplying

hefty 10 inches in diameter. Given the dimensions of the surrounding space, including nine-foot ceilings and a 4-foot x 6-foot louvered fan for importing makeup air from outdoors, the Crouch installation team found itself coping with some fairly tight angles.

“The ceiling height was the most serious hurdle,” said Gill. “First, you’ve got the 10-inch PVC manifold and the two-foot-long water heater, plus an additional couple of feet of required clearances. Beneath the water heaters are the hot water, cold water and gas lines. Somehow, Anthony managed to fit all those elements into the available space, but another foot or two of ceiling height would have made things much easier.”

Indeed, the installers literally ran out of space on one of the units supplying the guest rooms. “A 10-by-4 PVC wye is a pretty big fitting,” Veal explained. “When you try to get 12 of those on a single manifold run plus a 10-inch PVC elbow, the spacing gets pretty tight.”

So the installers compromised, removing the last water heater in the

12-unit line from the manifold and equipping it with its own 4-inch direct vent. Thus, the final through-the-wall tally came in at three terminations. As Veal notes, three punch-outs look a whole lot better to hotel management than 17.

And so does the overall footprint of the entire tankless installation, as compared with what might have been with the original boiler tandem. The tankless and common venting solutions proved so effective on this project, the hotel owner anticipates going with this approach on future hotel projects.

While acknowledging that it may be unusual for a wholesaler to change a spec, Veal added, “Sometimes there are opportunities to work with an owner to get things changed. But in this situation, we just had to do something different because the original spec wouldn’t work.”

At the time the Residence Inn job came up for bid, Veal had just joined Tallman after four years with another distributor. Understandably, he was looking to make a big splash with his new employer. “We really wanted this job, of course, but we also felt obliged to do what was best for the project and the owner by finding a workable alternative to the boilers,” he said. “I’ve been a big fan of tankless technology for a number of years, and I felt it was the right choice for this customer.” ■

Installer Anthony Crouch adjusts one of the hot water thermostats in the Residence Inn installation. Each of the tankless units will deliver 4.6 gallons of hot water per minute in the winter, assuming a ground-water temperature of 50°F; and roughly 6.8 gpm in the summer, based on 65°F ground water.



The new system involves 17 Noritz NCC199-SV condensing gas-fired tankless water heaters: 12 supply the 130 guest rooms; the remaining five handle the dining area and the laundry room. Each has a thermal efficiency of 93% and a firing range of 11,000 Btuh to 199,900 Btuh... with an aggregate maximum input of nearly 3.4 million Btuh with a turndown ratio of 309 to 1, the system comfortably handles both peak and light demand periods.

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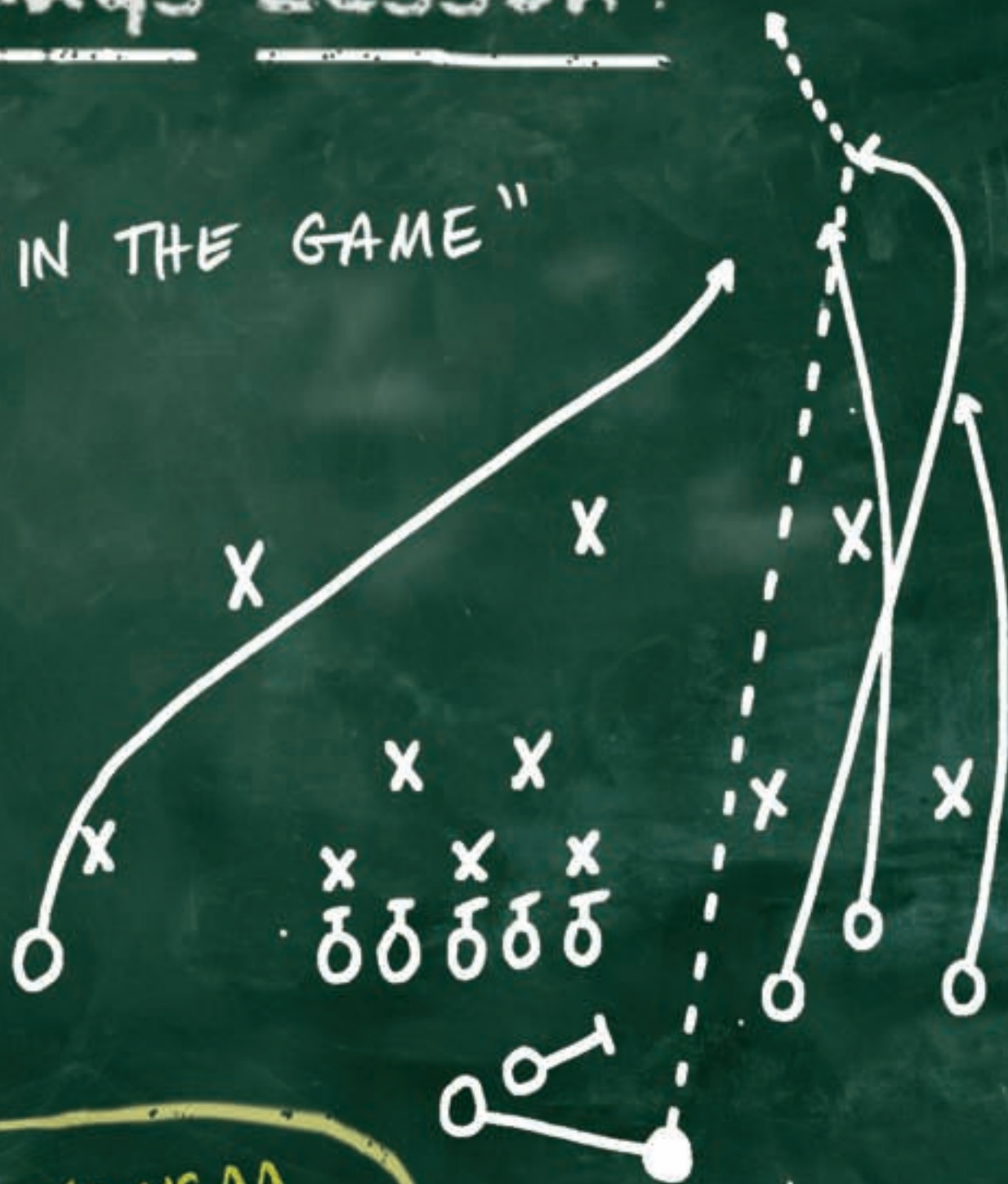
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Gaining consumer confidence

HVACR certification matters

BY KATHY CORR

Special to THE WHOLESALER

You may be asking yourselves: why should it matter to me if a HVACR technician is certified or not? The quick answer is that it's good for business. Promoting North American Technician Excellence (NATE) certification can help reduce the number of defective units returned. For example, by some estimates, more than 30% of heating and cooling units returned as "defective" by wholesalers/distributors are actually manufactured correctly. However, they were not installed or serviced properly that they failed to perform as designed. This means wasted dollars on an already tight budget.

NATE is the nation's largest non-profit certification organization for

heating, ventilation, air-conditioning and refrigeration technicians. When technicians are NATE certified, they perform better, have higher customer satisfaction and sell more high-efficiency systems. This in turn allows them to be more successful, which means you can sell more and collect sooner. In addition, certification can help reduce warranty costs. Contractors using NATE-certified technicians experience 28.4% less warranty expenses and have 12.9% less call backs, according to Service Roundtable (*NATE Impact Study*, 2006). As a result, your organization can spend less time processing warranties and instead focus on other profit-making activities.

According to Dave McIlwaine,

president of HVAC Distributors Inc., "We find that NATE-certified technicians have fewer problems during installations and servicing our brands of equipment. Specifically, they are

better able to find and resolve problems, and when they do find issues their questions are very thorough and thought out, which allows our technical service people to assist them much more effectively. If all installers and service technicians were NATE certified, we would have significantly fewer warranty issues."

Another costly expense to a HVACR distributor is their technical service and support staff. During very hot and very cold months, these departments can get very hectic. This is another benefit to supporting certifi-

cation. Contractors who have NATE-certified technicians require less service and support. This means your technical service and support staff can spend more time proactively training contractors and less time reactively fixing problems that could have been avoided.

Education and testing strengthens distributors' relationships with their current customers. Not only is it appreciated, but contractors view it as a value added when distributors provide testing and training. In fact, about one in every three tests was administered by a wholesaler/distributor in 2009.

Chris Baker, president and COO of Virginia Air Distributors, agreed. "Virginia Air prides itself on being the value added services leader in our market. Our professional contractor customers look to us as a one stop shop including all their technical and business training needs. In this respect, we have long promoted and of-

(Turn to NATE... page 50.)



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NATE-certified technicians: Simply 'good for business'

(Continued from page 48.)

ferred NATE testing. We offer preparatory testing to help our contractors pass the test and hope one day that all our customers will be NATE certified."

Heating, Air conditioning & Refrigeration Distributors International

(HARDI) supports NATE and NATE testing, because the certification helps improve the level of knowledge, education and service within the industry as a whole.

Although training and educating contractors seems intimidating and like a big undertaking, it doesn't have

to be. It's relatively easy to help train and educate contractors through your wholesaling or distribution business. You can offer training courses that you create, or use training materials provided by manufacturers. Knowledge Areas of Technician Expertise (KATE) is available for all NATE tests. Each KATE breaks down the relevant knowledge elements into skills, tasks, and items technicians should know. These elements must be covered in training, because techni-



NATE's website outlines the certification process and guides employers in obtaining certification for techs.

cians will be tested on this information. For more information, visit www.natex.org.

Kathy Corr is director of strategic relationships at NATE. She can be reached at 877-420-NATE.

A.O. Smith-sponsored golfer notches second win

ASHLAND CITY, TENN. — Tommy "Two Gloves" Gainey, a former A. O. Smith employee who is now sponsored by the water heater manufacturer, notched his second tour win of the season at the Chiquita Classic



at TPC River's Bend in Cincinnati. Gainey finished with a 62 on Saturday, a course record. By the third round, his 54-hole score of 24 under matched the tour record.

Gainey shot a 69 on Sunday to finish out the tournament. His final score equaled the second-lowest sub-par finish in tour history. His overall performance at the Chiquita Classic pushed him to the No. 1 spot on the money list. The 25 leading money winners at the end of the year will earn PGA Tour cards for 2011.

South Carolina native Gainey starred on The Golf Channel's *Big Break II* and was asked back to compete on *Big Break VII: The Reunion at Reunion*, where he walked away with the winner's trophy. In December 2008, Gainey earned his PGA Tour card when he finished tied for 19th at the PGA Q-School.

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Green Manufacturing Summit examines energy efficiency, sustainability trends

MENOMONEE FALLS, WIS. — Manufacturers from the Milwaukee area were invited to attend a business forum focused on cost-saving green technologies at the 3rd Annual Green Manufacturing Summit held August 31, at the Schlitz Audubon Nature Center in Bayside, Wis.

The free, half-day event was presented by Bradley Corp. of Menomonee Falls in partnership with Focus on Energy and media sponsor the *Milwaukee Journal-Sentinel*. Local business and community leaders and other green experts discussed sustainable best practices. They also spotlighted proven cost- and resource-saving strategies geared toward small- and mid-size local manufacturers. Highlights included a presentation of the top 20 sustainability trends for manufacturers with an emphasis on how green manufacturing can impact ROI by Tom Eggert, the founder and executive

director of the Wisconsin Sustainable Business Council and adjunct faculty member of UW-Madison's School of Business.

Educational breakout sessions provided insight into topics such as "Designing for Disassembly," "Sustainable Trends in Packaging" and "Greenhouse Gas Challenges."

A panel discussion, "Driving Energy Efficiency for Manufacturers,"

featured experts from FOE, Frito Lay, Serigraph, *Milwaukee Journal-Sentinel* and Pieper Power. With a combination of presentations, case studies, guidelines for increasing energy efficiency and interactive Q&A, the panel informed, instructed and inspired attendees looking for strategies to reduce energy usage and operating costs.

Visit www.focusonenergy.com or www.bradleycorp.com.

Camfil Farr APC opens five offices

JONESBORO, ARK. — Camfil Farr Air Pollution Control has opened five regional sales and service offices across the country for enhanced support of customers nationwide. The new offices are in Los Angeles, Calif.; Lincoln, Neb.; Charlotte, N.C.; Dayton, Ohio; and Dallas, Texas.

"The new offices are structured as multi-staffed facilities, each one with



a regional manager, a sales engineer and a service technician," said John Dauber, North American sales manager for Camfil Farr APC. "These in-

dividuals will provide day-to-day support both to industrial customers and to the company's extensive network of trained representatives and distributors. In addition, each location will have a showroom for display of our flagship line of Gold Series cartridge dust collectors, a warehouse for local stocking and delivery of replacement filters and parts and a meeting facility for technical seminars on a range of dust collection topics."

Visit www.farrapc.com.

OBITUARY

Milton Miller, former Trumbull Industries executive

LIBERTY TOWNSHIP, OHIO — Milton Miller, 88, passed away on July 20 at his home, surrounded by his family.

"Milt" served in the U.S. Army from 1942 to 1946. He was honorably discharged as a Master Sergeant on Jan. 17, 1946, from the 142nd Ordnance Company, serving both in Europe and in the Pacific.

He returned to civilian life to join his father Sam and his brother David in a family business, now known as Trumbull Industries Inc. There, as vice president in 1950 and then as president in 1955, Miller led the company's growth from its local origins as a plumbing supply house to a regional operation that also included municipal materials, cabinets, industrial and piping supplies.

He was active in many industry associations and was one of the founders of Tri-State Distributors Assn., which eventually became NCWA. Miller also was a founder of a computer services firm and a financial services company, both pioneering efforts in the industry.

His first marriage, to Laura Zoldan, lasted 52 years and ended with her death in 1994. He is survived by his wife Bobbie, his brother David, three children, eight grandchildren, 10 great-grandchildren, three stepchildren and 10 step-grandchildren.

Miller was a member of Temple El Emeth and served as president of Squaw Creek Country Club. He loved playing both golf and tennis and heartily enjoyed a robust camaraderie on the course and court with his many friends. His love of life and exceptionally warm smile touched many people.

The family requests that anyone considering making a contribution in Miller's name consider either Temple El Emeth, 3970 Logan Way, Youngstown, OH 44505 or St. Jude Children's Research Hospital, 501 St. Jude Place, Memphis, TN 38105.



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part online immediately.

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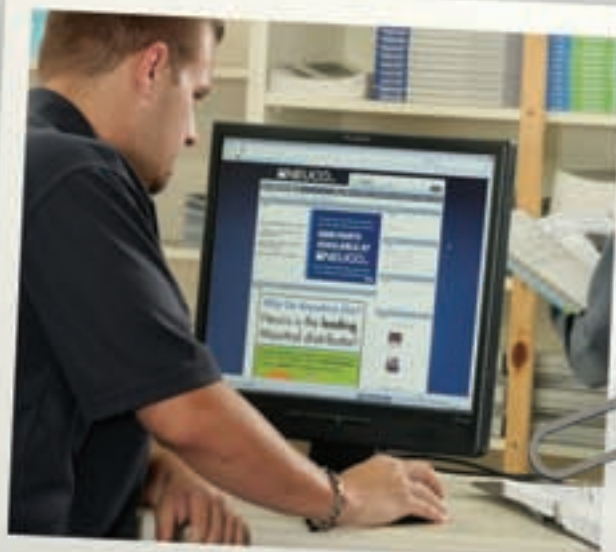


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Grundfos 'Pumps on Tour' visits Windy City

OLATHE, KAN. — The Grundfos "Pumps on Tour," a fully equipped, mobile educational center for professionals in the residential, commercial and industrial pumping industry, visited Chicago on June 22, setting up on the city's South Side at U.S. Cellular Field, home of the Chicago White Sox. The event welcomed representatives from about 75 local mechanical contracting and industrial companies as

well as a dozen Chicago-area wholesale-distribution firms.

Attendees toured the vehicle, enjoyed a Chicago-style Italian beef lunch and participated in games and activities, all courtesy of Grundfos Pumps. Throughout the afternoon, Grundfos personnel conducted hourly drawings, awarding attendees with an assortment of valuable electronics prizes.

To cap off the day, Grundfos provided free tickets to the scheduled White Sox baseball game against the visiting Atlanta Braves that evening, but not before hosting attendees to an all-you-can-eat buffet in the patio area, located just behind right center field fence within U.S. Cellular Field.

The Chicago event was one of 48 that the "Pumps on Tour" vehicle will host in 27 different states during 2010.

Through June 22, more than 2,400 people at 29 different stops had visited the 1,200-square-foot vehicle for hands-on training by Grundfos staff and the chance to experience firsthand an array of new pump products. The experience includes sessions inside the truck's mini-theater for viewing training videos and presentations, as well as a series of interactive working displays of residential, commercial and industrial pump solutions. Among the items showcased:

- The ALPHA™, an energy-optimized, 115-volt circulator featuring a permanent magnet motor design that is designed to cut power consumption by a minimum of 50%. The ALPHA's newest innovation is a terminal box for conduit connection applications.

To make electrical connections, installers now have the option of using: either the ALPHA plug with line cord, which requires no wiring and offers one of the easiest hookups available in the pump industry; or the replaceable terminal box that uses Grundfos's standard pushpin power terminal connections.

- Thinking Buildings Universe (www.ThinkingBuildings.com), a new online resource offering mechanical contractors and engineers a complete range of information and tools on commercial pumps to help make their building projects come together more smoothly.

- The award-winning Multi-Stage CR-H, the ideal solution for ANSI pump users seeking improved efficiency and increased longevity for their existing pumps.

In July and August, Pumps on Tour visited the Dakotas, Nebraska and Kansas. During late August and September it will make 16 stops in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Utah and Washington.

Visit www.grundfos.us. To register for a particular tour date, visit www.pumpsontour.com/register.

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OBITUARY

Jack Muir, former W.T. Andrew exec

FARMINGTON HILLS, MICH. — John A. (Jack) Muir, age 86, passed away on July 13. A veteran of the Canadian Navy, Muir served in this industry as vice president-operations for the W. T. Andrew Company. He was a hard working man, always ready to help family and friends. Muir is survived by Christine, his wife of 64 years, two sisters, three children, four grandchildren and six great-grandchildren. A memorial service was held on July 16 in Livonia, Mich.

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Be real and grow your business

Today we are overwhelmed with fake. We see fake Rolex watches, fake Mont Blanc pens and even fake body parts (we won't go there right now!). Yikes! In business it is almost at an epidemic level. We see way too many people touting the hype of their business and very little substance.

I've seen too many Internet marketers whose "free teleseminar" is only about how much money they are supposed to have made with some "new technique." If all they do is talk about how much money they made — or about their really cool lifestyle — I don't know about you, but for me the "hype alert" warning sounds and red lights flash.

Yes, this is frustrating, but I see a lot of good in it. Yep! I really do. I think it gives the honest Internet marketers a chance to separate themselves from the sleazy and fake marketers. When you share honest-to-goodness great ideas with people — as many good marketers do — prospective clients want to get involved with you. Yes, it's nice to hear about someone's successful lifestyle. However, there has to be substance backing up that information, or it is like a house of cards.

Today, people want real, not fake. Today, we need more substance and usable ideas than ever. You grow your business by being real with prospects. This is what relationship marketing is about — being real and offering serious value.

Twitter is a good example of the contrast. Many people on Twitter are offering genuinely helpful information. I've enjoyed the many benefits of watching the flow of "tweets" as they come across my screen. There are, unfortunately, many people who don't use their real names and try to hide behind a bunch of hype. The marketplace will eventually sort these out, as it always does.

It is important today to be real vs. hiding behind a fake Internet identity. Be real with customers and let them know how you can help them. This means not only helping when you have problems delivering what you promised (obvious) but, even more, being real initially in what you can offer them to solve their problems. Education is the key here and the Internet is ideal for that. Use your blog to write articles about key industry topics. Use audio to create honest talks with customers about issues going on in their businesses (Interviews work great here!). Use video to illustrate solutions on how to solve problems and how your customers can generate more business.

One of the reasons that we've seen serious business interest in social networks like Facebook and LinkedIn is that people use their real identities. It is a people-to-people connection, more than just signing up for a bunch of spam e-mail. The marketplace has demonstrated that it wants real human connections vs. fake connections.

- Substance always trumps hype
- Don't assume a fake Internet ID
- Let customers reach you!
- Connect on a personal level
- Use social networking wisely



BY TERRY BROCK
Technology/marketing specialist

Here are some steps that can help build your business and you stand out from the fake and the hype on the Net:

• **Be reachable** — This means using your real name and being real. You'll attract more customers. Yes, you'll also get some pesky, bothersome types, but it is worth it to connect with serious, real people. It is worth some spam in order to let customers connect with you. So many companies hide behind their Net presence and refuse to connect with others. Okay, let them do that. I just hope they are my competitors. People today want to be with people. We see right through the silly little games of using some goofy fake name.

• **Be real on social networks** — This means being a human being, not just a sales machine, always talking about selling. Reach people at a human level first and business will come naturally. This is the way to build solid, long-term business vs. the transaction of a sale today and nothing tomorrow.

• **Avoid the fake** — Watch out for the way-too-hypey Internet marketers who promise the world both online and offline. *Hot Tip:* Here's the way you can find out if they are real. It's a simple test but works very well. Can you connect with a real, live human being? Anyone can send an e-mail or an autoresponder. The genuine, real people connect with others at a personal level. Before you buy from someone, make the attempt to talk with a live, real human being. If you can't, then you might want to move along to someone else. If you can't connect with a real human being, welcome those red flags and beeping alarms going off in your "hype detector" and stay away from them.

The answer, of course, is for serious relationship marketers to connect in many ways to people. Use the social networking tools properly. Use e-mail to stay in touch and provide serious value to others. Design your website and blog to provide value in a way that helps customers solve their problems. And don't forget the importance of a real, live phone call and/or personal visit to key customers now and then. This is what makes serious relationship marketing work and what positions you far ahead of those who embrace the fake. ■

Terry Brock is an international marketing coach and columnist who helps businesses market more effectively, leveraging technology. He can be reached at 407/363-0505, by e-mail at terry@terrybrock.com or through his website, www.terrybrock.com. Join the Twitter adventure with Terry through his Twitter address: TerryBrock.

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See contact information on page 86

Brauer Supply begins 130th year with new headquarters

ST. LOUIS — Brauer Supply Company, a family-owned and managed wholesaler founded here in 1881, has opened its new headquarters and distribution center at 1218 South Vandeventer in St. Louis. Brauer will service its 12 Midwest location from the new site with its lines of HVAC, thermal insulation, air filtration and fastener products. The new facility follows on the heels of Brauer's entry

into the Kansas City market with a full-service facility, which opened there last fall.

"Our new St. Louis service center is conveniently located next to Interstates 64 and 44, making it easy for our customers to get here and allowing our fleet of delivery vehicles to quickly access our customers' shops and jobsites," said company president Jim Truesdell. "This large facility is

on a single level with high cube space, allowing us to store more material and to do it in a way that is conducive to accuracy and quick service."

Vice president Bob Brauer, who spearheaded the building and moving project, sees this as one more step in the company's expansion program, allowing for rapid inventory replenishment and support services for Brauer's growing network of



The Brauer staff is shown here in 1884 in front of the company's second location. A.G. Brauer is the third man from the right.

branches. The new facility contains nearly 100,000 square feet of warehouse and office space and also provides specialized customer counter and reception areas for HVAC and

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Left: August G. Brauer, founder and president from 1881-1932, and at right, Oscar P. Brauer, son of the founder and second president.

thermal insulation customers.

In this age of acquisitions and consolidations, Brauer Supply is becoming increasingly unique as it has been continuously owned and managed by direct lineal descendants of the founder. Truesdell and Brauer are part of the family management team, which includes vice president of op-

Brauer management has been committed to the success of its contractor and industrial maintenance customers. Many of these customers have grown their business in tandem with Brauer over the decades.

erations Bill D. Brauer and chairman William H. Brauer, who is still an active advisor at age 84.

Brauer Supply was founded in 1881 by August G. Brauer, great-grandfather of the current managers, who was succeeded as president by his son Oscar Brauer and then by William H. Brauer, the current chairman. Son-in-law Truesdell is only the fourth president in the company's 130-year history.

In light of its long history, Brauer Supply is able to attract some of the most talented salespeople and management in its respective product industries. This means that the company is able to deliver top-flight customer service and product application. (Turn to After 130 years... page 60.)

See contact information on page 86

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After 130 years, Brauer continues to flourish

(Continued from page 60.)

cation assistance, as well as to keep its locations efficiently stocked and ready to meet customer needs. It also means Brauer is able to attract established lines of product to represent.

In the HVAC area, Brauer provides Heil and Arcoaire equipment and accessories, as well as Continental Registers, Selkirk Metalbest B-Vent, Heating and Cooling Products (pipe and fittings) and White-Rodgers controls. Thermal insulation is provided by such well-known companies as

Knauf, Certainteed, Armacell and IIG. Filtration products are provided from quality manufacturers such as Clarcor, Koch, Smith, Everpure and Harmsco. Specialty fastener brands include Pop Rivets, Parker Kalon and Sherex, among many others.

One of the things that has allowed Brauer Supply to flourish while competitors fell by the wayside over the years has been its personal relationships with its customers. Brauer management has been committed to the success of its contractor and industrial maintenance customers. Many of these customers have grown their business in tandem with Brauer over the decades. Brauer has actively supported local contractor organizations and causes, as well as playing a leading role in national distributor organizations such as HARDI, MICA and NAFA.

Over the years Brauer expanded, with additional locations in Missouri, as well as locations in Illinois and Kansas. In each instance, the com-

pany has listened closely to its customers to determine the kinds and quantities of stock need in the area, as well as delivery needs.

Call 800/392-8776 or visit www.brauersupply.com.



Brauer's new headquarters and distribution center at 1218 South Vandeventer in St. Louis will service the company's 12 Midwest locations.



Brauer family members currently active in the business include: (seated, from left) president James L. Truesdell and chairman William H. Brauer and (standing from left) VP Robert G. Brauer and VP William D. Brauer.



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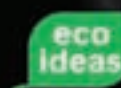
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Cap-and-trade's demise encourages expansion of power generation

While some may bemoan the death knell of the Administration's energy bill (cap-and-trade), passed by the House last year, new life may now be infused in the long-awaited expansion of America's laggard power generating facilities, natural gas development, and even onshore oil exploration, as found in the Bakken belt (North and South Dakota, Montana).

With extreme climate control measures voiding the use of coal, and possibly natural gas, the nation's utilities were loath to invest in the development of new power generating entities, afraid of what might come out of Congress and the White House.

Not knowing what this bill would allow resource-wise, a major inhibition in such initiatives was the lack of willingness by financial institutions to provide the substantial loans that would be required by utility companies to initiate new projects. These had been put in mothballs, awaiting Congress' verdict.

The death of cap-and-trade for the foreseeable future may also give a green light to the long-awaited pipeline to facilitate oil from the Canadian tar sands conversion to be shipped to Texas refineries. The building of Canada's part of this transmission entity has been well underway, stretching from Canada's Alberta Province to the U.S. border.

This delay had resulted in Canadian oil sands producers such as Syncrude and SunCorp to shift much of their production to China, which had already helped to finance a rail line and port facilities in Canada's British Columbia province.

Major coal mining corporations such as Peabody Coal and Patriot Coal followed suit, finding ready and willing buyers in Southeast Asia.

However, before implacable opponents of the climate control advocacy become too ecstatic, this may now unleash the Obama Administration's Environmental Protection Agency to use extreme measures to throttle the economically viable resources that the U.S. energy developers would opt

for to facilitate badly-needed expansion capabilities.

Ironically, some House members, such as Mary Bono Mack (R-Calif.) voted for the House-passed cap-and-trade bill, fearing that an Administration-backed EPA might run amok, going even further than this misbegotten energy bill.

Longer-term developments in this arena will have to await the results of mid-term elections, and the subsequent attempts by the White House to impose its strictures on sorely-needed traditional energy expansion. Renewable energy will not get the job done.

New drilling moratorium could scuttle long-term Gulf activity

The catastrophic oil spill in the Gulf of Mexico may scuttle deep sea drilling activity for a longer time period than previously anticipated. With a new November 30 government moratorium replacing the one struck down by a federal court, it could be months before drilling in the Western Gulf would be resumed. This could reduce overall drilling in the U.S. by two million barrels a day annualized, making America even more dependent on foreign oil to accommodate the 18.5 million barrels a day required by America's transportation sector, power generation, and conversion to chemicals, plastics and other derivatives.

A possibility of deep sea drilling becoming permanently constrained would reduce American production to approximately four million barrels a day, the lowest U.S. production level since the Great Depression. Although applauded by environmentalists, Florida and California alike, due to their fear of further coastal pollution, tens of thousands of workers in Louisiana and Texas would likely join the unemployment lines in that case.

Under such circumstances, obviously not thought through by the Obama Administration, future deep sea drilling in the Gulf and off American shores could become permanently extinct. Drilling rigs are not only prohibitively costly in price, but cost as much as \$500,000 a day on a lease basis. While the Obama Administration is taking credit for protecting the Mexican Gulf rim from further horrific spills, no provision is being made for replacement oil production, such as initiating drilling in the Alaskan National Wildlife Preserve (ANWR).

And the rig owners are not letting their expensive equipment sit idle.

With Brazil ready to exploit the huge deep sea oil finds off its coast in the last few years, some rigs have already been pulled from the Gulf and transported to the Brazilian development areas.

Even if the hurdles to future drilling can be overcome in the Gulf, it's doubtful that timely replacement rigs can be made available.

Latest reports indicate that onshore drilling is rapidly picking up speed, both in the U.S. and Canada, as rebounding demand creates rig shortages the world over. With substantially higher prices for oil forecast for 2011, a rig shortage is almost sure to develop. Expect a widening trade deficit in oil next year, as U.S. demand picks up and domestic production sinks further.

U.S. business profitability increasingly dependent on productivity

Since time immemorial, the viability of businesses in general, and American firms in particular, were primarily judged by the number of employees that made up their workforce.

This achieved the two-fold result of absorbing the excess U.S. population generated in the late 19th and most of the 20th century; and forced successful business establishments to grow and diversify, by adding new products or generating additional markets.

As late as the 1970s, the number of personnel employed reflected the dominance of particular manufacturing, distribution, contracting or retail outlets. But this changed rather quickly in the fourth quarter of the 20th century, as high technology arose from the creativity of Silicon Valley, and other hot beds of developmental knowhow. This brought to the fore a whole new range of ideas that led to the birth of Microsoft, Intel, Oracle, etc., eventually leading to an industrial revolution, not even foreseen as late as the early 1980s.

While the shop floor saw automated equipment, and a whole new range of sophisticated tooling, the back-office embraced a rapidly accelerating dynamic of computerization. Although the recessions of the early 1980s and 1990s resulted in substantial temporary employee layoffs, these were reversed as some businesses staged strong comebacks in both decades. However, as the intensity of modern technology multiplied, some businesses that didn't get on the modernizing bandwagon found them-



BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

selves "outgunned" competitively.

While high employment and lack of the latest equipment made an increasing number of companies non-competitive, industrial labor unions began to crumble, and were forced to negotiate more flexibly as foreign competition became more fierce. The final chapter in this diminution of employee importance came at the end of a 15-year global business boom that culminated with the fourth quarter 2008 financial crash. This not only reduced worldwide demand for goods and services, but greatly shrank the size of most business enterprises.

These events have resulted in the current antipathy toward rehiring; and the newfound profitability composed of lower costs even in a world market that has left little margin for price increases. This new scenario calls for productivity, the new measure of today's profitable business success.

Ethanol — alive, well and growing

To paraphrase Mark Twain's famous remark about his erroneous obituary, "The news of my passing is premature, ill-timed and utterly lacking in veracity."

This assessment could well be cited regarding the current status of that highly controversial gasoline blend — ethanol. When first imposed on the transportation industry by Congress, in reputed collusion with the nation's giant agribusinesses about five years ago, it was projected as the magic elixir that would greatly reduce America's 20 million barrel-a-day of oil use — much of which has been dependent on foreign imports.

As the premier example of corn-based bio-fuels, ethanol gave a huge shot in the arm to agriculture in general, and the growth of corn in particular. To make sure the U.S. energy industry got the message, Congress mandated that 36 billion gallons of this renewable fuel must be used annually for transport by 2022.

Despite the many critics of this heavily-subsidized and tariff-protected gasoline additive, corn-based (Turn to Productivity... page 64.)

- *Canada/U.S. pipeline a possibility.*
- *Deep-sea drilling to be curtailed indefinitely?*
- *U.S. manufacturing not yet bullish on hiring*
- *Ethanol not dead*



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Productivity the new paradigm shift as U.S. businesses seek viability

(Continued from page 62.)

ethanol now seems well-established, representing 7% of America's yearly fuel supply since its relatively recent inception. The Environmental Protection Agency has chimed in with its support by claiming that ethanol emits 20% less greenhouse gas than standard gasoline. The U.S. Agriculture Department has also lent its support by claiming that ethanol plants have become much more efficient in the last year.

Although the use of the corn-based blend is close to reaching the top limit of 10% usage per gallon in the near future — due to fear of engine corrosion — such next generation biofuels as cellulose and algae are not yet ready for prime time.

This has provided ethanol lobbyists with the incentive to move the corn-based ceiling to 15%, while ask-

ing for additional subsidies to the already sizable amounts per gallon provided by the federal government (i.e. taxpayers).

With governmental subsidies and sugar cane-based import tariffs scheduled to expire in December, be pre-

pared for a new "ethanol" propaganda blitz to be unleashed on the American public. You can be sure that the Gulf of Mexico oil spill will be front and center in this campaign.

Keep in mind that corn ethanol subsidies have benefited by \$17 billion in tax credits since their five-year-old inception. This year, it will cost an annual high of \$5.4 billion. I rest my case.

To get the financial and economic news on my daily blog, please log on to www.theworldreport.org, then click the link to "Morrie's Page" at my-desert.com. Please recommend the blog if you find it informative. ■

Morris R. Beschloss, a 54-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.

Bradford White sponsors NFL charity golf classic

AMBLER, PA. — Bradford White was the presenting sponsor of the 2010 NFL Alumni Philadelphia Chapter Charity Golf Classic and donated \$25,000 to the Philadelphia chapter. The net proceeds from the tournament are donated to various local youth charities.

Since the first charity event in 1979, the NFL Alumni's Charity Golf Tour has grown into a major fundraising vehicle. Approximately 33 tournaments are held annually in cities

across the country. The tour generates nearly \$2 million per year for local and national charities.

The Philadelphia Chapter event at Running Deer Golf Club in Pittsgrove, N.J., saw Bengals assistant coach Paul Guenther's fivesome beat out a field of 24 other teams captained by retired and current NFL players that included Hall of Famer Tommy McDonald, Ron Jaworski, Mike Quick, Beasley Reece, Joe Pisarcik, Joe Thomas and Jon Runyan.



Bruce Carnevale, Bradford White vice president-sales & marketing, presents Ron Jaworski with a check for \$25,000 for the NFL Alumni Philadelphia Chapter.

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www.matco-norca.com

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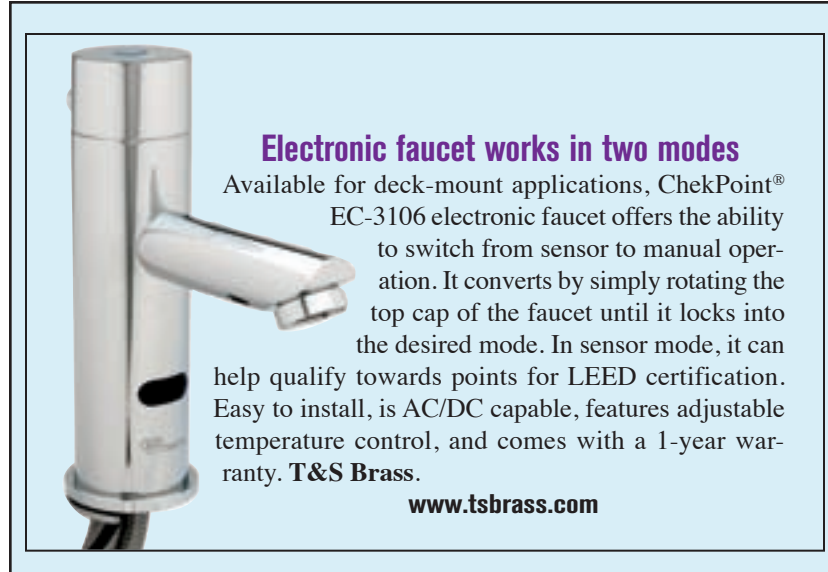
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Solar water heating system

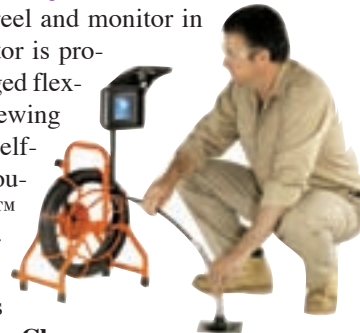
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www.tyco-fire.com

Thermostatic faucets

The LavSafe™ series of commercial and residential thermostatic faucets feature an internal paraffin thermostat that controls temperature and pressure. No need to install a separate thermostatic valve. Tempering is inches from the user, where it is most effective. Quick, simple installation and maintenance; key components are accessible above sink, including the adjustable high-temperature limit stop. Fewer components, fewer potential leak points. **Watts.**

www.LavSafe.com

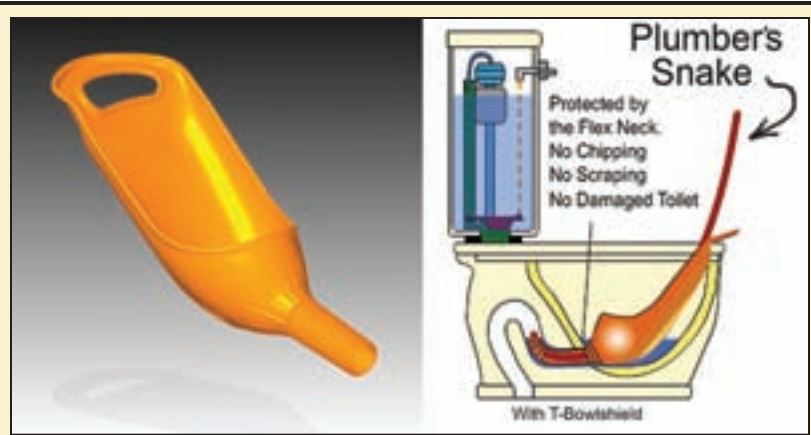
Easy rings

Leader in wax rings since 1960 introduces Easy Rings, a high quality, lower cost professional wax ring with a special blend of material. Stock No.



EASYRING are packed 48 each per master carton. EASYHORN rings with plastic flange are packed 24 each per master carton. **SOS Products.**

www.sos-prod.com



Toilet bowl protector saves finish

T-BowlShield safeguards the toilet bowl and siphon tube when using standard auger. Flexible, tapered nose cone nestles in standard toilets, effectively bridging the throat of the toilet and allowing a scratch-free passage of the auger into the blocked area. 2-piece design comes with instructions for assembly and use. Rugged, reusable and simple to use. Patent pending. **T-BowlShield.**

www.t-bowlshield.com

Whole-house clean-air solution

Emerson 4" media air cleaners, a smart and affordable solution to filter air throughout the home, are a premium upgrade over standard furnace filter. Standard MERV 8 filters capture allergens up to 20 times more efficiently than ordinary fiberglass filters. Simplified installation with factory-punched screw and drill access holes already in place in the 20-gauge galvanized steel cabinet. Snap-on ABS plastic door for easy filter replacement without tools; slim profile for easy stocking; available in four standard sizes; optional MERV 11 filters. **White-Rodgers.**

www.White-Rodgers.com



Cast-iron roof drains

New, versatile 20" large-capacity roof drains are available with 10" and 12" no-hub connections. While 15" models are used in most standard roof drainage applications, 20" models are ideal for large capacity or high-volume applications. Options that can be ordered to customize the drain are an under-deck clamp, sump receiver and 2" cast iron external water dam for overflow applications. **Sioux Chief.**

www.siouxchief.com



Unique valve assembly

A step-saving innovation called the Purge & Fill is a unique 7-in-1 valve assembly that allows the user to simultaneously drain, flush and refill any hydronic system. This eliminates 6 leak paths and saves nearly an hour of labor. **Webstone.**

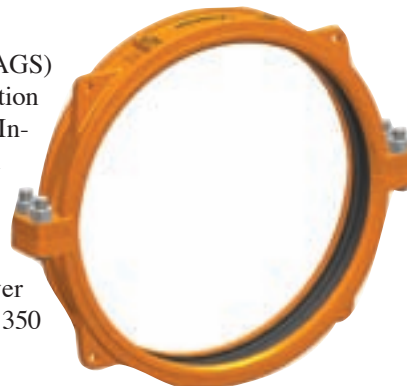
www.webstonevalves.com



Large-dia. grooved system

Patented Advanced Groove System (AGS) line allows for faster and easier installation of large-diameter piping systems. Includes rigid and flexible couplings with AGS technology for pipe sizes up to 60" in diameter for HVAC, mining, water and wastewater and industrial applications. Saves several hours over welding; delivers pressure ratings up to 350 psi. **Victaulic.**

www.victaulic.com



Pipe thread sealant

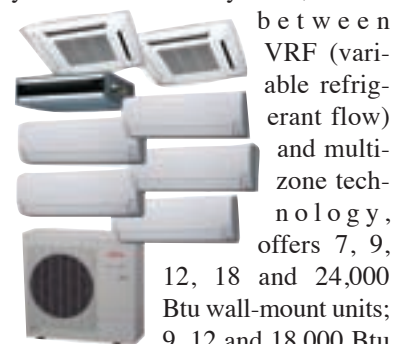
Blue Monster™ Stay-Soft, a PTFE-enriched pipe thread sealant specially formulated for the fire protection industry, is compatible for use with FlowGuard Gold®, BlazeMaster® and Corzan® pipe and fittings in harsh environments. Does not harden; allows pre-fab application weeks before system assembly; disassembly years after assembly. Grit-free, lead-free, non-toxic, adheres to oily threads and provides for easy clean up.

Clean-Fit Products, a division of The Mill-Rose Company.

www.cleanfit.com

Flex inverter heat pumps

The 4-ton, 15.5 SEER Halcyon HFI hybrid flex inverter systems, a cross



between VRF (variable refrigerant flow) and multi-zone technology, offers 7, 9, 12, 18 and 24,000 Btu wall-mount units; 9, 12 and 18,000 Btu cassette units; and 9, 12, 18 and 24,000 Btu concealed ceiling units. All units can connect to a single, 4-ton outdoor unit for as many as 8 separate zones.

Fujitsu General America.

www.fujitsugeneral.com

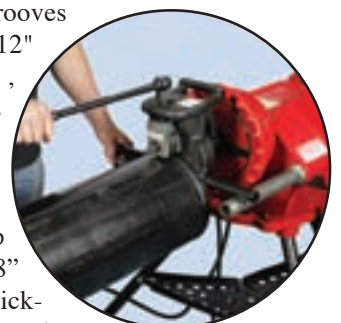
Combo roll groovers

Combo roll groovers feature a new model RGCOMBO812 for larger pipe. Forms standard rolled grooves in 8" - 12"

steel, stainless steel, and aluminum pipe up to 0.188" wall thickness. Saves time and money by allowing a complete change in minutes from power to manual operation. Compact, portable, economical. Two wrenches included – one for power grooving and an angled one for manual grooving.

Reed Manufacturing Company.

www.reedmfgco.com



LittleGIANT®

When you purchase a Little Giant Pit+Plus® Jr. from Franklin Electric, you are getting an industry proven product, trusted by professionals. The Pit+Plus Jr. sewage basin features a compact basin, ideal for shallow installations. The 24" x 24" basin has a 44 gallon capacity and increases pump life by decreasing pump cycles. Pit+Plus Jr. is ideal for residential, as well as light commercial and industrial applications. Little Giant brand products will always be there, providing experienced solutions in the field.



Franklin Electric

www.franklin-electric.com/lg

See contact information on page 86



Long-turn dryer elbow

Dryer-El 45° long-turn dryer exhaust fitting provides flexibility when installing ductwork through truss and joint systems. Smooth interior and 10" radius provide a 1:1 ratio of equivalent length. Using the ASHRAE methodology of calculating friction loss, fittings save about 4.5 and 2.25 lineal feet of duct run for each one used. Provide a 500% increase in volumetric airflow and can eliminate the need for a booster fan in extended duct runs. **Dryerbox.**

www.dryerbox.com

Heat exchanger testing

Heat exchanger users usually can sample-test less than 10% of deployed tubes. The Delfina system, based on Acoustic Pulse Reflectometry, is a non-invasive, non-destructive testing



technology that enables complete inspection of heat exchanger system tubes of every configuration, size, and material. Accompanying software produces automated, repeatable results that are consistent, comprehensive, objective and actionable, enabling anyone to conduct and analyze inspection data. Provides automated analysis; no need to rely on interpretation of experts. **AcousticEye.**

www.acousticeye.com

Hospitality faucets

Manufacturer provides a one-stop shop solution for the hospitality industry's fixture needs. These 9 new



Hospitality Design faucet lines feature distinctive styles ranging from everyday and transitional to traditional and contemporary designs. Available in chrome and feature 2-3 lavatory faucet options ranging from single hole to wide spread to vessel, accompanied by matching showerheads, shower valves, tub spouts and trim options. **Elkay.**

www.elkay.com

Hot water recirculation system uses existing pipe

The Hot-Link system for hot water recirculation includes a composite bypass valve and a stainless steel circulator with a timer and line cord. The one-pump, one-valve combo eliminates the need to run a dedicated return line back to the water heater. Timer-activated pump pushes hot water toward a one-way Hot-Link bypass valve beneath the furthest fixture in the house. While the water in the hot line remains cold, the valve stays open, and the cold water is sent back to the water heater through the cold water line. When incoming water reaches approximately 100°F, the Hot-Link valve closes. **Taco.**

www.taco.com



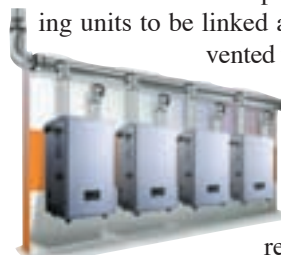
Nano filter

The HemiPleat® Nano dust collector filter combines nano media with patented open-pleat design; offers high filtration efficiencies, long service life and low pressure drop. A thick layer of durable nano fibers on the surface of the filter yield a MERV 14 efficiency rating. Handles heavy dust challenges. Withstands rigorous pulse-cleaning for all types of dry dust applications. **Camfil Farr APC.**

www.farrapc.com

Hybrid water heater line

The Eternal Condensing Hybrid GU195M allows multiple water heating units to be linked and common vented to a max of 8



units per group. For heavy commercial use that needs redundancy, a single unit can automatically shut down in case of a failure while the others operate with no cold water bleedthrough. 98%+ efficiency, high flow output and a built-in self-cleaning storage tank. Multi control unit package provides automatic load balancing with ganged units, and error notifications via optional remote control display. **Grand Hall.**

www.eternalwaterheaters.com

Compact A/C

The XB300 air conditioner provides power and performance in a new compact design. Features: Climatuff® compressor and coil; small footprint; Manual Charge Assist™ for correct system charge. Limited warranty includes 10 years on the compressor and coil, and 5 years on all other parts. **Trane.**

www.trane.com



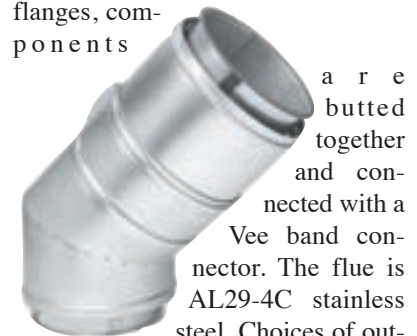
Drain cleaning

K-45 manual and K-45AF AUTOFEED® drain cleaning machines have optimized power up to 600 rpm. K-45 models are for 3/4" to 2 1/2" drain lines. Cable in three sizes of 1/4", 5/16", 3/8", each in varying of lengths of up to 50 ft. K-45AF features two-way AUTOFEED that lets the operator quickly work back and forth to completely clear lines. A quick-acting slide chuck locks the cable. The inner drum design eliminates cable flip-over and allows quick cable changes. **RIDGID.**

www.ridgid.com

Special gas vent

Corr/Guard® II 26"- 36" diameter special gas vents feature a flanged design for quick, easy liquid-tight connections. Sealant is applied to the flanges, components



are butted together and connected with a Vee band connector. The flue is AL29-4C stainless steel. Choices of outside casings include aluminized steel, 430 stainless steel, 304 stainless steel or 316 stainless steel. The Corr/Guard II line now includes a complete selection of pipe and components in 6" - 36" diameters. **Metal-Fab.**

www.metal-fabcommercial.com

Lavatory faucets

Designed for the healthcare, education and institutional markets, the Monterrey™ commercial faucet collection features ceramic disc valves, field-convertible rigid/swivel gooseneck or conventional lavatory spout options and water-conserving outlets that deliver a consistent flow throughout the pressure range. Most models available with laminar flow and vandal-resistant outlets. Models are available with a 0.5 gpm vandal-resistant, water-saving spray. ADA-compliant and meet the recently enacted California and Vermont lead requirements. **American Standard.**

www.americanstandard.com



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Large Demand ProCoat® Connectors

Specifically engineered for gas appliances with large BTU requirements (up to 290,000 BTU/hour). Ideal for tankless water heaters

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Virtually invisible, perfect for gas fireplaces and decorative hearths

ProCoat® Stainless Steel Gas Connectors

The connector's proprietary polymer coating provides exceptional corrosion resistance

Safety+PLUS ADVANTAGE®

Combines a ProCoat® connector with an excess flow valve for the safest connector on the market

When it comes to gas products, whatever you need, BrassCraft's got it. Including the industry's most reliable line of coated gas connectors. BrassCraft has connectors for low, moderate and large-demand applications. Each features ProCoat®, a polymer coating that provides superior corrosion resistance against harsh chemicals, UV rays, and salt.

Better selection. Greater strength and flexibility. Advanced corrosion resistance. Performance you've come to expect from BrassCraft – the brand that sets the standard for quality and innovation. Ask for it by name.

See contact information on page 86

BrassCraft®
Committed to Quality, Driven by Innovation.



NEW
Tankless Water Heater Valves
For Residential and Commercial Applications.

To see the full line of BrassCraft gas products visit: www.brasscraft.com



Control options and packages

Two new shower controls help homeowners customize the Total Sense Collection. The TSC-250 digital control installs inside the shower and features a sleek design with touchpad operation and digital readout and allows the user to turn the optional InstaMist feature on and off. The TSX-220 on/off control allows the user to start and stop the steam as desired. Each of three new control packages includes a control for inside the shower, an on/off control for placement outside the shower, the 3199 series "Halo" steamhead and an auto drain assembly. **Steamist.**

www.steamist.com

Water source heat pump

Versatec Ultra series of water source heat pumps for commercial use offers industry leading standard options in a compact unit.



With a 17.2 EER and a 3.5 COP, the series is ENERGY STAR® rated and exceeds ASHRAE 90.1 efficiency standards. In capacities from 9,000 Btuh to 70,000 Btuh

output in seven vertical and seven horizontal models. **WaterFurnace International, Inc.**

www.waterfurnace.com

Boiler, volume water heater line

A newly expanded NeoTherm® boiler line with 80 to 850 MBH

sizes and a new volume water heater line with sizes from 150 to 500 MBH are now available. Fully packaged, 95% efficient condensing hydronic boiler with 5-to-1 turndown has zero clearance to combustibles. Convenient top connections (horizontal or vertical direct vent) for tight installations. **Laars.**

www.laars.com



Rough-in adapter levels drains

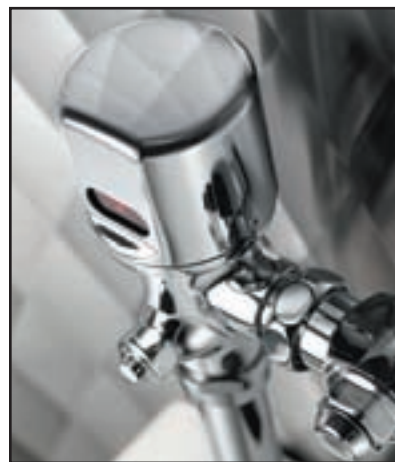
The Dura-Coated™ cast iron Rough-in Adapter (center top) allows for vertical adjustment after the concrete pour, ensuring drain is flush with the finished flooring. The included cover replaces the strainer during construction, keeping pipes clear of debris, eliminating backup and protecting the strainer. The RA is compatible with many of the company's proven strainers, offering application versatility, while conserving both time and money. **Zurn.**

www.zurn.com

Sway brace attachment

The Fig. 828 Universal Sway Brace Attachment permits a secure, non-friction connection without drilling or welding to structural members. Unique patented design allows for attachment of seismic bracing to wide flange beams, including I-beam, open web, welded steel trusses and other structures up to 7/8" thick, with a maximum design load of 2,015 lbs both along and across the beam. One-size, stable three-point attachment fits any beam width. Engineered break-off bolts allow for visual verification of proper installation torque. Carbon steel in a plain or electro-galvanized finish. **TOLCO.**

www.tolbrace.com



Flush valves

M-Power pint flush valves offer up to an 88% water savings over the industry standard 1.0 gpf urinal flush valve. Also offer the lowest operation and maintenance costs when compared to both waterless and standard 1.0 gpf models. M-Power dual flush valves work automatically, using advanced electronics to ensure that the right amount of water is utilized for every flush, dramatically reducing water consumption and limiting overall building and operating expenses. The sensor-operated valves allow the user to be in range for up to 60 seconds for a 1.0 gallon flush. After 60 seconds, a full 1.6 gallon flush is activated. **Moen.**

www.moen.com

Low emissions hydronic boiler

Available in 3 million Btuh (VTG-3000LE) and 4 million Btuh variations (VTG-4000LE), the Vantage boiler features less than 9 ppm NO_x across all ambient conditions while maintaining ultra-high-efficient operation and full modulation. Its condensing heat exchanger of Duplex alloy steel offers superior corrosion resistance and low thermal expansion rates. High mass and volume eliminate need for temp control valves **Fulton.**

www.fulton.com



PEX in volume

Manufacturer of plastic pipe produces over 1.1 million feet of PEX tubing a day for high quality at competitive prices. Oxygen barrier and plumbing PEX tubing meet ASTM F876 and ASTM F877. PEX-Aluminum-PEX tubing meets ASTM F1281-2005. Company also manufactures fittings, manifolds and valves. **Rifeng.**

www.rifeng.com



Sophisticated collection

The Dia™ Collection, intended for multi-unit residential projects and hospitality properties, features sleek, modern-designed rounded and square single post lavatory faucets, a wide-spread lavatory faucet, and faucets for the kitchen sink and bar sink, all in polished chrome. Tub/shower systems round out the collection and feature pressure-balancing, anti-scald valves. Created for the contractor or designer looking to outfit a complete unit with one product collection. **Symmons Industries.**

www.symmons.com



High efficiency boilers

The 93% efficient Combi 160 condensing boiler uses premixed burner technology for optimal combustion. Offers hydronic heat and domestic hot water in one unit by using an integrated coil-type hot water tank. The built-in tankless heater produces up to four gallons of domestic hot water

per minute, saving the expense of a separate water heater. The Cast 92 cast iron condensing boiler has a 92.7% AFUE and can be used with either natural or LP gas. It features direct spark ignition and is environmentally friendly, with low emissions for both CO₂ and NO_x. **Peerless.**

www.peerless.com



Yard hydrant

The Yard Hydrant Made Easy is installed when replacing an existing (2', 3' or 4' bury depth) standard yard hydrant or when installing a new hydrant. The next time the hydrant



needs to be replaced, no breaking up concrete, tearing up the yard or excavation will be required. Helps reduce the labor and frustration of replacing a leaking yard hydrant. Also, options that have never before been available in a packaged unit can now be incorporated into the YHME.

Goff Plumbing Inc.

www.yardhydrantmadeeasy.com

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Industrial Piping Systems hosts field marketing summit

YORK, PA. — Last spring, Industrial Piping Systems hosted their sixth annual Field Marketing Summit at the York Revolution Stadium. IPS employees met with 14 manufacturers for 20-minute booth sessions to discuss sales and training events. A total of 34 people attended, with 638 years of combined experience. The FMS has proved to be a valuable marketing program for IPS. To grow business, it is necessary to form a great relationship between sales staff and key suppliers, and the FMS helps to achieve that.

On September 1, 1982, Stuart Raub

Jr., Robert Shaw, Randy Coyle, Donald Sechrist and Ron Mummert entered into a new venture. These former employees of Lancaster-based Raub Supply Company formed Industrial Piping Systems. IPS began calling on industrial plants, mechanical contractors and the sprinkler trade in a triangular-shaped area formed by the south central Pennsylvania towns of York, Lancaster and Harrisburg. Along with Stu Raub's wife, Sally, who took care of administrative chores on a part-time basis, the five men shared space in an office tucked

away in one corner of a 16,000-square-foot warehouse, located at 1250 Toronita Street, York, Pa.

In 10 years the company grew to serve a greater portion of Pennsylvania and Maryland. Sales steadily increased, and on February 1, 1993, IPS opened a branch in Williamsport,

model is the first of its kind; as a result, customers can find everything under one roof, a level of service that surpasses all. For their fifth branch location IPS teamed with Schaedler Yesco and APR Supply in State College in November 2009.

In 2001, Stu Raub turned the reins



Pa. On July 30, 2001, IPS opened a sales and pickup branch in Lancaster, Pa. Then in November 2006 IPS teamed up with Schaedler Yesco, APR Supply in a joint venture. These three prominent independent wholesale distributors in the Central Pennsylvania market brought a unique concept to their customers in the Chambersburg area. The business

of the company over to his daughter, Christine Wardrop. IPS is now a Women Owned Company with approximately 60 employees and 250 suppliers, and servicing more than 3,000 customers. IPS prides itself on customer service; the credit goes to experienced, dedicated, well-trained staff, many of whom have been with the company for 15-plus years.

Murray Supply hosts counter day at Raleigh branch



Customers enjoy lunch at the All-American counter day at Murray Supply Company in Raleigh. Far left, George Yezbak, COO of Murray Supply, discusses new products with Robert Stokley (in yellow) of Pro-Marketing.

WINSTON-SALEM, N. C. — American Standard, A.O. Smith, Sloan, Liberty Pumps, Lenox, Apollo Valve, Anvil, Moen Commercial and Bradley participated in Murray Supply Company's All-American counter day at its Raleigh branch on July 15.

Vendors displayed their selection of American-made products in booths lined along the parking lot. Customers visited the vendor booths, registered for multiple door prizes and then enjoyed lunch with Murray Sup-

ply sales representatives.

Murray Supply Company is a family owned and operated company based out of Winston-Salem, N.C. The company is engaged in the wholesale distribution of residential and commercial plumbing, PVF, HVAC, industrial and maintenance, repair and operations products. Murray Supply Company serves their customers from six branch locations and one showroom in North Carolina.

DDI System releases new version of inform

SANDY HOOK, CONN. — With a continued focus on innovation and the release of Version 23 DDI System's inform software now incorporates the following:

- Transaction auditing — Automatically record user-made changes
- Visual financial reporting — Drill down to transaction based details
- Inform analytics — Graphical dashboards for executive business re-

porting

- Advanced report writer — Visually design customized report fields and layouts.

These are just a few of the hundreds of built-in features that work seamlessly together to deliver a remarkable level of efficiency and greater profitability for distribution businesses everywhere.

Call 877/599-4334 or visit www.ddisys.com.

Flowserve acquires Valbart Srl

DALLAS — Flowserve Corp. has acquired Valbart Srl, a privately owned Italian manufacturer of trunnion-mounted ball valves used primarily in the oil and gas industry.

"We are very pleased with our acquisition of Valbart and have confidence that our customers will benefit from the addition of Valbart's products to our portfolio," said Mark Blinn, Flowserve president and CEO. "Valbart's premium technology, key position in the upstream and midstream oil and gas markets and demonstrated growth potential make it a compelling strategic fit for our organization."

Valbart was acquired in a cash transaction valued at approximately

\$200 million, which includes about \$32 million of existing Valbart net debt that was repaid at closing.



The Valbart acquisition is expected to have a slightly dilutive impact on Flowserve's 2010 earnings per share due to non-cash purchase price accounting effects from inventory revaluation, partially offset by expected favorable operations impact. The acquisition is estimated to be accretive to earnings per share in 2011.

Visit www.flowserve.com.

Haws HydrationStation now GreenSpec listed

SPARKS, NEV. — Haws® Corporation announced the recent GreenSpec listing of their revolutionary water delivery system, the HydrationStation™. GreenSpec, an exclusive online directory of environmentally friendly



products, researches and evaluates qualifying products based on how the product addresses key environmental issues and specific criteria.

The HydrationStation was assessed under a wide range of environmental qualities and was listed as an innovative product, because it allows users to reduce their dependency on single-use plastic water bottles.

On average, the HydrationStation saves more than 37,800 16.9-ounce

single-use plastic water bottles a year from entering landfills and has received various accolades from sustainability groups across North America. The product has been on the mar-



ket for over a year and installed in a variety of applications, from universities to ski resorts, including the School of the Art Institute of Chicago, Zuda Yoga of Sacramento, City of Rancho Cucamonga, Monarch Mountain Ski Resort in Colorado and more.

Visit www.stayhydrated.net or www.hawscos.com.

Now We're 4 For 4! **CLEAR**Report

by Clear Seas Research

The Brand Most Purchased by Contractors FOUR YEARS IN A ROW!



We're the Talk of the Industry. Here's a Sampling of Contractor Reviews...

"The largest portion of our tanks installed are Bradford White natural draft, we like the FVIR system"

"(They) have a great engineering department"

"Water Heater with the best gas control valve on the market"

"Solid, long lasting and easy to repair"

"My dealer and Bradford White could not be any better than they are"

"We service Bradford White and have thousands of dollars (worth) of their parts and never use them"

"Not sold retail"

"Bradford is just all around (a) better heater and company"

"Support of PHCC"

"Fit and finish of their product is first class"

"American Made"

And the number one response... "Quality"

For the Fourth Consecutive Year, Bradford White remains the tank water heater brand most purchased by Plumbing and Heating Contractors. **We are also, again, the most recommended brand.**

The comments above are just a few taken from the 2009 CLEARReport* by Clear Seas Research. We wanted to let your industry colleagues speak for us. They prove that our commitment to the trade and our pledge to provide a premium product at the best possible price is the way to do business.

Thank you for your continued support. We'll keep striving, innovating, and working hard every day to be the water heater brand of choice for all plumbing and heating professionals. Remember, if your wholesaler doesn't carry Bradford White, ask why!


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*Ranking is based on the 2006, 2007, 2008 and 2009 CLEARReports by Clear Seas Research. Please visit www.clearseasresearch.com for additional information. © 2010, Bradford White Corporation. All rights reserved.

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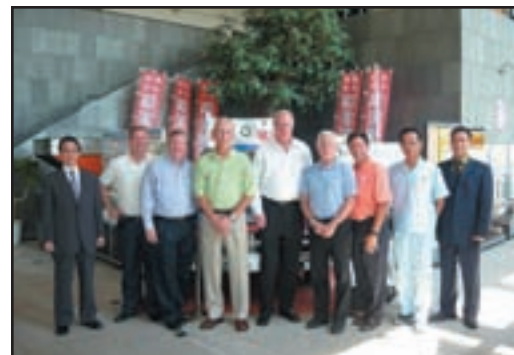
A-D members visit Noritz factory in Japan

FOUNTAIN VALLEY, CALIF. — Noritz America Corporation, a subsidiary of Noritz Corporation, recently hosted Affiliated Distributors members in Kobe, Japan, to see firsthand how the company produces its tankless water heaters, from start to finish.

At Noritz's production site, approximately 18,000 models are being produced in mixed model pro-

duction, utilizing its industry-exclusive Just-In-Time production system. This system enables high production efficiency and product quality, strictly meeting delivery times. All major components, such as the heat exchanger, remote controller and P.C. board are built in-house to ensure excellent quality and superb craftsmanship.

"After having some time to reflect on the trip and especially on the tour of the manufacturing facility, I was extremely impressed with the overall manufacturing excellence at Noritz. Noritz is far exceeding any expectations that distributors would be looking for in a quality product," said Roy



Charlie Murray (second from left), president of Murray Supply, Bill Glockner, president/CEO of Hirsch Pipe & Supply Co. Inc., Roy Weeks, senior VP of Affiliated Distributors, Steve Fleming, senior VP membership of AIM/R, Mike Murphy, president of Keller Supply Co., Doug Hyman, president of U.S. Supply and Carlos Morales, VP-sales of Noritz America Corporation.

Weeks, senior vice president of Affiliated Distributors.

The A-D guests also visited one of more than 30 Noritz showroom locations in Japan and learned about Noritz's successful showroom business model. Full-time Noritz consultants provide excellent customer service and offer the best possible purchasing experience to their customers. This is all part of Noritz's quality policy, which is to satisfy its customers' highest expectations.

OBITUARY

Mary Carmela Hedges, former industry exec

BIRMINGHAM, MICH. — Mary Hedges, former vice president and treasurer of Schans Supply, Utica, Mich., passed away on July 25 in Birmingham. She was 86 years old.

Mary was a resident of Birmingham for 43 years. She was a secretary and bookkeeper for Vickers Corporation and later partnered with her husband in several businesses and properties. During the 1960s and 70s she worked as the office manager for James Hedges and Associates, manufacturers' representatives, and later she was the office manager/controller for Schans Supply.

Mary was an avid Detroit Tigers and Pistons fan and enjoyed travel and gardening and spending winters in Sarasota. She also loved attending her grandchildren's sporting events. Mary is survived by James, her husband of 63 years, four daughters, 10 grandchildren, three brothers, two sisters and many nieces and nephews.

A memorial mass was celebrated at Holy Name Church in Birmingham. Memorial tributes can be made to the Capuchin Soup Kitchen, 1820 Mt. Elliott, Detroit, MI 48207.

HEATINGHELP.COM

GREENING STEAM

How to Bring 19th-Century Heating Systems into the 21st Century (and save lots of green!)

By Dan Holohan

NEW

GREENING STEAM

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Dan Holohan

Available at
HeatingHelp.com

“When it comes to saving dollars on heating, old steam systems are delicious low-hanging fruit. There is so much you can do to make them better, and most of what you do won't cost a fortune.”

Dan Holohan

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www.cbmsales.com



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10 New Accounts Opened in July!

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ShowHouse sponsors Kansas City Showhouse

NORTH OLMSTED, OHIO — ShowHouse®, Moen's luxury brand, has played an integral role in the Kansas City Showhouse, the nation's longest-running, continuous showhouse fundraising project. Several ShowHouse brand kitchen and bath products were featured in the designer showhouse, a custom-designed and fully furnished home conceived by local interior designers and artists. The home was featured in a home tour in April and May, with proceeds benefiting the Kansas City Symphony.

ShowHouse products are featured throughout the designer home:

- **Felicity®** — The angular, linear feel of the Arts and Crafts style has



been updated with a contemporary flair in the Felicity kitchen faucet.

- **Fina™** — Seen in the carriage

house bath, the Fina collection offers soft modern styling with smooth lines, curved surfaces and rounded features.

- **Isabel®** Multi-Function Rain-shower — Water flow from this inno-



vative showerhead in the master bath is adjustable from a full rainshower to a more vigorous, concentrated stream.

- **Mannerly®** — The Mannerly faucet and accessories are featured in the master bath. The wall-mount faucet features Victorian-era styling, a high-arc spout and cross handles with two sets of "hot" and "cold" ceramic caps spelled out in English and French.

- **Pot Filler** — This "must-have" gourmet accessory mounts to the wall above cooktops to fill large pots for increased utility, style and safety.

- **Savvy®** — Featured in the chil-



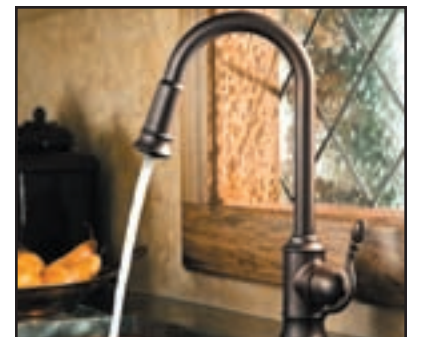
dren's bathroom, this classic faucet collection features soft, elegant curves and traditional scroll handles.

- **Waterhill®** — Shown in the pow-



der room, the Waterhill bath faucet collection includes traditional and bridge faucets with a full collection of coordinating accessories.

- **Woodmere®** — Offering style



and convenience in the kitchen, Woodmere is a traditional pulldown faucet with single-hole mount and a coordinating faucet for island and bar applications.

The Kansas City Showhouse is a brick Colonial Revival home built in 1922 for Elizabeth Smith, widow of William J. Smith, an investor and president of Kansas City Cable Railway Company, the first cable car line in Kansas City.

Visit www.shfaucets.com.

WHOLESALING TOP 100 UPDATE

Following are revisions to the Kelly Supply Co. listing in the July 2010 Top 100 issue of THE WHOLESALER:

19

KELLY PIPE CO

11680 Bloomfield Avenue
Santa Fe Springs, CA 90670

562-868-0456

Fax: 562-863-4695

Email: jholbert@kellypipe.com

www.kellypipe.com

Employees: 222

Outside Sales: 25

Inside Sales: 30

Total Locations: 47

Total Locations opened in 2009: 2

Member of Buying Group: Yes

Territory: CA, AZ, UT, CO, TX, ID, IL, NV, WY, NM, WA, PA, UK, Canada, Mexico

Sales Mix:

Industrial PVF: 100

Sales by Market Sector:

Other: 100

Sales Volume by Customer Type:

Utilities/ Munic.: 5

Other Wholesalers: 90

Other: 5

Sales Volume by Market:

Other Wholesalers: 90

Other: 10

Total Sales to Professional Trades:

Other: 100

Top PVF Lines:

US Steel, CSI, TMK, Wheatland Tube, Arcelor-Mittal

Officers: Leonard D Gross, President/CEO,

John Wolfson, VP, Leo Mann, CFO, Steve

Livingston, VP, Mark Brozek

Following are listings as they would have appeared in the Top 100.

43

ETNA SUPPLY

3175 Union Street
Grand Rapids, MI 49548

616-514-5208

Fax: 616-514-6208

Email: msierawski@etnasupply.com

www.etnasupply.com

Employees: 272

Outside Sales: 33

Inside Sales: 51

Showrooms: 7

Total Locations: 16

Territory: MI, IN, OH

Sales Mix:

Plumbing: 44

Municipal Water/Utilities: 46

Hydronic Heating: 1

Sales by Market Sector:

New Construction: 85

Service/Maintenance/Repair/Operation: 5

Remodel/Renovate/Rebuild/Rehabilitate: 10

Sales Volume by Customer Type:

Trade and Builders: 85

Utilities/Munic: 9

Industrial and Facilities: 4

Hydronic Heating: 1

Sales Volume by Customer Type:

Residential/Light Commercial: 21

Other Wholesalers: 1

Comm./Institutional (Inc. High-Rise Residential): 29

Industrial and Facilities: 4

Total Sales to Professional Trades:

Plbg. And/or Plbg./Htg Contractor: 42

Utility Contractor: 39

Top Plumbing Lines:

Cerro, Lochinvar, American Standard, Charlotte

Top Heating and HVAC Lines:

Zurn Quest, Burnham Boilers

Top PVF Lines:

Wheatland Tube, Nibco, Conbraco, Tyler, Watts

Officers: R. David Potgeter, President, Russell Visner, CEP, David L. Potgeter, VP, Mark Potgeter, VP.

81

SW ANDERSON SALES CORP

63 Daniel St.

Farmingdale, NY 11735

631-293-4007

Fax: 631-293-6652

Email: gboos@swanderson.com

www.swanderson.com

Employees: 120

Outside Sales: 9

Inside Sales: 20

Total Locations: 9

Territory: NY, NJ, PA

Sales Mix:

Plumbing: 3

H/C Controls: 1

Refrigeration: 2

Hydronic Heating (res./light comm.): 3

HVAC: 91

Sales by Market Sector:

New Construction: 25

Service/Maintenance/Repair/Operation: 40

Remodel/Renovate/Rebuild/Rehabilitate/Replace: 35

Sales by Customer Type:

Trade and Builders: 92

Other Wholesalers: 2

Utilities/Munic.: 1

Consumers: 1

Commercial Bldg. Owners/Managers: 1

Hydronic Heating (res./light comm.): 3

Sales by Market:

Residential/Light Commercial: 96

Comm./Institutional (Inc. High-Rise Residential): 1

Industrial Wholesalers: 1

Other Wholesalers: 2

Total Sales to Professional Trades:

Plbg. and/or Plbg./Htg Contractor: 6

AC/Refrig. Contractor: 40

Builder: 3

Remodeling Contractor: 12

HVAC Contractor: 36

Utility Contractor: 3

Top Plumbing Lines:

Slant Fin, Bradford White, Wilo, Heat Controllers, Technium

Top Heating & HVAC Lines:

Goodman, Thermaflex, Metalfab, Metalaire, Heating & Cooling

Officers: Mike Anderson, President, Gene Boss, Sr. VP

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PIPING AND EQUIPMENT, INC.

9100 Canniff

Houston, TX 77017

7139479393

Fax: 8667068904

Email: pbrahier@pipingequipment.com

www.pipingequipment.com

Employees: 105

Outside Sales: 23

Inside Sales: 24

Total Locations: 9

Territory: OH, N.KY

Sales Mix:

Industrial PVF: 100

Sales by Market Sector:

New Construction: 10

Service/Maintenance/Repair/Operation: 90

Sales Volume by Customer Type:

Utilities/Munic: 15

Industrial & Facilities: 85

Other: 5

Sales Volume by Market:

Industrial & Facilities: 97

Other Wholesalers: 3

Top PVF Lines:

Jamesbury, Powell, Phoenix Forge, Outokumpu, Core Pipe Products

Officers: Gary J. Cartright, President, Jerry P. McKeller, VP-Sales, Jim Cartright, Gen

Mgr-Purch/Mtl Mgmt, Denny Spahr, Gen

Mgr-Admin Serv

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See contact information on page 86

Emerson Climate Technologies reaches 500-distr. milestone

ST. LOUIS — Emerson Climate Technologies Inc. announced its 500th Emerson Authorized Full-Line Wholesaler location. The milestone was reached when 27 additional Baker Distributing Company locations were awarded Emerson Authorized Full-Line Wholesaler status.

"It is our privilege to have so many successful wholesalers on board to help us reach this impressive landmark," said Mark Gibson, vice president and general manager of Distribution Services. "Over the years, we have strengthened our partnership with industry-leading wholesalers. Now, we are 500 strong and in

a great position to further carry out our vision."

The Emerson Authorized Full-Line Wholesalers program was implemented in October 2005 and has evolved over time, doubling its size in just under five years. The program offers contractors many valuable advantages, including a one-stop source for a full range of Emerson heating, air conditioning and refrigeration products, an exclusive destination for special contractor programs, including Emerson product training and Emerson-trained and highly knowledgeable branch staff.

Visit www.EmersonClimate.com.



Danze named partner of House Designers house plans

WOODRIDGE, ILL. — Danze Inc. will serve as the official faucet and plumbing fixture partner of The House Designers' first-ever Energy Star® approved house plans. This exclusive set of green house plans encourages consumers and builders to build eco-friendly, energy efficient homes and include all the necessary tools to build a green home, including information on green building products and practices.

The collection of house plans will include several water-saving and sustainable solutions from Danze such as the following:

- Water-saving lavatory faucets offer 30+% savings in water over traditional faucets, operate at 1.5 gpm and

meet California and Vermont low-leak legislation requirements.

- High efficiency toilets are another impactful way to reduce water usage in the home. These toilets operate at 1.28 gpf and can reduce water consumption by more than 20% per toilet.

- FSC-certified bath furniture, including several bath vanities, mirrors and other wood-based products, is certified by the Forest Stewardship Council, which promotes sustainable forestry.

- Water-saving, WaterSense labeled showerheads include high-performing options that flow at 1.5, 2.0 and 2.5 gpm.

Visit www.thehousedesigners.com/greenhouseplans or www.danze.com.



Eastern commemorates anniversary

GREENVILLE, S.C. — Eastern Industrial Supplies Inc. celebrates their 30th anniversary this year. Observing this milestone throughout 2010, senior leadership felt it important to share this achievement with the individuals who made this accomplishment possible — Eastern's associates and customers. Eastern showed their gratitude by hosting Customer Appreciation Day events across the company, as well as a special Associate Appreciation Day.

"Our growth and development has not been possible without the extraordinary dedication and commitment of our associates, customers and vendor partners," said Richy Milligan, vice president-sales and marketing.

Independently owned and oper-

ated, Eastern has continued to expand across the Southeast with 12 locations in order to better serve their customer base. With a steadfast and optimistic look to the next 30 years,



Eastern plans to continue growth as a full-line distributor of pipe, valves, fittings and commercial plumbing supplies. Eastern's business model includes a daily commitment to exceed customer expectations while honoring five core values — Honesty, Integrity, Caring, Self-Responsibility, and Being Positive.

Visit www.easternfirst.com.

Granite Group, guests vacation in Costa Rica



CONCORD, N.H. — Approximately 350 Granite Group contractors, suppliers and staff from all over New England recently returned from a seven-day, six-night vacation at the new J.W. Marriott Guanacaste Resort & Spa in the North Pacific region of Costa Rica. The trip was the culmination of Granite Group's 2010 "Destinations" travel incentive program.

Contractors earned the trip through their purchases with Granite Group. Director of marketing Mike Mullaney explained, "We offered our clients 14 months to hit a purchase goal. Those who successfully hit the goal completely earned everything included in our trip. In-

dividuals who fell short of the target had the option to buy in the unearned balance."

Granite Group's guests were spoiled every step of the way. They were flown on a private charter directly to Costa Rica, treated to a variety of social events and were able to explore the volcano and rainforest regions of Costa Rica in a variety of ways. The Granite Group organized excursions that included canopy-zip line, whitewater rafting, catamaran cruises, horseback riding, hiking, ATV and Jet Ski excursions. Many enjoyed the natural hot springs and therapeutic mud baths created naturally by the volcanoes.

Visit www.thegranitegroup.com.

DSG Education Connection Fund awards scholarships

FARGO, N.D. — DSG has awarded \$1,000 scholarships to three individuals who are furthering their education in the trade industries. This year's winners are Wade Wright from Armour, S.D., Seth Allen from Mitchell, S.D., and Benjamin Miller from St. Paul, Minn. Each of these individuals is planning to pursue a career in the electrical industry.



The DSG Education Fund was established in order to encourage young people who wish to become electricians, plumbers, utility workers, HVAC technicians or other tradespeople. By supporting the industries it serves, DSG helps to promote a successful future for everyone involved.

Visit www.dsgfund.com.

New bulletin available from ITT Bell & Gossett

MORTON GROVE, ILL. — A new bulletin (A-151) describing the full line of Bell & Gossett lead-free potable water products is now available at www.bellgossett.com. Ranging from pumps and boosters to tanks and valves, the potable water products are offered in lead-free brass materials and meet the requirements of California's AB1953 and Vermont's S152 legislation, as well as exceed current requirements in the other 48 states.

Products described in the brochure include the following:

- Commercial Pumps — (Series 60 AB, Series 90 AB, Series 1522)
- Circulators — (ecocirc™), Series 100, LR, NBF, SSF, PL, PD, LD3, HD3, HV and PR)
- Packages — (Mini Boosters)
- Tanks — (PT/PTA, WT/WTa)
- Flanges — (Check-Trol®, companion flanges and installation flanges)

The new line of lead-free products reinforces ITT's commitment to green, energy-efficient solutions.

Visit www.bellgossett.com.



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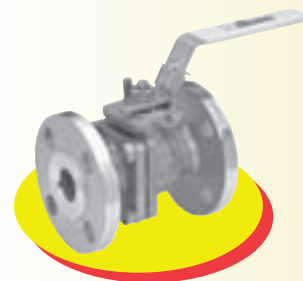
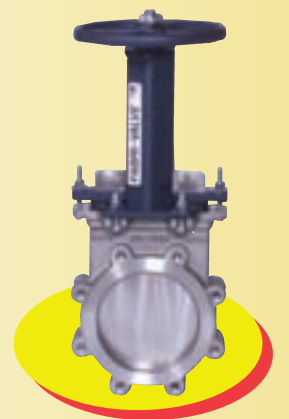
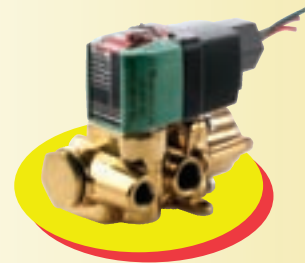
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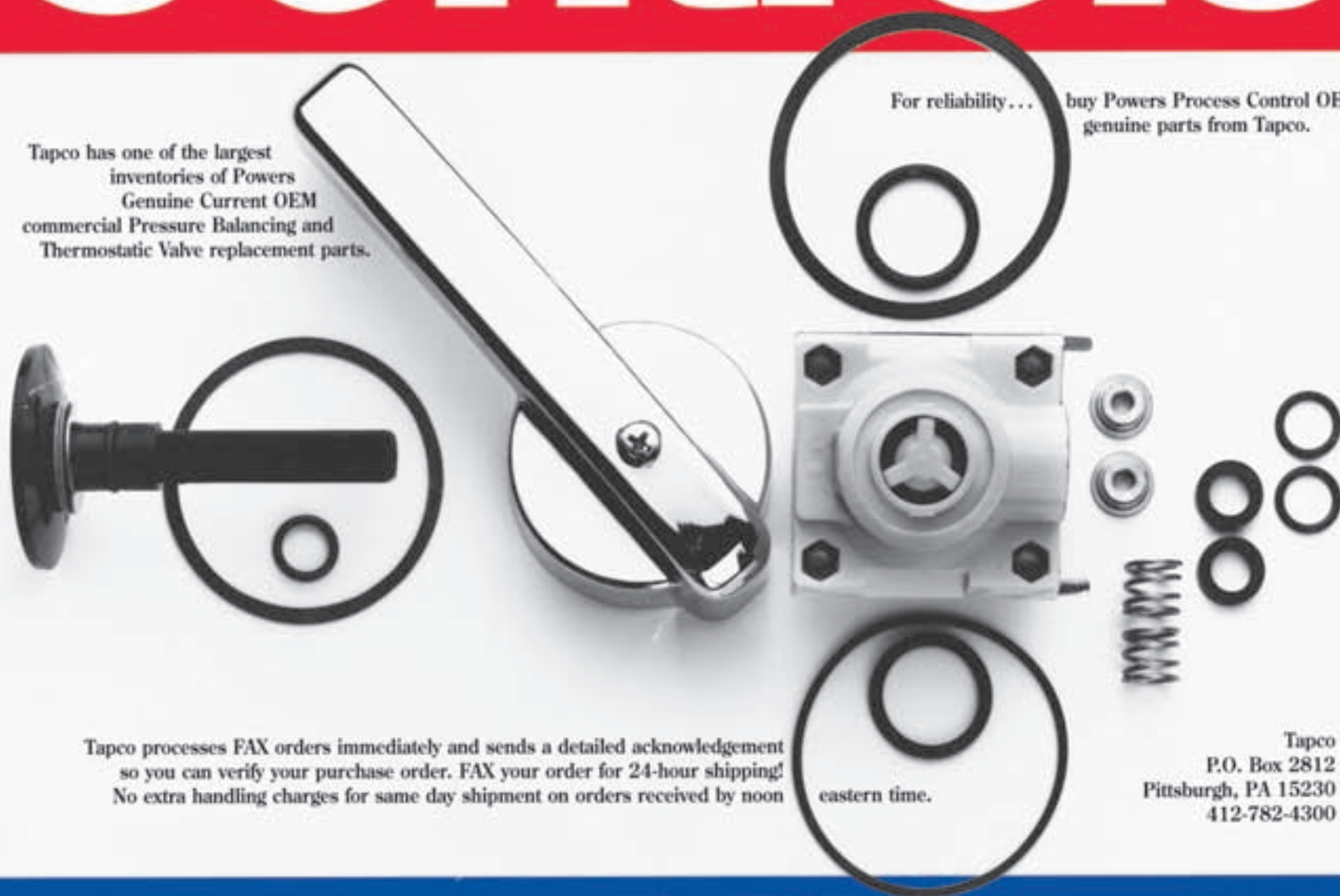


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See contact information on page 86

Trade on employees' intellectual capital

(Continued from page 8.)

panies get the right people. I would always recommend a person with experience and High Intellectual Horsepower (High IH) but hiring is seldom that simple. Statistically speaking, a Low IH person with 10 years of experience is probably topped-out in his current/last job. He may be one position beyond his capacity. (See Peter Principle.) Plus Low IH people often find it difficult to change their mode of operation. It took 10 years to learn their last job and it may take them 10 years to learn the same job in your company. They are often in a deep rut that will sometimes prevent them from learning your procedures.

Take time to get very good people

Just like mining for gold, you often have to sift through a lot of mud to find a nugget. Don't get impatient. When your ad doesn't draw the type of people you want, reevaluate and adjust the ad, then try again. Again think of gold mining, if your efforts don't find a nugget, you would not use a rock as a substitute for gold. In the same vein, don't hire someone who is dumb as a rock when you don't find the right person in the first go-round...or the second, third or fourth go-round.

If you promote from within you must hire good High IH people at every position including the entry level positions in your company — Some companies spend very little time when hiring warehouse people and drivers forgetting that this is the talent pool from which you will pull your next counter or inside sales person. If you are not willing to hire good people at entry level positions then you must consider abandoning your promote from within policy.

It is very difficult to build processes and procedures that are "bulletproof" enough to protect your company from Low IH people — Mickey D can build processes to handle Low IH people but remember they are selling less than 100 SKUs and the dollar value for every individual SKU is less than \$5.00. They can build an order entry screen with little pictures of each product that prompt the counterperson to ask if customers want to super-size their order and tell him/her how much change to return. I have not seen one wholesaler whose procedures are good enough to protect them from all the dumb things a Low IH person might try.

High IH people are more adaptable

When you hire a "one trick pony," your options are limited. When you need that person to do different a trick or to suggest improvements to the trick or do the trick just a little differently there will be problems. Plus, "one trick ponies" get very stressed whenever the game changes. They can become roadblocks or even saboteurs to changes that your company will need to remain competitive.

Diversity can be good for your company

As the world evolves, the profile of the consumer base and the contractor customers is becoming more diverse in terms of both gender and ethnicity. To attract and properly serve these evolving consumer and customer groups, it is

critical to avoid the all-male, all-Caucasian, all-the-time stereotype. People buy from people they like. People tend to like people who look like them and talk like them. It is not rocket science — and it has been this way since the beginning of time. Further, one of the key ingredients in good sales and customer support people is empathy. Working with a team that has gender and ethnic diversity helps to develop the customer empathy that you want in your team. Finally, English is the second language for a growing number of trade customers. The trade customer's first language can vary with geography but I think there is real value in being able to tell those customers, "We speak your language."

High Intellectual Horsepower (High IH) people can be tougher to manage

They move quickly. They think quickly. They learn quickly. They may be threatening to your weaker supervisors. They tend not to accept, "That's the way we've always done it" as a valid reason for anything. They ask lots of smart questions. (I mostly think all questions are good. The dumb questions help people to learn and expose problems in training. The smart questions often help the company to evolve and sometimes expose weaknesses and opportunities. Smart questions can be intimidating to some line managers and sometimes even to the executive management team.) But, when all things are considered, I would rather have these people on my team versus having a bunch of dim bulbs on my team.

Consider trading up at some positions

This is the toughest idea to implement since people's jobs and lives are involved. However, some really good people are available due to the economic problems. You must always be consciously deciding whether you have the strongest team possible as you battle your competitors.

I know these last couple years have been tough for all wholesalers and the thought of shuffling the deck or interviewing a bunch of people to find a really good one seems like too much work. Hiring High IH people is not a cure-all because, just like Low IH people, some of the High IH people are lazy, some are dishonest, some substance abusers and some have other problems but a good hiring process offers better odds of success when compared to your current hiring process that uses the "Eeny, meeny, miny, moe" screening approach.

Building a team of High IH people will not be easy, but it will provide the best competitive advantage you can create for your company in every type of economy. Again for more of the story on people and hiring e-mail at rich@go-spi.com.

Rich Schmitt is president of Schmitt Consulting Group Inc., a management consulting firm focused on improving the profitability of distribution and manufacturing clients.
www.go-scg.com

Rich is also the co-owner of Schmitt ProfitTools Inc. (SPI), a business producing print, CD-ROM, web and palm-based catalogs as well as pricing management and analysis software for wholesalers.
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See contact information on page 86

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The position is responsible for sales into our OEM and Industrial segments. This position will report to the National Sales Manager/Special Markets.

The ideal candidate would have a minimum BA/BS with 3-5 years of sales experience. Experience with both direct sales and independent sales agents is needed. Experience in Plumbing Wholesale with a background in brass fittings would be a plus.

This will be a great opportunity for a highly motivated, self directed individual with a desire to build a business.

This position is based out of our corporate headquarters in Novi, Michigan. BrassCraft offers a competitive wage and benefit package.

If this sounds like it's for you, please send a resumé and brief cover letter to brecuite@brasscraftthq.com

All resúmes will be held in strict confidence.

**REGIONAL SALES MAN -
AGER****(Western Region)**

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Only candidates who reside in the state of California will be considered.

All resúmes will be held with strict confidence.

Please submit to: jobs@kitz.com

**WESTERN REGIONAL
MANAGER**

John Guest USA is a leading manufacturer of push-to-connect fittings and systems for the plumbing, water filtration, and OEM markets.

We are currently searching for a Western Regional Manager, covering the states of California, Washington, Oregon, Alaska, and Hawaii. The selected candidate will work with our Rep Agencies as well as our Industrial Distributors to drive demand and grow market share in this region.

3-5 years' relevant experience preferred but will consider all candidates with strong qualifications. Salary, bonus, car allowance, medical benefits, 401(k). Send resumé to:

sadie@tmbpublishing.com

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Plan to 'Thrive' with ASA at its upcoming Network 2010



BY MARY JO MARTIN
Editorial director

Aaahhhh! Fall has arrived. My favorite time of year! Not because of the upcoming holidays. Or because we in Texas may finally get a break from the 100+° days we've been sweltering in this summer. And not even because it's football season — although that's a pretty close second.

No, it's really because I look so forward to reconnecting with all of my old industry friends and colleagues at the annual ASA Convention, making some new ones, and hopefully picking up a lot of valuable information that helps me serve you better. Having covered this great industry for 16 years now — part of that time as an ASA employee — it has been an honor to make the acquaintance of so many incredibly smart, talented and genuine people. And despite the fact that association membership and trade show numbers are a fraction of what they used to be, it is still a fantastic opportunity to get to know — and learn from — some of this industry's brightest leaders.

In addition to the valuable networking and social events, this year's ASA Convention — themed Network ASA 2010: Thrive — offers an outstanding lineup of speakers. It is scheduled for October 12-14 at the Marriott Magnificent Mile in downtown Chicago. The Convention kicks off on Tuesday evening with the Opening Reception from 6:00 to 7:30 at the hotel that is sponsored by Bradford White.

Wednesday will be a full day of Convention activities, with Wholesaler/Vendor appointments all morning, during which time trading partners meet to discuss strategies, accomplishments and plans for future growth. This is followed by the Annual Member Meeting and Luncheon, which is sponsored by InSinkErator. ASA president Frank Nisonger of Slakey Bros. in Sacramento will address attendees and share with them the latest in ASA's agenda on a variety of programs.

Anyone who is a football fan, or even a movie buff, will undoubtedly want to hear the keynote speaker on Wednesday afternoon. Rudy Reutinger, whose experience as a Notre Dame walk-on was memorialized in the film *Rudy*, speaks from the heart, sharing his own personal experiences with adversity and triumph.

Later in the afternoon, ASA has scheduled several concurring Educational Sessions, followed by the PAC fundraiser, Young Executives Reception and

IPD Open House.

Weldbend is sponsoring Thursday morning's IPD Breakfast Program, and it's only fitting that this Chicago-based manufacturing giant would bring in none other than "Da Coach" himself, Mike Ditka, as the guest speaker. Ditka is a former player and coach for the Bears — and certainly one of Chicago's most beloved sports figures after leading them to a Super Bowl victory. Concurrently, Bruce Carbonari, the highly respected chairman and CEO of Fortune Brands, will address the Plumbing Industry Breakfast. Prior to being appointed to his current roles in 2008, Carbonari led Fortune's single largest brand, Moen Inc., from 1990-1997.

A slate of Educational Sessions will take place throughout the morning, followed by the ASA Future Trends Lunch, headlined by Karl Rove, known as "The Architect" for his tremendous strategizing and policy efforts during George W. Bush's campaign and presidency. Rove is a regular columnist and a frequent contributor to Fox News.

Don McNeeley, president and COO of Chicago Tube & Iron, and also a professor at Northwestern University, is scheduled to give the final presentation of the Convention, the Industry Outlook, early Thursday afternoon. McNeeley's opinions are highly sought after, especially regarding trends, the steel market and economics.

Later that evening, ASA will be hosting its second annual Industry Interchange, an exciting mix of games of chance and skill that bring together vendors and customers in a whole new forum. The casino-type atmosphere is designed so that distributors visit each vendor's booth/game in an effort to collect tickets and win prizes. The set-up provides a great mix of networking and fun.

The struggling economy has caused many businesses to take a very cautious approach to budgeting — and for good reason. I'm sure that trade shows/conventions are not the highest priority for many companies when it comes to expenditures. But these events do still provide value to those to attend and make the most of their experience by participating in sessions and networking at every opportunity. So, if you haven't already done so, I encourage you to strongly consider making your reservations to attend Network 2010. To all of my friends, I look forward to seeing you there. For those readers and advertisers I haven't had the pleasure of meeting yet, please stop by and say hello. I always look forward to hearing your ideas on ways that *The Wholesaler* can better serve this industry.

Mary Jo Martin is editorial director of *THE WHOLESALER*. She can be reached at 972-315-9803 or editor@thewholesaler.com.

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