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MAY 2012
VOL 67, NO. 5

THE WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



**PVF
Hall of Fame**

JABO Supply is the newest inductee into the PVF Hall of Fame. The Huntington, W.Va.-based wholesaler is led by owners Jack Bazemore (center), Joe Holley and Jay Bazemore. The management team (inset) averages 36 years of service and also includes Curtis Drown, George Porter, Patrick Hughes and Kevin Roach. The Hall of Fame begins on page 38.

**Pg. 72 Photo essay:
Embassy Group
Spring Meeting**

Tigre USA opens DC

JANESVILLE, WIS. — Tigre USA Inc. has opened a regional distribution center to better serve its PVC pipe fittings customers in Georgia, Alabama, Tennessee, Florida, North Carolina and South Carolina. The distribution center, located in Americus, Ga., stocks SDR 35G and SDR 35S, Schedule 40 pressure fittings and DWV fittings.

“With our new distribution center, Tigre is responding to regional customer demand,” said Dago Darezzo, Tigre USA’s logistics manager.

(Turn to Georgia DC... page 59.)

Collins Pipe & Supply acquires BurnsCascade

EAST WINDSOR, CONN. — In late March, Collins Pipe & Supply Company Inc. acquired the assets of BurnsCascade Co. Inc., for an undisclosed amount. For more than 60 years, BurnsCascade has been an industrial supplier of valves, controls and flow-control instrumentation.

(Turn to Acquisition... page 58.)

NOV to buy Wilson Supply

**Cash deal to add
200+ operations**

HOUSTON — In mid-April, National Oilwell Varco Inc. entered into an agreement with Schlumberger Limited to purchase its Wilson distribution business segment. Terms of the all-cash transaction, which remains subject to customary closing conditions, including regulatory approval, were not disclosed.

(Turn to Schlumberger... page 59.)



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Distributor's new facility makes local headline news

ST. LOUIS — Family-owned PVF, plumbing and HVAC distributor NSC opened the doors to its new facility on March 12. The company's new corporate headquarters made headline news as the city's first completed building within St. Louis's NorthSide Regener-



ation project, a 1,500-acre project in North St. Louis intended to bring needed infrastructure improvements to the area. The project also seeks to be a catalyst for helping create short-term and long-term jobs through its varied construction projects.

The 100,000-square-foot facility features a recently completed addition of 24,000 square feet to house the company's relocated showroom and distribution center.

The updated building features a state-of-the-art steam training lab. Customers can now receive hands-on steam fundamental training without having to travel outside of the St. Louis area.

Prior to the opening, customers traveled to Chicago to receive the same level of steam instruction NSC now provides monthly at its new facility.

Visit www.nsc-stl.com.



Family-owned PVF, plumbing and HVAC distributor NSC opened its new facility March 12 and made headline news as the first completed building within St. Louis's 1,500-acre NorthSide Regeneration project. At right below is NSC's state-of-the-art steam training lab.



United Pipe & Steel opens new DC

IPSWICH, MASS. — United Pipe & Steel Corporation has opened its eighth distribution center, this one in Topeka, Kan. This 84,000-square-foot facility sits on approximately eight acres. From this location, the company will run its fleet of tractor trailers to wholesalers (only!) in Kansas, Missouri, Nebraska, Iowa, North Dakota, South Dakota,



Wyoming and Colorado. United Pipe & Steel now services a total of 42 states, with deliveries on its own fleet of trucks from strategically located distribution centers in Ipswich, Mass. (headquarters); Easton, Pa.; Burlington, N.C.; Elyria, Ohio; Franklin, Ind.; Loves Park, Ill.; Corsicana, Texas

and Topeka, Kan. In most areas, United Pipe operates a regular route schedule and encourages wholesalers to buy just-in-time inventory, combining steel pipe, copper tube, plastic pipe, strut, threaded rod, line sets, metal conduit, aluminum conduit and PVC conduit all on the same purchase order, with a low minimum for FFA.

Visit www.united-pipe.com.

MRC Global Inc. prices initial public offering

HOUSTON — MRC Global Inc. priced its initial public offering of 22,727,273 shares of common stock at \$21 per share. MRC Global is offering 17,045,455 shares and a selling stockholder is offering 5,681,818 shares. The shares began trading on April 12 on the New York Stock Exchange under the ticker symbol MRC.

The selling stockholder in the offering has granted the underwriters a 30-day option to purchase up to

3,409,091 additional shares at the initial offering price, less the underwriting discounts and commissions. MRC Global Inc. will not receive any proceeds from the sale of shares by the selling stockholder in this offering, including proceeds from any exercise by the underwriters of their option to purchase additional shares.

Goldman, Sachs & Co. and Barclays are serving as joint book-running managers. BofA Merrill

Lynch, Baird and Wells Fargo Securities are serving as lead managers. Raymond James, William Blair & Company and Stephens Inc. are serving as co-managers.

A registration statement relating to these securities has been filed with, and declared effective by, the Securities and Exchange Commission. The offering of these securities is being made only by means of a written prospectus.

Peirce-Phelps selects Epicor to provide wholesale distribution ERP

DUBLIN, CALIF. — Epicor Software Corporation announced that Peirce-Phelps Inc. of Philadelphia, Pa., has selected the Epicor® Prophet 21® wholesale distribution enterprise resource planning (ERP) solution as the IT backbone to advance its business to the next level.

Founded in 1926, Peirce-Phelps has grown to become one of the 20 largest HVAC distributors in the U.S., operating 16 branch locations throughout



eastern Pennsylvania, New Jersey and Delaware. The company's primary product lines include HVAC, building automation, indoor air quality and solid surface countertop materials.

Peirce-Phelps joins a growing number of Carrier HVAC distributors to choose Epicor wholesale distribution ERP. The Epicor solution will provide Peirce-Phelps with a scalable business management system for 200 users, incorporating a Microsoft Windows®-based platform and SQL Server® database to improve warehouse, order and inventory management, purchasing automation, financial management and reporting and business intelligence analysis.

Visit distribution.epicor.com.

OBITUARY

Rick Leone, Bonney Forge VP



John Richard "Rick" Leone III

John Richard "Rick" Leone III, executive vice president of Bonney Forge, died suddenly in Atlanta on April 16. He was 55. A 27-year employee of Bonney Forge, Leone was a substantial contributor to the growth of the company.

Rick is survived by his parents, John and Margaret Wilma Leone, three sisters, brothers-in-law and a beloved nephew and nieces. He graduated from St. John's Northwest Military Acad-

emy in Delafield, Wisc., and Edinboro University in Edinboro, Penn.

Anyone wishing to send memorials in Rick's name are encouraged to consider the St. John's Northwest Military Academy or the Shepherd Center Pool in Atlanta.

A Bonney Forge representative said, "Rick served Bonney Forge with distinction in positions of increasing responsibility spanning nearly three decades. He was a special member of the BF family who served as an industry leader, a mentor and a role model for many within the company."

See Mary Jo Martin's column on page 98.

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THE WHOLESALER



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Owners Jack Bazemore, Joe Holley and Jay Bazemore lead JABO Supply, 2012's inductee into the PVF Hall of Fame. Based in Huntington, W.Va., the company was formed in 1964 and has achieved success by providing top service and focusing on its customer base as a top priority. Story begins on page 38.

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An ESOP tale

City Pipe & Supply



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ERPs – Part II

My column last month on buying a new ERP drew lots of feedback, which is always appreciated. (ERP = Enterprise Resource Planning — the software your company uses to manage and operate the business.)

Universally, readers said it was a timely and critical topic. In fact, I was surprised to find that more companies than I expected are evaluating a change. The feedback was mostly along the lines of, “I agreed with what you said but you forgot to talk about _____.”

So this month I want to provide a supplement to that column with some insights that were provided by wholesalers, ERP vendors and IT consultants since the column was published.

• Don’t expect a pure upgrade in functionality in a new ERP. Previously, I discussed that most wholesalers who thought they were upgrading found it was a mixed bag. They discussed three types of changes:

1. Upgrades — These were new features and functions gained through the change. The exertion to convert was clearly worth the effort. Most

- *Upgrades a mixed bag*
- *Use care and thought before ordering*
- *Check agreement thoroughly!*

people discussed gains but there was no specific area of functionality that stood out. This seems to be individualized to each wholesaler and where that wholesaler had, previously, felt pain or saw opportunity.

2. Like for Like Changes — These are changes where the old system and the new system do about the same thing, but do it in a different way. In the end, training and re-learning energy was expended to get about the same functionality from the new ERP.

3. Functionality Givebacks — Some mature systems are just that: “Mature.” Their functionality has evolved in subtle ways that are not really noticeable until they are gone. I

Don’t assume the software was written by a reasonable person. Several people commented on the fact that whoever designed or programmed some of the functions really didn’t understand wholesaling.

heard stories of these givebacks but a fairly common statement was, “We just assumed that the new system would do _____.”

• Don’t assume anything will be in the new system unless it is in writing. Several people discussed misunderstandings where they thought a function existed when, in fact, it did not. Some felt they had been misled while others said they should have listened more carefully and asked more questions.

• Assume that everything beyond what is committed to in writing will be at an additional charge. This seems sort of negative but assuming the worst will reduce the number of bad surprises. Note that I say reduce since I firmly believe that in most complex agreements there are surprises and misunderstandings — even when executed between honest and honorable people.

• The wholesaler’s strongest negotiating position is during the initial purchase. One guy told me that he had taken the plunge on a new system. “We got a good price but now as we add things, every new module is thousands or tens-of-thousands of additional charges. I wish we had gotten some of the pricing locked down when we signed the original contract.” I don’t think vendors should be held to old, old pricing but I also don’t think that “After they’ve signed, stick it to

them” is a fair approach either.

• During the initial purchase there may also be a tendency to overbuy. It’s like filling your plate at a buffet. Several wholesalers described how they had purchased modules that they no longer wanted or now wanted to purchase from a third party instead of their ERP provider. Ideally, you negotiate an option to buy additional modules within a certain timeframe at a certain price. When you are ready to move forward with a specific module, you can compare the functionality and value of the ERP provider’s solution versus the other available solutions and select the best fit at that time.

• Avoid the checkmark approach to ERP selection. This is where you create a simplified list of features that you want as a way to compare the possible vendors. I have seen lists like:

1. Inventory management
 - ✓ Multiple branch
 - ✓ Auto PO creation
 - ✓ Barcoding
2. Sales order entry
 - ✓ Product lookup by keyword
 - ✓ Allow back ordering

Every system out there probably would get these checkmarks but the way these tasks are handled can be vastly different. Multi-branch inventory management can range from the ability to keep inventory quantity-on-hands for several locations to full-on regions, branches, consignment, transfers, branch and regional costing/pricing.



BY RICH SCHMITT
Management specialist

ing, auto-replenishment, support for a mix of distribution center and direct ship replenishment. I think you get the idea. You need to really dig into the details of how these critical, make-or-break functions are handled.

• Don’t assume the software was written by a reasonable person. Several people commented on the fact that whoever designed or programmed some of the functions, really didn’t understand wholesaling. “It seemed like it might have been easy to program but it didn’t really do what we needed it to do.” The key is to actually evaluate how well the software supports reasonable business processes.

At a trade show years ago, we ordered carpet for our booth. It was very expensive already so we didn’t opt for the, also very, very expensive, nightly carpet vacuuming service. We decided that the carpet wouldn’t get really nasty over the 2½ day show. When we arrived at our booth, the curtains were pulled back and the convention center’s team was running fork lifts through our booth, across our carpet to move equipment into the other booths. Our carpet was a mess so I walked over to the carpet provider for some help. The response was, “I notice you didn’t sign up for cleaning so I guess your SOL. (That’s Sadly Outa Luck) We provided carpet; we never said it would be clean carpet.” Gotcha!

• Support, support, support. Several people told me that I didn’t discuss support enough. They talked about 2 areas:

1. Cost — Understanding what is and is not included and how the costs can be increased over time. Some wholesalers described huge (like double) increases over the last couple years that were forcing them to consider a change.

2. Level/quality of support — One wholesaler expressed concern over a rumor that his vendor was moving their software support group offshore. He hadn’t been impressed with several other experiences with offshore support and felt the vendor’s onshore support was marginal already.

(Turn to Plan... page 94.)

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NAW survey: Distribution firms in hiring mood

CHICAGO — A recent survey by the NAW Institute for Distribution Excellence on behalf of the Industrial Careers Pathway® (ICP) found that 91% of distribution firms surveyed plan to hire new employees within the next five years. Firms in this mature industry are facing an unpre-

“The distribution industry is, by and large, not considered to be an ‘in’ industry anymore. We have to generate a passion for our industry to attract recruits.”

cedented demographic, with three to four out of every 10 workers planning to retire within five years. That leaves not only a labor gap but also a brain drain for an industry where product application and process knowledge and relationships with customers drive profitability.

The distribution industry, made up

of thousands of businesses in a wide range of sizes across North America, has faced stiff competition for workers from sectors such as information technology, healthcare and consumer goods. One survey respondent said, “We are having real problems getting connected to the right kind of people to fill jobs.” Another added, “The distribution industry is, by and large, not considered to be an ‘in’ industry anymore. We have to generate a passion for our industry to attract recruits.”

Survey respondents included companies spanning the spectrum of sizes, from under \$20 million in sales (30% of respondents) to those in the \$20–\$99 million range (28%) to companies over \$1 billion in sales (15%). The majority of survey respondents were chief executive officers or high level executives within the companies that responded to the survey.

The jobs to be filled include outside/field sales jobs, inside/counter sales and customer service jobs and technical or product specialist jobs. Of those surveyed, only 10% require education above an associate’s degree for inside sales positions and 25% require an associate’s degree or higher for outside sales jobs. Fully 59% of respondents said that new employees did not have a solid understanding of the industrial distribution industry,

while 52.8% said new hires did not understand their role in the success of the organization.

The industry is searching for candidates who can write, think critically and solve complicated problems in applying basic technology for industry. The Industrial Careers Pathway is committed to meeting the need for a skilled industrial distribution workforce for today and tomorrow by building awareness of career opportunities among the future workforce.

Visit www.industrialcareerspathway.org.

WinWholesale names Vendors of the Year

DAYTON, OHIO — WinWholesale has named A.O. Smith Corporation, Southwark Metal Mfg. Co. and Vic-taulic as 2011 Vendors of the Year in the plumbing, HVAC and industrial categories, respectively. The awards were presented at the 2012 WinWholesale Annual Meetings and Vendor Showcase in Nashville March 13.

“WinWholesale had another successful year in 2011 due in large part

to the performance of our many vendors and the relationships we have with them in serving our customers,” said Jack Johnston, WinWholesale president. “In recognizing our vendors of the year, it’s the opportunity to honor the best of the best for the past year.”

Monte Salsman, WinWholesale chief operating officer, and Eddie Gibbs, vice president-vendor rela-

tions, presented the awards at a dinner attended by 950 Win Group people and vendor representatives. The dinner honored WinGroup companies for their 2011 achievements in addition to vendors of the year.

Other Vendor of the Year Awards were given in the electrical, and waterworks categories.

About 130 vendors supplying products to the Win Group of Com-



panies participated in the vendor showcase at the Gaylord Opryland Hotel’s Ryman Exhibit Hall. Vendors displayed products and talked with representatives attending the annual meetings from the 520 Win Group locations. In addition, more than 1,000 individual meetings were scheduled between vendors and Win Group representatives.

Visit www.winwholesale.com.

The Plumbers Warehouse opens new location

CARSON, CALIF. — The newest addition to the Plumbers Warehouse family opened April 2 at 12010 Woodruff Avenue, Suite A in Downey, Calif.



This full-service facility boasts approximately 10,000 square feet and an inventory dedicated to repair and remodel plumbers. Brands include Kohler, Moen, ProFlo, Grohe, Mirabelle, Delta, Price Pfister, Noritz,

Rinnai, Navien and Bradford White.

“We are very excited about the new location,” said sales manager Gregg Ferguson. “Our goal is to be one of the largest, most efficient warehousing operations in Southern California.”

The branch will be managed by Joe Escamilla. It is conveniently located near the junction of the 605 and 5 freeways and only a couple blocks off Firestone Blvd. For more information, please call 562/803-5878.

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American Standard honors top distributors

TYLER, TEXAS — American Standard® Heating & Air Conditioning recently honored seven distinguished American Standard independent distributors at the annual Pinnacle Awards ceremony March 7 in Charlotte, N.C. The distributors recognized represent the company's outstanding business performers in HVAC, based on market share, sales, growth and customer satisfaction.

"Each year, the Pinnacle Awards recognize the best of the best in our industry," said Doug Wilson, vice president-sales for American Standard Heating & Air Conditioning, who presented the awards. "These seven exceptional distributors each surpassed several key performance metrics to achieve outstanding results in 2011."

American Standard Heating & Air

Conditioning's 2011 Pinnacle Award winners are:

Group 1

- **Winner** — ACES A/C Supply Inc., Houston; accepting the award was Mike Davenport, president, and David Collins, vice president

- **Runner-up** — American Refrigeration Supply, Phoenix; accepting award were Cecil Ward, director of marketing and HVAC sales, and Lee

Hendrickson, sales manager

Group 2

- **Winner** — S.G. Torrice Supply Company, Boston; accepting the award were Mike Donaghey, vice president, and Matt Bedard, sales manager

- **Runner-up** — Gensco Inc., Tacoma, Wash.; accepting the award was Jeff Banducci, sales manager

Group 3

- **Winner** — Wolff Bros. Supply Company, Medina, Ohio; accepting the award were Jeff Wolff, chief financial officer, and Dave Artrip, general manager

- **Runner-up** — Young Supply Company, Chesterfield, Mich.; accepting the award were Anthony Vallan, vice president and general manager, and Ronald Vallan, vice president of marketing

Group 4

- **Winner** — Folcarelli Supply Company, Altoona, Pa.; accepting the award: Mike Folcarelli, vice president, and Bill Edmiston, sales manager

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•THE WHOLESALER®—MAY 2012

Bosch forms partnership with sustainable Ga. community

ORLANDO — Bosch Thermotechnology Corp. announced a new partnership with Serenbe, a sustainable eco-conscious community development, that will be the site of a first-of-its-kind experience center designed to showcase the full-line of Bosch energy efficient, sustainable home solutions. Up to three new homes equipped with Bosch products are planned for construction, offering a cost-effective suite of sustainable technologies that will serve as a model for U.S. homeowners looking for a more eco-conscious option.

Serenbe, an award-winning 1,000-acre real estate and sustainable farming development south of Atlanta, will be one of the first communities in the U.S. featuring Bosch home solutions and will house the Bosch Experience Center — slated for opening in May 2012.

The Bosch Experience Center will be powered and fully equipped with products comprising the Bosch home solution suite. The center will offer consumers, trade professionals and influencers in the sustainability space the opportunity to learn about Bosch solutions while serving as a world-class gathering spot for discussions on sustainability research and education. The end goal, according to Bosch officials, is to show how the combination of energy efficient Bosch products are helping produce a new generation of affordable, sustainable homes that greatly reduce demand and monthly costs, and have the potential of giving energy back to the grid in certain configurations.

Bosch geothermal heat pumps, designed and built Ft. Lauderdale, Fla., are at the core of the

renewable products comprising the system. Roof-mounted Bosch photovoltaic solar panels are also used to power the home, while Bosch Compress heat pump water heaters further utilize energy efficient heat pump technology for hot water production. The Experience Center will include a professional-grade kitchen featuring Bosch appliances and the Bosch solar system will heat the hot water at the kitchen tap.

Research and development on the product suite began with a pilot project in Canada in November 2009. A 3,000-square-foot home was constructed and equipped with a Bosch system, where a family of six demonstrated the feasibility to live a net zero existence, even during the cold Canadian winter and hot summer months, without compromising comfort. In one year, the homeowners consumed approximately 14,000 kilowatt hours; at the same time, the home generated more than 15,000 kWh, — more electricity than consumed.

“Bosch is helping us achieve our company’s vision of providing cost-effective, sustainable home solutions to the masses,” Serenbe founder Steve Nygren said. “With the complete suite of Bosch products, we provide a unique one-stop solution — a critical issue for home builders, installers and consumers. It’s now possible to not only achieve energy efficient performance, but also retain a reasonable entry price point for the U.S. Consumer of approximately \$250,000 — which helps diminish a major roadblock for widespread sustainable technology adoption.”

Visit www.bosch-climate.us or www.serenbe.com.



BOSCH

Invented for life

Fairmont Supply, Pyott Boone enter into distribution partnership

CANONSBURG, PA. — Fairmont Supply Company, a leader in materials management strategies and MRO supplies, and Pyott Boone Electronics, a “one stop shop” for monitoring, control and com-

munications, announced the signing of a distribution agreement. The agreement, an ideal fit for both companies, will now give Fairmont Supply a full line, including belt controls, mine monitoring, personnel tracking and fire and dust control. The PBE MineBoss™ computer system is currently operating in over 300 U.S. mines, and products from their conveyor monitoring and controls, fixed gas monitoring, atmospheric monitoring, fire deluge, dust suppression and paging telephone lines are installed in mining operations all over the globe.



Van Compagni, president of Fairmont Supply, stated “Fairmont Supply is excited to be associated

with Pyott Boone Electronics and to represent their product throughout all of our locations. The addition of PBE expands our mining product offering to our customers and continues our model of providing quality products and solutions.”

CRANE Energy Flow Solutions launches Chinese web module

BEIJING, CHINA — CRANE Energy Flow Solutions® has launched a Chinese website module. The translated pages will offer all of the new features available on the English CRANE Energy site, including CRANE’s comprehensive product catalogue, recently updated technical menus and online press room. “The introduction of our website content in Chinese represents CRANE’s commitment to customer service and satisfaction,” said Pines Wang, CRANE China. “By offering our product catalogue and company information in the local language, we are better equipped to support our customers here.”

Visit www.craneenergy.com.

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See contact information on page 98

Forté responds to new economic reality

BETHESDA, MD. — Forte incoming president Jeff Burton set the tone for the 2012 Forte Buying Group annual conference, February 22 – 25 in La

Forté

Jolla, Calif. by announcing that the industry is facing a new reality. “The same old way to go to market and conduct business simply does not work well in today’s Internet age, where our showrooms and businesses are often used to look, see, feel and educate so our customers can buy products elsewhere. We can’t be content to press the ‘easy button’ and do the same old thing over and over again and expect different results. It will not work.”

Burton explained the proactive steps that Forte is taking to help its members better control their own destiny, starting with the premiere of

Forte’s private label fixture line. Burton explained, “Forte is going down the private label path because we need more options and lines whose margins can’t be compromised by low-ball competitors, whose distribution we can control and that enable our showrooms to be the main beneficiary of building brands and pioneering lines.”

For the fourth consecutive year, Forte distributed stimulus rebates to assist members to invest in new lines and create competitive advantages. Forte Preferred Vendors complemented the stimulus rebates by introducing more than 100 new products and by offering nearly 60 conference specials and more than 220 stimulus coupons to enable Shareholders to improve their showrooms at little to no cost.

There is also a significant development in the exclusive partnership

with ayr1 to help Shareholders develop virtual showrooms on the Internet. A new platform will better categorize, display and search products on subscribing Forte Shareholder websites. Websites with virtual showrooms are able to provide visitors with easily searchable content that includes product pictures, data, options, specifications, installation instructions, etc.

Visit www.buyforte.com.

Ferguson’s revenue up 9% in second quarter

NEWPORT NEWS, VA. — Ferguson’s parent company Wolseley plc announced its financial results for the first half of the 2012 fiscal year. Ferguson’s like-for-like revenue growth for the first six months was 9%, including price inflation of approxi-

mately 4%. On an underlying basis, Ferguson’s trading margin was 6.2%, up from 5.5% in 2011.

The repair, maintenance, installation (RMI) segment remained resilient and there has been a modest recovery in levels of new construction. Ferguson’s blended branches business unit, which serves both residential and commercial customers, continued to grow, supported by the stable RMI market. The waterworks and industrial business units continued to gain market share, benefiting from growth in the oil and gas sector.

Ferguson completed three acquisitions in the first half:

- Groeniger & Company, a large waterworks distributor in California
- SG Supply Co. Inc., a blended branch in the Chicago area
- Louisiana Chemical Pipe, Valve & Fitting Inc., an industrial distributor in the Gulf Coast region.

Acquisitions accounted for 1% of the company’s revenue growth.

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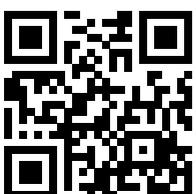
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Industrial Controls acquires Carolina Controls Depot

WANAMASSA, N.J. — Industrial Controls has acquired Carolina Controls Depot (CCD), a North Carolina-based distributor of HVAC controls, which will integrate operations with Industrial Controls to serve the North Carolina, South Carolina and Virginia markets. CCD will be a new branch addition in Raleigh, N.C., will complement Industrial Controls' existing network of 18 branches, and will build upon the existing instrumentation, valve and industrial component businesses in the Southeast region.

The addition of CCD will provide Industrial Controls with an excep-

tional platform to broaden its HVAC product offering and increase its customer base. CCD is a very strong re-

gional distributor and was named Honeywell's HVAC Distributor of the Year in 2008 and 2011.



Joe Eichelberger (left) congratulates Paul Thomas of Carolina Controls Depot, who will serve as regional HVAC manager for Industrial Controls' Southeast region.

Paul Thomas of Carolina Controls Depot has been appointed the regional HVAC manager for Industrial Controls' Southeast region.

Visit www.industrialcontrolsonline.com.

Central States announces new venture

BISMARCK, N.D. — Todd Ford, president and CEO of Central States Industrial Supply, announced the formation of CSG Mueller LLC in Bismarck, N.D., in collaboration with Corey Ulrich, now president of the LLC and former owner of Advanced Fluid Control.

The company will concentrate on the marketing of engineered products to the Dakotas, Montana and portions of Minnesota.

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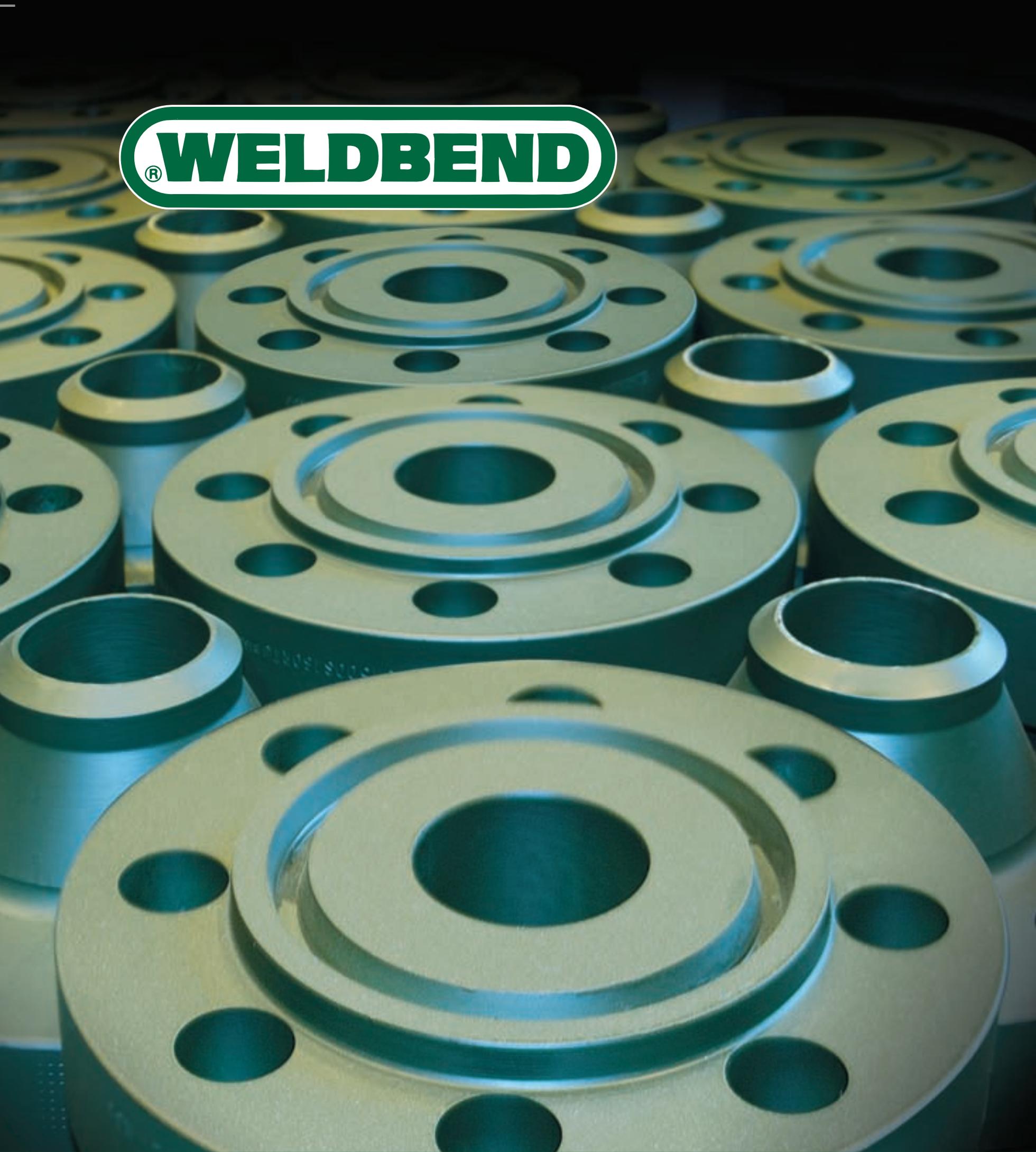
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GEO 2011 GEO presents awards

WASHINGTON — In March 2012, the Geothermal Exchange Organization (GEO) presented four of its 2011 Geothermal Heat Pump Industry Champion awards to key legislators in Washington, D.C. Recipients included Sen. Bernie Sanders (I-Vt.), Sen. Jon Tester (D-Mont.), Rep. Tom Cole (R-Okla.) and Rep. Rodney Frelinghuysen (R-N.J.). GEO mem-

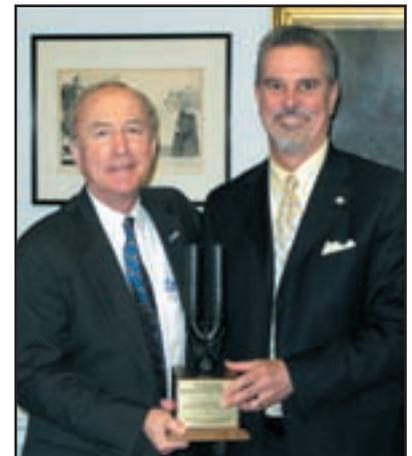
ber Centennial Plastics (Hastings, Neb.) co-sponsored and prepared the awards, which feature their product.

“Recipients of GEO’s 2011 Champion award understand the potential of our industry and share our commitment to the technology,” said GEO president and CEO Doug Dougherty. “They are leaders when it comes to promoting renewable energy and energy efficiency,

and we are proud of their efforts to help grow our industry and, in the process, create new U.S. jobs.”

Visit www.geoexchange.org.

GEO president and CEO Doug Dougherty presents the GEO 2011 Geothermal Heat Pump Industry Champion Award to (top to bottom): Sen. Bernie Sanders (I-Vt.); Rep. Rodney Frelinghuysen (R-NJ); Rep. Tom Cole (R-Okla.); and Sen. Jon Tester (D-Mont.).



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CHG faucets and pre-rinses NSF listed

LAKEWOOD, N.J. — Component Hardware Group announced that faucets and pre-rinse assemblies in their TOP-LINE® series have been listed



by the National Sanitation Foundation. The faucets include deck-mount models with gooseneck spouts up to 8" in length and swing spouts up to 14" in length. The pre-rinse faucet assemblies include deck- and wall-mount models. All are in compliance with California's Health & Safety Code Section (AB1953) and meet NSF/ANSI Standard 61, Annex G.

Visit www.componenthardware.com.

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bringing our range of Trunnion Mounted ball valves and other specialty valves to the AMERICAS through our US subsidiary, Microfinish Valves, Inc., opened in Houston in 2010 to provide sales, inventory and service support to this important region.

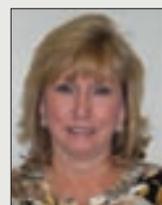
- **A wide range of Trunnion Mounted ball valves with soft and metal seats and specialty valves for cryogenic or high temperature service.**
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Finally, an easy way to create tax-free wealth [while legally sidestepping the IRS]

A restaurant near my Florida home advertises and serves creative dishes, called "fusion", a cuisine that combines various foods, spices and sauces. The result: delectable, mouth-watering and delicious treats. Great food!

Well, we are about to borrow the fusion concept to create great tax results (Look Mom, no tax of any kind), while generating a huge amount of cash for your kids and for your grandchildren. We call it the tax-fusion concept (T-fusion for short).

The easiest way to quickly grasp the genius of T-fusion is by an example. But first, let's identify the typical T-fusion candidate (Joe, who is married to Mary) and who is fortunate to have one or more of the following asset situations:

- **Excess cash.** Has enough cash or cash-like assets (such as CDs, stocks or bonds) to maintain his and Mary's lifestyle, with an excess to invest.
- **Owens income-producing assets.** For example, owns all or a portion of a profitable closely-held business, rental-income real estate or any other income producing assets (including stocks and/or bonds).
- **Both of the above.**

In practice, any one (or a combination) of the above assets can be used to successfully implement a T-fusion. The asset or assets used may change, but how a T-fusion works, as explained below, never changes.

Facts for the example: Joe owns real estate worth \$5 million that produces 7% net (or \$350,000) of rental income. Joe (age 70) and Mary (66) could buy second-to-die life insurance for an annual premium of \$14,452 per \$1 million of death benefit if both were healthy. Unfortunately, some medical issues cause the premium to rise to \$24,617 per \$1 million of coverage. They decide to buy a policy with a \$5.5 million death benefit with an annual premium of \$135,394 ($5.5 \times \$24,617$).

In the real world, all documents needed to create a T-fusion are done at the same time, but for ease of understanding the rather simple process, the overall plan is explained below in

- Tax fusion concept for huge results
- Use intentionally defective trust [IDT]
- Set up a "bank" for future generations

four steps. For convenience, some numbers are rounded.

Step #1 — Create a family limited partnership (FLIP)

Joe and Mary contribute the \$5 million in real estate to the FLIP, receiving back a 1% interest as general partners and a 99% interest as limited partners. The transaction is tax-free but, under crazy American tax law, the limited partner's interest receives a 35% discount, or \$1.75 million (35% of \$5 million). The discount is supported by a professional appraisal. So, for tax purposes, the real estate is worth only \$3.25 million.

Step #2 — Transactions with the intentionally defective trust (IDT)

Joe and Mary create an IDT, which is intentionally defective (will be ignored) for income tax purposes. They sell their limited partnership interest to the IDT, receiving a \$3.25 million note in payment. The terms of the note are interest-only at 5% (or \$162,500 per year) for 15 years, when the note is due. Of course, this transaction is tax-free.

Comment: The exact terms of the note can vary on a case by case basis to fit the exact needs and plans of the IDT creator (here Joe and Mary).

The key to the transaction, at this point, is the 35% discount on the FLIP interest allowed by the tax law. The amount of the note is not based on the real intrinsic value of the real estate (\$5 million) but on its fictitious, for tax-purposes only, value (\$3.25 million). The discount causes a cash flow surplus in the IDT, computed as follows:

Rent income minus the sum of note interest and policy premium:
 $\$350,000 - (\$162,500 + 135,394) = \$52,106 \text{ surplus}$

The IDT cash flow easily covers the required interest and premium payments. When both Joe and Mary have gone to heaven, the IDT will immediately receive the \$5.5 million policy proceeds (See Step #3) tax-free. No income, gift or estate tax.

Wait! There is one more big tax benefit for Joe and Mary: The annual interest (\$162,500) they receive is tax-free under the IDT rules. But sorry, the IDT cannot deduct the interest paid against its taxable rental income (\$350,000). Typically, Joe would contribute a portion of the tax-free interest received to help pay the IDT income tax bill.

Step #3 — The IDT buys the \$5.5 million second-to-die life insurance policy on Joe and Mary

The trust is the owner and beneficiary of the policy.

What if Joe or Mary (or both) are still alive in 15 years when the note becomes due? There are a few options: The note could be paid partially or in full (using other assets they own). Or the note could simply be paid with a new (interest only or include principal payments) note, due down the road.

Step #4 — Create a family bank

Joe and Mary can tailor the terms of the IDT to accomplish their precise financial goals and dreams for their kids, grandkids and even future gen-

erations. Remember, the \$5.5-million policy death benefit will come to the IDT tax-free. Some of the funds can be distributed immediately, some when the kids/grandkids reach a specific age. Yes, some funds can be set aside to become a "bank" to fund the needs of future generations: down payment on a first home, start a business, pay emergency medical bills and on and on.

You could create what's known as a *dynasty trust*, by setting aside enough funds to buy new life insurance policies on the older beneficiaries of the IDT. When those insured beneficiaries go to the big business in the sky, a new tax-free, cash benefit will enrich the trust to bank future generations (to be repeated forever).

If you or someone in your family is fortunate enough to own the type of assets — almost any kind of income producing investment or ownership in a family owned business — needed



BY IRVING BLACKMAN
Tax and estate specialist

to do a T-fusion, then you owe it to yourself and your family to check out the tax-fusion concept.

It should be pointed out that no attempt is made in this article to cover all the variations to structuring a T-fusion plan. *One warning:* When you decide to do your own plan, work

You could create what's known as a *dynasty trust* by setting aside enough funds to buy new life insurance policies on the older beneficiaries of the IDT. When those insured beneficiaries go to the big business in the sky, a new tax-free, cash benefit will enrich the trust to bank future generations [to be repeated forever].

with an experienced professional.

Want to learn how a T-fusion can work for you and your family? Please send me via fax to 847/674-5299 the following info: 1) Your name, address and all phone numbers (business/ell/home); 2) a personal financial statement (include your spouse, if married); and 3) your birthday (if married, also your spouse). Mark "Tax-fusion concept" at the top of the page.

If you have a question, call me, (Irv) at 847/674-5295. ■

Irv Blackman, CPA and lawyer, is a retired founding partner of Blackman Kallick Bartelstein LLP (CPAs) and chairman emeritus of the New Century Bank (both in Chicago). Want to consult? Need a second opinion? Contact Irv by phone at 847/674-5295, email blackman@estatetaxsecrets.com or visit his website, www.taxsecretsofthewealthy.com.

JMC Steel Group to purchase Atkore facility

CHICAGO — JMC Steel Group has entered into a definitive agreement to purchase and acquire the real estate, building, equipment and improvements of Atkore's Allied Tube & Conduit manufacturing facility located at 600 Dean Sievers Place, Morrisville, Pa. This facility produced hollow structural sections (HSS) and ASTM A53 Grade B standard pipe. JMC Steel Group will not operate this facility, but will continue

to service its customers from its existing manufacturing facilities.

Since the Zekelman family acquired JMC Steel Group in March, 2011, JMC has made substantial investments to make continuous improvements to its manufacturing facilities, while expanding its product portfolio through acquisitions to better service its customer base throughout North America.

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ONE CALL *STILL* GETS IT ALL

Shift your culture to that of recruitment evangelism

You've heard it before: "You're either green and growing or ripe and rotting." This has never been truer in the world of trade associations and professional societies. Too frequently, what your baby boomer-aged members want is not consistent with what today's recent college graduates desire.

What's an association executive to do? Change your organization's culture. Help your long-term members to see the wisdom behind diversity and inclusion, especially in the generational area. Help them not to fear the young upstarts. Help your current

At the core of your culture shift needs to be an understanding of the real-dollar ROI your organization delivers.

members to see the value to them personally in your organization reaching critical membership mass industry market share.

What's in it for the Baby Boomers?

- **Legacy.** As the senior members of your organization see retirement closer than farther away, thoughts emerge about leaving footprints. Help them to see the need for their life's work to matter and to continue.

- **Making a difference.** When senior members mentor younger members, both win. The senior member gets the satisfaction of moving from simply being successful to living significantly. The junior member accelerates their industry learning curve by accessing the senior member's lifetime knowledge bank.

- **Legislative power.** Your senior

members have strong opinions on their industry and the role government plays in enabling or inhibiting commerce. The more members (market share), the greater the voice your organization will have locally, regionally and nationally.

- **More programs.** With more members comes more money to focus on the specific needs of various contingency groups represented by your organization; hopefully, some of the new programs developed will be focused on the needs of senior members.

- **Successful succession planning.** Many of your senior members plan to turn their business over to a child or children. Leaving behind a strong and thriving association to assist heirs bolsters their confidence in the next generation of company leadership and governance.

Three conduits for recruitment evangelism

- **Direct selling** is the most expedient method for member recruitment but with it comes a price, time and treasure. Direct selling can be done in person; this method is the most effective but not the most efficient. Direct selling can also be done over the telephone, which is very efficient but not as effective. For successful direct selling, employing professional salespersons is generally the only sustainable method. You can do telethons, but the downside of that method is ineffective member assimilation follow up.

- **Direct marketing,** hard copy via the postal service or electronic via the Internet, can be marginally effective; however, it is extremely expensive.

- **Word-of-mouth,** member-get-a-member is the best of all approaches because the cost is minimal, the human power is extensive and the prospect is sold and assimilated effectively.

Nurturing your member recruitment evangelists

Give your enfranchised members the correct tools that spell out, in no uncertain terms, the yearly sustainable real-dollar return on investment (ROI) on member-only benefits. This will help them prove to prospects and colleagues that membership in your organization is a good business decision.

Give your recruitment evangelists the organizational structure and support (i.e., committee opportunities, senior/junior mentoring programs, YPO programs) to help them effectively assimilate new members. When members join and stay, it's a win for your recruiters.

Give them public recognition for their efforts at your annual meeting or some other appropriate event.

Understand the circular member lifecycle

- **Recruitment** — the member



BY ED RIGSBEE, CSP
Special to THE WHOLESALER

joins the organization.

- **Assimilation** — the member starts to participate and feel welcomed.

- **Engagement** — the member starts to actively participate on their own without the prodding of their mentor or recruiter.

- **Retention** — the member is fully enfranchised in the organization and has been for several years.

- **Evangelist** — the member is so thrilled with his/her long-term experience that they want to spread the good news about the member-only benefits of participation in their organization and urge others into membership.

- **Recruitment** — it all starts again; see step number one.

At the core of your culture shift needs to be an understanding of the real-dollar ROI your organization delivers. This is the basis for recruiting the younger generations that are dealing with working spouses, have high-level involvement with their children and know that they can seek industry knowledge quite effectively through the Internet. Your organization might consider abandoning its sacred cow activities in favor of developing communities of reciprocity for members of all ages. Prove to current and new members alike that holding membership in your organization is a good business decision.

If you would like to receive, at no charge, my "Dazzle them with brilliance rather than baffling them with bulk" member recruitment brochure template, e-mail your request to ed@rigsbee.com. ■

As an internationally recognized speaker on partnering, Ed Rigsbee is the chief member evangelist at Rigsbee Research Consulting Group and the executive director of the Cigar PEG Inc. (US Internal Revenue Service recognized public charity). He has authored three books and more than 2,000 articles on business and organizational collaborations. He travels internationally delivering keynote presentations and multi-day workshops on collaboration, partnering and strategic alliances to corporate and association/society audiences.

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See contact information on page 98

PMI welcomes first Certifier Allied Member

ROLLING MEADOWS, ILL. — Plumbing Manufacturers International announced that the International Association of Plumbing and Mechanical Officials has joined PMI as a charter Certifier Allied Member.

PMI recently opened its member-



ship to accredited certifier organizations who are qualified to certify products to plumbing codes and consensus standards and also to supplier companies who provide raw materials and sublet processing, e.g., brass suppliers, steel suppliers or plating services to the plumbing industry. PMI recognizes the important role certifiers and suppliers play in the plumbing manufacturing industry and believe the Allied Member category is the ideal way to include these

organizations in PMI's mission to be the voice of the industry.

Allied Members receive a number of the benefits of PMI membership, including access to PMI publications, attendance at PMI's semi-annual

Wiseway donates to Habitat for Humanity

FLORENCE, KY. — Wiseway Supply donated over \$250,000 in various plumbing and lighting products to Habitat for Humanity in Cincinnati and their ReStore, a retail outlet that raises money for Habitat for Humanity by selling donated items such as electrical supplies, furniture, appliances and more.

"During the last few years of economic downturn, people's stability with jobs and homes is disappear-

ing," said Wiseway president John Cain. "They are looking for help from other places. That is why we were more than happy to donate products that would help those families in our backyard. Wiseway, as a family owned and operated company for 40 years, works and lives in this community. We are vested in the community and feel an obligation to give back to it."

Visit www.pmihome.org.



ing." said Wiseway president John Cain. "They are looking for help from other places. That is why we were more than happy to donate products that would help those families in our backyard. Wiseway, as a family owned and operated company for 40 years, works and lives in this community. We are vested in the community and feel an obligation to give back to it."

Visit www.WisewaySupply.com.

CIPH, AHRI sign cooperation agreement

TORONTO — The Canadian Institute of Plumbing & Heating (CIPH) and the Air Conditioning, Heating and Refrigeration Institute (AHRI) signed a mutual cooperation agreement designed to help each association promote common policy positions and policy statements, communicate those positions to their respective governments and code bodies and avoid, to the extent practicable, conflicting policy positions.

The agreement, which was signed during the CMX-CIPHEX show in Toronto on March 22 by CIPH president Ralph Suppa and AHRI president and CEO Stephen Yurek, provides for regular consultation between the two organizations on issues of mutual interest and for attendance at each other's meetings.

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PVF sector performance shining ever brighter



BY MORRIS R. BESCHLOSS
PVF and economic analyst

With the first third of 2012 now firmly ensconced in this year's performance record, it's a certainty that our 2011 year-end predictions of the pipe-valve-fitting industry's greatest year forthcoming is on the way to solid reality.

A major factor in this optimistic outlook was the strong growth activities already heating up all subsectors of this \$50 billion rapidly expanding arena before 2011 had given way to the New Year. This included the highly-touted hydraulic shale fracturing and horizontal drilling of oil and gas in the North Dakota Bakken Belt, the Pennsylvania/New York Marcellus Range potential and the discovery of the Eagle Ford shale entity in West Texas. It had become obvious late in 2011 that the revolutionary shale breakthrough would exceed all previous projections of U.S. oil and natural gas reserves, bringing forth a potential that could exceed those ascribed to world leading fossil fuel super powers Saudi Arabia, Iran, Iraq and Russia.

As was noted at the time, the only monkey wrench that could snare the U.S. fossil fuel development machinery would be the Environmental Protection Agency and its 18,000 agents, which had already curtailed the globally dominant American coal industry, the most cost-effective and overwhelmingly preferred resource of the nation's massive electrical utility infrastructure.

Another factor is the indefinite postponement of the Trans-Canada XL oil pipeline prepared to ship, upon completion, a minimum of 750,000 barrels of oil-sands-converted crude oil slurry directly to the increasingly productive refineries around Houston and Southern Louisiana. (*Editor's note: The Trans-Canada XL pipeline was postponed at the request of Nebraska's Republican Governor Dave Heineman, pending approval of an alternate path that would route the pipeline around the environmentally sensitive Ogallala aquifer. Current debate also revolves around eminent domain, which would force some Nebraska landowners to accept the pipeline running across their property.*)

The pipeline would circumvent the "bottleneck" of the crude oil-overloaded Cushing, Okla., inventory and rush it directly to the greatly expanded Gulf Coast refinery complex. Be that as it may, political expediency in a heating-up election year and the embarrassing bankruptcy setback of a number of government-financed renewable energy companies have stayed the hand of the administration in erecting further obstacles to the "gung-ho" energy surge of fossil fuels before the November 6 election.

To put America's ever-widening and potentially world-leading energy dominance in perspective, let's look at the multiple components comprising this fastest-growing segment of the American plumbing-heating-cooling-piping industry:

- **Oil and natural gas production.** In addition to the aforementioned dynamics of hydraulic fracturing, on-shore expansion within Alaska's already-tapped North Slope, lease development in other parts of the country and restart of Gulf of Mexico deep sea drilling are also making headway. A joint U.S.-Mexico pact to share development of areas controlled by both nations should accelerate this potential.

- **Refining.** America's 144 refineries, the largest complex of this system in the world, have greatly benefitted by record profits engendered by relatively low-cost purchases from the "Cushing" inventories and the sale of oil derivatives at retail in the U.S. and for export, especially to Mexico, which imports 60% of its gasoline usage from American refineries. Such exports have produced America's first surplus over imports of oil derivative sales since 1949. With refineries continuing to use their record financial liquidity to expand, maintain and upgrade on site, this ongoing activity should greatly enhance PVF sales for the rest of the year and beyond.

- **Transmission.** In addition to the need for expansion of the Canadian/American pipeline system, a badly-needed expansion of internal
(Turn to Are happy days... page 30.)

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Are happy days here again for PVF?

(Continued from page 29.)

U.S. pipelines to develop a better geographically balanced system to all parts of the U.S. will manifest itself during the second half of 2012. Requiring substantial amounts of pipe, valves and fittings, this activity should reach well into next year and, likely, well beyond.

- **Utilities.** The U.S. infrastructure of a badly-lagging electric power system must be rectified going forward as the recovering economy at both the producer and consumer levels will put increasing demand on a system facing an EPA-mandated abandonment of coal and a 100% switch to natural gas; this comes on top of ever more severe effluence restrictions for “environment protection.”

With regulations and restrictions constantly emanating from the EPA and with coal-powered generation still supplied by almost 50% of existing stations, a massive rehabilitation is facing the U.S. this year and in multiple months to follow. This desperate need for power, which is also consistently becoming more expensive, will put ever-greater buying demand on all aspects of PVF, in all sizes and types.

- **Renewables.** Solar, wind, geothermal and ethanol will be produced in ever larger quantities, although their impact on long-term energy

usage has yet to be determined. However, from the standpoint of PVF product requirements, this group represents a substantial addition to the U.S. PVF sector’s demand needs.

When looking at America’s manufacturing and distribution sector in totality, it’s almost a given that this year’s second half will exceed the already fast start recorded in the already “buttoned-up” records of the previous months.

Record U.S. oil derivative exports need clarification

Those not involved with the energy component market’s ups and downs have indicated confusion and a demand for clearing up the paradox between America’s crude oil shortage and the record high export shipments of petroleum products.

The U.S. Department of Energy has added to this confusion by boasting that the year 2011 featured a greater surplus of energy derivative exports (gasoline, heating oil, jet and diesel fuel, etc.) than at any time since 1949, while lagging crude oil imports impacted heavily on the nation’s trade deficit. On top of that, surging gasoline prices at the pump seemed to smack of an oil monopoly conspiracy.

The following represents an attempt at clarification of this “puzzlement:”

- Despite a significant demand drop in the usage of oil derivatives and their refined end products, prices reflect global crude oil demand usage, 90% of which occurs outside of the U.S. This has become increasingly out of kilter as non-oil-producing emerging nations such as China, India, Indonesia, Turkey, etc. have put increasing pressure on ongoing available world crude oil supplies.

- Although commodity market speculation gets the biggest black eye, the geopolitical anticipation of a major confrontational crisis hovering over the Mideast (harboring almost 40% of world supplies) pressures “hoarding” in anticipation.

- The relatively unpublicized but remarkably productive outburst of America’s huge 144-strong refinery complex has taken full advantage of the growing purchase price margin between U.S. crude inventory (primarily inventoried at Cushing, Okla.) and the world “Brent Crude” price tags on which retail derivatives are based. Much of these profits are plowed back into “expansion on site,” which has generated U.S. refiners’ greatest productivity ever.

- While a combination of EPA restraints and political decisions, such as indefinite postponement of the Canadian-based XL oil pipeline keep a potential half million barrels a day of crude from American refineries, conversion of immediate availability from super inventories such as “Cushing” provides a saleable surplus to the refining sector. Whether one likes it or not, this has allowed the now stigmatized U.S. refiners to ship record amounts to world markets such as neighboring Mexico, which depends on most of its gasoline from U.S. refiners, at world prices.

With President Barack Obama labeling fossil fuels (oil, natural gas, coal) “yesterday’s energy,” it’s relatively certain that the current administration will continue to restrain the expansion of domestic crude oil production and that of coal and natural gas, which together comprise the “87% energy solution.”

Brand name brilliance establishes producer, consumer companies’ leadership

One of the more pronounced advantages emanating from the world economies’ slow recovery from the worst decline since the Great Depression is the focus on shiny brand names increasingly apparent to the average consumer, as well as to the commercial/industrial sector.

After reaching an apex in the post-

World War II period from the late 1940s to the early 1980s, brand name buying attraction seemed to have given way to price conscious consumer interest as globalization brought untold thousands of equivalent imports, especially from Asia, to America’s shores.

This played havoc not only with total economic sectors, such as textiles, leather goods, toys, electronics, automobiles and food products, etc., but also undercut large numbers of home grown jobs and played a significant role in undermining millions of employment opportunities, which had been responsible for generating huge increases in America’s overall middle class income stream.

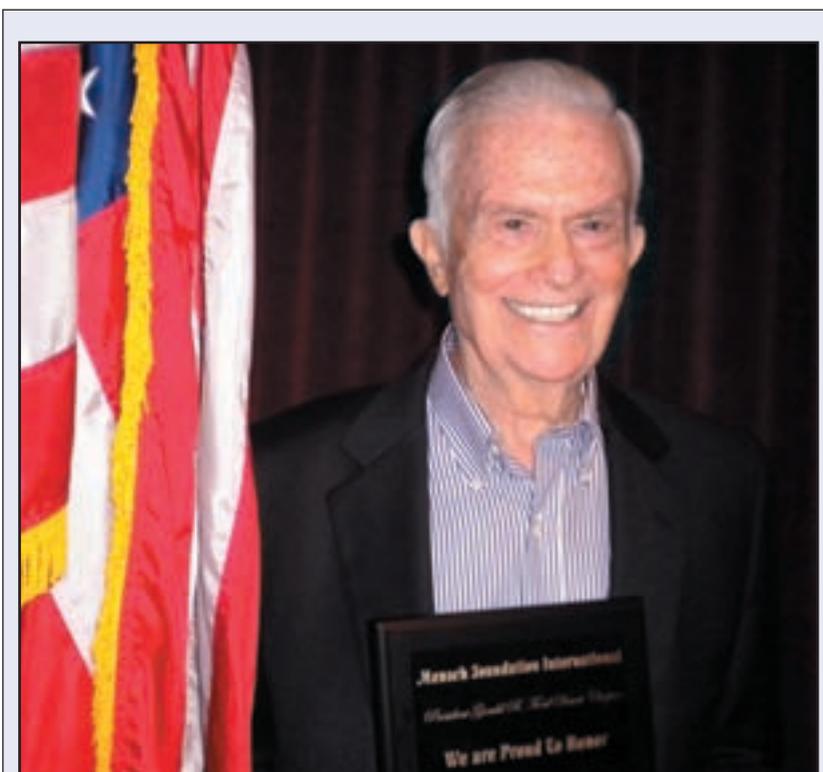
With the shockwaves of layoffs and wage instability initially impacting America’s hyper-inflationary late 1970s to mid-1980s, this tide was temporarily stemmed by a surging economy during the next 20 years, but culminating in the devastating “Great Recession” of 2008 – 2011.

Although the job situation continues to be fragile and gross domestic product growth is minimal, a raft of U.S. companies in all sectors of business and industry have taken advantage of burnishing their credentials. This is being done through high quality domestic production and shrewd marketing/advertising techniques to sharpen indigenous usage at the distribution, retailer, contractor and consumer buying levels.

While such internationally famous names as Chicago’s Marshall Fields and the Sears Tower vanished in a spate of leveraged buyouts, and despite multiple takeovers in the past 25 years, emerging primarily-private companies have succeeded in developing ever-better strategies. These are manifested in cost-effective production techniques through advanced technology in the back office as well as on the shop floor, while advertising the fact that these companies stand behind any product of their making that doesn’t provide customers with full satisfaction.

This has provided opportunities in growth, profitability and recognition as these far-sighted companies have outperformed competition at a time when the combination of superior quality, service, responsibility and, above all, respect, are brought to customers’ and prospective buyers’ attention in an ongoing and effective manner. ■

Morris R. Beschloss, a 55-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.



Beschloss wins award

THE WHOLESALER columnist Morris R. Beschloss received the Mensch Award from the International Mensch Foundation on March 29 at the University of California-Riverside, in Palm Desert, Calif.



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Stainless Steel Floaters



Exotic Alloys

Cultivating business relationships

Relationship Marketing is about building mutually beneficial relationships in business. This has been true for centuries and today's Social Media world only accentuates it. The reason Social Media is so popular — and now used by successful businesses — is that it works. This is where people live and where business is done today. I relate this to real-life farming. In this column you'll read about it and see how you can establish, build and maintain profitable, mutually-beneficial relationships by using these principles.

This is one you can read in a couple of minutes and it will help you in your career and your business.

Relationship Marketing requires constant and non-ending attention. I often refer to it as Relationship Farming because, much like in farming, you always have a lot to do. There is never a time of the year when a good farmer will be able to do nothing. Sometimes

you have to work even harder.

That's what Relationship Marketing is like. In real life farming, you're always planting, cultivating, nurturing, weeding, harvesting or other tasks. Yet, this is the joy of seeing something grow that you have brought about with your actions. Yes, you have to trust nature. But working with it on your own brings about the joy.

The same principles of farming apply to Relationship Marketing. You are always in one of the various stages of establishing, building or maintaining relationships. This is where the challenge comes — you're never "there." You're always in the midst of something. You're working to make contact with that person. You're sending out your blogs, your posts, your tweets, etc., etc. trying to make contact with, well, new contacts!

Then once you've made contact and they go through the Know, Like,

Trust ladder, they eventually want to engage with you. That is the goal in business. The goal in farming is harvest. The goal in business is to create a customer.

A customer is defined as someone who is purchasing what you offer. Until they reach that stage of "have purchased," they are not a customer but a prospect. Until you reach harvest, you can't count the acres of corn you thought you would have. Something about chickens and counting before they hatch!

Remember that establishing, building and maintaining relationships in business is an on-going and never-ending process. Some might find this frustrating. However, it is also exhilarating when we see the result! Seeing a harvest is the beauty of farming — and in Relationship Marketing.

So, what do you think? I'd love to hear your comments and how this works for you. What do you find helps to maintain Relationship Marketing in your efforts? What works



BY TERRY BROCK
Technology/marketing specialist

best? What doesn't work? I'd love to hear from you. Thank you for your comments. I know it will help others.

Here's a video that discusses this: terrybrock.com/relationshipmarketinglikereallifefarming/?awt_l=7oYoJ&awt_m=JeRXUoKg6jplZ4. I did it a while back but have had a lot of good comments on it. It is about Relationship Marketing and how it relates to farming. What do you think? Are they related? I look forward to your comments. ■

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Metropolitan Industries teams up with Wilo USA

ROSEMONT, ILL. — Wilo USA LLC announced that Metropolitan Industries Inc. will represent the Wilo product line in Illinois, Northwest Indiana and St. Louis County, Mo.

“Metropolitan Industries is excited to announce that we have reached a mutual agreement with Wilo on the representation and distribution of the Wilo product line,” said Metropolitan

Industries president John Kochan Jr. “We believe this partnership will benefit both companies moving forward and foster a positive business relationship for years to come.”

Mark D’Agostino, president and CEO of Wilo USA LLC, said, “We are very pleased to welcome Metropolitan Industries as a part of the Wilo Family. Their knowledge of

pumps, as well as the Chicagoland market, makes them a great fit for our forward-thinking approach. The team at Metropolitan Industries is a very smart and diverse group. Under John Kochan Jr.’s leadership, they have been a model in this market.”

Metropolitan Industries 100,000-square-foot facility is located in

Romeoville, Ill., and houses the company’s manufacturing, engineering, sales, service department and inventory. Wilo USA’s headquarters are located in Rosemont, Ill, with a 60,000-square-foot manufacturing facility located in Thomasville, Ga.

Visit www.wilo-usa.com.



Johnstone Supply moves NJ branch

PORTLAND, ORE. — Johnstone Supply announced that their Eatontown branch moved in April to its new location at 201 Tornillo Way in Tinton Falls, N.J. The new site is conveniently located near major highways and roads.

The doors to this brand new state-of-the-art, environmentally friendly facility opened for business on April 16. With over 26,000 square feet of showroom and warehouse space, Johnstone will be able to display and stock even more of the products that make them a true “one stop

shop” for contractors.

Johnstone Supply views education as an essential tool that gives their



customers a competitive advantage. The new training facilities at the Tinton Falls location will enable them to offer additional educational opportunities for contractors and technicians to help propel them to the forefront of their profession.

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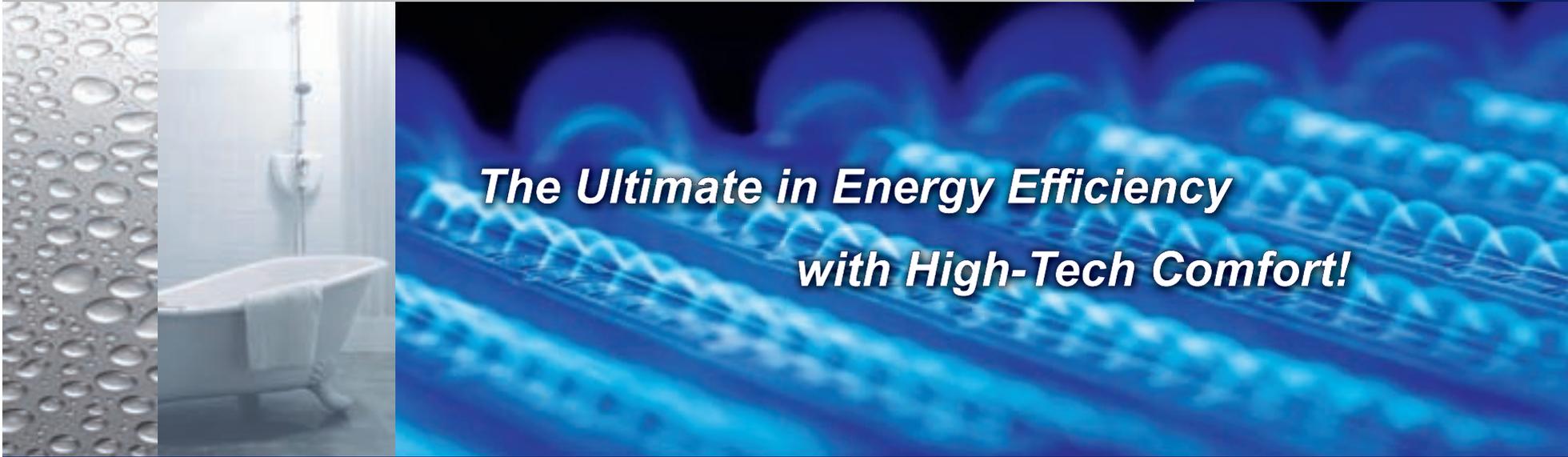
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Valve Expo will move to larger venue

HOUSTON — After its successful premiere in 2011, the second staging of Valve World Americas Expo & Conference will move to a larger venue to accommodate the unprecedented demand for space. The event will be held at the George R. Brown Convention Center in Houston from June 25–26, 2013.

This conference with an exhibition component will again be a col-

laboration between Messe Düsseldorf and KCI Publishing, both already cooperating for the Valve World Expo held in Düsseldorf, Germany every two years. Both partners will use their expertise from Valve World Expo in Europe to develop Valve World Americas Expo & Conference into a leading event for the industry on the North and South American continents.

Messe Düsseldorf, located in Germany, is renowned as a leading trade fair organizer and will be in charge of the exhibition component of Valve World Americas Expo 2013 through its U.S. subsidiary Messe Düsseldorf North America. KCI Publishing, based in Canada, will manage the conference part of the event.

At the conference and expo, attendees will get an extensive overview of



technical innovations concerning valves, valve-related products and valve-related piping products, seals and sealing materials as well as engineering, LDAR (Leak Detection and

Repair) software, S.I.S and services.

The first staging of Valve World Americas Expo & Conference, held in 2011 in the Woodlands Waterways Marriott Hotel & Convention Center near Houston, was a great success. On 13,280 square feet of net exhibit space, 93 exhibitors from the U.S., Canada, Asia, Europe, India and Latin America presented their latest technologies to 1,100 visitors. Extensive growth for the 2013 event is expected.

Visit www.valveworldexpoamericas.com.

2012 RIDGID® Reputation Roadshow in full gear

ELYRIA, OHIO — RIDGID® has launched its 2012 Reputation Roadshow, offering attendees product demonstrations and sneak previews of the company's latest tools and technologies in the commercial/industrial, digital inspection/locating and pressing markets. The nearly nine-month tour



will make 54 stops across 27 U.S. states and four Canadian provinces before concluding in September.

At each show, trade professionals register to experience the industry's latest innovations in the RIDGID product line. Highlights include visual inspection products, utility locators, drain maintenance and pressing technology. Attendees also receive RIDGID gear, meet a RIDGID calendar model, enjoy lunch and have the opportunity to ask experts about any product in the RIDGID line.

"The RIDGID Roadshow is a great way for trade professionals to see the hottest new products and technologies and see solutions that can help improve their bottom lines," said David Roberts, marketing communications manager at RIDGID. "It also gives us an opportunity to listen to RIDGID customers, who know firsthand what tools the market needs."

Visit www.RIDGID.com/roadshow.

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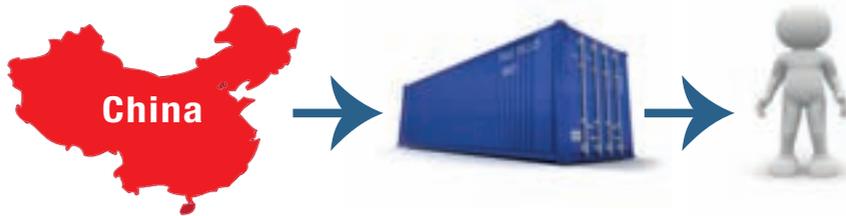
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BY MARY JO MARTIN
Editorial director

“Service is more than a promise” is JABO Supply Corporation’s motto — and they take it seriously. For

nearly 50 years, JABO Supply has provided the industrial, municipal, institutional, chemical, power and coal industries with a range of pipe, valves and fittings — including many specially fabricated fittings from their own fabrication shop.

Built on service Core market focus at heart of JABO Supply



JABO’s prime market area extends throughout West Virginia, eastern Kentucky, southwestern Virginia, southwestern Pennsylvania and eastern Ohio, although they regularly ship pipe to coal fields in the central and western U.S. and Canada.

Having finished a record sales year in 2011, JABO is investing heavily in continued growth. In fact, the company added 20 new employees to its payroll in the last 24 months. They’ve also added several new product lines, along with an Energy Services Divi-

sion that offers steam system audits, steam trap surveys, trap sizing and selection, steam seminars and training, along with a full-service valve automation shop.

Brothers Jack and Bob Bazemore, who had previously worked for a local pipe supplier, founded the Huntington, W.Va.-based corporation in 1964. Much of their experience had been in the water works arena, but as the Kanawha and Ohio River Valleys were becoming known as “chemical valley,” the Bazemores realized there was a need for an industrial PVF supplier. The result was the formation of

JABO Supply — the name was derived from the first two letters of each brother’s names.

It was really a leap of faith, as they used their homes as collateral for financing to open that first location in the back of an Amoco service station with just two other employees.

Although the growth was slow, it was steady and they were able to purchase property and build a new 15,000-square-foot building in 1970. Tragically, on a cold January morning in 1978, Bob Bazemore suffered a massive heart attack and passed away at the age of 52. As his brother Jack
(Turn to JABO... page 40)



PVF Hall of Fame – A stellar reflection of the industry’s dynamic growth

By Morris R. Beschloss

When *The Wholesaler’s* publisher Tom Brown and I brainstormed the idea of a pipe-valve-fittings Hall of Fame in 2002, little did we realize that this now-celebrated PVF focus would become the illustrious institution that is so highly respected by one of America’s fastest-growing industrial sectors.

With the advent of this year’s auspicious entry, Huntington, W.Va.-based multi-branch PVF distributor, Jabo Supply, the Hall of Fame’s 11-year-old center of the PVF industry’s legendary achievements now numbers 25 of the best and brightest distribution sector’s achievers, as well as 18 from the manufacturing arena. What makes both of these segments so remarkable, and especially worthy of admiration is that these companies have not only excelled as outstanding and successful industry brandnames, but that they have provided the personal leadership which has given the pipe-valve-fittings sector the intense momentum it now enjoys.

The timing of the Hall of Fame’s birth was especially judicious, since it came when separate elements comprising the independent thrust of the PVF sectors were in the process of taking shape. These consisted of the ASA Industrial Piping Division (IPD), the PVF Roundtable and Affiliated Distributors (AD). The concept of the pipe-valve-fitting sector, as an autonomous distribution entity, grew out of

the establishment of the American Supply Association in 1970, which was a merger of the Central Supply Association and the American Institute, a national federation of regional wholesaler groups.

When I was privileged to be a co-founder of the Industrial Piping Division,

With the dynamic elements comprising the PVF sector coming together, the honoring of the outstanding distributors and manufacturers comprising its escalating success into a Hall of Fame seemed a natural expedient when established 10 years ago.

along with Fred Keenan, Keenan Pipe & Supply, George Keenen, Keenan-Cashman, and Charles Ransburg, Pittsburgh Gage, to form an “industrial division,” we innovated the name pipe-valve-fittings to encompass both those industry distributors, exclusively catering to industrial end-users and contractors, as well as the many substantial distribution entities that offered pipe-valve-fitting products as significant segments of their plumbing-heating-cooling-piping wares.

As this emerging identity took form, Sid Westbrook, Westbrook Manufacturing, founded the PVF Roundtable in Houston in 1987 to provide a central communications and meeting place for the overwhelming segment of distributors, manufacturers, turnkey constructors, purchasing influences, specifiers, engineers, export-import businesses, etc. for mem-

bers operating within a 300-mile radius of the world’s energy capital. This has now evolved into a national organization, with membership from all parts of the nation.

The third leg of these growing PVF industry factors was Bill Weisberg’s Affiliated Distributors, whose original objective was the amalgamation of large local and regional PVF distributors who wished to collaborate on national contracts. Out of this genesis, however, grew AD’s current impressive presence with varied activities, which numbers a predominance of PVF manufacturers, as well as distributors, within its membership. Weisberg first became cognizant of PVF distribution after reading an article I authored in *The Wholesaler* in the early 1990s.

With the dynamic elements comprising the PVF sector coming together, the honoring of the outstanding distributors and manufacturers comprising its escalating success into a Hall of Fame seemed a natural expedient when established 10 years ago.

Although the original entrants were heavily weighted to the manufacturing entities, whose long-term commitment formed the backbone of this rapidly evolving area of industrially-oriented specialization, subsequent years have tended to

focus on those distributors in the forefront of bringing increasing recognition to the importance of pipe-valve-fittings. This is becoming increasingly important as the end use sector of energy of all types, heavy construction, and even exports have played an increasingly powerful role in the United States’ industrialized domestic economy.

A better example than JABO Supply as a poster-child of what makes the PVF industry tick couldn’t be found anywhere. Located in an economically-distressed area, heavily dependent on coal mining, which is under pressure by environmental concerns, JABO has achieved remarkable success, as postulated in the definitive coverage by *The Wholesaler* magazine of this highly-respected multi-branch distribution factor.

I take great personal pleasure in welcoming JABO to the illustrious partners in industry excellence, having known and done business with Jay’s father, Jack, many decades ago.

With the PVF Roundtable lending one of its focused quarter-annual meetings to the glorification of this well-deserved tribute to industry leaders now and in the future, the personalization of what the PVF sector continues to achieve will never be lost in the necessary, but hard-nosed realities of bottom-line obsessions. These often tend to diminish the human factors that make the daily wheels spin.

Despite what unknown changes the future may bring, the Hall of Fame will continue to shine as a bright beacon to remind all of us that the PVF industry owes much of its achievements, first and foremost, to its shakers and movers. ●

347H

410

317L

304L

316-H

304-H

3105

316L

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321H

904L

A-20

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P-5, P-9, P-91)

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JABO Supply single-minded on core market

(Continued from page 38.)

noted, “The early success of JABO can be contributed in part to Bob’s good business sense and his fairness to customers, employees and everyone with whom he came in contact.”

Following Bob’s death, Jack nurtured the business to new levels of success and was later joined in operating the business by another brother, Jerry, who served as vice president until his retirement in 2000. Jack’s son Jay has been working at the company since he was 17, and now serves as vice president.

Despite acquiring additional property and building expansions, by 1990 it became apparent that JABO needed additional room to grow. At that point, JABO acquired property

on the East side of Huntington and built the facility that continues to be their home today.

Today’s JABO

JABO’s 100,000-square-foot office and warehouse houses a multi-million-dollar inventory (including an 11-acre pipe storage yard) and 86 employees. In recent months, JABO remodeled a 7,000-square-foot area within the headquarters to allow for additional warehouse storage. Construction began this spring on a new 10,000-square-foot shop primarily for the fabrication of HDPE fittings.

Beyond its Huntington headquarters, JABO operates locations in Beckley and Parkersburg, W.Va. and

Norton, Va. Following is a quick look inside each of those operations:

- **Beckley** — This 15,000-square-foot operation features a 5-acre pipe yard. It is managed by 18-year company veteran Alvin Harper. Alvin is an original employee of the Beckley branch when it was first opened in 1994. He is committed to customer satisfaction and is key to taking care of JABO’s mining customers.

- **Parkersburg** — A team of seven employees is led by manager Scott Sheets, who has been with JABO for nearly a decade. This 12,000-square-foot facility has a 3-acre pipe yard and is ideally located at the I-77 and Route 2 interchange. Scott has 18 years of experience in the supply business, having worked in



The Bazemores realized there was a need for an industrial PVF supplier. The result was the formation of JABO Supply — the name was derived from the first two letters of each brother’s name.

purchasing and sales.

- **Norton** — The newest location opened January 3, 2012. Jimmy Hileman, formerly of Trevor Supply, is the manager. He has more than 30 years of piping experience. The 6,000-square-foot branch with a 3-acre pipe yard is located near US 23 and Alt US 58, making it an ideal spot for servicing the coal industry.

In total, JABO carries approxi-



Brothers Jack and Bob Bazemore founded JABO in 1964.



mately \$5.5 million in inventory, employs nearly 90 people, and records annual sales of \$36 million.

In addition to its traditional wholesaling business, JABO proudly provides a number of value-added services:

- They are a master stocking dis-

(Turn to Active in... page 43.)

JABO Supply management team

It’s a real testament to the leadership of president Jack G. Bazemore that JABO’s top management team averages 36 years with the company! They include:

- **President Jack Bazemore** — 48 years.
- **Executive VP Joseph T. Holley** — 37 years. Graduated with a BBA from Marshall University in 1970 and has post-

graduate studies in accounting and legal studies at Marshall, WVU and the University of Charleston. A licensed CPA who joined JABO in 1975 as controller, he was promoted to VP-finance in 1977 and to his present position in 1977 before becoming part owner. In addition to his service at JABO, Joe is an instructor for the IRS and has served as a Volunteer Income Tax Assistant and Tax Counselor for the Elderly. He is also current chairman of the West Virginia Employer Support of the Guard and Reserve, and was the Ombudsman of the Year in 2007. Joe serves on the West Virginia Society’s Public Service Committee, lecturing on financial literacy.



JABO’s management team consists of (l-r): VP-sales & marketing Curtis F. Drown; executive VP Joseph T. Holley; controller George Porter; president Jack Bazemore; VP Jay Bazemore; VP-purchasing Patrick A. Hughes; and operations manager Kevin Roach.

graduate studies in accounting and legal studies at Marshall, WVU and the University of Charleston. A licensed CPA who joined JABO in 1975 as controller, he was promoted to VP-finance in 1977 and to his present position in 1977 before becoming part owner. In addition to his service at JABO, Joe is an instructor for the IRS and has served as a Volunteer Income Tax Assistant and Tax Counselor for the Elderly. He is also current chairman of the West Virginia Employer Support of the Guard and Reserve, and was the Ombudsman of the Year in 2007. Joe serves on the West Virginia Society’s Public Service Committee, lecturing on financial literacy.

- **VP Jay Bazemore** — 18 years. “I started working summers when I was in high school and to me it was such a blessing to be a part of JABO — I always felt

like I was a part of a bigger family,” he said. “So there was little desire on my part to do anything else.” While he still handles a few customer accounts personally, Jay spends most of his time finding solutions to run the business smarter and more efficiently. He also heads a Forward Planning Committee that is tasked with

- **VP-sales & marketing Curtis F. Drown** — 42 years. Began in the JABO warehouse in 1970 and learned the business from the ground up, sweeping floors, pulling orders and making deliveries. Although he first looked at JABO as a “stepping stone,” with a promise from Jack Bazemore that “as the company grows, so can you,” Curtis remained loyal and over the years has been promoted to work in just about every position or department of the company including quotations, inside sales and customer service. In the early 1990s, he was promoted to vice president and general manager, and several years later assumed his current role. “I’m really glad I took Jack’s advice and stuck it out,” Curtis said. “Most of the large companies

I dreamed of working for are now out of business!” He is a graduate of Marshall University with a BA in Business Administration and Marketing, served on the Central Wholesalers Association and ASA Board of Directors, and was president of CWA in 1998-1999. Curtis was an original team member of the Industry Bar Code Alliance and volunteered a great deal of time developing bar code standards for the industry.

- **VP-purchasing Patrick A. Hughes** — 44 years. Joined JABO in 1968 as an inventory control clerk, and on his second day the company began its yearly total inventory count, manually hand-recoding all of the inventory on the Kardex File System — which gave him a quick education on pipe, valves and fittings. As JABO grew, Patrick was given more responsibility for purchasing, and followed Jack’s advice that “it’s not what you sell it for, but what you can buy it for to make a better profit.” He was promoted to purchasing agent in the early 1980s and in 1992 was given the opportunity to serve as an officer and promoted to his current position. Patrick was a long-time board member and past president of the Tri-State Purchasing Association. He also served on the North Central Wholesaler Association and ASA Board of Directors and was president of NCWA in 2008-2009. He continues to work with JABO’s vendors and manufacturers through Delta Group.

- **Operations manager Kevin Roach** — 28 years. He began at JABO driving a truck and working in the shipping department. Given a chance in sales, Kevin worked his way up from the counter to inside sales. After spending eight years on the sales desk, in 1998 Kevin was promoted to inside sales manager, and in 2006 was promoted to his current position. Kevin is tasked with overseeing the day-to-day operations of Huntington and the branch locations in Parkersburg, Beckley and Norton. He also manages the inside sales in all locations. “Kevin’s hard work over the last 28 years has made him a valuable asset and he is poised to take on an ever-increasing role in the future,” Jay noted. ●

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PVF Hall of Fame inductees — past and present

Manufacturers

Manufacturer	Inductee	Year
Anvil International	Tom Fish	2009
Bonney Forge	John Leone	2002
Conbraco	Carl Mosack	2002
Crane	Shel Evans	2004
Fisher Controls	Terry Buzbee	2007
Jamesbury	Howard Freeman	2002
Keystone	Galen Brown	2002
Legend Valve	David Hickman	2008
Milwaukee Valve	Herschel Seder	2002
Mueller Industries	Bill O'Hagan	2005
Nibco Inc.	Lee Martin	2002
Powell Valve	Randy Cowart	2009
PVF Roundtable	Sidney Westbrook	2006
VMA	Morris Beschloss	2002
Velan, Inc.	Karel Velan	2002
Victaulic	Gary Moore	2007
Watts Industries	Tim Horne	2004
Weldbend	James Coulas Sr.	2002

Distributors

Manufacturer	Inductee	Year
Affiliated Distributors	William Weisberg	2006
All-Tex Pipe & Supply	Jill Brock Hurd	2007
Bergen Industrial Supply	James LaPorte	2003
Chicago Tube & Iron	Donald R. McNeeley	2003
Columbia Pipe & Supply	William Arenberg	2005
Consumers Pipe & Supply	Michael Abeling	2008
Davidson Pipe Supply	Peter Davidson	2003
Eastern Industrial Supplies Inc.	Kip Miller	2010
Ferguson Commercial & Industrial	Rob Braig	2006
Frischkorn	Jack Clark	2003
F. W. Webb	John Pope	2005
Independent Pipe & Supply	Ed Nierman	2003
JABO Supply	Jack Bazemore	2012
Kelly Pipe Co. LLC	Earle Cohen	2003
Liberty Equipment	Larry Senescu	2003
Macomb Pipe & Supply	Bill McGivern	2004
McJunkin	Bernie Wehrle	2003
MKS Pipe Valve & Fittings	Pat Adams	2009
National Oilwell Varco	Robert Workman	2008
Paramount Supply	Ken Grothe	2011
Piping & Equipment Inc.	Gary Cartright	2003
Porter Pipe & Supply	James Porter	2007
Red Man Pipe & Supply	Lew Ketchum	2003
USFlow	Rick Waters	2003
Wilson Supply	Jim Owsley	2004

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PUF Hall of Fame

Active in the industry, community, JABO Supply justly proud of record

(Continued from page 40.)

tributor of Poly Pipe (high density polyethylene pipe and fittings)

• In-house custom shop fabrication. “We provide custom shop fabrication of HDPE fittings and offer field in-



stallation,” Jay commented. “Customers find this to be an excellent cost saver. We will get a drawing from our customers and will literally pre-fab a coal prep plant from the ground up, then ship it to the job site and have the contractor install it. Whatever our customer wants, we can build in house over 99% of the time.”

• Manual and automated saws in the fab shop can do roll or cut grooving and AGS grooving for large diameter steel pipe. Conrac machines make flanged Teflon lined spools for the chemical markets.

• Certified fusion technicians are on call 24 hours a day to offer technical expertise and assistance for field installation.

• A large fleet of 30 rental fusion

machines up to 36" diameters is available.

• A valve actuation department provides compete valve and actuator sizing and selection, custom bracketry, testing, traceability and repair services.

• JABO operates a fleet of 22 delivery vehicles ranging from pickups to tractor-trailers rigs to ensure on-time delivery to customers.

• Three full-time stores stocking specialists who provide vendor managed inventory at more than 40 cus-

tomor locations.

The company has a team of 10 outside sales reps that work closely with manufacturers' reps to make joint sales calls and provide product training to customers — often conducting Lunch & Learn programs at customer locations. JABO also relies on manufacturers' reps knowledge when it comes to in-house training of the inside sales team. In fact, the company invested in a new training room last year to better accommodate all of
(Turn to Service is... page 44)

JABO's major product lines

American Valve
Armstrong
ASCO
Baum-North America
Capitol (Phoenix Forge)
Charlotte Plastics
Conbraco/Apollo
Dezurik
Flying W
Gestra
IPEX
IPSCOPolyPipe Inc.
ITT Industries

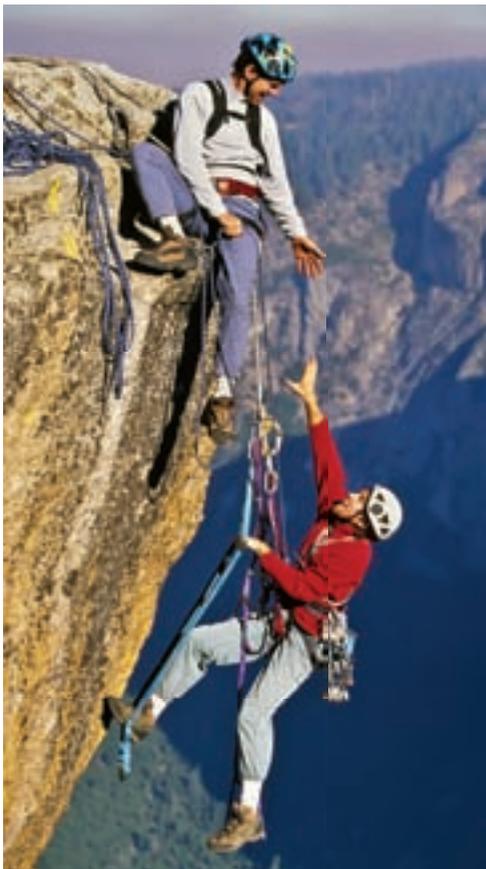
Jamesbury
Nibco
OVC
PolyPipe Inc.
Spirax/Sarco
Victaulic/Aquamine

Weil-McLain
Weldbend
Wheatland
WL-Plastics
Wm. Powell Valve Co.
Xomox/Tuffline

“We view our relationship with our suppliers much like we do our customers. In fact we try to treat our suppliers and creditors with the same care and respect as we do our customers. Having long-term relationships with our major suppliers have been mutually beneficial to future growth for both parties.”

— Vice president Jay Bazemore

When connections matter



To our customers, it's the value of our relationships, the quality of our products, the speed at which we can provide accurate information, and the reliability of getting our products to them on time.

To our employees, it's the pride of making high quality piping products that connect with people in the markets we serve.

We are a team who values long lasting, reliable products and forges strong relationships from our foundries to our distributors. These connections bind all of us together.



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JABO Supply

‘Service our focus since Day One’

(Continued from page 43.)
 their in-house training, which includes manufacturer product training, computer skills training and host of online training provided by the ASA Education Foundation.

According to Jack Bazemore, JABO has been involved in a number of major projects building coal prep plants and chemical plants from the

ground up — although he says the most memorable of all occurred more than 40 years ago.

“On February 26, 1972, after days of heavy rain, a coal waste dam burst, sending 130 million gallons of water and sludge through several mining towns, and wiping out the town of Buffalo, W.Va.,” Jack said. “Known as the Buffalo Creek Flood, 125 people

lost their lives, many were injured and more than 4,000 were left homeless. JABO’s sales representative Larry Grass [now deceased] volunteered to help in the restoration of water and sewer lines and hookups for temporary housing for those affected. Larry left his family and spent the next six weeks assisting and coordinating the efforts of contractors and the U.S. Army Corps of Engineers. Many other JABO employees worked around the clock several days getting material to the site. Yes, we were paid for the material, but the real payment was knowing that we were able to lend a helping hand to those in need.”

JABO and its management have been active industry participants for decades. The company has been a member of ASA since the 1970s, when Jack served several years on the Industrial Piping Division board of directors. Jay has been involved with the ASA Young Executives for several years and describes it as one of the best industry experiences he’s had. He was also asked to join the IPD Executive Council a few years ago.

“I am most proud of this because I get to serve on a board of whom I



have over the last few years. We know that we could have joined any buying group and they all have their advantages. But we feel like the Delta Group is the pinnacle model that has been indispensable to our success.”

While metal prices have been on a bit of a roller coaster for a number of years, they seem to have steadied in recent months, a trend that JABO watches closely.

“2012 first quarter pricing has had little impact on our business,” Jay said. “We have seen three price increases since December 2011 and are only purchasing pipe on an ‘as

...Construction began this spring on a new 10,000-square-foot shop primarily for the fabrication of HDPE fittings.



JABO offers a complete service of in-house custom shop fabrication. “We provide custom shop fabrication of HDPE fittings and offer field installation,” says Jay Brazemore. We will get a drawing from our customers and will literally pre-fab a coal prep plant from the ground up, then ship it to the job site and have the contractor install it. Whatever our customer wants, we can build in house over 99% of the time. Customers find this to be an excellent cost saver.”

consider the absolute best and brightest in our field,” Jay said. “I am humbled every time we meet by their depth of knowledge and experience and I just do my best since I’m a little younger to soak it all in. I am honored to serve with them and I know my upcoming term as chairman will be a wonderful experience.”

In 2008, JABO joined the Delta Group, which Jay believes is “the reason we have been as successful as we

needed’ basis. The market seems to be softening and it is predicted that pricing for OCTG, ERW and seamless will remain steady for the next few months. With some growth expected during the second half of 2012, we expect prices to climb in the neighborhood of 5% to 8%. U.S. mill shipments were up 5% in January and February with the balance of the quarter remaining relatively flat. Wheat- (Turn to JABO Supply... page 46)



JABO’s Braley Street location in Huntington, W.V., became the company’s headquarters in 1990.

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JABO Supply sticks to values

(Continued from page 44.)

land has filed dumping suits against China and India for small diameter sizes (1/2" through 4"). We expect to see additional increases later this year if the government rules in their favor."

In looking toward the future — and at the projected increased in demand for electricity — the Bazemores believe that the coal industry will continue to play a key role in JABO's growth and success. Coal mining companies and coal contractors who service the mines account for approximately 60% of JABO's overall business. However, there is concern because of the current administration's stance on coal mining. "It has had a huge impact on mining in West Virginia and other states," Jack said. "Mines are closing and others are cur-

tailoring production. Permits for new operations are harder and harder to get. EPA's regulations on coal-fired power plants are forcing closings and the conversion of some plants to natural gas. While the number of opportunities aren't there, there are still opportunities. Despite the negatives, we managed a record sales year in 2011 and we expect to do so again in 2012.

"And as it has since Day One, service will continue to be our focus. While many competitors are looking at ways to cut costs, we're looking at ways to better serve our customers. We believe it's still a people-to-people business — and people want to do business with a company that they know and can rely on." ■

To learn more, visit www.jabosupply.com.



Heartfelt thoughts from Jack Bazemore

When asked if there was any message he would like to share with suppliers, customers and the JABO team of associates as he accepts this honor, Jack Bazemore made the following comments:

"First and foremost, I want to thank God for his blessings on me, my family and my company. Although many times I have failed Him, He has never failed me. There have been many times that we've had to put feet on our prayers, but God has always brought us through.

"I would like to thank our suppliers and manufacturers who have worked with us over the years to make JABO what it is today. While some may just be looking for orders, there are others that have taken a genuine interest in JABO and helped us succeed. Our motto, 'Service is more than a promise,' is the way we treat our customers and it is the same way we expect our suppliers to service us. So to our suppliers, thank you for your support because it takes all of

the supply chain working together in concert to achieve success.

"I would also like to thank the industry leaders that I have gotten to know over the years through my association with the IPD and ASA. My association with them and their leadership qualities have been an inspiration to me and helped me to be able to better run my business.

"And then, there are the employees. Some have been with us almost from the start, others have retired or passed away, even some are new. Regardless, the greatest asset any company has is its people. From the bottom of my heart, I want to thank all of them for their dedication and time committed to the success of JABO Supply.

"And then there is Lillie, my dear, loving and understanding wife who has stood by my side in the good and bad times, and offered me encouragement and support that I could have found nowhere else. I thank you and I love you." ●



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JABO Supply Corporation's ownership and personnel deserve a big "pat on the back" for their commitment to quality business practices and doing what it takes to earn your position among an elite group.

Respectfully,

Sheryl Michalak
President
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Is VMI right for you?

The thought of someone else managing the replenishment of inventory, at no cost to you, sounds like a pretty good plan. Those inventory planners and buyers are pretty expensive folks. Not as expensive as sales reps, but they do add a nickel or two to the payroll. Beyond the payroll expense, figuring out what to buy can be three parts art and one part science. A friend of mine once suggested that purchasing inventory in a distribution company is “a thousand little decisions done right each day.” No disrespect, but it sounds like someone was trying to justify his existence. All kidding aside – replenishment is a challenge we would all rather do without.

To prepare for this article, I solicited opinions of several distribution experts. In addition, I surveyed and interviewed many distributors who currently participate in VMI relationships. This is a culmination of what they told me.

VMI explained

Vendor Managed Inventory, or VMI, comes in many different forms and relationships. Essentially, inventory levels are managed by the preceding link in the supply chain. Some VMI relationships constitute the manufacturer managing inventory levels in their distributor customers. Some distributors manage the inventory levels of their customers. For the purposes of this article, I have focused my attention on the manufacturer – distributor relationship from the perspective of the distributor.

There are a couple of different ways to develop a VMI relationship. A manufacturer can use a proprietary system that analyzes your transactional data in order to recommend orders. The greatest challenge with these types of systems is getting the data into a common format. Many participants said this was the greatest challenge in the whole process. Another option is to go through a VMI service provider. Several participants indicated that this was a much easier way to go because the data translation between manufacturer and distributor was handled by the provider. In this relationship, the service provider fee is typically covered by the manufacturer so there is very little downside to a distributor. It was also

Jason Bader is the managing partner of The Distribution Team, a firm that specializes in helping distributors become more profitable through operating efficiencies. The first 20 years of his career were spent working in distributor operations. Today he is a regular speaker at industry events and spends much of his time working with individual distribution companies. Call 503/282-2333, contact him by email at Jason@Distributionteam.com or at www.thedistributionteam.com.

noted, by those who had used both a service provider and a proprietary system, that the service provider was more adept at understanding inventory replenishment in a distributorship. As we all know, manufacturing and distribution are two very different animals.

The benefits

The most commonly suggested benefit derived from VMI was the ability to return product without the usual hassle. One person I spoke with described a complete change of demeanor by their rep with regard to returns. Prior to entering into the relationship, the rep would be very reluctant to accept returns even though the distributor was well within the stated policies. It was always a hassle to get a return authorization signed. Since entering into a VMI relationship, the rep almost welcomes the return transaction. According to this distributor, that made the program worth its weight in gold.

The most commonly touted benefit is usually better inventory turns. A liberal return policy will help this a great deal. The fact that you don't have to make freight minimums anymore is another huge factor. Most manufacturers dispense with the normal freight minimums for VMI customers. This really helps when you need to do non-stock specials or have high volatility. Can you achieve solid inventory turns without VMI? Sure, but it makes it a lot easier when the supplier is a partner in achieving mutually agreed upon goals.

From a customer service standpoint, many participants suggested that they experienced fewer stock outs and better overall flow of material. One participant shared that he was always the victim of shortages due to product allocation. After VMI, those shortages disappeared. Although the manufacturer never publically stated it, he believed that his company was now given priority status on products subject to allocation. Some people believe that this is a reward for helping a manufacturer to plan better. Although there is a possibility for a manufacturer to use your data to improve their production, it is fairly unlikely. Your business would have to be a significant portion of their overall volume in order to move production planning.

Cash flow improvements are a distinct possibility. Some manufacturers offer incentives for VMI customers. These could come in the form of rebates or special payment terms. They should. Much of the benefit occurs at the manufacturer level. Let's face it, once you go on VMI with a supplier, they make it very difficult for competitive products to earn a seat at your table.

Many people believe that there is a potential labor reduction by entering

into a VMI relationship. Unfortunately, this is not often the case. VMI is not a “set it and forget it” type of program. You still have to watch and approve the orders as they are generated. Many participants suggested that they still have to tweak orders on a regular basis. I guess this is a good segue into the challenges of this type of program.

The potential challenges

As I mentioned above, data translation is one of the biggest challenges to any VMI relationship. The two partner systems have to be able to communicate. I can walk around the country and find many different item codes for the exact same product. Many people overcome this challenge by using the UPC code as a common denominator. This requires the distributor to enter this field in their master item records. Not a very difficult task, but a significant time consideration. VMI service providers can really help smooth out this translation.

Reporting can also be a real challenge. First, the distributor has to be able to create a transactional report that accumulates usage. Second, the manufacturer must be able to assimilate this report into their system and populate the proper fields. Any time 2 databases try to communicate, bits can get lost in translation.

One participant suggested that they had difficulty with rapid changes in sales usage. As sales picked up, the system always seemed to be in catch up mode. Highly volatile items can be difficult to predict. When the replenishment recommendation is one step removed from the distributor, the challenge is magnified.

Overstocking of material has always been one of the biggest fears around VMI. Once you hand the reins over to the manufacturer, look out. Here come the 40' trailers. While some participants experienced overstocking in the beginning of the relationship, simple adjustments leveled off the optimistic flow of inventory. Holding partners to some specific performance metrics will help offset this challenge.

On the opposite side of the spectrum, some distributors experienced problems with programs that tried to manage the inventory too tight. Setting up unrealistic parameters, such as 8 or more annual turns, caused inventory shortages in many key products. This is why inventory turn goals must always be balanced with customer fulfillment goals.

The advice

The best recommendation I heard was: Make sure that you have a good relationship with a supplier before you even consider entering into a VMI program. Several participants agreed that you should only attempt this type of program with someone you have been



BY JASON BADER
Inventory specialist

involved with for a long time. It should be a trusted partner with a track record of successful VMI implementations. If they are not doing a great job for you now, VMI will not necessarily make them better.

Before you sign on the dotted line, make sure to establish clear performance metrics. Set realistic goals for inventory turns. Make sure to balance it with a clear expectation on customer service fill rates. Define what you consider dead

VMI is not a ‘set it and forget it’ type of program. You still have to watch and approve the orders as they are generated. Many participants suggested that they still have to tweak orders on a regular basis.

stock. Believe me, there are many different answers to the date of death. Make sure you agree on what constitutes surplus stock. If you don't, you might be shopping for a new warehouse.

Take time to plan out a VMI implementation. It takes a while to get things right. Start with a small sample size and work up to more complicated lines. You need to build confidence within your purchasing team. This may be seen as a threat to their job. Be sensitive to this and manage the fear of change. It should be noted that a vast majority of the distributors I spoke to had fewer than 5 VMI relationships. Nobody is losing their job over this one.

Before you head down the trail, get advice from your industry peers. Most of you work with the same vendors. Ask for recommendations and references. Make sure you check out service providers before agreeing to sign on with a manufacturer. Many of them have exclusive relationships with a particular provider. According to the participants I spoke with, there can be a vast difference between companies. If they think “fill rate” refers to the speed at which beer flows from a tap, you might want to look elsewhere.

Is VMI right for you? I hope I have given you plenty of information to chew on. Only *you* know the right answer for your situation. I can only answer this question like any good consultant – *it depends*. Good luck. ■

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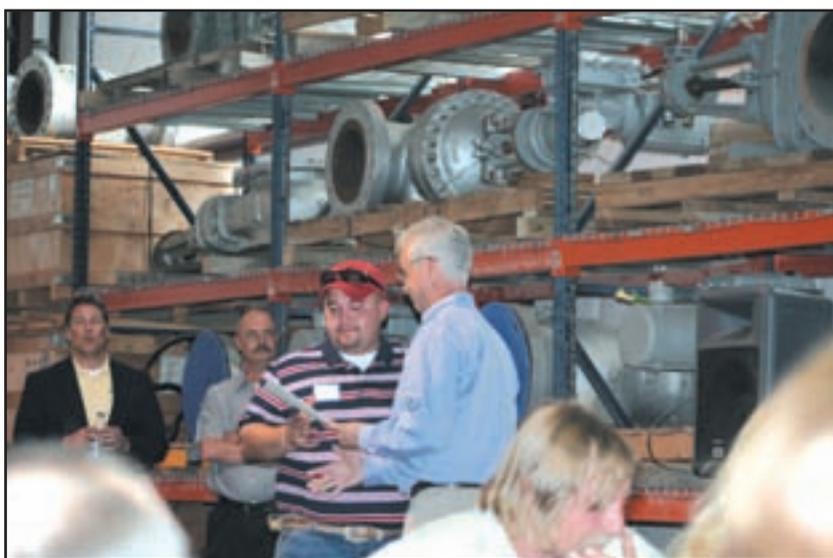
Thinking about moving on? Sell your company to your employees

BY JUNE SEKERA
Special to THE WHOLESALER

As the Baby Boomer generation reaches retirement age, an increasing number of business owners are starting to think about how they want to spend their

“...One of the advantages we have as an employee-owned company is that in the upswings, fewer employees leave. If you lose good employees in a boom, it will hurt your business.”

coming years. But exit planning is not something that many owners spend a lot of time working on. Studies show that many small business owners do not have succession plans, and widely-cited statistics indicate that only 30% of privately-held businesses succeed into the second generation. Of those that do, just 15%



Brett Lossin, president of City Pipe & Supply Corp. presents an employee with a years-of-service award at the annual 2011 ESOP Meeting in Odessa, Texas.

survive to the third generation.

Some owners may just wait for a buyer to appear. And often, successful privately-held firms are approached by larger competitors about selling. But some owners feel that selling to a large competitor may not be the most attractive exit route. First, there is the issue of legacy, and wanting to see that the identity of the successful business you built up over the

years is not subsumed within a large corporation. Second, potential buyers may impose financial or other contingencies on the deal that make it unattractive. And then there is the matter of loyal employees who have helped you build the business – will they be let go by a new owner?

Having an exit plan can mean the difference between preserving the business legacy or possibly being swallowed up by a competitor, or even being liquidated.

While businesses can be sold to other companies, passed on to family members, or sold to key employees, another option is to sell to employees through an Employee Stock Ownership Plan (ESOP).

That was the path chosen by Bob Glast, the former president of City Pipe and Supply Corp., and son of founder Ben Glast, who started the company in 1942. An 80-person distributor of pipes, valves and fittings to the oil, gas, mechanical, industrial and chemical industries, City Pipe has distribution centers in Odessa, Weatherford, Longview and Beeville, Texas, and Hobbs, N.M. After suc-

cessfully managing the business for many years, Bob started thinking about retirement in the mid-2000s and began exploring options. He heard about ESOPs and after doing a thorough investigation, decided that was the best route to go – for himself, the company and employees.

Bob wanted to transition out gradually and assure that he had management in place for the long-haul. After



President Brett Lossin (far left) and the management team at City Pipe & Supply hosted US Congressman Mike Conaway (R-TX-11), pictured third from left, for a facility tour and to learn more about an ESOP Company.

an extensive search, he hired Brett Lossin to succeed him as president. Since the time of the ESOP transaction in 2005, City Pipe has grown from 30 employees to 80, a success that Lossin attributes in part to the ESOP. “Like so many companies in this industry, City Pipe experiences upturns and downturns,” Lossin said, “but one of the advantages we have as an employee-owned company is that in the upswings, fewer employees leave. If you lose good employees in a boom, it will hurt your business.” Lossin noted that the “bottom line is that it does make a difference when your employees have a stake in the company – in terms of performance, attention to detail and attitudes, and it leads to success.”

City Pipe is just one of over 11,000 companies in the US with Employee Stock Ownership Plans. Almost unknown until 1974, these plans now cover over 13 million employees in the U.S.A.

How do ESOPs work?

An ESOP is a type of qualified employee benefit plan that is funded by a company’s profits, not by the employees’ own money. To start one, the company sets up a trust to hold company stock. The business funds the stock purchase out of tax-deductible pretax earnings, either by putting in cash year after year to buy shares or, more commonly, by the trust borrowing money to buy a larger chunk of the company all at once, and then the company making tax-deductible contributions to the plan to pay off the loan. No other business loan allows the deductibility of both principal and interest. This and other specialized tax treatments make ESOPs by far the most tax-favored method of ownership transition.

Benefits to owners/sellers

A chief attraction of ESOPs is their flexibility. ESOPs can be used to buy

all or part of a business. An ESOP allows owners to sell their businesses all at once or gradually in installments. Additionally, owners have the option to define their role in the company moving forward, by either continuing in an executive role or by relinquishing all managerial duties. Also, if there is more than one owner, an ESOP allows just one owner to sell while allowing others to stay on for the time being. The ESOP pays



owners a price established by an independent appraiser. If purchases are made over time, that price is determined at least annually.

An ESOP is a type of qualified employee benefit plan that is funded by a company's profits, not by the employees' own money.

Moreover, many owners can defer taxes on the gain they make on the sale by reinvesting in stock and bonds of other U.S. corporations under a provision called the “Section 1042 rollover”.

Unlike selling to an outside buyer, you can rest assured that your company’s legacy will continue for years, and your company will remain rooted in your community – or in all the communities where it operates.

Benefits to the company

As noted above, only ESOPs can use pre-tax dollars to buy out an owner. An ESOP is the only way a company can use pretax earnings to buy its own shares. Once a company has an ESOP, it can also make tax-deductible contributions to the plan to facilitate acquisitions of new capital
(Turn to ESOP... page 54.)



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ESOP gives employees a stake in the business

(Continued from page 52.)

or other companies.

Even better, if the company is an S corporation, or converts to one, any profits attributable to the ESOP-owned shares are not subject to federal income tax; most states follow this provision in their own tax laws. This is because S corporations do not pay taxes—they pass the obligation on to the owners pro-rata to their share of ownership. But ESOPs do not have to pay these taxes, so, if a company is 30% ESOP-owned, 30% of its profits are not taxable. If it is 100% ESOP-owned, it is not taxable at all at the federal level. That means these companies can

spend more on growth.

Rules

An ESOP operates through a trust much like a 401(k) trust. Contributions are made to the trust, which then allocates them to all eligible employees based on their relative pay or a more level formula. At least all employees who work 1,000 hours per year or more in a year must be included the plan and must have their allocations vest over not more than six years (these rules can be more liberal, however). Employees get their vested allocations after they leave the company and must be able to sell them back at fair market value. Companies



A City Pipe & Supply employee shows off a raffle prize that he won at the Annual ESOP Meeting.

have some flexibility on how soon these payouts must occur. The trust is governed by a trustee who votes the shares. The trustee is appointed by the board. Employees can be given full voting rights, but can have the rights

limited to a small number of issues, most notably an asset sale, that rarely arise or are not controversial. sions on sales to an ESOP. Accountants and other financial advisors may have heard about ESOPs, but few are experts and often mistakenly believe that only large companies can be owned by ESOPs.



Mario Valdivia enjoying his trophy representing the Employee of the Year award, presented by Brett Lossin.

NCEO The National Center for Employee Ownership

limited to a small number of issues, most notably an asset sale, that rarely arise or are not controversial.

Is an ESOP right for my company?

As beneficial as ESOPs can be for many business owners, most either don't know what an ESOP is or have received misleading information. Business brokers do not generally talk to owners about ESOPs (even if they know how ESOPs work) because brokers do not earn commis-

Despite all the benefits, ESOPs are not for every business. The costs, and some of the rules, make them impractical for companies with fewer than 10-15 employees, and ESOPs are difficult to fund if a business is not profitable. For these companies, a direct sale to employees or another option might be a better choice.

Before creating a succession plan, owners need to get educated about their options and find advisors with substantial specific expertise in the field. The National Center for Em-

“The bottom line is that it does make a difference when your employees have a stake in the company — in terms of performance, attention to detail and attitudes, and it leads to success.”

ployee Ownership, a private, non-profit membership-based information organization, can help companies understand their options in order to get the succession planning process started. ■

For more information from the National Center for Employee Ownership on succession planning, selling to employees and ESOPs, go to www.nceo.org/succession.

June Sekera is project director at the National Center for Employee Ownership in Oakland, Calif. She can be reached at www.nceo.org/succession or 760-809-1123.

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Best practice #33**Spend the greatest amount of time with the highest potential customers**

It is so easy to do that which is comfortable and easy as opposed to that which is smart. It's a common temptation to which every salesperson succumbs at least some of the time. This applies most dramatically to the fundamental decisions that every salesperson makes over and over again every day:

- Where should I go?
- Who should I see?
- What should I do?

The salespeople who consistently make those decisions most effec-

- *Comfortable vs. smart*
- *Define high potential customers in area*
- *Spend 50% of your time with top 20%*

tively rise to the top of the sales profession, and those who don't, don't. Here's an example: It's Monday morning, and you must make those decisions. You could attempt to see a high potential prospect, or you can go see a small customer. You know the small customer will probably see you; he likes you, and you'll spend an hour or so in friendly conversation. You also know that the likelihood of increasing the business with this customer is next to nothing. But, since it's comfortable and easy, you choose to see the small customer. You rationalize it by claiming to be "building relationships."

Or, you are all set to visit that high potential, but challenging, prospect, when you receive a call from a "C" account that has a question. You are not too far away, so you change plans

and drive to see the "C" account. Why? Because you know that he'll see you, and you'll be able to answer a question and that makes you feel important and gives you a sense that you are actually accomplishing something.

In both cases, you chose to do that which was comfortable and easy, as opposed to that which was smart. You succumbed to the temptation.

This is such a common thing among B2B salespeople that those who "focus on spending the greatest amount of time with the highest potential" stand out on the basis of this one best practice alone.

That doesn't mean that you totally neglect smaller customers. It does mean that you define, with some rigor, the highest potential customers in your territory and then, with disci-



BY DAVE KAHLE
Sales specialist

pline and willfulness, you spend more time with them. My recommendation? Spend 50% of your time with the top 20% of your territory and 50% with the other 80%. Note that the definition of the top 20% is based on potential, not necessarily on the amount of current business. So, in other words, an "A" account is a high potential account, even though they may spend nothing with you now.

This is such a crucial practice that it is a part of almost every seminar and training session that I do. Those who consistently implement it routinely report dramatic increases in sales. Most commonly, they report tripling their business in two years.

Those who consistently spend 50% of their time with the top 20% of their territory and 50% with the other 80% routinely report dramatic increases in sales.

While that sounds almost too good to be true, it isn't. It is predictable and almost routine for those who consistently practice it. That's why it's a best practice.

If you'd like to pursue this practice, we have some resources to help you. Consider Chapter Six of my book, *Ten Secrets of Time Management for Sales People*, or the video training program, *Prioritizing your customers to dramatically increase your sales*.

If you are a member of The Sales Resource Center™, consider Pod-55, *The most powerful time management strategy for salespeople*. ■

Dave Kahle has trained tens of thousands of distributor and B2B sales people and sales managers to be more effective in the 21st Century economy. He's authored nine books, and presented in 47 states and seven countries. Sign up for his weekly Ezine. For a limited time, you can purchase his latest book, "How to Sell Anything to Anyone Anytime," and receive \$534 in FREE bonuses.

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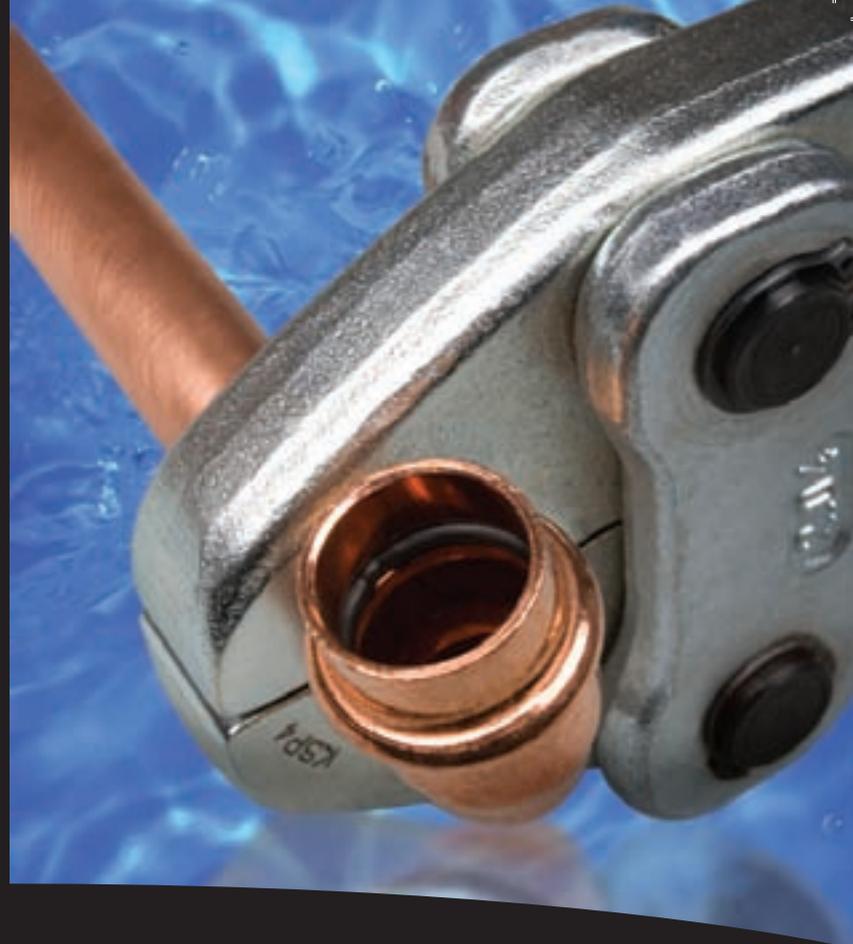


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See contact information on page 98

Acquisition nets BurnsCascade for Collins Pipe & Supply

(Continued from Collins, page 1.)

With the acquisition, Collins will expand their upstate New York product brand offering with the addition of Raychem (heat tracing systems), Anderson Greenwood Instrumentation (hand valves and manifolds) and Kunkle Valve (safety relief valves), primarily from Tyco Flow Control Group.

One of the largest industrial distributors of pipe, manual and automated valves, fittings and other engineered specialties in the Northeast, Collins Pipe & Supply also supplies power plant and large construction projects across the globe. Five years ago, Collins expanded their valve automation and process control operations in upstate New York by partnering with Joseph A. Clemente, a resident of Orchard Park, N.Y., and opening Niagara Controls LLC in Buffalo to service the western region of the state.

While Collins will consolidate the operations of BurnsCascade, they are purchasing existing distribution space in the Syracuse area — more than 16,000 square feet in size — to house their

new Syracuse headquarters. Seven specific positions will also be created to more efficiently cover the technical and management aspects of the new acquisition.

Collins is most proud of securing the services of David C. Pollock to oversee and direct the new acquisition and their current operation in Syracuse.

Starting in the BurnsCascade warehouse in 1972, Pollock worked his way up through the company, ultimately becoming president, a position he held from 1986 to 2006, where he oversaw the growth in revenue from less than \$18 million to more than \$30 million.

“No one knows this industry, this company or the customers better than David Pollock,” said Brian P. Tuohey, president of Collins Pipe & Supply. “He will be instrumental in guiding this company to new heights and streamlining all operations so that we can focus 100% of our energies on exceeding our customers’ expectations for quality, service and technical support.”

Visit collinspipe.com.

Schlumberger to sell Wilson Unit to NOV

(Continued from NOV, page 1.)

Pete Miller, chairman, president and CEO of National Oilwell Varco, remarked, “We are excited about the new market opportunities Wilson



will open for our company, and we look forward to welcoming the Wilson employees into National Oilwell Varco soon.”

Founded in 1921, Wilson is a leading distributor of pipe, valves and fittings as well as mill, tool and safety products and services to the international energy business and to other industrial customers. The company manages a distribution business of approximately 200 sales and operations locations across the U.S. with a growing presence in other key international geographies. Wilson employs approximately 2,500 employees as a stand-alone Schlumberger business unit.

National Oilwell Varco is a worldwide leader in the design, manufacture and sale of equipment and components used in oil and gas drilling and production operations, the provision of oilfield services, and supply chain integration services to the upstream oil and gas industry.

Visit www.nov.com.

Georgia DC for Tigre

(Continued from Tigre, page 1.)

“Tigre can now offer fast local distribution for the plumbing, irrigation, municipal and HVAC markets, improve our order fill rates and reduce lead times.”

The order process remains the same. All plumbing orders must be sent to Tigre in Janesville, Wis., with the exception of Georgia, Alabama and the Florida Panhandle. For waterworks, all orders are still sent to Tigre.

Visit www.tigre.com.

Seattle Mariners install Panasonic solar panels

SECAUCUS, N.J. AND SEATTLE, WASH. — Panasonic Enterprise Solutions Company, in partnership with the Seattle Mariners, announced the installation of a solar panel system comprised of 168 Panasonic HIT® Double solar panels at Safeco Field, the Seattle Mariners’ home ballpark. HIT Double solar panels are unique because they are aesthetic and able to absorb and generate electricity from both the top and bottom sides of the panel.

HIT stands for heterojunction with intrinsic thin-layer. HIT solar cells are hybrid solar cells composed of single crystalline silicon wafers surrounded by ultra-thin amorphous silicon layers, a proprietary technology originally developed by SANYO. The unique structure minimizes defects within the p/n junction of the cell, producing

highly efficient cells capable of achieving higher module efficiency while producing more power, even under hot temperatures.

The project is part of the Seattle Mariners’ ongoing commitment to sustainability that includes electric vehicle charging stations, high-efficiency lighting and other eco-friendly measures. InSpec Group, the contractor on the project, designed the solar panel system to be mounted on the elevator canopy of the parking garage and the roof of the skybridge that spans Edgar Martinez Drive. The 32.76 kilowatt system will generate approximately 40,000 kilowatt hours of power annually, which will be filtered into the Safeco Field distribution grid. Fans will be able to track the amount of power generated on the monitors inside the ballpark.

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2012 bath trends and products for your showrooms

Important changes are taking place in the industry as a new mix of consumer segments is coming together and consumer confidence is gradually coming back: People are beginning to spend a little more disposable income. By having a better insight into the shifting trends and products that fill their needs, 2012 and the future will be brighter for you.

For the first time ever, four separate generations: Generation Now (ages 15 – 34); Generation X (ages 35 – 44); Baby Boomers —sometimes being called Zoomers — (ages 45 – 65) and the Graying of America (ages 66 plus) are in the workforce, interacting, influencing and coexisting closely with one another. While each has its own set of needs, together they are reinventing

“After consulting the 43-page user manual, I realized that it had come to this: I had to reboot the toilet... It felt exactly as if I were working on a wireless router.”

the rules of what a bath or kitchen should be, whether it cater to youthful technology savvy, a passion for entertaining, the quest for wellness or the desire to age comfortably in place. It is critical for showroom professionals to fully understand how the generations impact each other.

Generation X, many of whom are new parents, cherish work/life balance and are smart shoppers. Do showrooms address the desires and needs of multigenerational households, a common situation among working Baby Boomers who have grown children as well as elderly parents living with them?

Green has come a long way

Being “green” has become engrained in the kitchen and bath industry. What began as an appeal for eco-friendly products and materials in the home has now transformed into a desire for holistically sustainable spaces that encourage healthy living behaviors by those inhabiting them.

Continual reinvention is essential for keeping any brand fresh and exciting. The need to be inspiring and innovative goes hand in hand with the need to think of customers’ desires and wants before they even realize them. Does your showroom have a discreet “Green Product” or “Eco-Friendly” identification on the product for those targeted consumers to seek out?

One new bathroom trend is the inclusion of a washer and dryer in the master suite. This serves as a convenience for homeowners who travel often and want a quick, convenient turnaround between flights. Laundry comes out of the suitcase and goes right into the washer and dryer. Today’s laundry appliances also feature steam settings to remove wrinkles before the next trip.

Bridging technology and social media

Today’s consumers crave cutting-edge uses of technology. According to Sphere Trending, 60% of consumers wanted a new tablet or smart phone this past Christmas. Just as sustainability has transcended mere product specification to include and enrich entire lifestyles, technology has influenced not only the design of products but entire spaces. Kitchens now incorporate nooks for laptops, gadget-charging stations and, more recently, appliances that interface with smart phones and TVs. Why not electronics and technology in bathrooms too?

Electronics in the bath is now!

For several years, I predicted that technology in the bath would grow.

Programmable showers have a digital controller that can be mounted almost anywhere outside the shower. With the press of a button, the shower is set to your desired temperature. Another push and it’s set for your significant other.

Want a little music? Done. LCD mirrored TVs have become the norm in bathrooms. Back-lit lighting systems by Electric Mirror (www.electrictv.com) and Aptations (www.aptations.com) have been dominant in luxury hotel baths for 10 years and are now finding their way into luxury residential baths. Magnification mirrors have energy saving LED lighting, which last 50,000 hours before replacement.

Also available and truly green are chrometherapy showers and baths, steam baths with sound systems, saunas, washlet seats and bidets, heated toilet seats, and towel warmers. Motion-sensored nightlights or those operating off a wall switch serve as mood lights. Electric floor warmers (www.warmlyours.com) have been around for some time, but their popularity, has taken off.

Turning the shower into a “Spa Retreat”

Shower columns were abundant at K/BIS 2011. These columns are totally

pre-plumbing, hook up to the ½” ips shower connection and fasten to the wall in less than 15 minutes. There were many good ones. One that caught my eye was Pulse Shower Spas (www.pulseshower spas.com), which has developed the line nicely over the years. A shower without a linear shower drain by Quick Drain USA (www.quickdrainusa.com), winner of numerous industry awards and surely copied by others, is poorly designed. Digital showering, with preset comfort levels for each user, is hotter than ever. Newer systems coming on the market provide this amenity at ever-more-affordable price points.

Drawing a bath or taking a shower has evolved into the “Therapy Trends” such as hydrotherapy (water), aromatherapy (fragrance), chrometherapy (light and color), audiototherapy (sound), air massage & whirlpool combinations (tubs only), radiant heated interior surfaces inside tubs, self cleaning tub features, digital remote controls, CD player, LCD Mirrored TVs, IPODs, Bose speakers, pillowed head rests for bathtubs and lots more.

Showers have become “recreational” to reduce stress and tensions of the day and “cocoon” in the privacy of one’s bathroom. In the high end luxury market, the goal seems to be to turn the client’s shower into a water slide park or car wash.

Do you have all of these products in your showroom?

The battle of the world’s most elaborate toilet – electronic, of course!

As you may know, last year, there was a Toilet War to claim the highest priced luxury model that included all the bells & whistles.

Kohler’s NUMI (pronounced newme), INAX’s REGIO and TOTO’s NeoRest were neck and neck. The toilet commonalities included: air/water flush; deodorizing; energy saving; automatic seat sensor; toilet bowl lighting; bidet water features and, of course, all were hygienic. Kohler seemed to win the war with additional features such as the integrated air dryer, heated seat and foot warming feature.

Sam Brobart, *New York Times* assistant technology editor, wrote a thorough and humorous article on October 11, 2011. Sam said, “I borrowed a Numi for a month and used it in my home. (Kohler installed it for a test run and then removed it several weeks later.) One thing I learned is that it is possible to acclimate to such luxury. Anyone who has ever owned



BY PETER SCHOR
Showroom specialist

a car with a backup camera or heated seats knows what this means. Features that initially seem unnecessary can become something you cannot do without, even in a bathroom.” Toward the end of the article he said, “The Numi knows if you’ve been sitting or standing and can automatically activate full or eco flushes when you leave the toilet. It will also automatically lower the seat and close the lid when you are away, — perhaps saving some marriages.

“All of this had its charms. Still, there is the problem of technological overkill. When you add a computer to something, you are also adding the kinds of problems computers have. One day I approached the Numi only to discover that its remote had frozen. After consulting the 43-page user manual, I realized that it had come to this: I had to reboot the toilet. With the cunning use of a ballpoint pen, I was able to poke a small hole on the back of the remote to begin the process. It felt exactly as if I were working on a wireless router.

“Some of the features were just irritating. For example, when the toilet was first activated and plugged in (Yes, you’ll need an electrician), I discovered that it played a short tune (think of starting up a Windows PC) every time the lid opened. Every time. I quickly disabled that feature.

“Even the raising and lowering of the lid has a little more pomp and circumstance than is required. While it’s nice to have the Numi do it for you, you would do a faster job yourself.

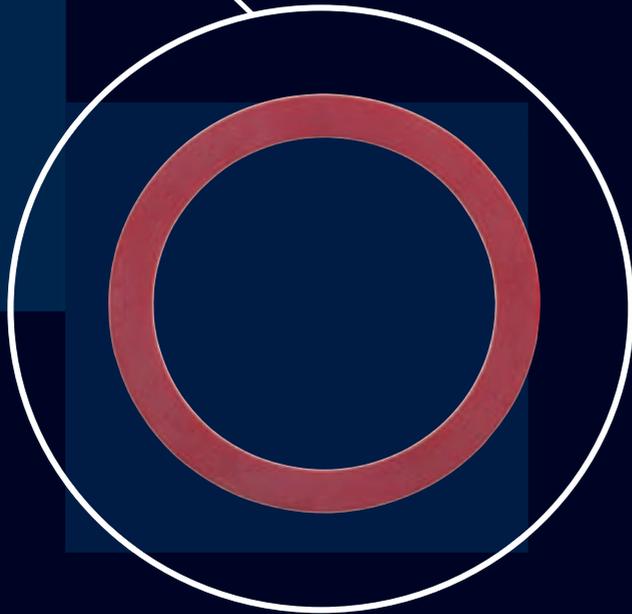
“Furthermore, the proximity sensors (at least in my bathroom, which I’m sure is smaller than the rooms most Numis are installed in) are too sensitive. The Numi was like an eager cocker spaniel, raising its lid anytime I came anywhere near it. (Not now, Numi!) “In the end, perhaps the Numi’s greatest flaw is this: It has a panoply of logical and imaginative features, but it also assumes that you have all the time in the world to play with them. On rare occasions, that may be true, but for most of us, most of the time, the bathroom is a waypoint, not a destination.” ■

(More Peter Schor on page 62.)

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(More Peter Schor on page 60.)

What good things are happening to you today?

How about changing your greeting today from “How are you?” to “What good things are happening to you today?” Write it out and practice it until you own it.

During the past 24 years of my 40-year young industry career as a full time educator, speaker, author, columnist, writer and consultant in our industry, I have always prided myself on delivering messages in the most positive manner possible. Since 2004, I have been blessed as a monthly columnist for TMB Publications’ *The Wholesaler* and writer for *phc News*. I salute the publisher, editors and staff for producing great monthly magazines and for always taking the “high road” in serving the industry!

I don’t know about you, but I have grown weary of all the negative information that is thrown at us, our friends and loved ones. We have become a society that focuses on and glorifies all that is wrong in this

- Enough with the negativity already!
- Think of positive role models
- Think of ways to have a positive day

world. The newspaper and TV media play a huge part in influencing this negative mind set. Approximately 80% of what we see, hear and read from newspapers and TV media is negative in content. If a local station can’t find enough tragedy and negative news in their hometown, they report stories from obscure locales to ensure that there is some “shock” value in their programming.

Unfortunately, it does not stop there. Go into most workplaces in America during the morning and listen to the negative banter that takes place. And we wonder why our productivity is waning!

Ask any group of people to name some positive role models that our children can look up to and watch the blank glaze come over their faces. I have asked this question of many of my plumbing wholesaler and contractor friends; it is rare when someone immediately shouts out a positive response.

This past week I received the following email from several people. Please take a moment to reflect on its message.

“With Regret ...

- Whitney Houston’s death, while a sad thing, was the direct result of very unwise life choices. It currently dominates the news.

- Charlie Sheen’s (45) story is all

over the news because he is a substance abuser, an adulterer, sexually promiscuous and obnoxious.

- Lindsay Lohan’s (24) story is all over the news because she is a celebrity drug addict and thief.

- Something as frivolous as Kim Kardashian’s wedding [and short-lived marriage] has been shoved down our throats.

While Justin Allen (23), Brett Linley (29), Matthew Weikert (29), Justus Bartett (27), Dave Santos (21), Jesse Reed (26), Matthew Johnson (21), Zachary Fisher (24), Brandon King (23), Christopher Goeke (23) and Sheldon Tate (27) were all Marines that gave their lives in March for you. There is no media coverage for them; not even a men-



BY PETER SCHOR
Showroom specialist

ings or people.

- Have an attitude of gratitude: Be thankful for the abundance you already have.

- Ask your children and family to share something positive every night

Go into most workplaces in America during the morning and listen to the negative banter that takes place. And we wonder why our productivity is waning!

tion of their names. Honor them by sending this on. Rest in Peace and Thank you, troops!

You (Yes, you) can make a difference

Here is your challenge:

- Start and end your day with something that inspires and empowers you and your loved ones to have a positive day.

- Stop watching the news. (You will survive without it.)

- Be a good finder: Look for and celebrate good experiences, happen-

at the dinner table.

- Create the habit of asking your children to say: “I am grateful for ...” before they go to bed. (Remember to lead by example.)

- Do something for someone else without anyone knowing that it came from you.

- Encourage your local newspapers and TV stations to make the headlines a “positive story” (i.e. The Herald’s Heroes).

- Make your workplace a positive energy work zone. Leave the negative thinking and actions to your competitors.

- Remember that praise is a powerful tool that gets massive results.

- Greet people by saying, “What good things are happening with you today?” Watch their reaction.

- Be that positive role model that inspires and empowers others to reach their full potential. ■

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 www.dynamicresultsonline.com.



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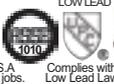
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CONGRATS!

Active Plumbing Supply Company hired *Nick Cellini* as director of operations. Cellini has more than 30 years of sales and operations experience in the plumbing and heating industry. A veteran of the Hajoca organization, where he was a profit center manager overseeing a number of locations on the West Coast, he most recently was running the Bakersfield Pipe & Supply operation in Las Vegas. He will oversee Active's five branch locations and the counter sales operation in Painesville. His responsibilities include oversight of



Daniel Milroy



Todd Ford



Corry Walton



Javier Suarez

the location personnel, facilities, inventory, merchandising and market share growth.

A. O. Smith president and CEO *Ajita Rajendra* was named 2012 chairman of the Air-Conditioning, Heating and Refrigeration Institute (AHRI). Rajendra addressed three important issues for AHRI in the new year: He called on the membership to work with industry partners to pass legislation on consensus agreements establishing new federal minimum efficiency standards for small-duct, high-velocity air conditioners and heat pump pool heaters; asked that the membership petition the Department of Energy to develop a new, technology-neutral water heater testing procedure to correct deficiencies overlooked by the current process; and challenged members to work together to make AHRI more credible in the U.S. and worldwide by standardizing its certification program to be even more stringent than the current Department of Energy certification requirements.

Long-time industry veteran *M. Jay Harms*, western region VP-sales for **A. O. Smith** has received the Pioneer



M. Jay Harms (center) receives the Pioneer Award from the PSDA.

Award from the **Pacific Southwest Distributors Association**. The Pioneer Award is given out once a year to an industry professional who has been exemplary in their efforts on behalf of the PSDA. Harms was recognized for his contributions to the industry throughout his 42-year career at A. O. Smith and American Water Heaters.

The **American Supply Association Education Foundation** hired *Christopher Olsen* as program development manager. Olsen will be responsible for the creation, design,

development and implementation of the association's comprehensive print and online training programs and will assist association membership in the development and implementation of company training programs. Previously, Olsen served as distance education manager of the American Association of Diabetes Educators. His experience includes managing distance education programs for a number of institutions.

Bradford White Canada made the following announcements:

- *Paul McDonald* has been promoted to general manager, Bradford White Canada Inc.

- *Daniel Milroy* has been promoted to Canadian sales manager, Bradford White Water Heaters.

Central States Group (CSG) made these announcements:

- *Todd Ford* was named president and CEO of Central States Industrial Supply. Ford has been with Central States since 2006 and was formerly a general manager for a national PHCP company.

- *Steve Anderson* has assumed the title of chairman of Central States.

- *Corry Walton*, general manager of the engineered products group, CPI Sales, has been named president of CPI, a wholly owned subsidiary of Central States. Walton has been with the company for more than 20 years.

- *Paul Holz* has joined the staff of the instrumentation group. Holz has 17 years of experience with application and sales of electrical controls, automation and instrumentation. He will focus on key accounts for con-



Nick Cellini



Ajita Rajendra



Christopher Olsen



Paul McDonald

controls and instrumentation in the Central States marketing area.

Component Hardware Group made the following announcements:

- *Lois Schneck* was appointed director of marketing. Schneck will develop strategic and tactical marketing plans, identify new product and market opportunities and build awareness of Component Hardware and its brand divisions. She was previously director of marketing for Follett Corporation.

- *Kevin Tumpey* was promoted to business development and sales operations manager. Tumpey has more than 20 years of experience in sales and marketing at Component Hardware. He will oversee the daily operations of the sales department and manage the distributor and dealer sales channels. He will also work with the sales department to enhance customer satisfaction and revenue generation and build upon long-term account goals. He is responsible for all corporate product training and coordination with other departments on new product development.

CRANE Energy Flow Solutions® hired *Javier Suarez* as global business line manager — cast steel valves. Suarez will lead the business management and brand strategy of the CRANE cast steel product range. He has 13 years of experience in the energy and oil and gas sectors and 17 years in management leadership roles. Most recently, he was employed with Conco Industrial Services Corporation, where he was president and general manager for more than four years.

In addition, CRANE Energy Flow Solutions® announced the recipients of its 2011 Sales & Marketing Performance Awards. Presented annually, these awards recognize various associates within the company for their outstanding performance and contributions to CRANE Energy Flow Solutions and its North American Valve Group. Tony Favilla, VP and general manager of the Group, presented the awards to the following seven individuals:

- Top Sales Performance (Region): — *Sonny Simmons*
- Top Sales Performance (Area) — *Jeremy Gregorcyk*

- Top Sales Performance (Rookie of the Year — *Mike Leander*

- “Go-Time” Award (exemplifying NAVG's sense of urgency culture) — *Stephanie Sabol*

- “Eye of the Tiger” Award (for cross-functional support) — *Steve Fullerton*

- Customer Service Rep of the Year — *Andrea Jowett*

- Customer Service Rep of the Year — *Connie Brown*

“When it comes to our employees, CRANE's motto is ‘Good People Make Good Things Happen,’ a statement that accurately describes this group of individuals. Their contributions to the business have not only made an impact within CRANE, but have enhanced the quality of service that we provide to our customers, and for that they deserve to be rewarded,” said Favilla.

Danfoss announced the addition of two new sales managers:

- *John Carmack* is director of sales-North America for the commercial compressors division. Carmack will focus on continuing to grow and expand the commercial compressors business with OEMs in the U.S., Canada and Mexico and will lead



John Carmack



Peter Dee

dedicated teams of key account managers and field systems engineers. He has more than 20 years of experience in the HVAC/R industry, including roles in sales management, marketing and business development. Most recently, he was global business development manager at Parker-Hannifin.

- *Peter Dee* is sales director-North America for the refrigeration & air-conditioning controls division, electronic controllers and services. Dee will focus on sales in North America in the new electronic controllers and services business. Prior to joining Danfoss, he was managing director of

(Turn to page 66.)

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CONGRATS!

(Continued from page 64.)

his own company, which specialized in refrigeration, BMS control systems and energy management. He also worked in both service and business development at Honeywell.

D. Scott Delany has been elected president of **Delany Products**. Delany has served as VP and CFO since March 2009, when he joined what was then called Coyne & Delany Co. Shortly after his arrival, the new Delany Products emerged from the old Coyne & Delany Co. In 2010, the company returned to profitability for the first time in nearly a decade.

Christine Currey has joined **Duravit** as Midwestern regional sales associate. Currey has extensive experience in outside sales, accounts management and sales counseling in the contracting, building and plumbing industries. Over the past decade, she has received awards for



Christine Currey



Chris Brasher

regional and monthly sales in the Chicago area, highlighting her successes and strengths. She will be based in Chicago and will use her expertise to support Duravit's local market partners.

Emerson Climate Technologies Inc. named *John Rhodes* president of its refrigeration business. Rhodes joins Emerson Climate Technologies from Emerson Appliance Solutions, where he served as president of the Therm-O-Disc business. He began his career with Emerson in 1991 as an engineer for Emerson Motor Company, where he held a number of increasingly responsible positions in sales and marketing. He has also served as Emerson's director of investor relations and as president of Emerson Heating Products.

Ferguson announced the following recent promotions:

- *Chris Brasher* was promoted to general manager of Fort Myers, Fla. Brasher joined Ferguson as a trainee in 1995. He was progressively promoted from an outside sales associate to sales manager of central Florida and finally direct sales manager. Brasher was a 1998 and 2002 member of Ferguson's President's Club.

- *Domenick Calabrese* was promoted to general manager of Grand Rapids, Mich. He will oversee five Michigan locations. Calabrese began his career with Ferguson as a trainee at Denver, Colo., in 2002. He advanced through the organization, holding positions of increasing responsibility, including inside sales, outside sales and most recently branch manager of Fort Wayne, Ind.

- *Dana Chapman* was promoted to general manager of Chattanooga, Tenn. Chapman joined Ferguson as a warehouse associate in 1998 and



Domenick Calabrese



Dana Chapman

has held many key positions including inside sales, outside sales and branch manager, among others. Most recently, Chapman served as general manager of the Grand Rapids, Mich., location.

- *Chris Reed* was promoted to director of inventory and data management. Reed will be responsible for



Chris Reed



Steve Wilkerson

corporate inventory management, master data, supply chain development and supplier performance. Reed began his career with Ferguson as a management trainee at Edison, N.J. location, now Jersey City, N.J. He became the manager of corporate procurement in July 2005.

- *Steve Wilkerson* was promoted to general manager of Fort Lauderdale, Fla. Wilkerson joined Ferguson as a management trainee in 1989 and held the jobs of outside sales associate and branch manager before being promoted to general manager of Fort Myers, Fla., in 2003. Wilkerson was a member of the President's Club in 1998 and 1999. Under his leadership, Naples, Fla., won Branch of the Year

for 2000-01 and 2001-02, and Fort Myers won Supply House of the Year in 2004-05 and 2005-06.

Ferguson Integrated Services announced that *Ann Cooper*, *Dan Buckley* and *Walt Finn* have earned the designation of Certified Purchasing Professional (CPP) from the **American Purchasing Society**. Cooper is a buyer and has been with Ferguson for three years. Buckley and Finn are account managers for multiple customers and Ferguson operations. Both have 31 years of service with Ferguson. All three met the CPP requirements, which are



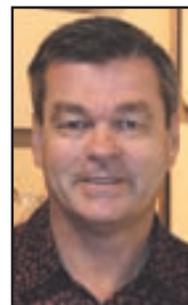
Ann Cooper



Dan Buckley

based on education, experience and integrity. They successfully completed the CPP exam on purchasing and supply chain operations.

Jeff Burton (The Bath + Beyond, San Francisco) was elected president of the **Forte Buying Group**. Burton brings a wealth of managerial and distribution experience to the Forte helm. He has previously served as



Jeff Burton



Greg Goode

president of the National Kitchen & Bath Association and was the first president of the Decorative Plumbing & Hardware Association.

Others elected to serve on the 2012 – 2013 Forte Board of Directors are:

- First VP, *Douglas Hermance* (Westheimer Plumbing & Hardware, Houston)

- Second VP, *Howard Frankel* (Central Plumbing Supply/Grande Central Showroom, Yonkers, N.Y.)

- Secretary, *Joel Selzer* (Morrison Supply, Houston)

- Treasurer, *Larry Klein* (Willis Klein Showrooms, Louisville, Ky.)

- Immediate past president, *Ted Swenson* (Dakota Wholesale, Sioux Falls, S.D.)

- Directors *Danny Swaim* (Fixtures Living Inc., San Diego), *Paul Arden* (Arden Supply/Waterspot, Providence R.I.) and *Sheldon Edelman* (Edelman Supply, Cleveland).

GRAFF® promoted *Chris Kulig* to strategy and business development manager. The role, created specifically for Kulig, encompasses a variety of strategic business directions that will continue to expand GRAFF's brand and standing within the home design industry. Kulig has been with GRAFF for eight years, most recently as Western regional manager. He will be responsible for putting into place new marketing programs and business development initiatives.



Walt Finn

Greg Goode has been appointed CEO of **M. Cooper Supply** and will have full responsibility of all daily decisions. He has almost 20 years experience in the wholesale plumbing industry. He

began his journey working nights in the warehouse and over the years held positions including inside sales manager, VP-sales & marketing and has served as president for nearly years. He is also pursuing his MBA. *Dennis Goode* will assume the position as chairman of the board, which will enable him to continue to direct the financial future of M. Cooper Supply. In addition, *Gary Hull* will remain as president.

Meier Supply Company Inc. has promoted two of its team members to new roles:

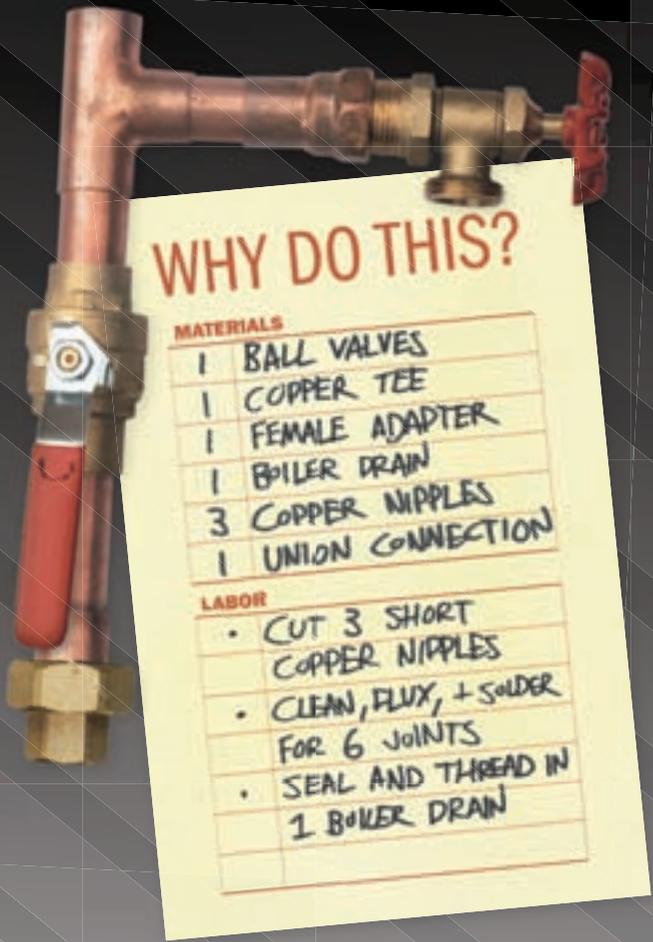
- *Vaughn Brown* is refrigeration division manager. Brown's responsibilities will include growing refrigeration lines throughout all branch locations. He has been employed at Meier since 1988 and was previously Utica branch manager.

- *Jeff Ultsch* has been promoted to Utica branch manager. Ultsch is a member of the Meier core development team, a group of employees identified for their potential as future company leaders, who receive additional training throughout the year. He has worked at the Utica branch for the last six years.

The company also welcomed *Nick Cavaliere* as controls division assistant. Cavaliere's background includes four years of engineering and design studies, as well as two years of electronic design experience.

Mitsubishi Electric Cooling & Heating appointed *John Clements* and *Michelle Robb* as senior product
(Turn to page 68.)

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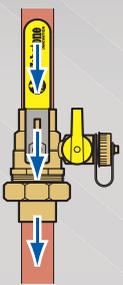
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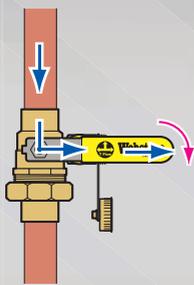


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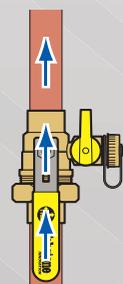
Reversible handle directs flow into the **hi-flow** hose drain from either side of the ball



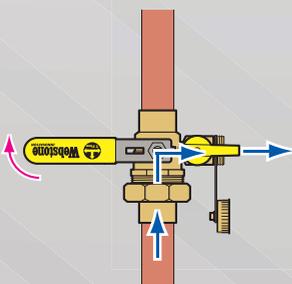
Normal Handle Open Position



Normal Handle Closed Position



Reversed Handle Open Position



Reversed Handle Closed Position



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CONGRATS!

(Continued from page 66.)

marketing managers. Clements now heads the residential segment of Mitsubishi Electric product marketing, while Robb leads the commercial segment. Both direct development of product strategies and marketing tools, as well as competitive and customer research. They manage the advancement of new and enhanced products supporting their respective segments. Prior to joining Mitsubishi Electric, Clements worked in the HVAC industry for five years, most recently with Lennox International/ADP as manager, marketing and product management. Robb comes to Mitsubishi Electric after eight years at Mingledorff's Inc., a Mitsubishi Electric distributor, where she held the title of vertical market/ancillary products manager.

Rob McInturff has joined **Modern Supply** as branch manager of the Johnson City location. McInturff is responsible for overseeing all Modern Supply branch activities, including business development, increasing market share, vendor relations and daily functions. He is experienced in the residential and commercial construction business.

The **National Kitchen & Bath Association** inducted *Jean Mignault* into the Kitchen & Bath Industry Hall of Fame, which honors individuals who have made extraordinary contributions to the industry. Mignault is the founder, executive chairman of the board and chief of strategic direction for 20-20 Technologies Inc. He founded the company in 1987, introducing an alternative to pen and paper, improving efficiency through his revolutionary design software and forever changing the way contemporary designers work.

"In creating the professional software we now consider an industry standard and continuing to build on the products offered by 20-20 Technologies Inc., Jean Mignault has left an indelible imprint on the kitchen and bath industry, along with the interior design and furniture manufacturing industries. His contributions have forever opened the door to a new level of innovation," stated Alan W. Zielinski, CKD, 2012 NKBA president.

Kathy Corr, director of strategic relationships for **North American Technician Excellence**, retired at the end of March. Known throughout the industry as "Kate from NATE," Corr was an integral member of the NATE team since 2006. She traveled the country to spread the word about NATE's commitment to technician excellence

through qualified testing and certification. Her affable personality and professionalism solidified relationships with countless industry professionals and groups, affording NATE many new opportunities and helping to significantly increase the number of certified technicians.

Perlick Corporation appointed *Paul R. Peot* president and CEO. Peot succeeds interim CEO *Fred Luehrs*, who retired in December 2011. To transition Perlick into its fifth generation of family ownership, Luehrs, along with Perlick family members and former co-CEO's Steve Bergum and Larry Molinari, will remain active in the growing company's business ventures through involvement on Perlick's board. Prior to joining Perlick, Peot was the global VP- marketing and engineering for Enerpac and VP- intellectual property and collaborative innovation at Master Lock Company. He plans



Rob McInturff



Bill Gray

to parlay his international experience from the pioneering Milwaukee-based companies into Perlick's overall business plan.

REHAU's current CEO of North American operations, *Dr. Kathleen "Kitty" Saylor*, will be stepping down from her position July 1 after an 18-year career with the company and as CEO since 2006. Saylor has accepted a position in Bozeman, Mont., as the chief executive in residence of the Montana State University Alumni Foundation. *Christian Fabian*, VP-marketing & sales, has been appointed to the position of incoming CEO. He brings more than 20 years of experience working within REHAU operations around the world, including in Germany, France and England. In 2005, he became director of REHAU North America's industry business division in Leesburg, Va., overseeing sales and marketing initiatives for products serving furniture, appliance and other industry segments. Since 2007, he has served on the REHAU North American regional executive board (REB). In September of 2011, Fabian's executive management oversight was extended into

REHAU's construction business division, when he became responsible for sales and marketing in that division as well.

"Christian was the perfect choice as REHAU's next CEO, and as such, the handover process is progressing smoothly and easily," Saylor said. "The company's focus has shifted to-

"In creating the professional software we now consider an industry standard and continuing to build on the products offered by 20-20 Technologies Inc., Jean Mignault has left an indelible imprint on the kitchen and bath industry, along with the interior design and furniture manufacturing industries."

ward growth and strategic business development, and Christian lends an astute and varied background in international business and sales management. He will undoubtedly be successful in moving REHAU forward, having spent the last seven years in North America analyzing market opportunities in the U.S., Canada, Mexico and Central America, and understanding how best to approach them from across all of REHAU's product lines."

In addition, REHAU North America's management team now includes *Terry Barnaby*, who became VP-operations and a member of the REB. Barnaby brings 27 years of REHAU experience, having served in various positions including plant manager at REHAU's manufacturing facilities in Sturgis, Mich. and Baie d'Urfé, Quebec and, most recently, as director of operations and technology for REHAU North America.

Southwark Metal Manufacturing Company made the following announcements:

- *Jim Mayer* was hired as technical sales manager. Mayer has more than 40 years of experience in selling industrial, contractor and OEM components and comes to Southwark after serving as VP-sales and marketing for Champion Furnace Pipe Company.

- *Daniel Hirsch* was named 2011 Salesman of the Year. Hirsch is a regional sales manager who has been part of the Southwark team for over 10 years and is responsible for sales in Indiana, Illinois, Kentucky, Iowa, and Wisconsin. The first-ever company award was presented at the annual sales meeting in January.

Tigre USA Inc. made the following additions to its management team:

- *Bob Sapienza* is the director of sales & marketing for the North America region. Sapienza is responsible for leading the sales and marketing actions, while maintaining focus on the company's strategic goals for both

plumbing and municipal segments. He has more than 25 years of sales experience and has worked with established brands such as Delta Faucet, Kohler Co., Jacuzzi, Kaldewei and Seagull's private label division.

- *Tim Johnson* is the marketing & product manager for the North America region. Johnson is responsible for Tigre USA's overall marketing and strategic planning programs. He has over 15 years of experience in mar-

keting, sales and account management with both small manufacturers and Fortune 750 companies.

Bill Gray has been named president of **Uponor North America**. Gray is also a member of the Uponor Group executive committee and has served as VP-UNA sales since June 2011, where he was responsible for the leadership of all Uponor North American sales efforts in the U.S. and Canada. Previously, he was general manager for Uponor Ltd. in Canada for three years and oversaw all Canadian operations, including sales, marketing, demand management and technical and customer service. He is a seasoned veteran in the HVAC and industrial supply industries, with more than 17 years of sales and marketing experience.

Viking Pump made the following announcements:

- *Kerry Baskins* was appointed VP-sales. Baskins will be responsible for the worldwide sales for Viking Pump and Wright Flow Technologies products. He had sales and marketing roles with Viking Pump from 1990 – 1997, and he has held titles at Liquid Handling Systems of San Diego, JCI Industries and, most recently, was VP of Grundfos Pumps.

- *Bill Canady* was named general manager — parts & service. Canady was previously VP-marketing. Under his leadership, the newly assembled parts and service team will build a portfolio of genuine parts and kits for the Viking Pump and Wright Flow brands.

WaterGroup made the following announcements:

- *Brian Mills* will become the Canadian sales director. Mills will be responsible for driving revenue growth throughout Canada and will utilize his valuable understanding of the industry and the regulations required for water treatment. He has a strong background in water treatment

(Turn to page 70.)

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CONGRATS!

(Continued from page 68.)
sales, service and marketing.

• **Jamie Buczynski** has been promoted to Southwestern Ontario district sales manager. Buczynski will be responsible for increasing sales



Malcolm Kinnaird Mark D'Agostino

with plumbing wholesalers, training and field application customer service. He has a strong background in water treatment sales and service from his 14 years with WaterGroup, working with installers and techni-

cians, both on the technical order desk and in the field.

• **James Dallan** is their international sales agent. Dallan will be responsible for growing WaterGroup's global sales using his expertise and relationships developed over three decades in the water treatment industry. He began his career as a sales engineer in water and waste water treatment. Since then, he has held a variety of senior positions in water purification in different regions; his last position was VP-international sales at Viqua (formerly R-Can Environmental Inc.), where he worked for 20 years. He is the owner and founder of J Dallan Environmental Technologies, specializing in global sales and distribution of water treatment products.

Watts Water Technologies Inc. announced that **Malcolm Kinnaird**, VP-channel management & marketing for North America, has moved

into an expanded role as VP-sales, marketing and business development – Americas. Kinnaird will take on new responsibility for the U.S, Canadian, Mexican and Latin American market development and new business and channel partnerships for the company. He joined Watts Water in September 2010 as leader of channel sales, pricing and marketing communications for the U.S. and Canada and has led Watts Water Technologies' wholesale, retail, industrial, OEM Canada and export sales activity and marketing communications since January 2011. Previously, Kinnaird was VP-corporate development for A. O. Smith Corp.

Brian King joined **Webstone** as Central regional sales manager. King has had a long career in the hydronics and HVAC industries, including management positions with Burn-

ham Boilers, Kewanee Commercial, Heat Controller Inc. and Johnstone Supply. He was involved in pioneering wall-hung high efficiency boilers and radiant heating and was a founding director of the Radiant Panel Association.

Mark D'Agostino has been appointed president and CEO of **Wilo USA LLC**. D'Agostino joined Wilo in January of 2007 and previously held the roles of VP-sales & marketing and national sales manager.

Western Suppliers Association (WSA) elected the following slate of officers and directors:

- President **Tom Smith**, TW Smith Co.
- VP **Charlie Heieck**, Hajoca Corp.
- Treasurer **Pat McQuillan**, Bay Plumbing Supply
- Secretary **Glenn Kunishige**, Ashby Plumbing Supply
- Directors **Ryan Amaro**, General Plumbing Supply; **Kelly Hubley**, Pace Supply; **Tom Alkire**, Rep-West and **John Reilly**, Zurier Co. ■



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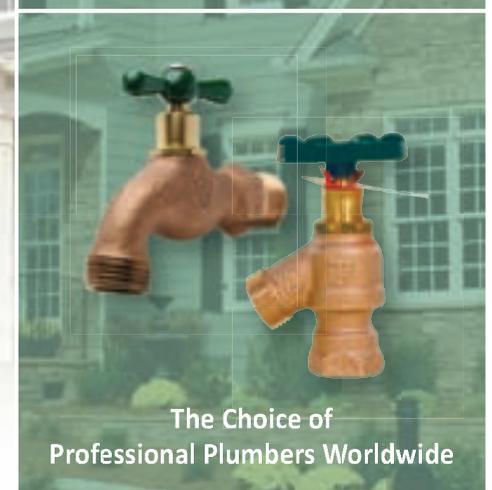
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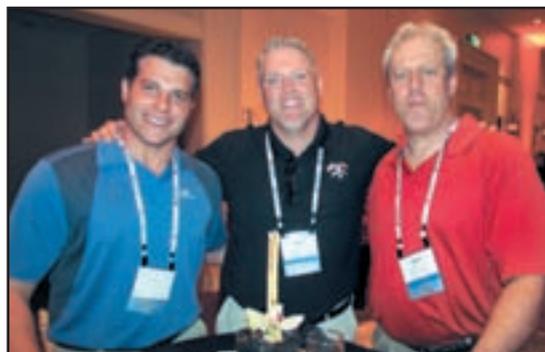
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Embassy Group Conference



Embassy Group Ltd. held their Annual Spring Conference March 20-24 at the JW Marriott Grande Lakes in Orlando. The event drew nearly 500 members and vendors — the largest group that Embassy has ever hosted. It was a great mix of intense business meetings and fun social activities. During the dinner and dance — which was done with a

Cuban theme — president Wally Gumm was honored with a special presentation and gift by Wayne Nussbickel of N&S Supply and John Martin of Anvil on behalf of all the members and vendors. Gumm, who has been with the group since its inception, has announced that he will be retiring at the end of the year. Visit www.embassygroupltd.com.



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Embassy Group Conference

(More on page 72.)



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If selling a business is in your future – move quickly

BY GEORGE SPILKA
Special to THE WHOLESALER

As this article is being written during the third week of March, there are many reasons why middle market owners wanting to sell their companies during the next ten years should consummate a sale no later than 2014, preferably sooner. Although most points discussed in this article pertain with equal relevance to all companies regardless of size, the article is primarily directed at middle market companies, which are firms with transaction values between \$5 and \$250 million.

I am more optimistic about the prospects for the short and intermediate-term (the next 2-3 years) acquisition market than I was last year, when

- 2012-'14 the best period to sell
- Major downturn likely this decade?
- Taxes likely to rise
- Deficit balance not likely in near future
- Window of opportunity

I syndicated an article on the then current state of acquisitions. 2012 should be the best time to sell a company because of the likelihood that market conditions will be strong. They will probably continue that way through 2013 and quite possibly 2014. After that, the market becomes problematical.

However, I am much more negative about the long-term than last

The combination of problems the U.S. faces including its huge budget deficit, the economic stimulus still required to get the economy back in a self-sustaining mode, the disparity of income between the 'haves' and 'have-nots' and the gridlock between the warring political parties creates a situation that becomes an almost intractable problem.

year. I expect a severe downturn to occur that will have a devastating impact on the U.S., and probably the global, acquisition and financial markets sometime before the end of the decade. Its impact is likely to be far worse than the Great Recession and will be triggered by either a major event or a confluence of events. The impact will probably exceed any business collapse since the Great Depression. The economic

conditions it creates are likely to remain for an extended period of time, much longer than from the Great Recession. These conditions will have a significant damaging impact on the market value of U.S. companies. When it happens it will start suddenly and unexpectedly, just like in 2008. The public will express shock and amazement as they did then. No one saw that coming either.

The major reason why these significant negative events always occur so unexpectedly is because it is in none of the major financial firm's self-interest to forecast catastrophic economic or financial market condi-

tions that are on the horizon. It would severely impact their business. And, as we all know, the major financial firms think first and foremost of their self-interest.

Why you should sell promptly

The following are certain reasons why you should consummate a sale by not later than 2014, and preferably by the end of 2012 or 2013:

- Acquisition pricing is very strong now. I would anticipate it will remain this way through the end of 2013.

- It is likely there will be a second Obama Administration. In order for them to start significantly reducing the deficit, it will require more than spending cuts, as there are not enough spending cuts to make without harming the very structure and fabric of the U.S. Correspondingly, it will necessitate an increase in taxes. These revenue raising measures will primarily be focused on increasing the taxes on the wealthy, possibly significantly. One of the taxes almost certain to be increased is the capital gains tax. I expect it to be increased to at least 20%, if not 25%. If it is increased to 25%, your net after-tax sale proceeds have just been reduced by 10%. This is a sizeable hit.

- Numerous private equity (PE) acquirers have a pressing need to invest capital promptly. Many of these funds received money from their investors in 2008 before the market crashed. That money basically sat idle for 2½ years. The PE firms are now under tremendous pressure from their investors to get that money invested. This is driving these firms to invest that money quickly. For certain good companies they are willing to overpay if they have to, rather than risk losing the deal. This has produced some attractive selling opportunities.

- U.S. corporations are flush with cash and have extremely strong balance sheets. This makes strategic acquirers very aggressive in the acquisition market and willing to pay strong multiples.

- The stock market performance during the first two months of 2012 has been extremely good. This has been a contributing factor to an increasing level of optimism and buoyancy in the business community.

- The interest rates are low and should remain low through the foreseeable future. I don't anticipate the Federal Reserve deviating from its stated policy of keeping interest rates low until 2014. The majority of the Fed Governors don't feel it is worth the risk to implement a restrictive monetary policy, as they believe that the premature implementation of a restrictive monetary policy was a major factor causing the depth and length of the Great Depression.

Why a catastrophic event is likely to occur in the long-term

The following are certain reasons why the U.S. is likely to be faced with a catastrophic economic and financial scenario by the end of the decade. This scenario will probably be much longer and worse than any we have endured in our lifetime.

- Although the European economy and financial mess has not been in the news as much during the past few weeks, the problem is far from receding. The European Union (EU) is basically dysfunctional in this situation due to its structure. There are too many countries that have to make decisions that then must be sold to their own disparate domestic constituencies. This negates the dramatic action necessary to begin extracting many of these countries, such as, Greece, Spain and Portugal from their disastrous situations. Furthermore, it appears the EU is trying to defer the problem basically hoping it will go away or they will discover a painless solution to it. However, that is not going to happen. The European banks are also in a very weakened condition. This will impact the world economy, as these banks have financial relationships with the world's major financial institutions.

- The combination of problems the U. S. faces including its huge budget deficit, the economic stimulus still required to get the economy back in a self-sustaining mode, the disparity of income between the "haves" and "have-nots" and the gridlock between the warring political parties creates a situation that becomes an almost intractable problem. The U.S. must find a way to bring its deficit under control over the next 3 years without doing anything precipitous that would push the economy back into a recession. This will be very difficult with our dysfunctional political system that is
(Turn to Economy... page 78.)

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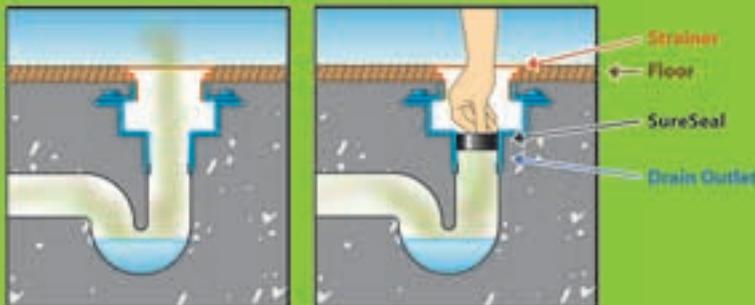
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Economy shaky but now is best time to sell

(Continued from page 76.)

gridlocked. If these problems are not solved promptly, the country's economy and financial markets will be in very precarious shape.

- The emerging markets have driven the world's economy for more than a decade. However, current problems and others on the horizon will diminish the positive impact of the emerging markets on the global economy. The growth in China has slowed. In addition, the four major banks are all state-owned. They have been propping-up many failing state-owned companies. In turn, these banks have been supported by the national government. Correspondingly the Chinese financial system is not as healthy as it appears to be. The slowdown in China's growth will have a substantial negative effect on all countries, but especially the resource

exporting ones. Brazil will be one of the most affected, as China is its major trading partner. This coupled with Brazil's uncompetitive and dying industrial sector could cause a major slowdown in Brazil. India is now facing its highest unemployment rate since 1983, its lowest growth rate in two years and an ineffective and corrupt government incapable of solving the country's fundamental problems. Overall, the emerging markets are not going to be the world's growth engine they used to be. This could have a major impact on the developed world's economies.

- There are numerous geopolitical hot spots. The major ones are in the Middle East, including Iran with its threat of nuclear weapons. This is exacerbated by the potential of an armed conflict between Israel and Iran. There is also the nuclear threat

in North Korea that now has a 27 year old, possibly unstable leader leading its charge for nuclear weapons.

As you look at the many significant negative things facing the world, it is very unlikely that enough of these problems can be avoided to avert not having a dramatic negative impact on the acquisition and financial markets.

The necessity for expert advice on planning and timing the sale during this risky period

You should retain an investment banking (IB) firm that can position your company and guide and time its sale. You do not want to do this yourself or use a firm that doesn't have unique and specialized acquisition market knowledge.

It is essential that you do not miss the "window of opportunity" that you have to realize a premium transaction price during the next 2 or possibly 3 years. This becomes even more critical, when we remember the devastated acquisition market conditions caused by the Great Recession from late-2008 through the third quarter of

2010. You need an IB firm, whose fundamental philosophy is to consummate a sale only when their clients have obtained the optimum price, not one that just wants to close a deal quickly at any price. Your advisor should be willing to spend the time to position and time the sale, so that it generates the maximum transaction price.

Summary

The current period presents a window of opportunity to obtain a premium price. However if this window is missed, there is a substantial long-term and likely long-lasting risk that the company's value will be significantly reduced due to events beyond the seller's control.

It takes an extremely perceptive and sophisticated executive to under-

The emerging markets have driven the world's economy for more than a decade. However, current problems and others on the horizon will diminish the positive impact of the emerging markets on the global economy.

stand the incredible level of risk lurking over the global economy and correspondingly their company's value for the remainder of the decade. If these risks come to fruition, it could have a catastrophic effect on the economy and financial markets. The best time to cash-out for anyone that expects to sell their company in the next ten years is by doing so no later than 2014, and preferably by the end of 2012 or 2013. ■

George Spilka is president of George Spilka and Associates, a national investment banking firm based in Pittsburgh that specializes in middle market, closely-held corporations. They have a broad-based service that advises clients through the entire acquisition process. Their client base has included a diverse group of distributors, including many plumbing, waterworks, PVF and HVAC distributors and manufacturers. They have been advising middle market companies in the sale of their firms for over 30 years. You can learn more about the firm at their website, www.georgespilka.com. He can also be reached by telephone at 412-486-8189, by fax at 412-486-3697, by email at spilka@nauticom.net or by writing him at Suite 301, 4284 Route 8, Allison Park, PA 15101.

NEW from General

ClogChopper™ cutters revolutionize drain cleaning.



Rip through tough stoppages with the unique ClogChopper.™ Its six self-sharpening blades dig into encrusted debris and root masses, easily grinding up stoppages, scale, and crystallized urine, without risking pipe damage. The spherical design maneuvers around tight bends and traps, thoroughly and safely cleaning metal, plastic, and clay pipes. Available in a variety of sizes and connector options for General and other brands.

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4" ClogChopper

General PIPE CLEANERS For additional information, contact the Drain Brains® at General at 800-245-6200 or visit www.drainbrain.com/new.

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Pump check valve

Model 80DI VFD submersible pump check valve is available for use with variable-frequency drive (VFD) control submersible pumps and is designed to minimize flow losses and



hydraulic shocks in the pumping system. Features a standard epoxy coated ductile iron body to support deep-set pumps. A stainless-steel guided poppet system ensures that the valve automatically adjusts noiselessly from high to

very low flow rates. The radiuses of the valve seat allow a self-cleaning "one point swiping action" by the radius-edged custom molded rubber seal disc. All internal parts are made from corrosion-resistant materials.

Flomatic Corporation.

www.flomatic.com

In-house elbow segmentation

As North American gas transmission and gathering systems advance in technologies, so does the demand for pipeline fittings suitable for the passage of electronic detection devices utilized within typical flow systems.



Elbow segmentation in sizes 12" through 36" and wall thicknesses up to and including 2.000" is now available. In addition to a full line of 3R fittings in the traditional degrees, there is also the ability to segment elbows to any specified degree. Available at the company headquarters in Houston, Texas, any material can be cut; high yield, low temp, carbon, stainless or chrome.

The Allied Group.

www.allied-group.com

Quarter-turn water supply stops

A full line of 1/4-turn brass water supply stops are NSF 61-9 UPC approved and are offered in multiple connection variations.

These water supply stops are competitively priced, available in both angle and straight configurations and sold exclusively through the wholesale distribution channel. **Matco-Norca.**

www.matco-norca.com



Grinnell G-PRESS fittings

The new G-PRESS Copper Fittings provide a complete line of mechanically joined press-fittings for sizes 1/2" through 2" copper tube, and include an innovative feature that helps to ensure

a leak-tight seal. Designed to work with hard (drawn tempered), half-hard, and soft (annealed) copper tubes. This system uses a G-press profile, which has the advantage of a 3-point press, which includes two mechanical presses on either side of the bead that securely hold the tube in place and one hydraulic press that crimps the O-ring. GRINNELL Copper G-PRESS Fittings are quick to install and provide an economical, user friendly, flame-free installation. The fittings have a Leak-Before-Press feature molded into the O-ring in two positions which allows the installer to easily identify fittings that have not been pressed properly during the system test. Available in red brass and copper and use EPDM O-ring seals. **GRINNELL Mechanical Products, a premium brand of Tyco International.**

www.grinnell.com

Overflow shut-off switch

The new Safe-T-Switch® model SS700E electronic condensate overflow control switches are designed to meet changes in A/C equipment being installed today. Has reliable, low power consuming, state-of-the-art microelectronics and is Code Compliant – Tested to UL-508. Fits in the auxiliary drain pan; it does not need to be mounted to the pan and eliminates screws and clips. Its logic circuit continuously samples the probes for water and will shutdown the system if water is detected.

The Rectorseal Corporation.

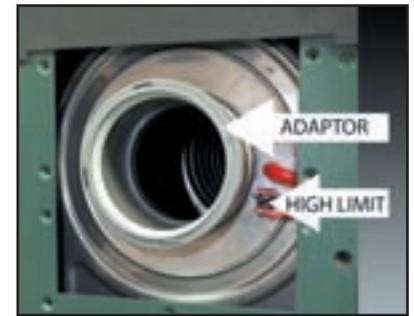
www.rectorseal.com



Forged steel fittings

Manufacturer is stocking a deep inventory of forged steel in 2000, 3000 and 6000 lbs plus all outlets. Maintains three different types of inventory for all items, also carries a full generic import, an approved import, and a domestic inventory. All materials have MTRs and all mills are ISO-9000 certified. **Val-Fit.**

www.valfit.com



Condensing boilers

All XFyre™ and XTherm™ boilers are CSA certified for polypropylene venting and Centrotherm Innoflue® venting, which is ULC — S636 and UL — 1738 approved. Polypropylene is economically priced, has a much lower installation cost than either PVC or CPVC and allows a higher flue temperature than PVC. Polypropylene vent assures safe, reliable operation for hydronic systems up to 200°F outlet temperature for virtually all U.S. climates. PVC adaptors are still available. **Raypak.**

www.raypak.com

Video borescope systems

The high-performance wireless recording video borescope system (DCS1800) and high-performance recording video borescope system (DCS1600) save time and money by enabling quick, visual

internal inspection of systems without disassembly. Each has a slim, 1-m-long flexible-obedient, front view camera probe that is water-, oil- and dust-proof, and three interchangeable mirrored viewing tips that provide view angles of 70°, 90° and 110°; a color monitor for real-time viewing and a removable 2GB SD card for recording video and still images. **General Tools & Instruments.**

www.generaltools.com

Butterfly valves

Sure-Tuff BYCS series butterfly valves compliment a line of thermoplastic 1/4-turn valves and offer an economical, corrosion-resistant alternative to cast iron butterfly valves.

Sizes 2" - 8", with hand lever or gear operators. Maximum pressure rating of 150 psi/10 bar for all sizes and a service temperature of up to 140°F/60°C. Options: electric or pneumatic actuation and monitoring controls such as manual limit switches for critical service applications. **Hayward Flow Control.**

www.haywardflowcontrol.com



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See contact information on page 98

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Commercial scroll compressor

With a capacity of 25 TR, the new Performer® SH295 offers the industry's smallest footprint and weighs 25% less than comparable compressors. The unit features a 3.25/W coefficient of performance and cooling capacities that range from 183 to 374 kBtu/h/53 to 110 kW at 60 Hz and from 150 to 310 kBtu/h/44 to 90 kW at 50 Hz. Large operating envelope allows good performances in a wide range of applications, including extreme conditions. Lead-free bearings and environmentally friendly materials ensure 100% compliance with the restricted use of certain hazardous substances (RoHS). High condensing temperature means smaller condenser coil size and better efficiency. **Danfoss.**



www.danfoss.us

Three-piece ball valves

Three-piece stainless steel ball valves, for use with ProPress® stainless steel systems, are constructed from high-quality, 316-grade stainless steel, are available in sizes 1/2" to 2" and have a machined ISO 5211 mounting pad for actuators or operators. The ball is a full port ball, and the handle locks in two positions.



The press ends of the valve include

the FKM sealing element for higher temperature tolerance as well as the patented Smart Connect® feature. High-quality stainless steel balls and stems make these valves ideal for a wide variety of industrial projects. Repair kits for the valves are available separately. **Viega.**

www.viega.com

Non-freeze tank valve

Non-freeze tank valve is designed to connect directly to a storage tank without the use of a pipe nipple. Its body extends into the tank and bypasses ice that may have formed near the tank wall. When the valve is



opened, fluid is pulled from the center of the tank where it is less likely to have been frozen due to cold weather. When closed, there is no fluid left in the valve body, so there is no risk of ice forming in the body cavity. **C & C Industries Inc.**

www.candcvalve.com

Commercial condensing water heater

The ARMOR X2 combines stainless steel heat exchanger technology with modulating/condensing combustion to deliver thermal efficiencies as high as 96%. Available in models with 1.0, 1.3 and 1.5 million Btu/hr inputs and equipped with two independent combustion systems that consist of two 316L stainless steel heat exchangers, gas valves and combustion blowers designed to work in unison. Full-color, SMART TOUCH touchscreen control provides complete control of all functions, while offering complete access to system performance data and history. The built-in cascading sequencer allows for the sequencing of up to eight ARMOR X2 water heaters. **Lochinvar.**

www.Lochinvar.com



Secure shut-off valves

Lead-free Speedfit Secure shut-off valves are more economical than comparable brass lead-free valves by 40% or more. Available in 1/2" and 3/4" CTS sizes; a unique patented locking device eliminates the possibility of an accidental pipe release. A firm 1/4-turn handle on top of the valve prevents any unwanted movement. Use with copper, CVPC or PEX pipe. Suitable for hot and cold water plumbing/heating and in water filtration/softening, marine and RV applications. Working pressures and temperatures for the valves are listed at 160 psi at 73°F, 100 psi at 180°F and 80 psi at 200°F. **John Guest USA.**

www.johnguest.com



Ball valve

The TC-7000FS is the flagship ball valve of the manufacturer's valve line. This NACE MR0175 compliant flanged-end full port ball valve offers a full ISO 5211 Direct-Mount pad, and is API 607 Fire-Safe approved. Extensive product range conforms to API 598 testing standards and has been API RP591 tested. Valves are available from nationwide inventory or from Taiwan factory. **Ta Chen International.**

www.tachen.com



Pump protection panel

The Total Pump Protection System is an upgraded simplex system for 1-ph or 3-ph pumps and offers maximum pump protection designed specifically to protect the higher end pump. Smart Board technology allows constant monitoring of pump status. Available features include: No-load lockout, over-current protection, cycle counters, elapsed timers, amp meters and dry contacts for high liquid alarm w/oil & water indication and more. Progressively manages any pump system around the clock. Available for Oil Smart®, wastewater (WS series™) and general dewatering applications. **SEewater.**

www.seewaterinc.com



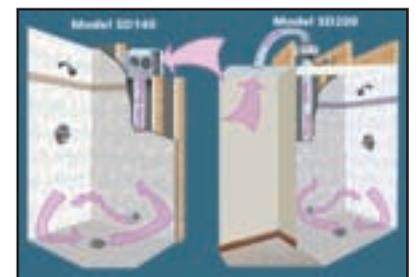
Professional grade drain cleaner

Specially formulated to cut through the toughest clogs, Water-Tite Professional Grade Drain Cleaner is a highly migrational and enhanced penetrating drain opener for use by experienced professionals. Sulfuric-acid based emulsion dissolves most common clogs. Safe for most piping systems and septic tanks. An acid-resistant bag integrated with the bottle helps prevent damage or injury from spills or leaks after the bottle has been opened. **IPS Corporation.**

www.ipscorp.com

Shower drying systems

Sure Dry™ shower dryer systems minimize mold and mildew damage. Dry air circulated into tiled showers reduces drying time of caulk, grout,



tile and glass surfaces up to 80%. A remote fan unit is connected via a flexible duct within the wall to an unobtrusive 4" round supply grille installed near the bottom of the shower wall. Model SD140 has a dual intake fan mounted opposite the shower; SD200's high performance inline fan goes in the attic or in an adjoining cabinet. **Tjernlund Products Inc.**

www.tjernlund.com

Pump pliers with reamer

Five quick-adjust reaming pump pliers feature a unique reaming head for easier and more efficient deburring of pipe. Include 10" and 12" tongue-and-



groove pliers for plumbing applications that deburr 1 1/2" to 2 3/4" pipe; and 8", 10" and 12" quick adjust models for electrical work that deburr up to 1" conduit. Feature induction hardened jaws for consistent performance, and durable rubber grips for comfort. **Milwaukee Electric Tool Corp.**

www.milwaukeetool.com

— Superior Sediment Filtration —
Micro Z Filtration System

The Residential and Commercial Micro Z™ Filter System is a backwashing media filtration system for the removal of sediment and suspended solids from water. Provides higher service flow rates which reduces over all system size and cost.

Connection Sizes: 1" to 3" (25 - 80 mm)
 Flow Rates: Up to 106 gpm (401 lpm)



— Convenient Ultra Filtration —
Ultra Filtration featuring Kwik-Change Cartridges

This Ultra Filtration Membrane Water Filtration System with long-reach easy faucet features Kwik-Change™ Cartridges—the fastest changeable cartridges on the market—and space-saving, low maintenance design with no storage tanks or minimum pressure required.



- Advanced design uses unique technology
- 99.95% reduction of cysts and other impurities

— No-Salt Anti Scale Options —
OneFlow Anti-Scale Systems

OneFlow® Anti-Scale Systems prevent scale by transforming dissolved hardness minerals into harmless, inactive microscopic crystal particles. A full line of solutions for cold and hot water, including tankless water heaters, hot beverage systems, appliances, steamers, etc.



Connection Sizes:
 ½" to 2" (15 -50 mm)

Flow Rates:
 Up to 75 gpm (285 lpm) /450 gpm (1710 lpm) in manifold configuration

— No-Waste Reverse Osmosis —
ZeroWaste Reverse Osmosis System

The patented ZeroWaste Point-of-Use Reverse Osmosis System is the first ever that wastes no water. Comparable systems typically waste up to 4 -12 gallons for every gallon of RO water produced.

- 100% efficient - No wasted water
- Four-Stage Filtration System
- Upgraded Watts top mount faucet
- 3 Gallon Storage Tank



— Multi-stage RO —
4-Stage Reverse Osmosis System

The ideal RO System for high quality, great tasting water with superior value. Stage one is a 5-micron sediment filter, stage two is a 5-micron carbon block filter, stage three is an RO membrane and stage four is a high-quality GAC final filter. One of Watts' most popular and hard-working water quality solutions!



- Four-stage water filtration
- Easy to install

— Water Softening —
Whole House Water Softener

Series Pro SE Water Softeners are designed for residential and light commercial use applications ranging from 30,000 to 90,000 grains of hardness removal capacity at flow rates up to 15.5 gallons per minute.



- Fully-assembled and ready for install
- Up to 90,000 -grain capacity
- 1" (25mm) plumbing connections

— UV Disinfection —
UV Disinfection Systems

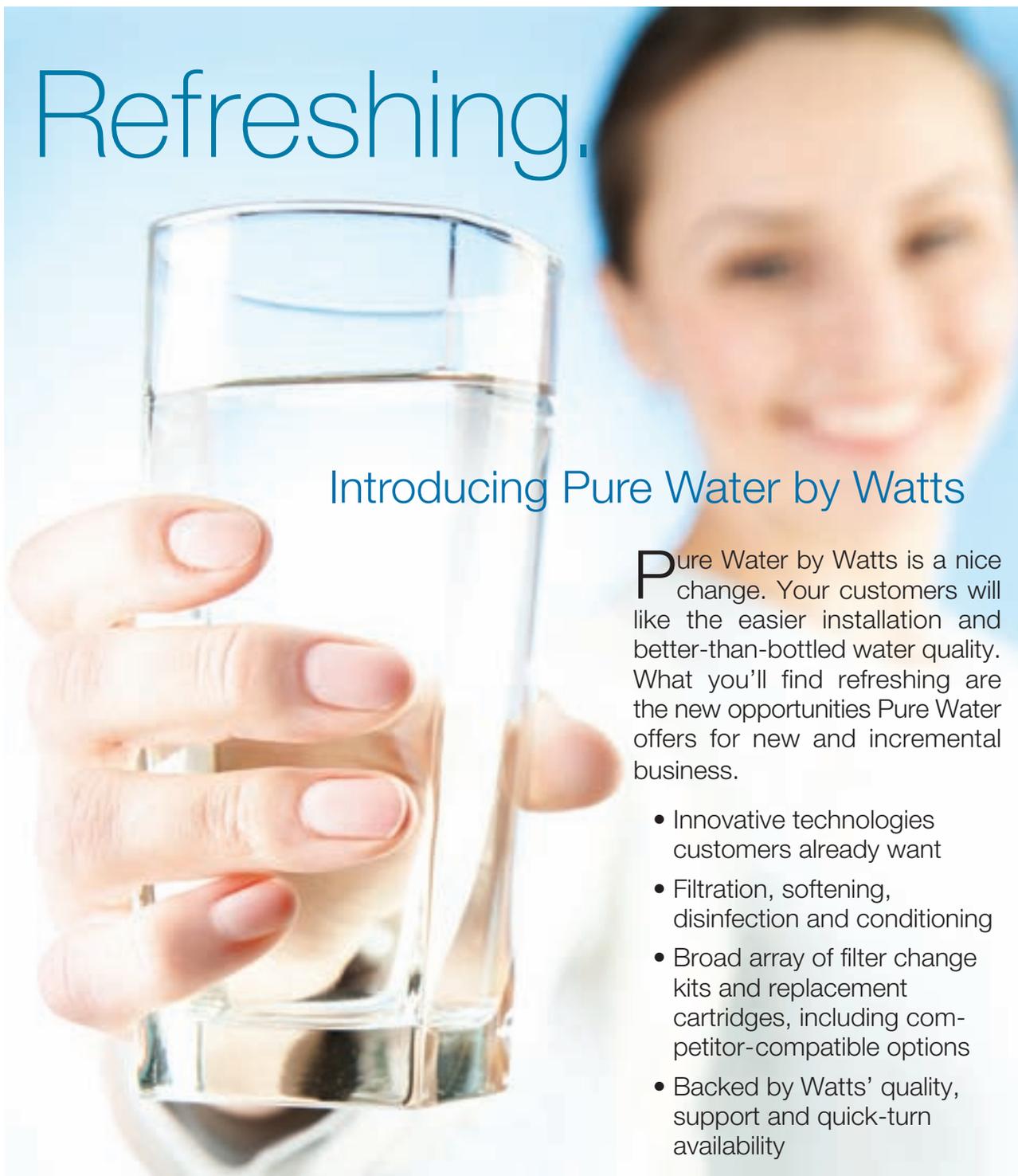
This durable system provides high quality UV disinfection at a superior value. Provides disinfection for chlorine-resistant bacteria, virus and cysts. Ideal for wellwater applications.

Connection Sizes: ½"-1" (15-25mm)
 Flow Rates: Up to 12 gpm (45 lpm)



For more product information visit
www.watts.com/purewater

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See contact information on page 98



Cost-effective tankless solutions

This manufacturer has provided solutions for commercial and industrial tankless plumbing applications since 1966. Utilizing state-of-the-art technology, a new microprocessor meets the user's demands for superior performance with accurate preset output temperatures, while being efficient and, at the same time, cost effective. **Chronomite Laboratories Inc.**

www.chronomite.com

Full-line BIM and CAD content

Buyers and specifiers will soon have digital access to information they require for all Taco products when designing or assembling HVAC and hydronic systems. By providing accurate, data-rich content of all products in a variety of formats, Taco is supplying the tools sought out by system designers and engineers. With its technology partners, CDS and CADworks, Taco currently avails web-based solutions for the easy selection, configuration and download of BIM and other CAD content. **Taco.**

www.taco-hvac.com

Oil-patch valves

The full line of Sharpe ball and check valves designed for the oil patch industry.



The ball valves come in either ductile iron (1000 psi up to 2000 psi) or carbon steel (2500 psi up to 5000 psi), accompanied by full port or reduced port versions. The check valves are made with either ductile iron (300 psi up to 2000 psi) or carbon steel (720 psi up to 3000 psi). All oil patch valves are Nace MR-01-75 compliant. **Smith-Cooper.**

www.smithcooper.com

Glass fillers

Four glass filler models have been added to the equip® economy foodservice product line. The new 5GF models include a wall-mount with male inlet, a wall-mount with female inlet with adjustable flange, a pedestal-mount and a pedestal-mount water fill station. Features include a lead-free forged body compliant to ASME A112.18.1/CSA B125.1 performance standard, NSF 61 Section 9 material standard and NSF 372 low lead standard, adjustable flow control, rugged design and instant shut-off. **T&S Brass and Bronze Works Inc.**

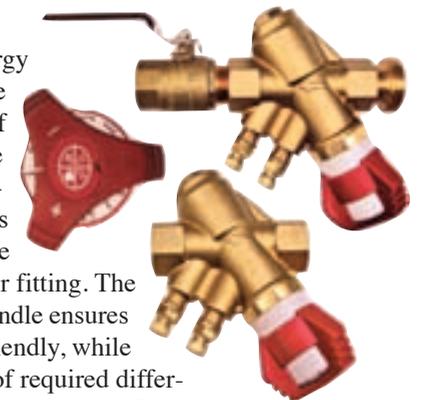
www.tsbrass.com



Balancing valve

The Circuit Sentry Flo-Setter is an energy saving balancing valve that maintains the set flow rate within $\pm 5\%$, regardless of pressure fluctuation in the system. The easy-to-set gpm dial requires no adjustments once it is set, even if the system is changed. The valve maintains set flow rate even when installed next to a pipe bend or fitting. The easy-to-read gpm scale on the lockable handle ensures that the flow setting is simple and user-friendly, while the integral P/T plugs allow verification of required differential pressure. The Flo-Setter is the newest addition to Bell & Gossett's line of Circuit Sentry balancing valves. **Xylem.**

www.xylem.com



Condensing boiler

Creek condensing boilers are the largest size range available and feature 316L stainless steel construction with thermal efficiencies from 95-99%.



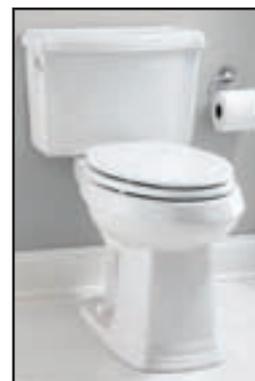
High-performance design, certified for potable water applications. High-turbulence design, thermal efficiencies of 95 - 99%. Compact design; takes up the least amount of space per BTU. Can be used both as a high efficiency heating boiler as well as a oncthrough water heater. Standard models available with integrated gas burner. Low emissions; available with integrated gas & oil burner for <9 ppm low emissions technology.

Superior Boiler Works, Inc.
www.superiorboiler.com

Low-flow toilets

Newest addition to the affordable Allerton™ bathroom suite are low flow, 1.28 gpf toilets pending certification by WaterSense®. Features a Fluidmaster fill valve, a dual-fed siphon jet and the Avalanche flushing platform that delivers an exceptional flush with a 3" flush valve. Available in ADA-compliant Ergo-Height™ elongated and round front bowls. Tanks offered in 10" or 12" rough-ins and come with a 2" fully glazed trapway. **Gerber.**

www.gerberonline.com



Pressure balance valve

The 500 Series pressure balance valves provide builders, remodelers and plumbers with an affordable price point and offers: 5 gpm at 40 psi; powers a single shower outlet; solid brass body; compact design that limits the size of the hole in the wall; smooth-action washerless cartridge with a solid brass stem; reduces the risk of accidental scalding by providing an adjustable temperature limit stop. Compatible with all the manufacturer's trim collections, and is



in stock and available to ship. **Danze.**
www.danze.com

Gas over oil actuated ball valves

These 20" T87F3W Series fully welded 600 class trunnion mounted ball valves operated by gas-over-oil actuators are a proven and economical choice for natural gas transmission services. Low operating torque results from precision manufacturing of the key valve and seat components and provides bubble-tight shutoff with low turning torque. The actuator is operated with gas from the process line which drives the hydraulic scotch yoke quarter turn actuator. Available in 2- and 3-piece designs, 2" thru 36" sizes, 150# thru 2500# pressure classes, with soft or metal seats and in a variety of materials of construction. **Microfinish Valves, Inc.**

www.microfinishvalvesinc.com





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REP RAP

BrassCraft Manufacturing has hired **Rich-Tomkins Company Inc.** as its sales representative in Delaware, eastern Pennsylvania and southern New Jersey. Rich-Tomkins replaces former longtime representative Grothaus Sales, which recently closed its doors. Founded in 1961, the Aston, Pa., firm values strong relationships with its customers, while delivering effective and exceptional service to wholesale trade partners.

Fusion Repts of Santa Ana, Calif., will represent **Component Hardware Group** as their exclusive sales representatives for institutional plumbing products in southern California and Hawaii. Principals of the firm are *Jon Adamek, Markos Mikelatos, Jim Simpson* and *Jim Cutter*. Fusion Repts has six outside salespeople, two inside salespeople and a warehouse manager.

Dectron Internationale Inc. named **SRS Enterprises**, Brooklyn, N.Y., as its Rep of the Year — 2011. It was the third consecutive year SRS Enterprises, which is owned by partners *Robert Senia, Richard Rose* and *Ralph Schlenker*, has won the award. SRS helped get several subsidiaries of Dectron Internationale equipment specified in a variety of large and small New York projects. The 18-year-old firm has offices in Brooklyn and Middletown, N.J., and covers territories throughout New York City and Long Island.

J.C. Whitlam Manufacturing Company recognized their manufacturer's representative, **J. Davis Sales** of Atwater, Ohio, for record sales for the State of Ohio. Mark Whitlam, SVP-sales of Whitlam, is shown below presenting *Jeff Davis*, president/CPMR of J. Davis Sales, with a plaque honoring their "Sales Achievement." "With Ohio being the back yard for Whitlam for the past 112 years, record sales for Davis

Sales is a great accomplishment", said Mark Whitlam.

Davis markets J.C. Whitlam Manufacturing Company's Specialty Chemicals and Plumb-Pro Tool Divisions in the wholesale distribution market for Plumbing, HVAC/R, and Waterworks throughout the State of Ohio. Along with representing Whitlam, Davis specializes in representing quality commercial products for the plumbing, heating, and underground industries. Jeff Davis began his own agency, J. Davis Sales & Associates, in August 2010 and has continuously represented Whitlam since 2002 through his previous agency, Promarc Sales. John Schottelkotte is also part

of the Davis sales team as an outside sales representative covering the western portion of the state.

M&G DuraVent named **J&K Sales** as its new sales representative agency for the New England territory, including Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. J&K Sales has several decades of professional sales man-



SRS Enterprises

agement experience, represents manufacturers in the PHC and HVAC industries for the traditional distributor market and will be responsible for expanding DuraVent's sales, particularly in their polypropylene and FasNSeal special gas vent product groups.

Midland Metal, a master distributor of pipe, valves, fittings and accessories to the plumbing oil and gas, HVAC, waterworks, and irrigation markets headquartered in Kansas City, Mo., has retained **Encore Sales, LLC** as its new manufacturer's representative for Northern California and Northern Nevada. From its headquarters in Sacramento, Ca., Encore Sales serves the plumbing, industrial and water works markets throughout this region. The friendly Encore Sales staff offer more than 75 years of combined experience,

referred to as the one-stop plumbing representative when it comes to the public restroom. The agency represents engineered plumbing products to the architectural, engineering and wholesale communities. Kolstad has a long history of partnering with manufacturer's that believe in providing high-quality products matched with unparalleled service. Based in Rochester, N.Y., Kolstad will provide broad representation in upstate New York for all OASIS pressure products.

PRIER Products appointed **RV/Kincaide & Associates** as their exclusive manufacturers' representative in northern California and northern Nevada. The RV/Kincaide team has a long history of selling hydrants and brass valves in their territory and has established trust with customers and

trade specialists. With over 200 years of combined service in the industry, the agency maintains connections within the engineering community and their local ASPE organization. RV/Kincaide & Associates, headquartered in Benecia, Calif., recently merged from two separate companies, R.D. Kincaide Inc. and RV & Associates. The combined agency has an impressive team of diversified sales people and a strong list of manufacturers represented. The new team consists of the four principals — *Bill Noel, Jeff Kincaide, Tim Kincaide* and *Vince Rettew* — and seven sales associates.

Stabeck Sales and Marketing Inc. received **Steamist's** fifth annual Rep of the Year award. Based in Plymouth, Minn., Stabeck was selected from Steamist's 26 North American sales representative agencies as a result of their outstanding customer service and dedication to the Steamist brand. With a hardworking team that continuously reaches out to showrooms and K&B dealers while maintaining a staffed office and warehouse, Stabeck Sales and Marketing has worked diligently to increase Steamist's presence in their broad territory, which includes Minnesota, Wisconsin, Iowa, North Dakota, South Dakota and Nebraska. Stabeck has been representing an extensive list of manufacturers in the kitchen and bath industry since 1962. The agency prides itself on customer satisfaction and on employing an engaging, dedicated sales force. ■

and look forward to serving their wholesale customers in any way they can. Encore Sales will promote Midland Metal's full line of yellow brass fittings; black, galvanized, stainless, bronze, red brass, wrought copper, PVC fittings; and plumbing specialties.

OASIS International welcomed several new manufacturers' representatives:

- **Edwards Platt & Deely**, which has been representing northern New Jersey and the New York City area for over 75 years. They bring years of experience in providing customers and manufacturers excellence in service and product knowledge and proudly promote the plumbing industry with high-quality products and service.

- **Progressive Marketing** provides value-added services to various industries, while maintaining manufacturer's profitability through continuous improvement programs. Providing representation in both Eastern and Western territories, Progressive Marketing will provide broad representation for OASIS pressure product and retail lines.

- **Kolstad Associates, Inc.**, is often



Mark Whitlam and Jeff Davis.

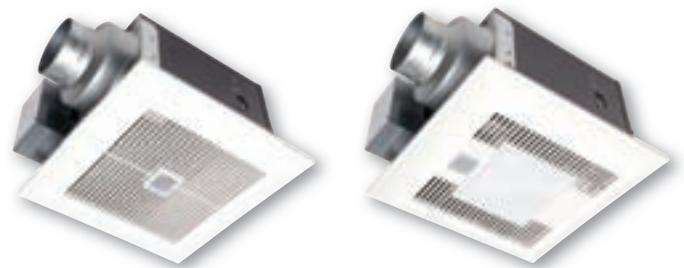


Our fans won't leave you steamed.

Say goodbye to steamy, wet bathrooms with the new WhisperSense™ ventilation fan from Panasonic. Featuring dual-sensor technology, it reacts to both motion and humidity, automatically turning on when someone enters or if excess moisture is detected. By helping to reduce mold and mildew, the result is a drier and cleaner bathroom. WhisperSense surpasses ENERGY STAR® standards for efficiency by as much as 264%* and complies with ASHRAE 62.2, CALGreen, LEED and other green building standards.

WhisperSense from Panasonic—the sensible approach to high-performance ventilation.

Learn more at www.panasonic.com/ventfans



Panasonic ideas for life

*Comparison with ENERGY STAR requirement of minimum efficacy level of 1.4 CFM per watt for 10-80 CFM fans and 2.8 CFM per watt for 90-130 CFM fans.

See contact information on page 98

ClimateMaster holds national sales meeting

OKLAHOMA CITY — Nearly 250 manufacturers' representatives, architects and engineers participated in this year's ClimateMaster national sales meeting March 6-7 at the Sheraton Oklahoma City Hotel.

The meeting provided attendees with the latest information on topics such as:

- Overall system advantages
- Geothermal project planning
- System financing options
- Identification of new sales opportunities and channels
- Earning maximum LEED points
- Other green building/energy credits with geothermal technology.

It also offered several hands-on learning opportunities, including those involving hybrid geothermal

systems and geothermal loop design.

"Summarizing this year's ClimateMaster sales meeting, I'd boil it down to two words: education and motivation," said John Bailey, senior vice president-sales and marketing. "We provided something of educational value for everyone in the audience, whether it was a training on our latest product lines, a session on tools for streamlining the sales lead tracking process, or a presentation on some of our latest project success stories. We also addressed many of the reasons why our sales staff, rep firms and their key customers should be more than elated at our trajectory of achievement in commercial projects, as well as at the additional opportunities currently in the pipeline."

Sales meeting attendees were introduced to and provided with training on a number of ClimateMaster's newest products, including the Tranquility® two-stage rooftop (TRT) series unit, Tranquility® 30 (TE) unit, Tranquility® vertical stack (TSM and TTM) series units, Tranquility® 22 two stage compact (TY) and two stage high efficiency (TZ) series units, and Tranquility® compact belt drive (TCV) Series unit with a vertical cabinet.

"Our most recent units reflect a response to demand for a broader size and efficiency range in relation to specific application parameters, as well as greater ease of unit installation, troubleshooting and maintenance," said Tony Landers, marketing director for commercial

products at ClimateMaster.

ClimateMaster units being rolled out in 2012 will include features such as advanced controls systems and infield configuration capabilities to streamline installation and setup, and to reduce maintenance and call-back issues.

"It was evident from the meeting that ClimateMaster is dedicated to constantly evolving its product line in order to address the new and changing needs we see every day in the field," said Darrin Beller, president of Air Products Supply in Oklahoma City. "I know the latest products for 2012 are going to help us increase business, and innovations like the new controls system will further streamline our involvement with unit installation and maintenance."

Dale Vest of Vest-Feld-Hazer & Associates in Grimes, Iowa, added, "This year's ClimateMaster national sales meeting was very informative, and sessions like the one on geothermal loop design by Trey Austin will definitely be beneficial to my business. We were also impressed with the single pipe geo projects we visited throughout Oklahoma City, especially as I've only had a couple of single pipe projects in Iowa, and have been promoting the single pipe since returning from our trip. The factory tour was also enjoyable and educational, and I would recommend it as a requirement for everyone at next year's meeting."

Incorporating four tracks, the sales meeting was tailored to the individual

needs of a variety of participants.

"This year's attendees included not only our commercial sales force and rep firms, but a number of their key architects, engineers and contractors as well," said Landers. "To accommodate the differing interests among them, we provided several whole-group learning sessions, as well as breakout sessions designed to bring unique value to these individual audiences."

Attendees also received information on several recent ClimateMaster projects and participated in project site tours throughout the greater Oklahoma City area.

A sales awards presentation recognized 13 "Outstanding Reps for 2011." These included:

- Air Products Supply
- Air Tec
- Airtechni Inc.
- Chesapeake Tower Systems Inc.
- HVAC Distributors Inc.
- KRS Associates LLC
- Macaire Inc.
- Mechanical Products Nevada
- Mechanical Products Southwest
- Sass Moore & Associates Inc.
- Tobey-Karg Sales Agency
- Vest-Feld-Hazer & Associates Inc.
- Weber-Huff Inc.

"I'm confident we were successful in arming our largest sales force to date with the motivation and knowledge to make 2012 a phenomenal year for ClimateMaster," concluded Bailey. "I expect great things, and am really excited to see our reps take us that next step forward."

Visit www.climatemaster.com.

"It was evident from the meeting that ClimateMaster is dedicated to constantly evolving its product line in order to address the new and changing needs we see every day in the field...I know the latest products for 2012 are going to help us increase business, and innovations like the new controls system will further streamline our involvement with unit installation and maintenance."

ICC announces availability of new green code

ATLANTA — The building industry now has greater flexibility in the design of high performance buildings through a change impacting application of the green building standard from ASHRAE, the U.S. Green Building Council (USGBC) and the Illuminating Engineering Society (IES) included in the International Green Construction Code (IgCC).

ANSI/ASHRAE/USGBC/IES Standard 189.1-2011, *Standard for the Design of High-Performance, Green Buildings Except Low-Rise Residential Buildings*, provides a green building foundation for those who strive to design, build and operate high performance buildings. It covers key topic areas of site sustainability, water-use efficiency, energy efficiency, indoor environmental quality and the building's impact on the atmosphere, materials and resources.

Standard 189.1 now serves as a

compliance option with the newly published IgCC, developed by the International Code Council (ICC) and endorsed by cooperating sponsors ASTM International and the American Institute of Architects. The change allows permit applicants, rather than the authorities having jurisdiction, the option to use Standard 189.1 as the path of compliance.

The 2012 IgCC serves as a new model code for constructing and remodeling residential and commercial structures and is expected to increase sustainability, cost savings and job growth while providing direction for safe and sustainable building design and construction, according to the ICC.

"The IgCC adds to the strong foundation of guidance to move the industry forward in regards to high performance buildings," Jarnaagin

said. "The document brings together the code expertise of ICC with the technical expertise of ASHRAE to create a comprehensive green building code to improve overall performance of buildings, including reduction of energy consumption."

The IgCC is the first model code to include sustainability measures for an entire construction project and its site, from design through construction, certificate of occupancy and beyond. It establishes minimum green requirements for buildings and complements voluntary rating systems. The IgCC offers flexibility to jurisdictions that adopt the code by establishing several levels of compliance, starting with the core provisions of the code, and then offering "jurisdictional requirement" options that can be customized to fit



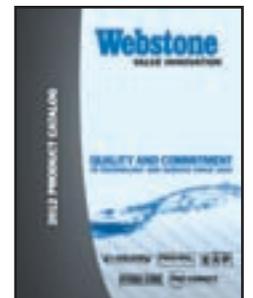
the needs of a local community. A jurisdiction can also require higher performance through the use of "project electives" provisions.

Visit www.ashrae.com.

Webstone product catalog now available

WORCESTER, MASS. — The easy-to-use 2012 Webstone Product Catalog highlights the features and benefits of

Webstone's innovative valve line. It showcases a wide array of labor-saving products for the plumbing and heating trades. Learn how to save time and money by choosing step-saving Webstone products over traditional labor intensive alternatives. Visit www.webstonevalves.com/literature.html.



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Bill Haws
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See contact information on page 98

VAI enhances S2K software

RONKONKOMA, N.Y.—VAI (Vormittag Associates, Inc.), a leading ERP software provider, unveiled enhanced features to Version 5.0.4 of its S2K Enterprise Management Software solution. Since its inception, S2K Enterprise has offered the most robust, feature rich, flexible software available in the marketplace. Hundreds of customer-suggested features are incorporated into VAI's software prod-



ucts each year. In addition, new and emerging technologies are continually integrated into the latest VAI software offerings to make VAI customers more competitive in a very demanding global environment.

S2K 5.0 was developed to work together with IBM's Power™ Systems platform to provide a myriad of new features and capabilities that help companies improve operational efficiencies and deliver bottom-line results. As the 2012 IBM Beacon Award Winner for Outstanding Solution for Midsize Businesses and an IBM Business Partner, VAI works closely with IBM on software development plans and enhancements.

The following product enhancements were added to the S2K Enterprise base package as PTF04 for Release 5.0; referred to now as S2K Enterprise Release 5.0.4.

Accounts Payable

- Accrual Adjustments – Process by Vendor
- 'From' and 'To' Bank range added to Cash Disbursements Journal
- Company selection added to Accounts Payable Utilities
- Copy Recurring Voucher Comments
- Print Cash Requirements Report
- 'From' and 'To' selections added to AP File Listings options
- Miscellaneous Charges/Discounts in AP Landed Cost Price Verification
- Print Proof List in AP Landed

Cost Price Verification

- Increased Control Number field length in Miscellaneous Disbursements

Accounts Receivable

- Added ability to record Salesman/Customer/Item Commissions
- Salesman/Customer/Item Commissions File Listing
- Shipping Terms and Price Matrix added to S2K Enterprise Accounts Receivable File Maintenance menu
- Access to disputed invoice comments added to the Customer A/R Inquiry
- Copy Zip Code Records added to Utilities menu

Cross Applications

- Accounts Receivable Interface – new flag to auto-generate customer number when adding a customer to the Customer Master File
- Accounts Payable Interface – new flag to auto-generate vendor number when adding a vendor to the Vendor Master File
- User Defaults Interface new Search Type options

S2K 5.0 was developed to work together with IBM's Power™ Systems platform.

- User Defaults and Security Interface – Menu Security confirmation
- User Defaults Interface – C/O Defaults – new option allows user to access Order Entry Program from Order Inquiry
- User Defaults Interface and Security Interface – C/O Defaults – new options to change terms, invoice number and invoice date during Customer Order Entry
- New Work Flow Alert – CMTODOADD
- General Ledger Interface – COGNOS configured to the G/L
- New flags in Inventory Interface
- Store Sales Analysis records by Store

Famous Supply opens new location

BEDFORD HEIGHTS, OHIO — Famous Supply opened their 25th branch location, this one in Bedford Heights, on April 30. Located at 26201 Richmond Road, the 30,000-square-foot branch will have a complete inventory for local contractors.

The facility features a large, fully stocked self-service counter area and will be a great resource for HVAC, plumbing, mechanical and commercial contractors. Faster and

more efficient Express Will Call and delivery options will be available to customers.

Famous will be staffed with a knowledgeable and experienced sales and technical team in its new customer support center (CSC) within the Bedford Heights facility. A branch grand opening took place during the week of April 30 through May 4, 2012.

Visit www.famousupply.com.

- Location key has been added to the Company Calendar (working/non-working days)
- Reset Backup In Use Flag added to Cross Applications Utilities menu
- Number of years to keep historical data added to General Ledger Interface

Customer Orders

- Rapid Entry added to Order Entry program
- Customer/Item Pricing Inquiry
- Location has been added to Customer Orders Route/Stop Entry program
- Hold Reason Code
- Detail Sales – Order/Invoice Inquiry

Customer Relationship Management

- Access to Summary Sales Inquiry added to CRM Dashboard

General Ledger

- Enhancements to the Chart of Accounts – Type Listing
- Functionality changed in Financial Type field in Chart of Accounts File
- G/L Financial Category field added to Chart of Accounts File, used in conjunction with IBMs Cognos Business Intelligence Query and Reporting tool
- G/L Financial Category tables added to the S2K Enterprise General Ledger File Maintenance menu
- G/L Financial Category Listing added to the S2K Enterprise General Ledger File Listings menu
- Two new options added to the S2K Enterprise General Ledger Utilities menu
- G/L Type File Maintenance
- G/L Type File Listing
- Additional parameters added to Chart of Accounts – Type File Listing
- Additional parameters added to Folio Master File Listing. Detail Explanation line added to all Journal Entry Edit/Update screens

Inventory

- Division File Maintenance
- Program Function added to Item Usage Maintenance
- Item Inquiry (Inventory Control) Purchasing:
- Enhanced processing of Sales Tax during PO Price Verification
- Retail Point of Sale:
- Utilities menu has been added to the S2K Enterprise Retail Point of Sale menu
- Copy Zip Code Records added to Utilities menu
- Sales Analysis:
- Lost Sales added to the S2K Enterprise Sales Analysis Reports menu
- Retail Store added to the Summary Sales Inquiry

- Order Source added to the Summary Sales Inquiry

Service Billing

- Options added to the S2K Enterprise Service Billing File Listings menu

Warehouse Management

- Customer Returns Dashboard added to the S2K Enterprise Warehouse Management Daily Transaction Processing menu
- Additional filtering capability added to the Move Record Inquiry
- Retail menu added to RF Hand Held menu

Visit www.vai.net.

Cronkhite Supply celebrates 100th anniversary

BURLINGTON, ONT. — This April, plumbing and heating wholesale distributor Cronkhite Supply reached a major milestone that few other companies have achieved. Founded in 1912 by German immigrant Norman Cronkhite in Winnipeg, Manitoba, Cronkhite Supply turned 100. While many other companies are struggling to stay afloat in today's uncertain economy, Cronkhite Supply is a proud supplier of plumbing and hydronic products and services to the professional contractor market.

Cronkhite Supply was a family-run business until it was purchased by Edmonton's Muttart Lumber in 1950. In 1956, the company's manager and several employees purchased the business and moved the head office to Calgary, Alta. In 1989, the company expanded into the fire protection business with its purchase of Nicholson Sales, a wholesaler of fire sprinkler systems.

Acquired by Wolseley Canada (then Westburne Inc.) in 1996, today Cronkhite Supply operates four branches, located in Langley and Surrey, B.C., and Calgary and Edmonton, Alta.

"In reaching this important milestone, there is a great deal of thanks that needs to be given to our valued customers. I'd also like to extend appreciation to our talented employees, both past and present," says Keith VanderVennet, Wolseley Canada senior vice president. "Without these key individuals, the success and longevity that Cronkhite Supply has achieved would not have been possible. We will continue into our next century dedicated to providing the best products and honouring the customer service ideals that have been in place since the company was founded in 1912."

Visit www.wolseleyinc.ca.



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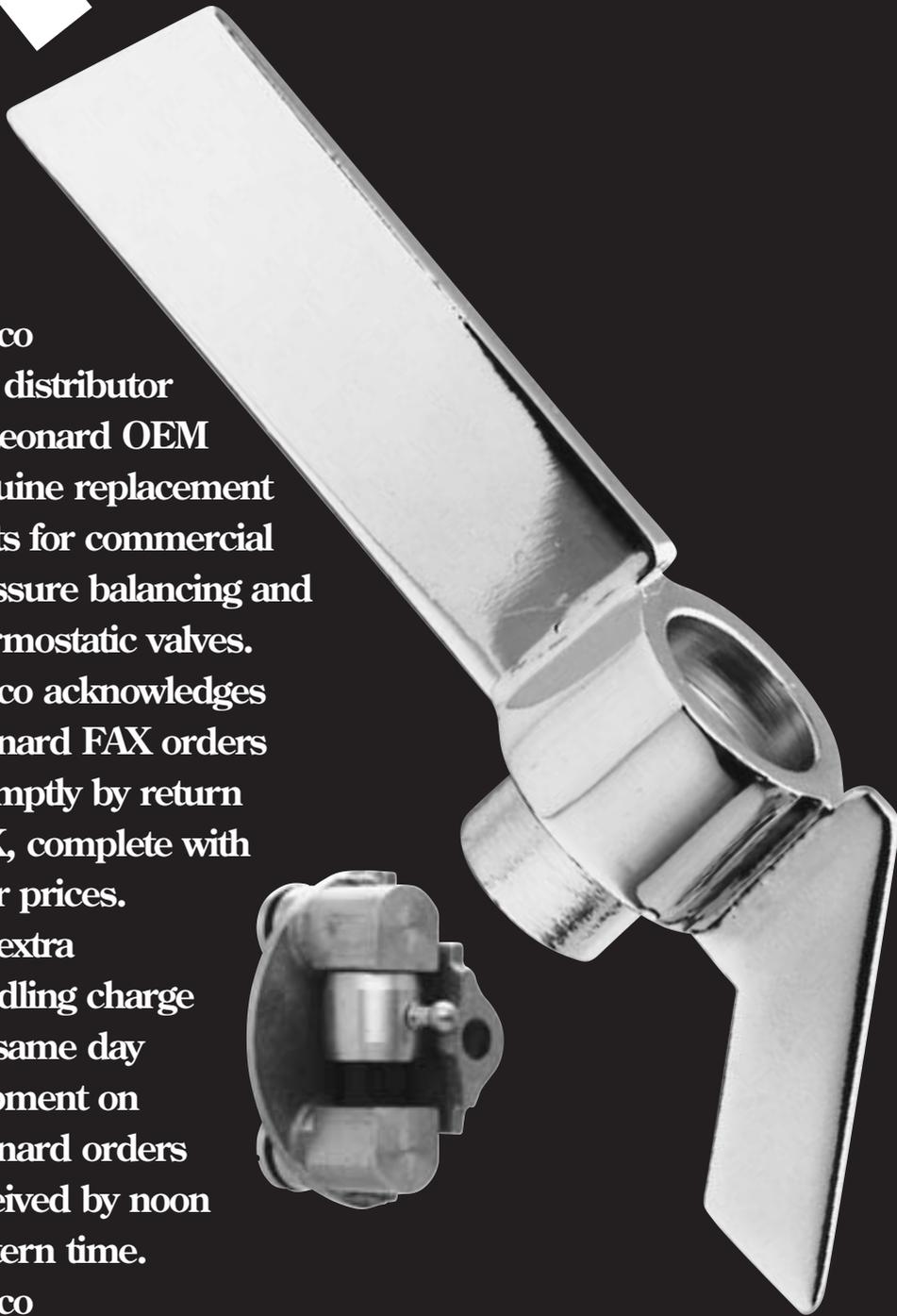
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See contact information on page 98

Forte Buying Group honors outstanding achievement

BETHESDA, MD. — Forte Buying Group, Inc. honored the following achievements at its annual meeting, held in La Jolla, Calif.

Andy Wilkinson, Wilkinson Supply, Raleigh, N.C., received the Forte President's Award for his passionate commitment to developing Forte's private label fixture line. Wilkinson understands the paradigm shift that has occurred in showroom business in the last five years. He has given unselfishly of his time, energy and intellect to provide Forte Shareholders with a limited distribution line that positively responds to dynamic industry, market and consumer behavioral changes.

Briggs Inc. was recognized as the Forte Shareholder of the Year, in recognition of its outstanding commitment to Forte and Forte preferred vendors. Briggs has a Forte-first policy when adding new lines, helping to maximize the company's profitability. Its business volume growth in the past year within the Forte channel was among the highest of Forte's 97 Shareholders. Briggs operates showrooms in Omaha, Lincoln

and Grand Island, Neb., Sioux City, Iowa and Lenexa, Kan.

JACLO, the Forte Preferred Vendor of the Year, was recognized for its never-ending support of Forte and its mission.

In presenting the award, Forte executive director Tom Cohn stated, "There is no better partner in our industry than JACLO and its CEO Larry Brodey."

Forte recognized Kymberly Weiner, Eric Nelson, Ada Aldano and Jennifer Grant for their efforts on the Forte Product Only committee and Jason Kuder, Russ Diamond and Chris Brennan for their leadership on the Forte-ayr1 partnership. The partnership enables Forte Shareholders to create virtual showrooms on their websites using ayr1 software. The end result is driving more Internet researchers into Forte Shareholder showrooms and providing Shareholders with an effective tool to compete with ecommerce sites.

Visit www.fortebuyinggroup.net.



Habegger commits to UofC sales program

CINCINNATI — The Carl H. Lindner College of Business Sales Center at the University of Cincinnati welcomed the Habegger Corporation as its exclusive premier partner. The Cincinnati-based wholesale distributor's three-year partnership with UC's Sales Center commits \$225,000 to help educate and train future sales professionals.

The UC Sales Center empowers students to develop their personal selling and communications skills to become successful future sales professionals in a variety of industries. The center is dedicated to advancing the sales profession through quality academics, service and research.

Beyond programmatic support for the center's minor in professional selling, the Habegger Corporation's financial support will make possible the continuation of some of the center's key professional development opportunities. This includes continuous renovation of the center's

physical space where students practice their selling skills, conduct formal interviews and research the sales industry.

Students will also have the opportunity to attend national sales team competitions, providing them with real-world sales experiences and allowing them to network with their future peers.

Continued quality research by faculty and doctoral students is another residual benefit of their support, positively impacting the sales industry and the center's level of academic excellence.

Habegger's perspective on educating tomorrow's sales leaders is partially attributed to its core leadership of UC graduates. The university's ties with the Habegger Corporation date back to the 1960s when corporate officers Fred, Jim and Tom Habegger and Sue Frey were pursuing their undergraduate degrees.

Visit www.uc.edu/business.



A. O. Smith exhibits at Pella special events

ASHLAND CITY, TENN. — A. O. Smith took additional steps to support and educate plumbing contractors and other industry professionals this year through its participation in THE PRO EXPO presented by Pella events. The company featured its entire residential high efficiency water heating line, including tankless technology.

The PRO EXPO presented by Pella is a series of trade show-style events that unite remodelers, contractors, builders and architects. Attendees discover time-saving strategies for working smarter, network with industry leaders, grow professionally with exclusive learning opportunities and explore the latest building products. AIA Educational credits are offered to architects.

The theme of this year's show was "It's YOUR time," which encouraged industry professionals

to make the most of this challenging market through motivation and education.

Visit www.hotwater.com.



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See contact information on page 98

HARDI members participate in consortium



COLLEGE STATION, TEXAS — The HARDI Foundation sponsored three HARDI distributor members and three manufacturer members to participate in the Optimizing Channel Compensation Consortium being conducted by Texas A&M University on behalf of the Council for Research on Distributor Best Practices. The 18-month study kicked off February 24, and was designed to identify best practices in demonstrating value and creating fair compensation for all channel partners working within wholesale distribution.

This marks the third consecutive consortium that the HARDI Foundation has sponsored. HARDI member participation has historically been reserved to distributors, but the unique, channel-wide challenge of channel compensation prompted HARDI Foundation trustees to con-

vince Texas A&M to include supplier participation in the research as well.

HARDI wholesale distributor members participating in the study include:

- Crescent Parts & Equipment Company Inc., Manchester, Mo.
 - G.W. Berkheimer Company Inc., Portage, Ind.
 - Johnson Supply, Houston, Texas
- HARDI supplier members include:
- Nordyne, O'Fallon, Mo.
 - Allied Air Enterprises, West Columbia, S.C.
 - Superior Radiant Products, Stoney Creek, Ont.

Visit www.hardinet.org.

Plan carefully before ordering ERP

(Continued from page 8.)

- **Look at the total cost of ownership numbers.** This makes the selection process more complicated but you can really eliminate or mitigate some unpleasant surprises when you look at the one-time charges, ongoing licensing charges, consulting/programming fees, upgrade fees and the cost of additional modules. Be sure to understand how the costs of each area can increase over time. Do this before you commit.

- **Read the agreement very, very carefully, make sure you understand it and get any areas of concern or terms and conditions that are unclear or ambiguous addressed in writing.** I heard stories of all manner of additional charges included, one guy said “hidden,” in the agreements. To be fair, the charges were “hidden” in plain sight. Every person also admitted that, it was their own darn fault that they were getting hit with the unexpected charges but the costs stung because they were unexpected or unbudgeted. The ones that people were most annoyed about were charges relating to upgrades and hardware changes. “When we upgraded to a new release, the upgrade was included in our license charges. They hit us really hard for the installation and for re-

working the modifications that we’ve had them program over the years.”

Another wholesaler described what he called an administrative services surcharge related to a hardware upgrade. “We wanted to upgrade our hardware. The quote included a 5-figure charge for moving to a different serial numbered computer that was buried in our original agreement. There may be record keeping in moving to different computer but I’m

Wholesalers must read and understand the agreements and to ask as many questions as are required to fully comprehend what they are committing to in the agreement.

pretty sure it’s not 5-figures so I can only assume it is a gotcha.”

This may or may not have been a reasonable charge. I do not know since I have not seen the quote or what the charge really relates to. I will comment that the fact it was a surprise, is the problem. I would place blame 60% on the vendor and 40% on the wholesaler. The vendor sells many systems every year; it is his business to understand the fees and charges in the agreement and to insure that the customer understands those fees and charges. I don’t know if that vendor was sneaking the charge in but if the vendor’s intent was to “sneak” the charge in then I think it is inappropriate.

The bottom line is: Wholesalers must read and understand the agreements and to ask as many questions as are required to fully comprehend what they are committing to in the agreement. Then, as necessary, get any clarifications included in the agreement.

- **Hosted software and the cloud.** Some of the well-known systems and

many of the newest systems offer a hosted or cloud-based version of their system. These bring with them a bunch of new considerations and a new version of some of the traditional issues.

1. Disaster recovery and data backups would be high on my list of considerations. With your in-house system, someone probably carries a backup tape or disk home, to the bank or somewhere offsite. How is that handled by the hosted or cloud provider? Frankly, some will have a far better recovery solution than you currently have while others have your recovery data stored with thousands of other users. If the bit hits the fan, where are you in the restoration pecking order? The key question to ask is: How long can we tolerate a computer outage before the situation becomes life-threatening. While most wholesalers can figure out a way to take orders, the situation deteriorates when product cannot be shipped, vendors cannot be paid, customers cannot be billed and receivables cannot be collected.

2. Network availability. Network reliability is better than ever before, overall. That doesn’t mean there are never problems. Our office experienced about six hours of network outage, reason unknown, that impacted our support team. Fortunately, we were able to address most situations using cell phones and a cellular modem — but our business doesn’t hinge on taking and shipping hundreds of orders every day, as many of our readers’ do.

In the end you decide to divorce your current ERP, some closing thoughts:

- Don’t base the decision on emotion.
- Evaluate any option carefully.
- Take time to actually test the new software to see how it operates.
- Read the agreement rigorously.
- Know that there is good and bad with every conversion and make sure

the good outweighs the bad before you make a change.

- Get options for additional modules and pricing written into the agreement.
- Get understandings and modifications in writing.
- Don’t underestimate the cost and distraction of the conversion effort. ■

Johnstone Supply holds spring sales meeting

PORTLAND, ORE. — Johnstone Supply Inc. celebrated strong sales results and key company milestones during an upbeat, “Focused on the Customer, Focused on the Future,” spring sales meeting and trade show February 20–23 in San Diego. Over 1,000 attendees gathered to network and attend workshops targeted at bolstering a culture of service and enhancing customer support. The cooperative also detailed a number of recent accomplishments, such as the rollout of its new state-of-the-art website, catalog and e-commerce resource and presented numerous member sales awards. Trade show attendees included representatives from 158 of the industry’s top suppliers.

Event themes centered on growing the commitment to superior local-store service levels, high performance and demonstrating Johnstone’s dedication to contractors as a national distributor. A total of 22 workshops were held over three days, including seminars on market segmentation and pricing and the popular hands-on tool and test instrument roundhouse.

Numerous sales growth awards were presented to members for exceptional performance. Among the awards presented were Store of the Year to the Newport News, Va., location, owned by Steve Hamlin and Rusty Mace and Member of the Year to Frank Alexander and Michelle Thompson of the Las Vegas group.

Visit www.JohnstoneSupply.com.

Rich Schmitt is president of Schmitt Consulting Group Inc., a management consulting firm focused on distribution and manufacturing clients for:

- Pricing
- Consulting Seminars
- Profit improvement

www.go-scg.com

Rich is also the co-owner of Schmitt ProfiTools Inc.(SPI), providing:

- Web Storefronts and Handheld tools
- Print catalog software, content creation and services
- Pricing management and pricing analysis

www.go-spi.com

Mueller cited among 'Most Trustworthy' by *Forbes*

MEMPHIS — Congratulations to Mueller Industries, which was just named one of the Most Trustworthy Mid-Cap Companies in America by *Forbes*.

Several years ago, after corporate scandals, bailouts and bankruptcies generated a lot of headlines, *Forbes* wanted to find a way to celebrate the many corporations that are models of openness and integrity.

They set out to identify the most transparent and trustworthy businesses that trade on American exchanges. To do that, they partnered with GMIRATINGS, formed by the merger of Audit Integrity, an independent financial analytics company in Los Angeles and the Corporate Library and GovernanceMetrics International.

"What these companies have in common is what they don't have: problems that indicate elevated risk," GMI chairman James A. Kaplan told *Forbes*. "Those problems can range from high executive compensation or incentives that are not aligned with shareholder interests to inconsistent application of accounting principles, or the occurrence of negative events."

GMI uses quantitative and qualitative analysis to assess the true quality of corporate accounting and management practices. According to *Forbes*, the companies on this list have consistently demonstrated transparent and conservative accounting practices and solid corporate governance and management; and they do not play games with revenue and expense recognition, or with asset valuation.

For the fifth year, GMI has provided *Forbes* with a list of companies that are at the other end of the spectrum from the beleaguered firms that make so many of today's headlines. GMI finds that its 100 Most Trustworthy Companies have consistently demonstrated transparent and conservative accounting practices and solid corporate governance and management. They do not play games with revenue and expense recognition, or with asset valuation.

GMI's evaluation penalizes companies for unusual or excessive executive compensation, high levels of management turnover, substantial insider trading relative to their corporate peers, or high levels of

short-term executive compensation, which encourages management to focus on short-term results. Good housekeeping practices leave companies better prepared to handle financial turmoil, which is crucial during tough economic times. The absence of negative events counts as much as the existence of positive events.

In developing the list, GMI looked at more than 8,000 companies trading



on U.S. exchanges. To be on the list, the 100 companies — divided among large, mid, and small cap sizes — all had to have market caps of \$250 million or more. Mueller Industries, a manufacturer of copper, brass, plastic, and aluminum products scored 99 out of a possible 100.

"Many studies have shown that well-governed companies with transparent accounting have a higher price premium than their competitors, reduced cost of capital, and a higher long-term return for shareholders," Kaplan said.

Johnson Controls holds training for territory managers

MILWAUKEE — Johnson Controls recently conducted a Basic Boot Camp for 23 Coleman® and Luxaire® territory managers at the company's facility in Norman, Okla. At the end of the five-day program, organizers recognized the work of Jason Eberly, Johnstone Supply, Maumee, Ohio. Eberly received a \$500 gift certificate from Best Buy for earning the highest combined quiz and final exam scores among the TMs who attended the boot camp.

The Basic Boot Camp is the first in

a series of workshops provided by the two brands that give TMs valuable resources to assist dealers in becoming successful business owners. The entry-level program covers a variety of topics, including consultative selling, marketing and the Coleman and Luxaire Liberties™ programs, which provide advertising and marketing materials as well as online e-business tools for dealers.

TMs that complete the Basic

Training Boot Camp, score at least 85% on their final grade and spend six months in the field following completion of the camp are eligible for Johnson Controls Unitary Products' elite Special Operations Training. Participation in the second camp is by invitation only and includes one day of program reviews and four days of case study analysis of HVAC contractors.

Visit www.johnsoncontrols.com.

Luxaire extends sponsorship of Make-A-Wish

MILWAUKEE — The Luxaire® brand of HVAC equipment from Johnson Controls recently renewed its commitment to helping children with life-threatening medical conditions by signing its fourth multi-year contract with Make-A-Wish®. This extends the relationship with the wish-granting organization into 2014 and commits \$750,000 in contributions over three years.

2011 marked the 10-year anniversary of Luxaire's support of Make-A-Wish. To celebrate a "Decade of Wishes Come True," brand manager Mary MocarSKI and members of her senior leadership team traveled to Luxaire distributor locations to personally

thank distributors for their support.

Luxaire first embarked on a sponsorship of Make-A-Wish in 2001. Since that time, the company has donated more than \$2.4 million to the organization, enough to grant nearly 330 wishes. Last year alone, Luxaire

To honor Luxaire's longstanding support of their organization, Make-A-Wish Wisconsin representatives Tony Fuerst (right), board chair, and Patti Gorsky, president and CEO, presented a sponsor award plaque to Rodney Rushing (left), Johnson Controls vice president and general manager, Unitary Products.

sponsored wishes and events with 33 Make-A-Wish chapters across the country.

Visit www.joinluxaire.com or www.wish.org.



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Duravit products find fame on TV



NEW YORK — The Duravit 1930 Series two-piece toilet was recently featured on the HBO and BBC2 television show 'Life's Too Short.' This observational sitcom follows the ins and outs of "the life of a showbiz dwarf," according to show creator and co-star Ricky Gervais.

In Season 1, Episode 2, actor Johnny Depp seeks 'Life's Too Short' star Warwick Davis's help to prepare for playing Rumpelstiltskin in an upcoming film. When Depp hears that Rumpelstiltskin once climbed through the sewers to escape angry villagers, things take a comical turn, ending with Davis in the 1930 Series toilet.

Visit www.duravit.com.

Leone

(Continued from page 96.)

of sales and marketing. He lived each day with gusto and an amazing attitude. And above all, he absolutely cherished his family.

But I learned so much more about Rick listening to tributes during the service from a number of people who knew him best. He provided scholarships for students to attend St. John's, two of whom are graduating this year



and have already signed letters of intent with major universities.

He also bought countless wheelchairs for others less fortunate. In 2009, Rick was honored when St. John's dedicated the Rick Leone Stadium, complete with permanent bleachers and a press box. Also that year, he received the "Honored Old Boy" award from the Old Boys Alumni Association of St. John's. Ac-

High Flight

By John Gillespie Magee Jr.

Oh! I have slipped the surly bonds of earth and danced the skies on laughter-silvered wings;

Sunward I've climbed, and joined the tumbling mirth of sun-split clouds — and done a hundred things you have not dreamed of — wheeled and soared and swung high in the sunlit silence.

Hov'ring there I've chased the shouting wind along, and flung my eager craft through footless halls of air.

Up, up the long delirious, burning blue, I've topped the windswept heights with easy grace where never lark, or even eagle flew

And, while with silent lifting mind I've trod the high untresspassed sanctity of space, put out my hand and touched the face of God.

ording to the school, "This award was given in recognition of overcoming a life-changing event to 'Be Somebody,' as demonstrated by his



outstanding personal contributions and accomplishments in international business, philanthropy and as a spokesperson for all physically challenged individuals with the message, "Don't Ever Give Up!"

Erma Bombeck once famously said "When I stand before God at the end of my life I would hope that I would not have a single bit of talent left, and that I could say "I used everything you gave me." Rick surely did live his life to the fullest every day, used his God-given gifts well, and touched lives of thousands of



people around the world.

And he taught us lessons until the very end. His sudden death much too young is a poignant reminder to never waste a day, never put off pursuing your happiness, never take it for granted that you'll have another opportunity to tell someone how much they mean to you, and never let the hand that you've been dealt keep you from attaining your dreams.



On behalf of everyone at TMB Publishing, our sincere condolences go out to the Leone Family, the entire Bonney Forge organization, and all those who had the privilege of knowing Rick. Farewell, my friend. ■

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Farewell, my friend



BY MARY JO MARTIN
Editorial director

In the fall of 1998, my then-colleague Molly Frank-Stewart told me we'd been invited to visit a client in Pennsylvania. This wasn't an ordinary client meeting. It was the Leones of Bonney Forge. And it was football season. Molly and I flew in on Friday afternoon and were brought to a huge cookout at Rick's home. There we got to meet Rick, his sisters Liz and Sue and brother-in-law Chuck, along with a lot of their friends. The next day they all took us to

Penn State to watch the Nittany Lions take on my Iowa Hawkeyes. It was an incredible fall day at Happy Valley, as we tailgated and tossed a football around before and after the game. We capped off the weekend with a festive dinner for the whole group at a local Italian restaurant. There was much laughter. And wine.

It was a weekend none of us ever forgot. And in those few days, Rick, his entire family and the Bonney Forge team became so much more than clients. They became my lifelong friends.

In the ensuing years, I've always looked so forward to seeing Rick and his great smile at industry events. We'd carve out some time to hang out and catch up. And just like that first weekend, there was always plenty of laughter.

We had just recently talked about getting together this month when I venture to Houston for the PVF Roundtable meeting. So it was unimaginable when I got an urgent email on April 17 from Rick's trusted colleague Sandy asking me to call her immediately. It was one of those messages that give you the feeling in the pit of your stomach that something is wrong. I dialed her right



away, and could hear the anguish in her voice. It was Rick. He had died very suddenly while in Atlanta.

My heart just dropped and my mind was racing. How could that bigger-than-life personality be gone? Memories came flooding back of so many wonderful times. And then a lot of regret for letting the busy-ness of life keep me from doing a better job of keeping in touch in between meetings and conventions. I always just assumed there would be a next time, but now there isn't.

A few days ago, Cate Brown and I ventured to Delafield, Wis., to pay our respects at the services and burial for Rick at St. John's Northwestern Military Academy. Rick had graduated from the Academy in 1975, and it was a special place that he loved and cherished. It was such a touching tribute to a life well lived. There were, of course, tears. But, as always, there was laughter.

It was evident to everyone who knew Rick what an incredibly talented and tenacious man he was. An outstanding athlete in high school and college — who was nicknamed "The Bulldog" — his life was changed forever in a tragic diving accident in 1979 that left him paralyzed. But instead of letting his wheelchair set limitations on his life, Rick relentlessly pushed the boundaries to excel in skiing, swimming, scuba diving, wheelchair basketball, hunting and many other hobbies. He traveled the world, always up for new adventures. He was a talented businessman, holding senior positions at Bonney Forge over the last 27 years — most recently as executive vice president

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