



Find us on Facebook & Twitter
twitter.com/wholesalermag
facebook.com/WholesalerMag

THE A TMB Publication

OCTOBER 2012
VOL 67, NO. 10

WHOLESALER

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



INSIDE
Neuco moves into new HQ – 48
Grinnell a top Tyco brand – 112
Trends in modern design – 116

The faces behind the 'new' Todd Pipe & Supply are five partners that span 50 years in age. From far left, they are Karl McMillen, Jason Kemp, Tom Morrow, Dan Patrick and Aaron Olsen. They are

exceeding their own goals, with four branches already opened and two in the works. But as you'll read beginning on page 96, their commitment to re-build Todd Pipe goes far beyond business.

Illinois up 30%, overall +6%

Midwest distributors remain robust

Convention Issue



ITASCA, ILL. — American Supply Association distributors throughout the Midwest

continued vigorous growth in July 2012, with Illinois-based member distributors leading the way, reporting over 30% growth for the trailing 12 months. Overall,

ASA members had a 6.0% increase in July 2012 per-day revenues as compared to the same month in 2011. Specifically, this is up 12.2% as compared to 2010, up a whopping 36.2% as compared to 2009 and up 23.6% as compared to 2008. The plumbing, heating and PVF distributors are up 9.4% YTD and 9.9% on a rolling 12-month basis.

Geographically, per-day revenues are relatively balanced throughout the country.

(Turn to Midwest, page 77.)



Scan with your smart phone or visit online at qr.qg.com/9W7iRR to renew your subscription to **The Wholesaler!**

INVENTORY = CASH

**WEALTH
MANAGER**

**Your most important
financial decisions are made
behind the door on the right.**



Your personal wealth manager makes sure your portfolio is giving you maximum return on your investment. Your inventory manager performs the same role within your company. What if your inventory manager could partner with your supplier in order to maximize your I.R.O.I. and boost your bottom line? Now it's possible. A Legend representative using our *Legend Performance Calculator* and your own data can show you exactly what superior performance can mean to you in dollars and cents. Learn more at [LegendValve.com](https://www.legendvalve.com).



To help form long-term strategy –

Legend Valve hosts representative advisory council meeting

Over the course of two days, this hand-picked group of industry veterans provided valuable feedback to the Legend Valve executive team regarding their strategic initiatives for the next five years. Legend representatives participating were: (front row from left) Peter Goodman, Goodman Sales of New Jersey and New York City; Eric Fehr, Fehr-Howard of western Pennsylvania; (second row from left) Doug Logsdon, Action Sales of northern California; Eric Lewis, Mullen Corporation of Florida; Clay Smith, G&S Sales of Utah; Jeff Davis, J.Davis Sales of Ohio; Karl Grabowski, J&K Sales of New England; Gary Kemper, Kemper Sales of Kentucky; and Mike Fedorinchik, J.W. Sales of Michigan. Legend provides a full line of innovative, high-performance, quality products for the residential and commercial plumbing and heating, and hydronic and industrial markets.



Daikin to acquire Goodman Global Group



OSAKA, JAPAN — Daikin Industries Ltd. passed a resolution at its board of directors meeting to acquire Goodman Global Group Inc. Daikin, Goodman and Goodman's major shareholder, Hellman & Friedman LLC signed a definitive agreement regarding the acquisition, in which Daikin will purchase 100% of Goodman's stock. The total acquisition value is \$3.7 billion. The transaction, pending regulatory approval, is expected to be completed during the fourth quarter of 2012.

Goodman, headquartered in Houston, has a significant presence in the ducted-style residential unitary HVAC segment in North America, a segment where Daikin has few offerings. Goodman generates strong financial performance through its low-cost U.S. manufacturing operations and extensive network of over 900 distribution points, of which 192 are company operated.

Daikin, headquartered in Osaka, Japan, is a comprehensive global HVAC manufacturer offering extensive products, including ductless air-conditioning and heat pump systems for residential and commercial applications as well as large-sized HVAC systems for buildings and factories. Through this acquisition, Daikin will fully enter the ducted-style air conditioning market for residential and commercial applications in North America. Daikin's sales are expected to grow substantially with an outstand-

ing and complementary product portfolio covering not only ducted and ductless air-conditioning systems but also furnace and heat-pump systems in the world's largest HVAC market.

Daikin chairman and CEO Noriyuki Inoue said, "Goodman is the best partner for Daikin in North America, as we aim to become a leading global HVAC manufacturer. North America is the largest global HVAC market, and most systems in this market are ducted-style, a segment where we have little presence. Goodman and Daikin can enjoy a complementary relationship by having more channels in the market to offer Goodman's market leading ducted products and Daikin's existing products. Daikin will also capitalize on Goodman's lean management know-how to help us improve the earning power of the entire Daikin Group and expand our business in emerging and high volume markets globally."

Funds for this acquisition will be raised through the combination of internally generated funds, public policy financing, straight bond issuances and bank loans to ensure a stable long-term source of funding at low interest rates. Daikin does not have any plans to issue new stock. As for the public policy financing, Daikin intends to take advantage of and utilize the initiative of the Japan Ministry of Finance on "Emergency Facility to Counter Strong Yen" announced on

Aug. 24, 2011, which is offered by the Japan Bank for International Cooperation through private banks.

Goodman has expanded its business as a leader in the North American residential market of ducted-style HVAC system through its excellent management team and lean operating structure. Goodman will continue to

manage itself as an independent business organization with its current management team, who will strive to maximize the business expansion of both companies. Daikin intends to maintain the independence of Goodman without a merger into other existing organizations or a divestiture of its businesses in the foreseeable future.

Murray Supply volunteers with Habitat



Winston-Salem, N.C. — On July 21, eight sales associates from the Charlotte branch of wholesale plumbing distributor Murray Supply Company volunteered to complete weatherization of a Habitat for Humanity house. The 20-year-old house had been vacant for three years. The Charlotte group worked with other volunteers to remove the old structures of the house until all that was left was the drywall and cement floor. They also stripped the siding off the house. The Charlotte associates completed a total of 40 hours of volunteer hours to ensure that a future Habitat family would have a safe and affordable house. By supporting local communities, Murray Supply is giving back to others and working together towards building a promising future for the country and the state. Visit www.murraysupply.com.

**Your source
for quality
stainless
steel
products.**

Sanitary Fittings,
Tubing & Valves

Instrumentation
Fittings & Tubing

Weld Fittings

Nipples

Pipe & Tubing

Flanges

3000# Forged Fittings

Sharpe® Stainless valves

150# Fittings

Bar Stock Fittings

***The SCI Quality
Plus System means
our stainless steel
is 100% traceable,
because we are
100% responsible.***



SMITH-COOPER®
INTERNATIONAL

800-766-0076

www.smithcooper.com

See contact information on page 138



Find us on Facebook & Twitter

twitter.com/wholesalermag

facebook.com/wholesalermag

Subscribe to the **The Wholesaler** RSS feed today and get instant access to some of the industry's hottest and most current news and events.

thewholesaler.com



- Over 27 million fittings in stock
- 99.35% order fill rate
- More than 7,000 SKUs
- Same day shipping available
- 99.96% shipping accuracy
- No standard pack requirements
- 84,000 sq. foot centrally located distribution center
- Over 17,000 orders processed last year
- Family-owned and operated since 1951

Call 1-800-821-5672

AMC

www.andersonmetals.com
info@andersonmetals.com

See contact information on page 138

IN THIS ISSUE

OCTOBER 2012

THE WHOLESALER



The Front Page

Five partners at the 'new' Todd Pipe & Supply span 50 years in age, yet they all have the same drive to re-build Todd Pipe. They are exceeding their own goals, with four branches already opened and two more on the way. But as you'll read, their commitment goes far beyond business. Story on page 96.

In the News

Bradshaw signs on as "QB" for Ferguson10

Eemax expands with future in mind16

Blackman Plumbing chairman dead at 7918

ROI training center now open30

Geothermal bill passes California assembly34

Copper protects Dali art40

Neuco proud of new headquarters48

Embassies worldwide going green56

Targeted Marketing app links you, customers64

VRF project for 85-year-old school90

Photo essays: Embassy Group, SWA104, 106

Grinnell nurtured to top brand by Tyco112

Linda Jennings checks in with design trends116

InSinkErator builds on strengths120

From the editor: Gen "Y" or Gen "Why"?138

Product review108, 111



Mary Jo Martin InSinkErator



Mary Jo interviews Dave McNair, vice president of marketing and strategic development with InSinkErator, a company whose iconic products date to an idea formulated in 1927, and which now operates in 80 countries. Page 120.

Columns



RICH SCHMITT: What's urgent/not urgent8

HOWARD COLEMAN: Elegant inventory solutions24

STEVE LETKO: Third-quarter markets in flux38

MORRIS BESCHLOSS: PVF Roundtable a hit39

Markets looking to 2012 elections132

MIKE PIERRON: Growth through training68

TERRY BROCK: Social media as business tool72

DAVE KAHLE: Think about it? Always!84

MICHAEL F. HARTEL: Markets churning102

IRVING BLACKMAN: Plan your succession128

JASON BADER: Don't hire; recruit!130

Next Month

Industrial PVF report; Green report.

WARREN VALVE

is **turning heads**
with its new website.

WWW.WARRENVALVE.COM



- ✓ New Products
- ✓ Technical data
- ✓ Valve drawings
- ✓ Weights, Torques, CV Values
- ✓ Detailed material grade information

Warren Valves are available
exclusively through the Allied Group:



Houston, TX: HQ 800.969.5555
Edmonton, Canada 877.312.7757
Toronto, Canada 888.442.6661
Fort Mill, SC 800.331.3672
Mira Loma, CA 800.969.9250
Atlanta, GA 800.969.1928
Lakeland, FL 877.873.4349
Cincinnati, OH 866.460.5438
Dayton, NJ 800.626.5436
Denver, CO 866.969.5612
Salt Lake City, UT 800.801.2115
Mobile, AL 888.653.8031

Focus!

There's an old saying along the lines, "When you are up to your waist in alligators, it may be difficult to remain focused on your project to drain the swamp." The urgency created by hungry alligators often trumps the long-term importance of draining the swamp.

I have previously mentioned the works of author Stephan Covey. I have read most of his books and have found good ideas in each one. He wrote about personal productivity and effectiveness in many of his books. My favorite, of his many good ideas, is his matrix describing tasks as Urgent/Not Urgent – Important/Unimportant. He promotes the concept that there is a limited allocation of time to each of us and that we need to think of all of our time as important and should thusly be used for important tasks. I have found that it really clarifies what happens to me on a daily basis as I attempt to wade through my own personal set of alligators. (As an aside, I was saddened to learn that Stephan Covey had passed away earlier this year from complications arising out of a bicycle accident at age 79.)

Urgent / Not Urgent

The idea is to put every possible "consumer-of-time" task into one of 4 cells in the matrix based upon its characteristics. Then allocate time so you are, first and foremost, working on the Urgent/Important (U/I) tasks.

This is a pretty obvious high-payoff area to invest your time. Where I, and apparently one or two other people, get confused is where we focus next after the U/I tasks are complete or, when they are stalled. Often we stayed focused on the Urgent column, moving our sights to the Urgent/Not Important (U/NI) tasks.

I think the U/NI tasks are very seductive emotionally but not having any psychology training, I don't know why. It might be that their urgency makes them a squeaky wheel we want to silence. It might be that their high visibility completion often results in kudos and a personal sense of accomplishment. It might be that

Your team needs to know what actions are expected if a stockout occurs. The list is so small and focused, you should consider sending someone in a car or truck to buy the stocked-out NBOO from your local orange or blue box. You could consider buying from a local wholesaler but then also consider that you are notifying a competitor that you are out of stock.

some are just simpler to grab and complete. For whatever reason, they seem to reach out and grab us while Not Urgent/Important tasks wait quietly for a little attention.

I suspect the nature of Not Urgent/Important tasks is that they are quite often more difficult, more complex and more time consuming to solve. You can't just take a couple of free hours and get the company's pricing in order or rework your inventory system. NU/I tasks often require collaborative/cooperative efforts to solve and your couple of free hours may not coincide with other people's availabil-

ity. Plus you may be able to work through a half dozen U/NI tasks in the time it takes to get your head wrapped around a single NU/I type task. In the end, getting 6 tasks completed may seem good until you are reminded that the single strategic task that was ignored would have yielded far greater benefits to the company.

I've discussed the need to somehow ignore all the alligators in our lives and stay laser-beam focused on the important tasks on our agenda. A very good place to start is to ask, "What's important?"

The following group describes some areas that I think fall into the Urgent/Important box.

1. Customer problems: Generally speaking, the best wholesalers get involved in their customers' problems. The very best will sometimes even help with customer problems that are completely unrelated to the wholesaler/contractor relationship. With that said, not all customer problems are urgent. Some wholesalers treat every customer problem as Urgent/Important by default so their people don't need to make a judgment as to the urgency. An even better approach would be a process to decide whether a situation can be promptly handled on a not-urgent basis. Some areas that are urgent:

a. Taking customer orders are always urgent unless the customer has been given the option to assign Not Urgent to the situation. It is so easy for a customer* to take the order to a competitor, the default should be urgent.

b. Delivering customer orders is also critical since your reliability and dependability are often at the heart of your relationship with the customer.

c. Customer support for product problems, warranty issues and billing issues should also be considered to be urgent unless the customer* has excused you.

*Note: Make sure you get permission from the decision-maker. Sometimes a lower-level person in the customer's company may not think it is urgent while the customer's management will think it is urgent. I remember a story where a tech (who didn't want to work on a Saturday) told the wholesaler's counter person not to worry about getting a part from another branch. He then told



BY RICH SCHMITT
Management specialist

his boss that the part wasn't available from the wholesaler until Monday. The contractor's owner called the wholesaler's owner to complain and the situation got quickly clarified. (I think the tech got some "clarity" about things from his owner in the process.)

2. Proper customer account management:

a. Collecting has always been Important but in the boom times there was so much money in play, some wholesalers made collection a Not Urgent task. It is now an Urgent task since waiting until the customer has run out of money (because he paid other wholesalers or bought a new truck) may mean another write-off.

b. Liening jobs and other protections for the wholesaler should have been urgent all along but now are absolutely urgent to provide the best

Most wholesalers handle safety issues with the proper amount of urgency...Don't assume everyone will know what to do when the chips are down.

possible legal position in the transaction.

c. Monitoring your accounts is now Urgent since it acts as your early warning system in predicting problems but also in knowing when jobs have been awarded. This should, as always, be done by the assigned sales person but your senior management team should get out of the office to see the important customers in their offices. Finally, some wholesalers have recently mentioned their success in coaching the person who sees the customer most often (their drivers) to look for both problems and opportunities as they visit your customers.

3. Inventory stock-outs of critical items: Stocking out of common items is a huge event bordering on an emergency. These are products like: 1/2", 3/4" and 1" couplings, ells and tees, 40 and 50 gallon NG water heaters, basic white round front toilets, solder, etc.

(Turn to What's... page 134.)

Your Web Storefront. Your Way.



Most ERP web storefront solutions leave you looking like everyone else. We're Different.

We develop thoughtful web storefronts Your Way. Because we believe that's the way it should be.

... And it works with Your ERP...



Schmitt
PROFITTOOLS INC.

visit go-spl.com
314.872.9199



Curves In All The Right Places

Introducing an impressive new faucet collection from Matco-Norca. Within the collection, choose from complete and unique families that encompass multiple designs, price points, matching accessories and ceramic valve technology. Our pressure balanced and roman tub rough-in valves are now universal across all families. Also, the majority of our

lavatory offerings and select showerheads are EPA WaterSense certified, while we have also transitioned to a lead free format as outlined in AB1953. ADA compliant options are available throughout every family as well. We back every item in our Faucet Product Portfolio with a Limited Lifetime Finish and Function Warranty.

Download our new faucet collection catalog at www.matco-norca.com or call us for your own copy. Integrity in global sourcing, consistent excellence, and local service make Matco-Norca the ideal choice. Some stylish curves don't hurt, either.



Global sourcing. National compliance. Local service.

**CALIFORNIA
TEXAS
NEW YORK**

• Toll Free: 866-532-8306
• Toll Free: 800-935-5456
• Toll Free: 800-431-2082

• Fax: 866-532-8307
• Fax: 713-680-2999
• Fax: 845-278-9056

WEB: www.matco-norca.com • EMAIL: mail@matco-norca.com

See contact information on page 138

Football legend Terry Bradshaw teams with Ferguson

NEWPORT NEWS, VA. — Ferguson announced a new partnership with football legend and Emmy® award winning co-host of Fox NFL® Sunday, Terry Bradshaw. Bradshaw will serve as the spokesperson for Ferguson's contractor business, which consists of commercial and residential plumbers, HVAC contractors, waterworks contractors, builders and remodelers.

"When choosing a spokesperson, we wanted someone who could easily relate to our professional trade customers," said Ferguson's director of marketing John Gillespie. "Terry is

an excellent fit, because of his winning record on and off the field and his professional yet humble style."

The partnership will kick off with the



launch of a new rewards offering for Ferguson's customer loyalty program, Ferguson PRO Plus™. In addition to receiving discounts and special offers on business products and services, cus-

tomers enrolled in Ferguson PRO Plus™ can now earn points for their purchases made on "Ferguson Online", the company's transactional e-commerce and account management portal

site for trade customers. Points can be redeemed for merchandise, event tickets and travel. Bradshaw will appear in all Ferguson PRO Plus™ promotional materials, including print, online and national radio advertising.

Visit www.ferguson.com.

Equity Plumbing acquires UPA Marketing Group

CONCORD, OHIO — Equity Plumbing announced its acquisition of UPA's marketing group operations. This agreement expands the collective memberships' coverage to more than 500 locations nationally and increases combined sales to nearly \$1.4 billion annually.



Matthew Roos, president & CEO of Equity Plumbing said, "We believe this consolidation will significantly enhance our market position through expanding our national footprint and bringing further efficiencies to our operations. Addi-

tional volume, lower combined operating costs and industry-leading product lines result in higher payouts for our membership and puts us in a better position to aid our members in competing long term."

Equity Plumbing, based here, focuses on middle market plumbing distributors serving the residential, commercial, PVF, industrial and municipal markets.

UPA, Sanford, Fla., was established in 1980 and serves a national wholesale membership selling product to the residential, commercial, PVF, industrial and municipal markets.

Visit www.equityplumbing.com.

Mansfield Plumbing Products to expand U.S. facilities, add jobs

PERRYSVILLE, OHIO — Mansfield Plumbing Products LLC plans to expand its U.S. production in 2013. The company will invest over \$9 million to expand its Perrysville, Ohio,



sanitary ware manufacturing capacity by 50%.

Since the expansion is being completed within the existing footprint of the facility, it is far more affordable than a greenfield expansion, which would cost more than four times as much, according to com-

pany projections.

The expansion will create approximately 150 jobs over the next three years. The company currently employs approximately 455 at its Perrysville location, plus it has manufacturing plants in Big Prairie, Ohio, and Henderson, Texas.

"This expansion enables Mansfield to continue to provide superior fill rates to our customers when the market recovers and is consistent with our commitment to keeping jobs in America," said president Jim Morando. "It also helps satisfy the increasing preference for American-made products."

Visit www.mansfieldplumbing.com.

The Granite Group announces move

CONCORD, N.H. — The Granite Group Wholesalers LLC has moved their Worcester, Mass., wholesale operation from 12 E. Worcester Street to 36 Boylston Street (on Route 70). The new location is just down the street from Lincoln Plaza and is now open for business. The 25,000-square-foot facility has expanded counter and customer service areas. The wholesale counter is open Monday – Friday, from 6:30 a.m. to 5 p.m. The Ultimate Bath Showroom, the

exclusive showroom of The Granite Group, will remain at the 12 E. Worcester Street location and has undergone a recent renovation to better service contractors, designers and homeowners. The Ultimate Bath Showroom is open Monday, Thursday and Friday from 9 a.m. to 4:30 p.m., Tuesday and Wednesday from 9 a.m. to 7 p.m. and from 9 a.m. to 1 p.m. on Saturday.

Visit www.thegranitegroup.com or www.theultimatebathshowroom.com.

American Valve golfs for charity

CHARLOTTE, N.C. — American Valve hosted its 10th annual Shriners Celebrity Golf Classic outside Charlotte in early July. The tournament featured more than 50 NFL legends, including Dave Butz, Dermontti Dawson, Louis Lipps, George Rogers and Jack Youngblood. Sportscasters Brad Nessler and Mark May were on hand to host the gala dinner, which featured renowned artist Michael Israel and Grammy-nominated jazz artist Ski Johnson.

In 10 years, the event has raised more than \$3 million for the Shriners Hospitals for Children, a network of 22 nonprofit hospitals across North America. Children with orthopedic conditions, burns, spinal cord injuries and cleft lip and palate are eligible for care and receive all services in a family-centered environment, regardless of the patients' ability to pay.

Visit www.americanvalve.com.

In 10 years, the event has raised more than \$3 million for the Shriners Hospitals for Children.



Left to right: American Valve CEO Seth Guterman, tournament organizer John Varnell, and Fred Guterman.



A silent auction included more than 100 pieces of sports-themed memorabilia.



Contestants register for the golf event.

Everything you need in a video inspection system, and less.



Gen-Eye Vista™

The Gen-Eye Vista™ has everything you need for video inspection in a compact, portable package, except the weight. It includes both a DVD recorder and an SD card reader. Record crisp video or still images at the jobsite on both devices simultaneously. Keep one copy for your records and give a copy to your customer. Or, you can transfer a file of the inspection to a laptop on the spot via the USB port.

In a remote location? The Vista includes a built-in rechargeable battery that lets you operate in the field on battery power alone for up to 4 hours.

Recharge the battery while driving from one job to another. The Gen-Eye Vista includes an 8" LCD color monitor, a full keyboard for on-screen titling, on-screen distance counter, built-in voice over unit, and date and time stamp. All are safely contained in a padded 24 lbs. case.

With a fully adjustable docking arm, the Vista mounts onto a big capacity reel or mini-reel loaded with Gel-Rod® and a color self-leveling camera. With this easily maneuverable, all-in-one package you're set to trouble-shoot 2" to 10" lines.

General
PIPE CLEANERS
www.drainbrain.com

For more information, contact the Drain Brains® at General
800-245-6200, or visit www.drainbrain.com/geneye.

The toughest tools down the line.™

© General Wire Spring 2012



Murray Supply moves corporate headquarters

WINSTON-SALEM, N.C. — Wholesale distributor Murray Supply Company has moved to downtown Winston Salem with its relocation to the eighth floor of the Liberty Plaza building on West Third Street. The new corporate headquarters are located in the heart of downtown, with 6,200 square feet



Pictured in front of the new building (from left to right): President David Murray, CEO Charlie Murray and COO George Yezbak.

of office space for the 14-member corporate team.

Murray Supply Company has six branches, along with a showroom location, and they have approximately 100 employees. Previously, the corporate headquarters were located on Olive Street near Silas Creek Parkway and Business 40. The company will continue to operate the Winston-

Salem branch and a showroom from this location.

Moving downtown was part of the strategy to attract and cultivate young talent. The new downtown location caters better to what younger workers are interested in as an office environment, with easy access to retail, restaurants and cultural locations.

Visit www.murraysupply.com.

Comfort Supply partners with EGIA

NASHVILLE, TENN. — Comfort Supply has partnered with the Electric & Gas Industries Association (EGIA) to offer new financing and a contractor benefit program to its customers. As an added bonus, Comfort Supply will cover its customers' \$250 EGIA membership fees until December 2013.

"By providing EGIA membership and benefits for our customers, we can offer contractors one of the hottest financing packages out there," said Clay

Blevins, president of Comfort Supply. "EGIA's GEOSmart Financing Clearinghouse takes the hassle out of financing and helps our customers get the advice that they need. Coupled with

the kickoff of our contractor benefit program, we're truly excited about the growth opportunities this partnership opens up for our dealers."

Dealers who enroll in EGIA will also have access to GEOSmart consumer financing, which provides a wide selection of consumer financing packages, including no payment no interest programs, government backed loans and financing for credit challenged customers. EGIA membership also includes access to the Leadership Academy, a monthly seminar series taught by industry experts.

Visit www.EGIA.org/ComfortSupply for details about available member benefits, instructions for membership signup and applications for the financing program.



MAUI / MAUICAST

15" Deep Soaker Bathtub

The New Depth of Luxury

Crafted with the practical elegance of porcelain enamel steel, the 15" deep Maui is perfect for soaking, providing a quieter, serene bathing experience than ever before.

Made exclusively by Bootz in the U.S.A. Complies with ASME A112.19.1-2008/GSA B45.2-2008

The
BOOTZ
MAUI Tub

16" W"

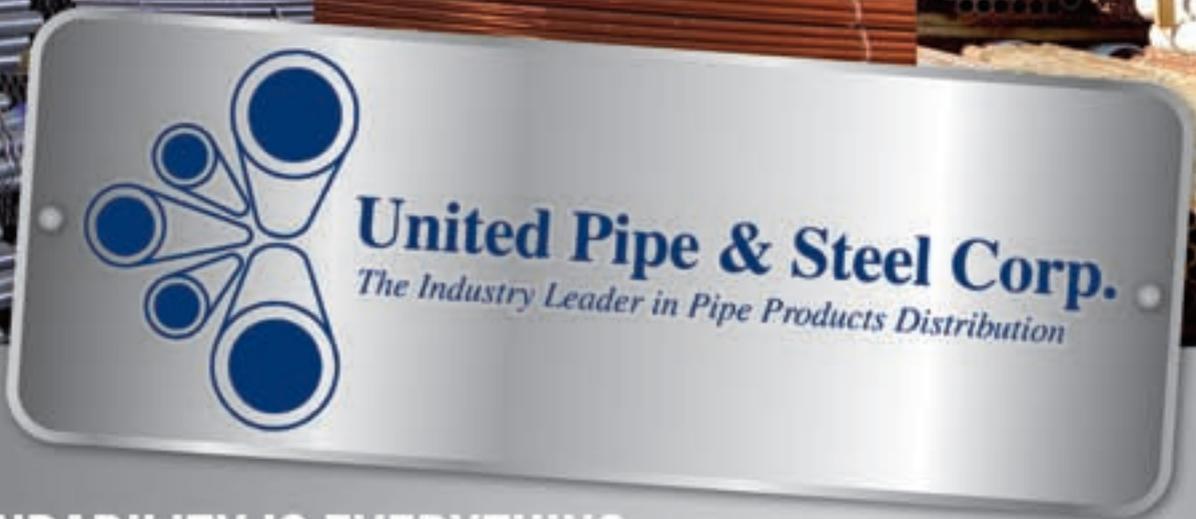
14" Standard Steel
Tub Height

35-degree lumbar support for added comfort

Bootz Industries
1400 Park Street · PO Box 18010
Evansville, IN 47719
(812) 423-5401 · www.bootz.com

Relax and Stay Awhile

See contact information on page 138



DEPENDABILITY IS EVERYTHING...

WE ALWAYS DELIVER A WINNING COMBO!

WE STOCK A FULL LINE OF PIPE PRODUCTS!

We'll help you...

- Become more competitive on volatile commodity products
- Turn and earn
- Simplify your purchasing

Servicing wholesalers only, in 42 states from distribution centers in:
 Ipswich, MA • Easton, PA • Elyria, OH • Burlington, NC
 Franklin, IN • Loves Park, IL • Corsicana, TX • Topeka, KS

Mix and match these product categories to meet our low minimum for FFA:

PLASTICS

- CPVC
- Sched 40 PVC
- Sched 80 PVC
- S&D
- SDR
- ABS

STEEL PIPE

- Domestic Steel Pipe
- Canadian Steel Pipe

COPPER

- Copper Tube
- Copper Linesets
- Coated Copper Coils

ELECTRICAL

- PVC Conduit
- Metal Conduit
- Aluminum Conduit
- Threaded Rod
- Strut

CALL US OR VISIT OUR WEBSITE TO FIND OUT MORE:
1.800.777.7473 or www.united-pipe.com

fax 1.978.356.5553 United Pipe & Steel Corp. Corporate Headquarters • 83 Turnpike Road, Ipswich, MA 01938

Zurn invests in service centers, announces new freight rate

ERIE, PA. — As a commitment to customer satisfaction, Zurn Industries LLC has made key investments in their factory-owned service centers across North America. Service center



enhancements provide expanded stocking positions, improved will call areas, focused customer service teams and increased availability of their complete product portfolio for on-time, single shipment.

Zurn also announced a new, easy freight rate for their plumbing wholesale distributors. They will allow full freight allowance when each order of \$3,500 or more of

any combination of Specification Drainage, Commercial Brass or Wilkins is placed. Exceptions to these terms and conditions: Flo-Thru Linear Drainage, Chemical Drainage, and/or Zurn One Systems require orders of \$7,500 or

APR Supply Easton facility relocates

LEBANON, PA. — APR Supply Company has relocated its Easton, Pa., facility to 1200 Balata Street in downtown Easton. This facility now provides customers the ability to find a large assortment of products needed for their projects in one convenient place. The new building measures a spacious 10,000 square feet.

The much-needed move is directly



more to be FFA eligible; fixture only orders require \$10,000 or more to be FFA eligible.

Zurn is excited to pass along this savings and convenience to its plumbing wholesale customers. Anyone with questions on this new policy may contact their local Zurn sales representative or a Customer Care Representative at 1-855-ONE-ZURN.

in correlation with APR Supply's ever-expanding growth initiatives and will continue to service their customers' needs.

"This move helps keep pace with the growth of our Lehigh Valley market and allows us to offer all the services APR customers have grown to expect," said Terry Ludwig, director of sales and marketing.

Visit www.aprsupply.com.

Fairmont Supply launches corporate rebranding

CANONSBURG, PA. — Fairmont Supply Company announced the adoption of a new brand logo and tagline. This change is a logical step after serving the industrial distribution market for over 90 years. The rebrand is the positive result of the company's



broadening footprint in markets across the U.S., unprecedented growth and increasing recognition.

Fairmont Supply will continue to build on the dedication of offering a broad line of products, innovative materials management solutions and outstanding customer service.

Coming soon will be a refreshing new website and Facebook page, which will round out the company's rebranding campaign.



Engineered Plumbing Drainage Products



Manufactured by  and ATT Inox.

JOSAM FEATURES:

- Product Packaging and Tagging with Product Numbers and Specific Product Designations.
- Ability to Comply with Buy America, PA Steel Act and 100% Domestic Content Requirements on cast iron products
- Full range of Push-Fit Stainless steel pipe, fittings, drains and trench drains
- Full line of sloped or non-sloped SMC/GRP trench drains
- Complete Siphonic Roof Drainage System
- Product stocked in all major markets





For more information on Josam Company's full range of product please visit our website at www.JOSAM.com, contact Josam directly at 1800-36-JOSAM or contact your local Josam representative.



See contact information on page 138

THERE IS A REASON EVERYBODY IS COMING TO US.

We are committed to using the highest quality materials,
produced at the worlds finest manufacturing facilities.
With an unparalleled level of service, quick turn-around on
orders and a 99% fill rate, we help our customers succeed.

QUALITY

SELECTION

SERVICE



Be Smart, Go with the *Flow*.



Toll Free: 877.941.7800
Tel: 908.436.1100 • Fax: 908.436.1162
www.everflowsupplies.com



EVERFLOW™

See contact information on page 138

Epicor and Tour de Force CRM announce strategic alliance

DUBLIN, CALIF. — Epicor Software Corporation announced a strengthened alliance to deliver enhanced customer relationship management and sales force automation capabilities to wholesale distributors through a strategic alliance with Tour de Force CRM Inc. The Tour de Force CRM application integrates with Epicor Prophet 21, Epicor Eclipse and Epicor Prelude enterprise resource planning solutions for wholesale distribution.

Epicor has long provided embedded CRM capabilities for its wholesale distribution ERP systems. The SFA and business intelligence features provided by Tour de Force CRM are very complementary to the Epicor offerings.

“Prophet 21 CRM is a great fit for the majority of distribution organizations and includes a wide range of functionality to better manage contacts, marketing activities and sales force automation,” said Kevin Roach, executive vice president and general manager, ERP Americas for Epicor. “Through our alliance with Tour de Force CRM, we now will also bring to market a best-in-class solution for distribution organizations with more advanced needs, such as appointment and expense tracking, event marketing and project management.”

Matt Hartman, president and CEO of Tour de Force CRM, added, “What really differentiates Tour de Force CRM from generic CRM solutions is that it was designed specifically for distributors. In fact, 80% of the user base is in distribution. So the solution works the way distributors need it to work.”

Visit www.epicor.com or www.TourdeForceCRM.com.

Eemax doubling in size with new location and product line

WATERBURY, CONN. — Eemax celebrated the lease signing of its new plant-headquarters location in Waterbury, Conn., at a public ceremony with the city’s mayor and members



of local government. Relocation to a larger facility is necessitated by an 83% growth in sales over the past six years. Following some renovation, the facility will open in November as the company moves from its current world headquarters in Oxford, Conn.

Eemax has one of the market’s

Modern Supply hosts Counter Day



KNOXVILLE, TENN. — Modern Supply’s Johnson City, Tenn., branch Counter Day on June 19 provided a welcome lunch break in the 90+° temps. Customers, vendors and employees enjoyed visiting over lunch and a cold soda.

A great group of vendors attended, setting up product displays and educating contractors on their latest products.

Liberty Pumps arrived in their im-

pressive rig and provided excellent demonstrations of their grinder pump and Accent™ II Macerating Toilet System; seeing is believing when these products are in action.

With manufacturing facilities in Johnson City, American Water Heater attended to answer any questions about their line. Representatives from Delta, Brizo, American Standard, Navien, DiversiTech, Brasscraft, JPL, Rheem and Arm-

strong Cabinets were also present.

Crosswhite A/C Sales & Service, a Modern Supply Rheem contractor from Bristol, Va., pulled in proudly displaying their new Rheem truck graphics—a great rolling billboard.

Counter Days are a fun, effective way to bring customers and vendors together to showcase products.

Visit www.modernsupplyshowroom.com.

\$150,000 total

Bradford White supports industry through scholarship awards

FALLS CHURCH, VA. — Bradford White Corporation has provided \$15,000 to support 2012 student scholarships through the Plumbing-Heating-Cooling Contractors Educational Foundation and PHCC National Auxiliary. The scholarships are designed to attract and support new talent that is essential to the future of the plumbing and HVAC/R industry.

This is the 10th year Bradford White has sponsored the scholarships, with \$150,000 in total awards provided to students; \$7,500 in Brad-

ford White scholarships are awarded through the PHCC Educational Foundation each year. The 2012 scholarship award recipients are:

- Evan Aigeldinger, Broomall, Pa., is enrolling in the HVAC/R & Plumbing program at the Pennsylvania College of Technology.
- Andrew Remendowski, Garfield Heights, Ohio, is enrolled in a local four-year plumbing apprentice program.
- Christopher Taylor, Escondido, Calif., is currently in the PHCC of San Diego chapter’s plumbing ap-

prentice program.

“Bradford White is a strong believer in the value of having professional contractors installing our products,” said Fred Vattimo, director of corporate advertising. “These scholarships are helping to train that next generation of professionals, and we are happy to support the cause.”

The remaining \$7,500 in Bradford White’s scholarship support is awarded through the PHCC National Auxiliary.

Visit www.phccfoundation.org.

Eemax is investing in new equipment, engineering test labs, a training center and more personnel from the local community to accommodate an anticipated doubling in size over the next five years as the company launches a new product line that reinvents electric tankless water heaters by utilizing state-of-the-art carbon-efficient technology.

Visit www.eemax.com.

Mitsubishi sponsors pro golfer Pavin

SUWANEE, GA. — Mitsubishi Electric Cooling & Heating has signed a sponsorship agreement with PGA Tour and Champions Tour golfer Corey Pavin. A professional golfer since 1982, Pavin has won 15 PGA events. He joined the Champions Tour for golfers

over age 50 in 2010 and won his first event in February 2012 at the Allianz Championship, Boca Raton, Fla., defeating Pete Senior at the first sudden-death playoff hole.

Pavin spent more than 150 weeks in the top 10 of the Official World

Golf Rankings between 1986 and 1997. At the 2006 U.S. Bank Championship in Milwaukee Pavin broke the record for the fewest number of strokes needed to complete nine holes at a PGA Tour event, with an eight-under par score of 26. In addition to winning the event, his 36-hole total of 125 tied him for the record for fewest shots taken in the first 36 holes of a PGA event.

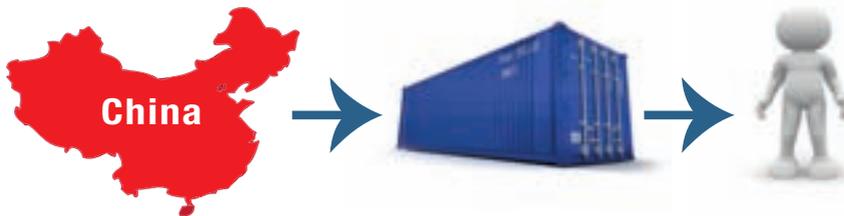
The sponsorship agreement with Pavin is the most recent addition to Mitsubishi Electric’s long-standing relationship with professional golf. Mitsubishi Electric has been a PGA Tour sponsor since 2007 and in 2009 became the title sponsor for the Mitsubishi Electric Championship at Hualalai in Hawaii.

Visit www.mehvac.com.

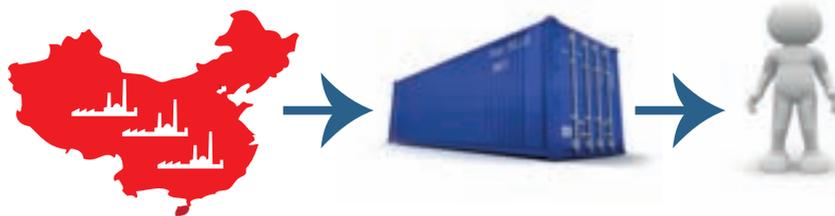
IT'S TIME TO UPGRADE YOUR SUPPLY CHAIN!

From China To Your Dock Without The Middleman!

1. CONTAINERS (FCL)
From China Factory direct to your dock (North/Central/South America)
Turn time: 60-90 days



2. MIX CONTAINERS VARIOUS GOODS / VARIOUS MANUFACTURERS (FCL)
From Factory or from our inventory (China) direct to your dock (North/Central/South America)
Turn time: 30-90 days



3. PALLETS (> 3 cubic M) Shipped immediately from China (in-stock inventory) to Your dock. YES, we maintain inventory in China!
Turn time: 1 week to 40 days, air or sea freight option.



4. CARTONS OR PALLETS from our US. Warehouses to Your dock. Same day shipping to your dock with 99% fill rates.
Turn time: 1-7 days



NOT YOUR FATHER'S SUPPLY CHAIN!

AFD Faster, better **Lean 21st Century distribution!** Western management, Western quality control, Western insured, but with the China price! Distribution, sourcing, OEM product development services, private label program, and consulting services available.



405 Butterfly
"As low as" \$13.30



464 True Union Ball Valves
½" As low as \$0.95



801 Ductile Iron Gate Valve
3" As low as \$63.79



600 Brass F/P Ball Valve
½" As low as \$1.81



CPVC SCH-40 & SCH-80
Price Available Upon Request



400 PVC Ball Valve
½" As low as \$0.26



CLEAR PVC SCH-80
Price Available Upon Request



ASIA FACTORY DIRECT
www.AsiaFactoryDirect.com
sales@asiafactorydirect.com

305-400-4462

AFD Worldwide Distribution Locations:
USA / China / Hong Kong /
Dominican Republic / Serving North,
Central, & South America and the Caribbean.

STOCKING REP & SALES REP OPPORTUNITIES
AVAILABLE IN CERTAIN LOCATIONS.
PLEASE CONTACT US FOR INFO.

Same Day Shipping
USA
CANADA
SOUTH AMERICA
CENTRAL AMERICA
CARIBBEAN

Factory Direct Shipping
USA
CANADA
SOUTH AMERICA
CENTRAL AMERICA
CARIBBEAN



See contact information on page 138

one trusted
vendor.
one single
source.

JMF

18 Categories, 12,000 SKU's

Consolidate with JMF to...
reduce inventory, increase
turns and improve fill rates.



copper tube



line sets



copper fittings



pex products



push to fit



ball valves



gas valves



plumbing valves



malleable



steel pipe



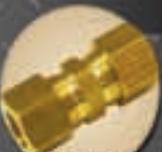
pvc products



brass threaded



brass nipples



flare & compression



gas connectors



water connectors



appliance kits



electrical cords

JMF offers unbeatable...
quality, selection & pricing.

Want to learn more?

Use your cell phone app
to scan code or go to...

jmfcompany.com

call a representative...

(800) 397-3739

email us for assistance...

jmf@jmfcompany.com



Scan our
QR Code

Meier Supply receives Ruud Platinum award



At the award presentation (from left): Chris Peel, senior VP & COO, Rheem; Frank Meier, president & CEO, Meier Supply; David Utter, Rheem; and Ken Rothgeb, Rheem.

JOHNSON CITY, N.Y. — Meier Supply Company Inc., a wholesale distributor of HVAC/refrigeration products headquartered in Johnson City, N.Y., was recently awarded Ruud's Platinum level Premier Performer Award for 2011. Meier is one of only eight worldwide to receive the Premier Performer Award and one of only four in the world to be recognized at the Platinum level.

The Rheem Air Conditioning Division of Ruud recognizes distributors each year who are setting the standard for excellence in their markets with

the Premier Performer Award. The criteria for distinction includes performance standards such as year over year growth, market share and market share growth, product mix, support and training and joint business plan execution.

"We are honored to receive this coveted award," said Frank A. Meier, president/CEO of Meier Supply Company Inc. "It's a tribute to our HVAC division manager, Dan Fitzpatrick, and his entire team."

Visit www.meiersupply.com.

OBITUARY

Richard Blackman, chairman of the board of Blackman Plumbing, dead at 79

BAYPORT, LONG ISLAND, N.Y. — Blackman Plumbing Supply Company Inc. announced that the company's Chairman of the Board, Richard Blackman, died September 19. He was 79.

"All of us at Blackman are deeply saddened by this profound loss," said president Robert Mannheimer. "Mr. Blackman was a visionary who grew the company from a small plumbing supply shop founded by his father in 1921 in New York City to its current position as a market leader. Mr. Blackman inspired all of us with his leadership and dedication and will be deeply missed."

Richard Blackman joined Blackman Plumbing in the early 1950s, working initially at the company's Flushing, N.Y., branch where he learned every facet of the business. In 1975, he succeeded his father, Sam Blackman, the company's founder, as CEO. Over the next 37 years, Blackman was instrumental in the diversification of the company from basic plumbing and water works supplies to air conditioning, heating and the retail showroom business, including bath and kitchen design services.

He also was a key driver in the company's expansion, which now boasts 22 branches and showrooms located throughout the metropolitan New York area, as well as a newly constructed distribution center and corporate headquarters in Bayport, N.Y.

Under Blackman's guidance, a long-term plan for the continued leadership of the company was established. To that end, an outside Board of Directors was appointed and a strong senior management team was put in place under the leadership of its president, leaving it well positioned for the future.

Private services were held in Boca Raton on September 21. In lieu of flowers or gifts, donations can be made to the Boca Raton Regional Hospital in Mr. Blackman's name.



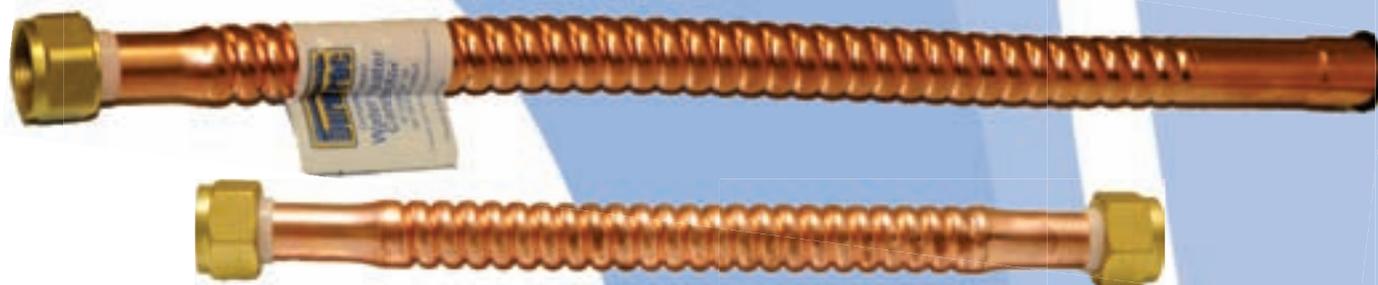
Richard Blackman

IN STOCK!



Get well connected...
with our **BRAND NEW**

Corrugated Copper
Water Heater Connectors



3/4 NUT x 3/4 NUT
3/4 NUT x COPPER SWEAT

Braided Stainless Steel
Lead Free
Dishwasher and
Icemaker Connectors



NEW CATALOG
NOW AVAILABLE

See contact information on page 138

1-866-678-8214

Info@duratracinc.com / www.duratracinc.com

Uponor hosts all-girls tech camp

APPLE VALLEY, MINN. — “Women can be plumbers, too!” exclaimed Uponor customer trainer Steve Swanson to a group of 200+ young girls learning about PEX on August 2 at TXT 2012, a week-long exploration camp for girls promoting the worlds of technology and science.

TXT 2012 (short for Teens eXperiencing Technical education) offers interactive workshops focusing on areas of business, design, transportation, industrial, science, health and technology.



Uponor's Steve Swanson shows a group of girls at TXT 2012 how to make a ProPEX® connection with a Milwaukee® M12™ ProPEX Expansion Tool.

Swanson, along with Uponor Training Manager Wes Sisco, were invited to speak about crosslinked polyethylene (PEX) tubing and its use in radiant heating and cooling,

plumbing and fire sprinkler systems, as well as show the girls how to make ProPEX® connections — and even make hula hoops with the tubing.

Merit Brass relocates



DALLAS — Merit Brass has moved their Dallas Distribution Center from 10705 King William Drive to 10614 King William Drive, just down the street. The new facility is 45% larger



(at 43,000 square feet) than the previous location. It has an overhead crane for ease of pipe shipments and, in fourth-quarter 2012, will have data collection to improve accuracies.

Visit www.meritbrass.com.

Which do you prefer?

FREE LEAD

or

LEAD FREE



LEAD FREE Electric Tankless Water Heaters

Committed to consumer safety by surpassing the standard for U.S. Lead Free Laws.



SPEC IT LEAD FREE - SPEC EEMAX.

To learn more about the full line of Eemax Water Heaters scan the QR code, visit eemax.com or call (800) 543-6163.

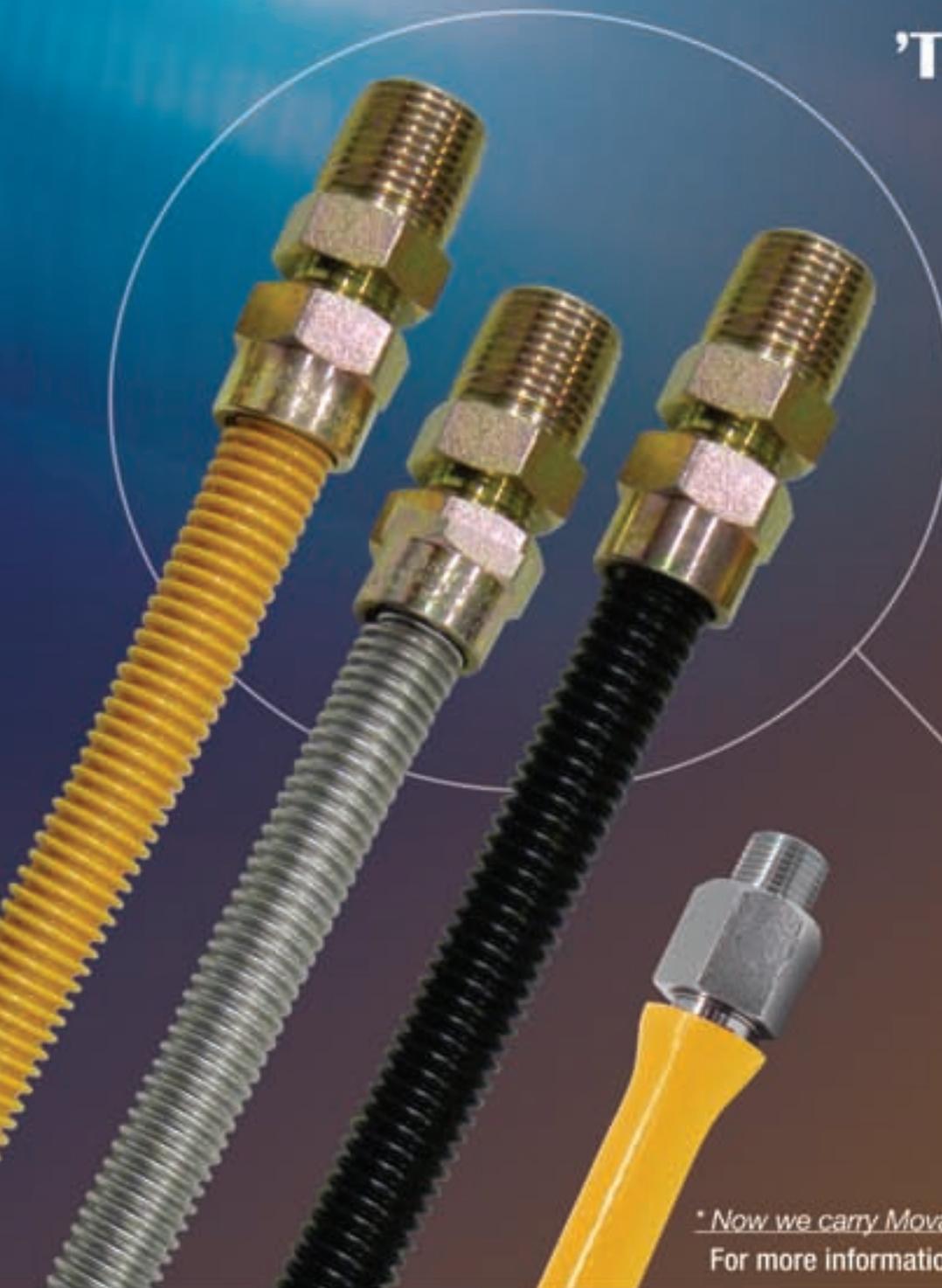


See contact information on page 138

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •

Stainless Steel Flexible
GAS CONNECTORS

'Tis the season to check
your gas connector



** Now we carry Movable Gas Appliances Connector*
For more information, please visit our website at www.easyflexusa.com

EASYFLEX® Sold Millions Worldwide
Since 1989



Dryer / Boilers / Space Heaters /
Tankless Water Heaters / Furnaces /
Fireplace / Rooftop Units /
Manufactured Homes /
BBQ Grills / Range / Oven



www.weldbend.com

RELIABILITY, TRACEABILITY, AND QUALITY IN EVERYTHING WE MAKE

Weldbend products are only sold through distribution.



OVER
60 YEARS OF
QUALITY
PRODUCTS



What is better than a product which not only has 100% traceability from the original melt of the steel, but is also tested above the industry standards? Weldbend prides itself on manufacturing carbon steel butt weld fittings and flanges that not only meet, but exceed the quality demanded by ASTM and ASME specifications.

In a climate of product failures and lawsuits, Weldbend remains steadfast in our belief that there can be no sacrifice in quality.

6600 South Harlem Avenue Argo, Illinois 60501-1930 TEL (708) 594-1700 FAX (708) 458-0106

www.weldbend.com



We support the
American Worker.



ISO 9001:2008 CERTIFIED and has
been continually ISO certified since 1993.



Exploit the constraints of forecasting!

Take time and cost out of your inventory and supply chain

Do you feel that your current inventory and supply chain business processes are not delivering their appropriate contributions to your operational excellence objectives? Do you want to leverage your supply chain and move it to the next level because you are no longer satisfied with just incremental improvement? Are you looking for ways to unlock capital? Regardless of your specific motivation, I expect that you understand that excellence in inventory and supply chain management drives value; that fundamental flow of materials, product and information from suppliers, through your company to its customers. And that supply chain is not just about warehouses, forklifts and trucks.

I'd like to describe to you a more radical approach — a strategy — a change in thinking successfully adopted by companies within the distribution and manufacturing sectors. Maybe I would even call it an alternative to those approaches that have been worked to death for years; squeezing costs and assets.

What I want to address here is a more elegant solution to the “How much of what, where and when” questions.

Don't be chained to old thinking: Make distribution Lean

To begin, I need to tell you that I've developed a few serious concerns about companies being acceptant of incremental improvement.

First, there is the confusion that is sometimes created by “experts” who seem to be stuck in the “push world.” Push world? Yes, it's those folks still stuck in the 90s or earlier (the ROP/EOQ and Min-Max world), who continue to suggest that “better forecasting” (i.e.; more accurate forecasting) and warmed-over inventory management concepts are still the key to best practice in wholesale distribution inventory and supply chain management. What commonly is advocated is generating a replenishment order (purchase order, stock transfer, etc.) based on forecast and a calculation of when product will be needed in the future (based on inventory balance, lead-time, and safety factors, etc.) and then pushing that product downstream, from suppliers through DCs to all your branch locations.

Secondly, there what seems to be a desire to maintain the status quo, to

optimize the old rules, remain prisoners of and chained to their own thinking and rejecting what appears to be counter intuitive, or contrary to mainstream thinking. Maybe it's a disturbing lack of open mindedness to new concepts in the distribution inventory and supply chain management playbook, new concepts that are receiving wider acceptance in the distribution world, whether wholesale-distribution, retailing or manufacturing (They distribute too!).

Some would say that if we could only develop better forecasting algorithms (or better use the ones we have) to make intelligent decisions, then we'd have the answer to “the right quantity of the right item, to the right location, at the right time” (a tough nut to crack under any circumstances!). Right? Wrong!

Have you ever measured your forecast accuracy?

Many companies haven't and yet many complain about accuracy. Frankly, I rarely see any better than 70% to 80% accuracy (that's 20% to 30% error). In response, companies try to improve their systems and processes for forecasting and inventory replenishment planning, sometimes at the expense of execution and management. Some spend a lot of time and money on it. Most have pretty extensive enterprise resource planning systems in place to translate forecasts into product distribution

The real intent here is to monitor demand variation and buffer inventory penetration, not necessarily the inventory level. What results is more of a replenishment monitoring mechanism focused on visibility to the “health” of the system.

plans — from suppliers to the distribution center and across all branches (sometimes even direct from the supplier to the branch) — all the while attempting to optimize transportation costs, customer service, warehouse capacity, inventory dollars and turns, etc. So why do we still hear complaints about forecasts, misallocation of product and, very importantly, why do so many wholesale distributors still achieve mediocre inventory

turns? If in fact, we can agree at some level that forecasting is a constraint, then why not attempt to exploit that constraint?

You know, many manufacturers have been Lean advocates a lot longer than most wholesale distributors. Historically, most manufacturers had customarily focused on push-based planning themselves to initiate their production orders — as a way to reduce their set-up costs, total labor and capacity constraints. Many, though, have made a 180° turn in the conventional wisdom to something called “pull” — that is, planning and execution based on “actual consumption of product or material.” In other words, they drive the execution of production, its movement and product positioning based on downstream consumption (some call it the customer's “buy signal” — or just simply “actual demand”). They've established “target inventory” as a means to buffer uncertainty. They have focused on the bottlenecks to optimize their inventory drivers — and modified those drivers where necessary. In wholesale-distribution we seem to hear little conversation about this because distribution planning has historically been one of forecast-based push.

Unfortunately, forecast-based push systems ask us to “forget” that we always have excess inventory; in other words, the inventory we call safety stock, the inventory we don't often choose to “see” or acknowledge, the inventory we plan just to offset the variation inherent in most forecasts.

Why does Lean pull-based planning & execution deliver results?

I often say that inventory is the least optimized distribution resource in terms of undervaluing its costs or penalties. We forecast and plan by SKU. We have DCs and branch warehouses to house inventory. We have purchasing & supply chain managers and their staff(s). We have physical inventories and cycle counting to ensure accuracy. And we have special sales sometimes to clear out excess inventory. Often, these costs are not considered; rather, carrying costs are generally limited to the cost of capital, insurance and maybe some factor for obsolescence and/or shrinkage. Computed in this customary way, they rarely add up to a trade-off of inventory versus transportation or other costs.



BY HOWARD W. COLEMAN
Special to THE WHOLESALER

This rationalizing of inventory costs was an issue for many manufacturers also. The “Lean ones” found they could have it both ways, with lower production rates, excellent customer service, and low inventory. Again, challenging the conventional wisdom that said “We must have sufficient inventory to optimize transportation and meet customer demands.”

The break in conventional wisdom for some manufacturers came through Lean thinking approaches to reducing their production batch sizes and production cycle times. It led to more frequent resupply to their whole supply chain. I believe this type of Lean thinking can do the same in distribution! In reality, only the terminology is different in distribution; order quantities and replenishment frequency interval now replace what manufacturers call batch sizes and production cycle times, respectively.

Pull processes and the placement of target inventory/buffer inventory are real and new answers for distribution. But, of course, any transformation requires some changes in thinking, especially when process change is involved,

So, here are some basic “pull concepts”:

- Forecast accuracy and stability can be improved through aggregation of demand across warehouses. In other words, using the DC level forecast for planning and concentrating buffer inventory at the DC aggregation point. The variation in demand at the DC is typically less than at the branches.

- One of the most radical departures from existing norms, and a critical transition, is to “pull inventory back” from branches. I know, it's scary, isn't it? No, not all the inventory! Again, keep in mind that forecast variance is highest at the branches. It's just a statistical truth! Strategic inventory positioning, therefore, becomes paramount. So why not move some of that safety stock to the DC, where it can best protect the whole distribution network?

- Inventory levels should be a function of replenishment time and frequency. Focus on reducing the
(Turn to Radical... page 26.)



Control Supply Corp.

Master Distributor to the Wholesaler Only

The Original Mix & Match Program
Featuring **Honeywell** products and controls.



The Original
MIX & MATCH
FROM CONTROL SUPPLY CORP.

- ◆ BUY ANY COMBINATION OF THE MOST POPULAR HONEYWELL PRODUCTS FOR QUANTITY DISCOUNTS
- ◆ ANY ORDER OF THE MIX & MATCH PRODUCTS WILL SHIP 100% COMPLETE SAME DAY UNTIL 5PM EST

...Helping Wholesalers Maximize Profits & Shelf Space

Thousands of Honeywell products
in stock along with 50 other manufacturers



Master Distributor of Controls to the Wholesaler Only

Phone: (631) 789-5100 | Fax: (631) 789-3885 | Toll Free 1-800-872-3300

www.controlsupplycorp.com

NETWORK with your PEERS

NOT your
COMPETITORS



The Nation's Premier Plumbing, PVF & HVAC/R Cooperative

- 100% Wholesaler Owned
- Board & Committee Driven
- Protected Geographic Territories
- Simple, Streamlined & Transparent Operations
- Outstanding Networking and Rebate Opportunities

Membership applications
are now being accepted

847-468-0180

membership@embassygroupltd.com

Visit our website at
www.embassygroupltd.com

Join Us...

We are committed to your success!

See contact information on page 138

PERFORMANCE MANAGEMENT

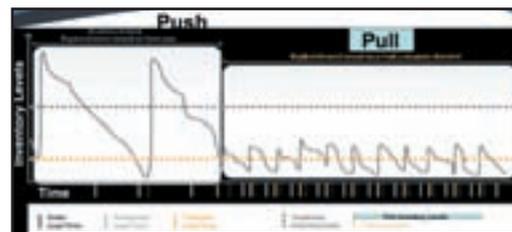
Radical new thinking in distribution

(Continued from page 24.)

lead time and increasing the frequency of replenishment — the re-supply — (those are the inventory drivers!), not just safety stock factors. As the frequency increases, the more you will be driven by actual demand. Put another way, “pull” initiates replenishments closer to the actual quantities that were actually sold and shipped to customers, minimizing the poor decisions surrounding inventory allocation.

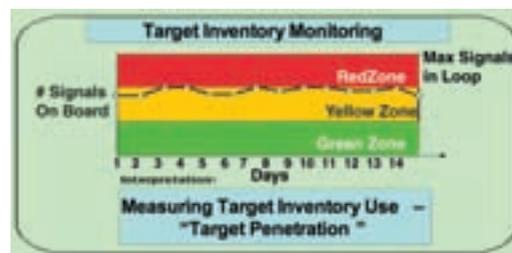
- Allow “pull” to create a replenishment stream — a continuous flow — of inventory to stocking locations (from supplier to DC, from DC to branches). Increasing the frequency of replenishment increases the speed and velocity of the supply chain. In other words, it increases through-put!

- See the chart below. I happen to think “it’s worth a thousand words.”



- Planning can continue to be based on forecasts, while execution will be driven by an actual demand-driven model.

- Target inventory — let’s call it buffer inventory — is not some reorder point or min/max calculation (Refer to the whitepaper offered below for how it’s calculated). In other words, it’s not used to trigger replenishments, but rather it’s meant to be monitored. The target/buffer inventories can be “dynamically adjusted” to accommodate real life situations such as product introductions and ramp-up, trending, seasonality considerations, etc. The figure below shows, as an example, the target/buffer inventory bro-



ken into three zones (red, yellow, green). The real intent here is to monitor demand variation and buffer inventory penetration, not necessarily the inventory level. What results is more of a replenishment monitoring mechanism focused on visibility to the “health” of the system.

- For any one distribution network, obviously there may be no one single

answer — it’s dependent on your particular distribution network, geography, and even the level of external supplier collaboration you may have been able to develop; but it doesn’t absolve us of the need to apply some lean principles, break down the bottlenecks, the constraints, and not ignore the inventory drivers — not be so “forecast driven.”

A call to action

It’s time to move away from the old inventory management methods — the addiction to inventory, the total reliance on forecast accuracy, and the mediocre inventory turns that typically result, and that wholesale-distributors, for too long, seem to have been acceptant of.

“Pull” brings the concept of “total cost of ownership” to the forefront. Now, if your reaction to all of this is

a concern about transportation costs or maybe even labor costs, then do a cost analysis. Using the paradigms above, I’m confident that you will find a trade-off point (a total cost approach) that provides better results

than what you’ve obtained previously. Trust me, it won’t be easy work; your own mindset will have to change first and you will have some issues, maybe, with some employees and/or suppliers who need to think differently too (that’s a topic for another time!).

So, no one is really saying “don’t forecast.” Start with a forecast, particularly for longer-term and overall business planning, but be “wiser” about committing to strategic inventory positioning and replenishment, recognizing the inherent inaccuracy of forecasts and the diminishing returns of spending more time and dollars on it — just for some small incremental improvement. Use pull-based replenishment execution to exploit the constraint!

As is always the case with newer solutions, the focus is on a change in thinking — policy, procedure, measurement, and ultimately on behavior. So this is not about some technology project. Rather, it’s about a business improvement project. ■

For a complimentary copy of our recent whitepaper which more fully describes this radical change in thinking, please email me at hcoleman@mcaassociates.com.

STAINLESS AND ALLOY WELD FITTINGS AND FLANGES

QUALITY

AND INNOVATION.

Quality and innovation are not just words to us. They represent a commitment embraced throughout our organization. At Core Pipe Products, we deliver Piping Solutions That Fit® the growing needs of our customers, the ever-changing global marketplace, and the quality expectations of the end user. Going beyond the industry standards to exceed our customers' requirements is the norm - and we are proud of it.

Because every customer has different needs, we have both standard and custom fittings and flanges. To learn more about our products and solutions give us a call. We'd be happy to explore how Core Pipe Products can leverage the versatility of its four major brands to precisely fit your needs.



CORE PIPE®

Piping Solutions That Fit.®

 **PICOR**®

 **TUBE LINE**®
STAINLESS

 **TUBE TEC**®

 **BRITE LINE**®

170 TUBEWAY DRIVE / CAROL STREAM, IL 60188 / 630.690.7000 / WWW.COREPIPE.COM

See contact information on page 138

RIDGID awards PHCC scholarships

ELYRIA, OHIO — RIDGID® has awarded four scholarships through the Educational Foundation of the Plumbing-Heating-Cooling Contractors – National Association to stu-



dents enrolled in PHC apprentice programs. PHCC administers the scholarship program and is responsible for selecting the award winners. Scholarship recipients will receive up to \$1,000 in tuition assistance and \$1,500 in RIDGID tools.

The 2012 scholarship recipients are:

- **Tyler Arndt** of Brooklyn, Wis., is working full-time at PHCC member company Arndt & Son Plumbing and is enrolled in the Madison Area Technical College Plumbing Apprenticeship Program.

- **Justin Gould** of San Diego, Calif., is working full-time at PHCC member company Bill Howe Inc., and is enrolled in the San Diego PHCC Plumbing Apprentice Program.

- **Dana Parks** of Imperial Beach, Calif., is working full-time at PHCC member company Bill Howe Inc., and is enrolled in the San

Diego PHCC Plumbing Apprentice Program.

- **Matthew Saille** of El Cajon, Calif., is working full-time at PHCC member company Bill Howe Inc., and is enrolled in the San Diego PHCC Plumbing Apprentice Program.

Visit www.RIDGID.com.

Uponor named 2012 Manufacturer of the Year runner-up

APPLE VALLEY, MINN. — Uponor was recently named runner-up Manufacturer of the Year

for mid-size companies in Minnesota by the Manufacturers Alliance, an association providing peer-to-peer training, education and resources that allow Midwest manufacturing companies



to continuously grow, improve and stay competitive.

In addition to the recognition, Uponor was also asked to be one of two companies on the Manufacturers Alliance Tour of Excellence on July

31, 2012, to showcase its outstanding accomplishments in operational improvements. The other company was Eaton Corp., headquartered in Eden Prairie, Minn.

“Employee contributions toward Lean results are creating a benchmark not only within our industry, but amongst our manufacturing peers as well,” said Jeremy Barth, manufacturing manager-operations, at Uponor. “Our employees deserve the recognition for increasing our brand image and visibility in our community.”

The Tour of Excellence at the Uponor North American headquarters and manufacturing facility in Apple Valley, Minn., included topics on tier management, continuous improvement (CI) boards, A3 projects, overall equipment effectiveness (OEE) and manufacturing execution system (MES).

Visit www.uponorpro.com or www.uponor-usa.com.

Superior Boiler Works announces increased capabilities

HUTCHINSON, KAN. — Superior Boiler Works Inc. has made a major capital purchase that will enhance its manufacturing capabilities and allow the company to manufacture boiler products for markets it has not previously served. The company’s new steel plate roll will allow it to roll pressure vessel quality steel plate up to 1.5 inches thick and 10 feet wide.

With this added capability, Superior Boiler Works now can manufacture higher-pressure firetube boilers — up to 600 psig in some designs — and fill a growing market niche.

“This piece of machinery, with the latest technology incorporated, will position us to capture larger-sized

projects and provide a quality, special-niche product that is important in certain markets,” said Doug Wright, Superior’s president and CEO. “This



investment continues our commitment of making SBW a global leader in boiler and tank pressure vessel offerings. It will allow us to offer scotch marine firetube boilers operating at higher pressures, while at the same time improving throughput efficiencies on our current product offerings.”

Visit www.superiorboiler.com.

AERCO offers certification courses

BLAUVELT, N.Y. — AERCO International’s Direct Fired Start-Up & Service (SST) certification classes are offered to service companies, contractors and AERCO sales representatives who perform start-up and continuing service on the company’s gas-fired equipment. The four-day course is part of AERCO’s factory training program developed to provide expert support to professional partners and end users, with the goal of designing more energy efficient HVAC systems for customers.

The Direct Fired SST certification course is designed to familiarize attendees with the theory and terminology surrounding AERCO’s direct-fired products, including the standard Benchmark 2.0 boiler, the Benchmark 1.5, 2.0 and 3.0 Low NOx boilers, the

KC1000 and Low NOx KC1000 boilers and water heaters. This course is essential for professionals performing the start-up of AERCO gas-fired equipment, as the warranty cannot be validated unless they are factory-certified SST attendees.

The course addresses installation, equipment specifications, theory of operation, control system(s), combustion calibration, water heater temperature control, boiler modes and control theory, troubleshooting and the AERCO BMS and BMS II.

Classes will be held at AERCO’s training center in Blauvelt, N.Y., on November 5–8 and December 3–6.

Registration materials and pricing for all AERCO’s factory training courses are available at www.aerco.com/Service-Support/Training.

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •



The original innovator of
Tankless Electric Water Heaters
for commercial applications
Since 1966

•• EASY TO SPECIFY ••

Visit our online configurator at
www.Chromomite.com

- On-demand hot water at 99% energy efficiency
- Patented, self-cleaning micro-processor technology ensures reliable performance
- One easy-to-install, compact unit supplies multiple basins



www.Chromomite.com

Ph 800-447-4962 / 626-937-4270
Fx 626-937-4279

U.S. MANUFACTURER of Tankless Electric Water Heaters



A MEMBER OF
MORRIS GROUP
INTERNATIONAL

See contact information on page 138

Lead Free Starts Here!

Watts Water Technologies is Ready to Help You Get Started

On January 4, 2014 Federal Law mandates the wetted surface of every pipe, fixture and fitting you sell for use in potable water applications not contain more than 0.25% lead by weight. Streamline your changeover to Lead Free with Watts Water Technologies.

Download a copy of our white paper, "Preparing for National Lead Free Compliance" at WeAreLeadFree.net.



WE ARE 
LEAD FREE



Dormont

FEBCO

Mueller Steam Specialty

ORION

POWERS

Premier

SAVARD



WATTS

WeAreLeadFree.net

See contact information on page 138

WATTS[®]
WATER TECHNOLOGIES

INDUSTRY NEWS

ROI Marketing opens new Training Center

MILLERSVILLE, MD. — ROI Marketing believes that the best way to grow its business long-term is to help you grow

- 201-Testing and Troubleshooting Standard Residential Water Heaters
- 301-Testing and Troubleshooting



our customers' businesses. As the industry evolves and the products ROI represent become more efficient and more high-tech, the need for training is greater than ever before. ROI recognizes that need and acknowledges that there is only so much benefit a contractor can gain from sitting in a classroom viewing a PowerPoint presentation. Contractors need hands-on training, and that is what ROI Marketing wants to provide.

The ROI Training Center (ROITC) had its inaugural class in June 2012 and includes working demo units, so contractors can gain a new level of comfort with the products that they will be installing and servicing. When equipment is installed and serviced correctly, homes and businesses are safer.

Below is a list of the initial classes that will be offered at the ROITC. Each class will have a maximum capacity of 12 people and will be filled on a first-come basis.

State Water Heaters

- 101-Basic Introduction to Water Heaters (for wholesale associates)

- High Efficient Water Heaters
- 401-Testing and Troubleshooting Condensing and Non Condensing Tankless Water Heaters



- 501-Testing and Troubleshooting Commercial Gas, Electric and High Efficiency Water Heaters

Slant/Fin Boilers

- 101-Installation, Testing, and Troubleshooting standard Residential Boiler systems
- 201-Primary and Secondary Piping and Testing and Troubleshooting High Efficient Boilers

Liberty Pumps

- 301- Understanding wastewater pump applications and installations Zurn Pex
- Coming Soon - Radiant Training. Visit www.roimkt.com.



CHOOSE

DAVEY
TORRIUM²
Water Pressure System

The smart and
economical choice.

Built to provide
dependable pressure and flow.



2 year warranty

DEPEND ON
DAVEY

WATER PRODUCTS

For more information and a list of distributors in your area go to
www.daveyusa.com

ROUGH PLUMBING ARMORY

Support

Strong Arm™
Manufactured by Sioux Chief

Bracketing System with Lock Block™

- + Rigidly Secures Pipe
- + Available in Multiple Sizes
- + Takes Torch off Job
- + Saves Labor at Install

www.siouxchief.com

Drainage

TKO™
Manufactured by Sioux Chief

Closet Flange

- + Knockout Won't Fall Down Drain
- + One-Piece or with SS Swivel Ring
- + Multiple Connection Options
- + Designed / Molded in USA

www.siouxchief.com



TKO™

Strong Arm™

Lock Block™

Supply

PowerPEX™
Manufactured by Sioux Chief

Multiple PEX Fitting Systems

- + All Major PEX Systems
- + High Quality
- + Commitment to USA MFG
- + Universal Warranty

www.siouxchief.com



PEX F2159

PEX F2080

PEX F1960

PEX F1807

CONSIDER SIOUX CHIEF AS YOUR ROUGH PLUMBING ARMORY.
TOGETHER, WE WILL TAKE THE FIELD.

INDUSTRY NEWS

T&S Brass expands social media presence

TRAVELERS REST, S.C. — T&S Brass recently expanded its social media presence with an enhanced Facebook page. The Facebook page is designed to serve as a resource for and to open a dialog with plumbing and foodservice customers, representatives, distributors, wholesalers, consultants, engineers, specifiers and end users.

To encourage likes and content submission to the page, T&S is also launching a monthly Facebook contest series. Customers, end users and industry professionals are encouraged



to submit photos of their T&S installations. A winner will be chosen each month from all those who submitted content to receive a \$50 Visa gift certificate. More details, including official rules, can be found on the Facebook page, www.facebook.com/tsbrass.

The new Facebook page comes as a complement to the company's other social media outlets, including Twitter (@tsbrass), LinkedIn and a YouTube channel (www.youtube.com/tsbrassvideos). It will focus heavily on the needs and interests of customers, highlight the company's thought leadership, educate the market and demonstrate what it's like to work with T&S, while showcasing the company's personality and lighter side.

The site will also serve as a platform through which T&S can help promote issues core to its corporate values, such as sustainability and water conservation, LEED and improved cleaning power and hygiene.

WaterFurnace achieves AHRI 100% first test pass rate

FORT WAYNE, IND. — WaterFurnace International Inc. recently achieved a 100% first test pass rate for all of its 2011 Air Conditioning, Heating, and Refrigeration Institute certification tests. The AHRI certification program tests and certifies the performance of HVAC/R and water heating equipment, demonstrating to the government that performance claims have been independently measured and verified.

"Change is the law of life. And those who look only to the past or present are certain to miss the future"

John F. Kennedy



The Lead-Free Push-fit Solution for Plumbing and Heating

At John Guest, we strive to create an environment for invention. A Space where innovators have the chance to push boundaries. break new ground and pioneer unique designs.

Our Push-to-Connect Fittings make connections that insure you are always one step ahead of the game.

Be wiser today by choosing John Guest tomorrow.

simply use your hands

• ultra-fast connections

• re-usable without pipe damage

• lead-free

JE John Guest®

1.800.945.4872
info@johnguest.com
www.jgspeedfit.com

EST. 1961



ENERGY

METALS INC.

Specialty Stainless & Nickel Alloy

A GRADE ABOVE THE REST

MASTER DISTRIBUTOR OF SPECIALTY STAINLESS AND
HIGH NICKEL ALLOY

STOCKING

ALLOY 20	NICKEL 200/201
DUPLEX 2205	MONEL 400
SUPER DUPLEX	INCONEL 600
2507	INCONEL 625
317L	INCOLOY 800H/HT
310S/ 310H	INCOLOY 825
321/321H	ALLOY C276
347/347H	
304/304H	

PIPE • FITTINGS • FLANGES • PRESSURE FITTINGS • 1/8" - 24" SEAMLESS
AND WELDED • ONLY APPROVED MANUFACTURERS • POSITIVE MATERIAL
IDENTIFICATION • IN-HOUSE MACHINING CAPABILITIES

See contact information on page 138

ENERGY METALS, INC. HOUSTON, TX, 77051 • PH (713) 790-0222 • FAX (713) 790-0223
TOLL FREE (877) 971-4500 • EMISALES@EMETALSINC.COM • WWW.EMETALSINC.COM

California geo bill passes general assembly

WASHINGTON — Championed by the new California Geothermal Heat Pump Lobby Coalition (CalGeo), AB 2339 (Williams/V.M. Perez) passed in the Senate on August 28 with a 36 – 0 vote, then returned to the Assembly the following day, where it also passed unanimously with a 79 – 0 vote.

The bill requires the California Energy Commission, in consultation



with the Public Utilities Commission, the Air Resources Board and other stakeholders, to evaluate and recommend policies for overcoming barriers to expanded use of geothermal heat pumps in the Golden State.

Added to the Public Resources Code, the new law provides that, “The (California Energy) Commission (CEC), in consultation with the

Public Utilities Commission, cities, counties, special districts and other stakeholders, shall evaluate and recommend policies and implementation strategies to overcome barriers to the deployment and use of geothermal heat pump and geothermal ground loop technologies.”

In evaluating these policies and strategies, the bill requires the CEC to consider:

- The quantitative benefits and costs to ratepayers specific to safer, more reliable, or less costly gas or electrical service and through greater energy efficiency, reduction of health and environmental impacts from air pollution and reduction of greenhouse gas emissions related to electricity and natural gas production and use, through the use of geothermal heat pump and geothermal ground loop technologies.

- The existing statutory and permit requirements that impact the use of ge-

othermal heat pumps and geothermal ground loop technologies and any other existing legal impediments to the use of geothermal heat pump and geothermal ground loop technologies.

- The impact of the use of the geothermal heat pump and geothermal ground loop technologies on achieving the state’s goals pursuant to the California Global Warming Solutions Act of 2006 (Division 25.5 (commencing with Section 38500) of the

Health and Safety Code) and achieving the state’s energy efficiency goals.

The CEC “shall include the evaluations and recommendations made pursuant to this section in the Integrated Energy Policy Report that is required to be adopted for calendar year 2013.”

The CalGeo effort was supported by the national trade association for the industry, the Geothermal Exchange Organization (GEO).

Visit www.GeoExchange.org.

Tomlinson offers new faucet display stand

CLEVELAND — Tomlinson Industries’ Pro-Flo™ product line offers a unique Display Stand that lets dealers showcase a Designer and Contemporary Hot/Cold Faucet in two finishes – brushed stainless and antique bronze.

This attractive and durable Display Stand base measures approximately 12" wide and is easy to assemble and

completely portable.

Tomlinson’s Pro-Flo™ products are certified to NSF/ANSI Standard 61 – Annex G. This certification means these products are low-lead plumbing products and are in compliance with California’s Health and Safety Code (section 116875; commonly known as AB1953).

Visit www.tomlinsonind.com.

Now there’s a choice for renewable energy DHW



Solar PV + Accelera® 300 Heat Pump Water Heater

Stiebel Eltron started in Germany in 1924. We’ve been at the forefront of water heating technology for almost 90 years. Thirty years of experience with heat pumps has taught us how to design a heat pump water heater to be as efficient as possible. We rely on the heat pump to make hot water. A single, specially-designed 1700 watt element (that can be disabled) is used only as back-up. We don’t waste energy pumping DHW through the heat pump – heat is transferred from the refrigerant via a wrap-around on the tank. Over the course of a year our 80-gallon tank is more efficient than competing 50-gallon tanks.

The Accelera® 300 heat pump draws only 500 watts, making operation off-grid with PV a viable option. Grid-tie is probably necessary using the back-up element, but with a full tank of 140°F water, and a 78.6 gallon first hour rating, daily hot water needs may be satisfied without it. Sometimes solar thermal isn’t a choice, and when it’s not, there’s a renewable energy option.



Stiebel Eltron SOLKit 2 Solar Thermal

Our newest collector, the Sol 27 Premium, is a top-10 SRCC-certified solar thermal collector. The highly efficient flat plate has an extremely low profile and uses precision o-ring connectors for fast installations. Our solar tanks have extremely low standby losses, large heat exchangers, and a clean-out port. Our racks are made from rugged, extruded aluminum, and assemble with only 2 socket sizes.

Because every installation is different, we have a full line of SOLKits and mounting hardware, and all components are available for individual sale. From simple systems to commercial installations, including large, district systems, we are committed to supplying the best solar thermal components available.



800.582.8423

www.stiebel-eltron-usa.com



STIEBEL ELTRON

Simply the Best

See contact information on page 138

GET CONNECTED

Butterfly valves from C&C Industries are offered in many different styles and materials to cover almost any service.

- Sizes 2" – 24" in stock with lever, gear or actuator, extensions available
- High quality products with a proven track record for successful performance
- Over 25 years of manufacturing expertise utilizing state-of-the-art equipment
- Designed and manufactured in accordance with API 609, MSS SP67
- CRN certificates available

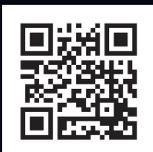
- Competitive edge pricing
- Same day service for quotations and shipments

C&C Industries operates through world-class manufacturers' representatives and distributors.

Or contact C&C directly.



GO TO OUR WEBSITE



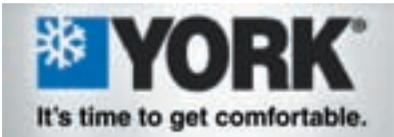
10350 Clay Road, Suite 300, Houston, Texas 77041 | 877-996-9911 | sales_tw@candcvalve.com | www.candcvalve.com

C&C Industries, Inc.



York becomes official HVAC partner of the NHL

LAS VEGAS — Johnson Controls' York® brand has become the official HVAC partner of the NHL® in North America for the 2012–13 NHL season. Under the agreement, announced in Las Vegas at the 2012 NHL Awards, York not only becomes the official HVAC partner of the NHL but also a proud supporter of NHL



Green™, an official partner of the NHL Draft™, a proud partner of the 2013 Bridgestone NHL Winter Classic®, a proud partner of the NHL Awards™ and the official HVAC partner of the Hockey Hall of Fame in Toronto.

“We look forward to working with the York brand on a number of exciting activations to build brand aware-

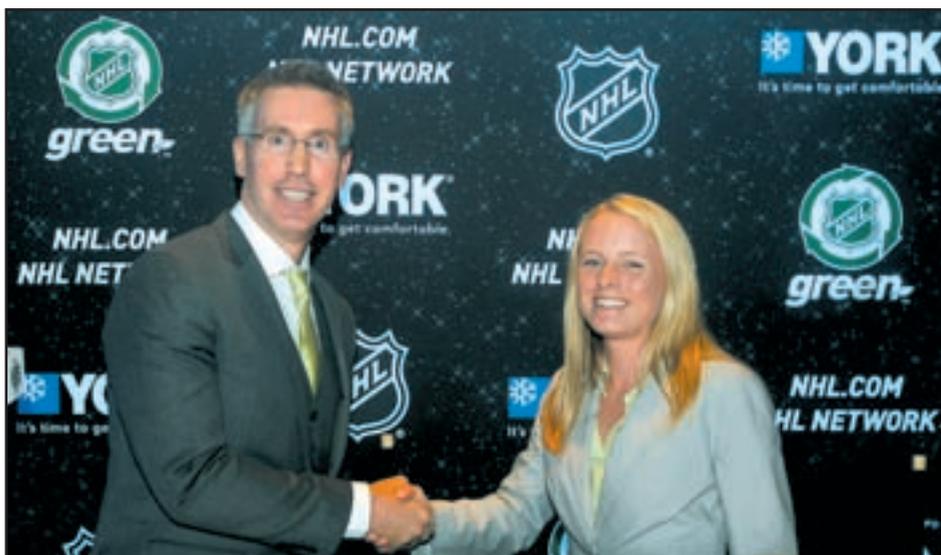
ness and preference among NHL fans throughout North America,” said Brian Jennings, NHL executive vice president of marketing. “As the newest supporter of NHL Green™, we welcome York’s expertise and assistance in our mission to attain greater energy efficient standards across the league.”

Melissa Marineau, director of marketing for Johnson Controls Unitary Products, commented, “The NHL is a highly respected professional sports organization that is demonstrating significant growth in attendance, television viewership, merchandise sales and online traffic to NHL.com. NHL Green™ shares our goal of raising awareness of environmental issues and helping to educate the commu-

nity on ways to save energy. This partnership not only provides national exposure to our brand but also provides a great opportunity for our

distributors and contractors to get involved and extend the sponsorship in their local communities.”

Visit www.york.com.



Brian Jennings, NHL executive vice president of marketing, and Melissa Marineau, director of marketing for Johnson Controls Unitary Products.



Arrowhead Brass & Plumbing

Reliable • Proven • Trusted • Since 1936



Double-Arrow™
ASSE 1053



Hot & Cold
Frost Proof Faucets

Commercial and Residential



**Easy On/Off
Without Letting
Go of Handle**

QuickTurn™ Hose Bibs and Frost-Free Hydrants:

- Easy On/Off Operation
- Better Flow Control
- Proudly Crafted in USA
- Arrow-Breaker® Technology
- “No Leak” O-Ring Bonnet
- Fully Interchangeable, Retrofit Capability

Only Arrowhead offers both QuickTurn™ and Multi-Turn US made frost-free hydrants with built-in Anti-Siphon Arrow-Breaker® technology.



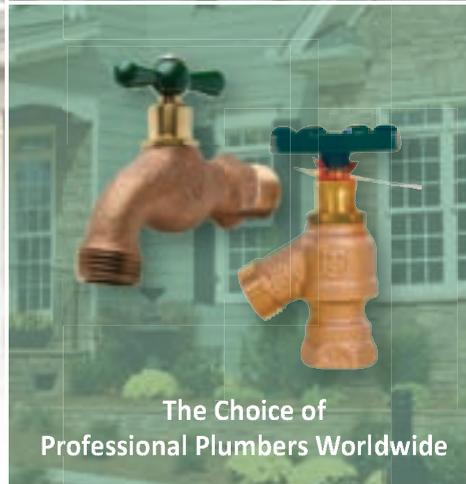
Innovating Rough Brass Plumbing Valves for 76 Years

4900 Alhambra Ave., Los Angeles, CA 90032 • 800.332.4267



QuickTurn™ Hose Bibs

Arrow-Breaker®
Technology



The Choice of
Professional Plumbers Worldwide

See contact information on page 138

2" PVC Venting



1/2" Gas Line

Tankless so advanced it's simple.

(Isn't it amazing what technology can do for you?)

- Utilizes existing 1/2" gas line
- 2" PVC venting
- **ComfortFlow**™ Technology
Buffer tank and recirculation pump included
- Field gas convertible
- Ultra condensing efficiency
- Dual stainless steel heat exchangers
- Three models: 150k Btu's, 180k Btu's and 199k Btu's

The new Navien NPE condensing series is so advanced retrofits have finally become simple. Now the existing 1/2" gas line can be used and in many cases our 2" PVC venting can be run through the existing chase. All of which allow for a tankless installation in about the same amount of time and cost as a traditional tank install.

Simple retrofit, exclusive ComfortFlow™ technology, ultra high condensing efficiency and now field gas convertibility all combine to make the new NPE series easily the best choice in tankless!

Learn more at TanklessMadeSimple.com

KD NAVIEN®

The Leader in Condensing Tankless Technology

See contact information on page 138

Third quarter uncertainty result of turmoil in Middle East, politics at home

Pricing for both carbon steel butt-welding fittings and forged steel flanges should remain firm through the third quarter. Costs for raw material and their availability have remained relatively unchanged from their status in the second quarter.

Transportation costs are being closely monitored as fuel costs are increasing due to price pressures being exerted from the ravages of the extreme drought and the reduction of production capacity due to refinery shut downs in Texas and California.

Uncertainty regarding the political environment, taxes and healthcare costs give cause to postponing projects until after the November election.

These external forces may have an impact on pricing in the fourth quarter if costs of energy go unchecked.

In addition, the turmoil in the Middle East with Syria, Iran, Egypt and Israel could culminate in a conflict causing major disruptions in the supply of raw materials and the costs of energy (oil).

We, therefore, suggest close monitoring of the markets by frequently checking websites and/or your suppliers for any unforeseen developments.

Energy a big factor

Demand continues to be driven by the energy sectors of the economy; shale gas plays, pipeline activity (both oil and natural gas) and the power industry (nuclear and gas fired). Data center construction is an-

other sector that is influencing the demand for fittings and flanges.

The commercial construction sectors remain stagnant in all regions of the country due to reduced spending by local, state and federal governments. Lack of access to private funding is also a contributing factor adversely effecting private sector construction.

The pace of construction has declined by another 10% in July, according to McGraw-Hill Construction, indicating construction is still struggling to gain upward momentum.

Multiunit, hotels, hospitals and schools remain active in some regions of the country; however, multiunit development is near a saturation point in many areas of the country. This faint upturn in commercial building becomes more ten-



BY STEVE LETKO
PVF market insider

uous as we approach the third and fourth quarters.

Uncertainty regarding the political environment, taxes and healthcare costs give cause to postponing projects until after the November 6, 2012 election. This sentiment was unanimously shared by all in attendance at the M.C.A.A Board Meeting in San Antonio earlier this summer. The same sentiment is echoed in the energy sectors of our industry as well. ■

A complete line of High Quality brass plumbing products at a competitive price.

CENTURY BRASS MFG.

is pleased to announce our new product offerings which include Brass Nipples, Bronze Cast fittings, Steel Braided Dishwasher, Ice Maker, Lavatory, Toilet and Washing Machine Hoses.

CBM
CENTURY BRASS MFG.
A Division of Luminance
www.luminance.us.com
Tel: 800-794-0224
Fax: 800-794-0208

Hose Barb & Garden Hose Fittings
Compression Fittings
Flare Fittings
Pipe Fittings

Headquarters • 721 Broadway Ave, Suite 3 Holbrook, New York 11741 Email: terry@centurysalesmfg.com

Branch Locations: • Los Angeles, California, Houston, Texas

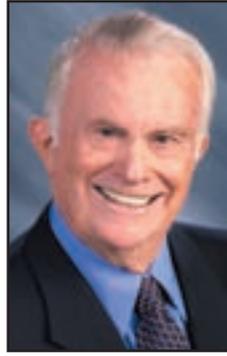
See contact information on page 138

BESCHLOSS BEAT

August PVF Roundtable session breaks record attendance

The PVF Roundtable's rapid ascent to the pipe-valve-fitting sector's rallying point focus reached its peak at the organization's late August meeting in Houston. This represented the third of four quarter-annual sessions, during a month that had previously featured the Roundtable's most sparse attendance. Therefore, it stunned the organization's governing body to see over 350 attendees streaming in to "meet and greet," followed by a membership-sponsored dinner and bar, after which *Oil and Gas Journal* editor Bob Tippee expounded on the latest developments in the booming and expanding U.S. energy industry.

With February's Professor Michael Economides, the University of Houston's energy specialist; the May PVF Hall of Fame presentation; and former Shell CEO John Hofmeister, now head of Citizens



BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

participants, has also aroused growing interest and involvement.

The superb PVF Roundtable organization, headed by president Danny Westbrook of Westbrook Manufacturing and Secretary Sheryl Michalak of WOI International Inc., supported by a top-notch active board, has added additional dynamics to the organization's future growth.

The superb PVF Roundtable organization, headed by president Danny Westbrook of Westbrook Manufacturing and Secretary Sheryl Michalak of WOI International Inc., supported by a top-notch active board, has added additional dynamics to the organization's future growth.

for Affordable Energy, as the key presenter in October, the litany of attendance records set last year had continued through May, but was not expected to be continuing the previous torrid pace in August.

The multi-personnel and company attendance from the PVF sector's leading manufacturers, distributors, sales reps, fabricators, engineers, master distributors and turnkey constructors added unexpected attendance depth. Also adding to the enthusiasm, as well as to the "networking" dynamics, was the record involvement of attendees from outside the 300-mile circumference of the Houston area. The re-awakening of America's fast-paced energy industry, together with a growing number of international

While the unprecedented participation surge was totally unexpected at the summer conclave, all members of the fast-growing PVF sector can be assured that the greatly increased accommodation factor will be resolved in good time for the highly-anticipated October 30 session. Featured will be John Hofmeister and myself presenting alternative 2013 industry forecasts, depending on the general election outcome a week hence.

All those expecting to attend should e-mail Sheryl Michalak (Sheryl@woihouston.com). Rest assured that all will be accommodated, but getting an early notification from attendees will be of great assistance in perfecting the group's planning. ■

30% Growth +
No Additional Staff =

What Could
You Do?



Leading Technology + Exceptional Service

Increase your efficiency, productivity, and bottom line. See why PHCP and HVAC/R distributors choose DDI System.



877-599-4334
www.ddisys.com
sales@ddisys.com

Dali Museum wows with immersive art experience

Copper press-fit solderless fittings protect art

ST. PETERSBURG, FLA. — Salvador Felipe Jacinto Dali I Domenech, more commonly known as simply Dali, is considered one of the premier artists of the 20th century. His work pushed the boundaries of the possible into the “surreal” and changed the way people perceive art. The public’s continued fascination with Dali and the Surrealist movement he helped inspire can be seen in the success of the new Dali Museum in St. Petersburg.

Since opening on January 11, 2011, nearly a half million art enthusiasts have walked through the 66,400-square-foot building and exhibit floor. While visitors are certainly coming to view the renowned work of the Spanish painter, they are also getting a chance to admire the museum’s breathtaking architecture that was designed specifically for the Morse family collection of Dali art.

Taking its visual cues from Surrealist design, the geodesic dome structure that surrounds the building is referred to as the Enigma and

consists of 1,062 unique, triangular glass panels. According to Kathy White, deputy director of the Dali Museum, the design was inspired by Dali and Buckminster Fuller’s work on the Teatro Museo in Figueres, Spain, which houses Dali’s personal collection.

The impressive structure is designed to withstand up to a Category 5 hurricane, which is extremely important for a building in Florida that houses such valuable pieces. Precautions were also taken to protect the art from unforeseen hazards inside the building. “The protection of the displays was a major concern, and the design attempted to eliminate a situation where any water piping would be installed above the art,” said Jim Stark, vice president and senior project manager at Feddon Mechanical, the company that installed the plumbing system.

To ensure the artwork would be safeguarded from a possible leak, the museum opted for a mechanical copper system because of its reliability,



Press-fit solderless fittings on 1,500 feet of copper tubing help protect a priceless collection of surrealist Salvador Dali’s art.

proven performance and longevity. Stark said that the major reason for choosing to use the press-connect system, which can be used for most plumbing applications including cold and hot water distribution and is durable, versatile and easy to install, was the time needed to install all 1,500 feet of tubing.

“The project had a critical deadline (the opening was scheduled for 1/11/11), and this joining system can cut labor by 30%, allowing the same size crew to install much more pipe in a shorter period of time,” Stark noted.

Besides solderless fittings saving time, the joints can be made with water in the tubing, making them ideal for emergency situations and repairs. Solderless connections do not have to cool and can be pressure-tested immediately after the joint is fabricated.

Because flame is not used, burn permits or a “fire watch” are not necessary during installation. More importantly, system modifications can be made without discoloration or damage to nearby building finishes or components.

Visit www.copper.org.

Rinnai develops tankless rack system

PEACHTREE CITY, GA. — To make multi-unit condensing tankless water heater installation easier and more flexible for commercial contractors, Rinnai America Corporation is introducing the Rinnai Tankless Rack System (TRS).

The system is available in free-standing or wall-mounted options for indoor or outdoor applications and can be ordered, built and shipped fully assembled, including gas and water manifolds, to any location in the U.S. and Canada, including the job site.

Indoor installations can be configured with either Rinnai’s standard polypropylene concentric venting or its new Common Venting System. Individual racks can hold between two and six of the company’s 199,000-Btu condensing units that have an Energy Factor of 0.95. For even larger tankless systems, multiple racks can be banked to give commercial customers up to 25 units and nearly 5 million Btu of input capacity.

The free-standing version of the fully assembled Rinnai TRS fits through a standard 32-inch doorway, even with attached water heaters, for

easy moving and installation on the job site. The racks are constructed of powder-coated aluminum to stand up to the most demanding commercial environments, while minimizing weight.

“This Rinnai-engineered system saves valuable installation time and avoids the costly, complicated process of designing and fabricating gas and water manifolds on-site,” said Adam Hersh, national commercial development manager at Rinnai. “The Rinnai TRS features design details that make installation straightforward. Gas and water manifolds are properly sized and, when necessary, electronic controls for multiple units can also be included. The entire system has been designed by Rinnai to ensure maximum safety, reliability and peace of mind.”

The TRS is available with Rinnai’s Common Venting System, which allows for the connection of up to eight 199,000 Btu-condensing units together using the same exhaust and intake venting. The exhaust flue uses a CSA-certified and tested polypropylene venting system. For intake venting, Rinnai has certified Schedule 40 PVC, which can be obtained from

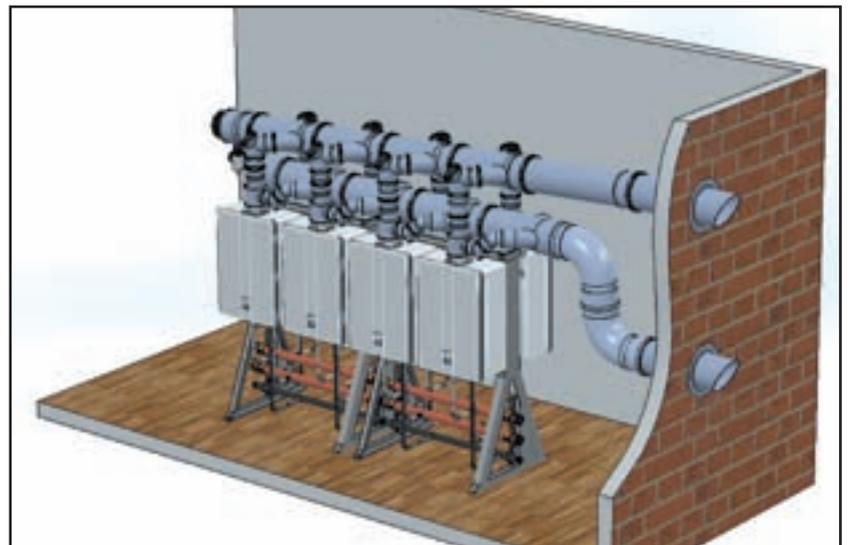
local plumbing distributors.

The Common Venting System allows for longer vent runs and utilizes only two terminations for each bank of units. An eight-unit system has a maximum vent length of 41 feet and offers 1.5-million Btus, and for seven or fewer units, the maximum length is 100 feet. The exhaust flue material, PPTl, is currently cer-

tified for use in the United States only and not for high-altitude applications above 2,000 ft.

Common Venting is available with the TRS or can be ordered separately for any application requiring multiple condensing units. Rinnai is currently accepting and shipping orders for the TRS and Common Venting System. For help with sizing, call a Rinnai Application Engineer at 800-621-9419, then press 6.

Visit www.rinnai.us.



The free-standing version of the fully assembled Rinnai TRS fits through a standard 32" doorway and saves valuable installation time. It allows the connection of up to eight 199,000 Btu-condensing units together.

FORGED STEEL

1/2 - 4
2000# / 3000# / 6000#
SW. THREADED & ALL OUTLETS



FITTINGS

1/2 - 48
STD. XH / SCH / 20 / 40 / 60 /
80 / 100 / 120 / 160 / XXH



FLANGES

1/2 - 48
150# / 2500#
S.O. WN. BLIND / REDUCING
THREADED / LJ



www.valfit.com

FIND OUT WHY VAL-FIT IS THE MOST TRUSTED MASTER DISTRIBUTOR
IN THE COUNTRY. OUR CUSTOMERS DESCRIBE US AS:

ETHICAL, STRAIGHT FORWARD, SINCERE, HONEST, AND FRIENDLY

ATLANTA

1578 Litton Dr.
Stone Mountain, GA 30083
866.212.7550 • 678.775.4660
salesatl@valfit.com

LOS ANGELES

8360 Wilcox Ave
Cudahy, CA 90201
800.826.3636 • 323.562.3440
salesla@valfit.com

HOUSTON

9051 Spikewood Dr.
Houston, TX 77078
877.836.6678 • 281.661.8401
saleshou@valfit.com

American Standard launches product training laboratory

PISCATAWAY, N.J. — Product knowledge training has moved beyond classroom theory to a new interactive, hands-on experience. Comprised of working product displays set amidst classroom-style workbenches, American Standard has crafted a 1,600-square-foot hands-on education facility within its Product Design Center in Piscataway, N.J. This dynamic operation enables in-depth training and best practices instruction on the installation, troubleshooting and repair of residential, commercial and institutional products and technologies.

Designed to accommodate up to 24 participants at a time, the laboratory includes working cutaway models of key products that allow specialized training on their unique features and benefits. It allows participants to see first-hand the competitive advantages of American Standard technologies. A key advantage of the training center is its proximity to the company's existing corporate quality control operation and new product showroom, which are used as part of the product knowledge curriculum.

With the goal of educating hundreds of industry personnel annually, the

training laboratory will help industry professionals acquire practical, real-world experience with the fully operational toilets, faucets, shower systems, walk-in baths, soaking tubs, urinals and flush valves that are on display.

Product solutions for vertical markets such as hospitality and education are similarly grouped. As choices proliferate, the grouping of like-style toilets, sinks and faucets into solutions-oriented display modules helps to clarify the attributes of each style and facilitate the selection process. The showroom display includes products from the American Standard, Jado®, Porcher®, Fiat®, Crane Plumbing®, Safety Tubs® and DPI brands.

Visit www.americanstandard.com.



In-depth training and best practices instruction — using running water to replicate real-life scenarios — is part of the interactive learning experience offered at the new American Standard Product Training Laboratory.

OBITUARIES

Percy Harvey, 'The Valve King'

KELOWNA, B.C. — It is with great sadness that Cascade Equipment announces the passing of our beloved husband, father and Pop-Pop, Percy Harvey (a.k.a. "The Valve King").

Harvey was born in England in 1942, raised in Winnipeg, lived in Yorkton and Calgary, and retired to Kelowna. He owned and operated Cascade Equipment (formerly Flo-Crest Equipment AB.) and was well respected within the flow control industry. Outstanding customer service was his mantra! No matter what the circumstance or situation, Harvey always made those around him laugh with his witty quips and one-liners. Always happy, his kindness was extraordinary and his love for his family, friends and pets was immeasurable. As a true gentleman, he would go to the edge of the earth and back for the love of his life, his wife. And he was always most concerned for the well being of others. Percy is survived by his adoring wife and partner of 50 years, Carol, and his loving family including his daughter Dana Nease, son Scott (Cherie), grandchildren Jaci and

Jackson, sister Debbie (Barry) Evans and brother Graham (Jean) as well as numerous nieces and nephews.

As Percy loved life, it is at his request that there will be no funeral in his honor, but that he would be remembered for the smiling guy that he was! He loved hockey and football, trains, traveling, fine dining, music and dancing, and good times all around for everyone!

Harvey would like to leave this world with his favorite exit line, "...and now for a little travelling music, please!" So, in Percy's memory, let the good times roll! His family would like to express their sincerest gratitude to the incredible care staff at Brookhaven Care Centre for their love and compassion shown to Harvey during his illness.

In lieu of flowers, donations can be made to the Alzheimer Society of BC, 865 Bernard Avenue, Kelowna, BC V1Y 6P6.



Percy Harvey



First-hand education with interactive plumbing displays is now offered to customers, showroom staff and sales personnel in the new American Standard Product Training Laboratory. Christian Kuswita, senior product manager for commercial fixtures, trains personnel from wholesalers Ace Plumbing Supply and Pinnacle Sales Supply.

BrassCraft ad series honors American innovation and quality

NOVI, MICH. — "American Ingenuity. World-Class Performance." This is the straightforward and forward-thinking theme of BrassCraft® Manufacturing Company, as featured in a new series of print ads commemorating the company's 65th anniversary.

With a tradition of American innovation and quality, each ad showcases a different BrassCraft line of durable and reliable plumbing supplies, emphasizing that every product line featured is "built with pride and crafted with quality."

"BrassCraft Mfg. has a remarkable history of commitment to the American manufacturing tradition," said marketing and product development vice president Jeff Jollay. "Each of the product lines featured in the ads

is designed, machined and assembled domestically."

With manufacturing facilities in North Carolina, California and Texas, BrassCraft Mfg. continues to invest in the most advanced design and manufacturing technologies for the creation of its thousands of high-quality products. These include a complete range of 100% no-lead compliant connectors, fittings, water stops and valves that meet the provisions of the Reduction of Lead in Drinking Water Act. This nationwide legislation becomes effective on January 4, 2014, but BrassCraft customers can transition to a compliant-product inventory now, and secure an important competitive advantage.

Visit www.brasscraft.com.

Thomas J. Hannafin, MSS president

VIENNA, VA. — The Manufacturers Standardization Society mourns the passing of its recently-elected president, Thomas J. ("Tom") Hannafin. His wide-ranging knowledge of the valve and fittings industry as well as his sound judgment and loyalty to MSS were recognized by all who knew him.

Since 1985, Hannafin was associated with KITZ Corporation of America (KCI), a leading global manufacturer of flow control products.

He served as vice president of marketing and as director of the corporation from 1997 to 2008, after 42 years of valve sales and marketing experience to the hydrocarbon processing industry (HPI) and related industries. Over the past 20-plus years, Hannafin served on standards-related task forces in the American Petroleum Institute and numerous MSS and Valve Manufacturers Association technical committees. He served on the MSS board of directors for the past 10 years.

WOI[®]

WELDING OUTLETS, INC.

When getting the answering
service is NOT an option.

WE ARE HERE FOR YOU 24 HOURS A DAY



Domestic manufacturer of quality branch connections and specialty engineer products.

1341 Hill Rd.
Houston, TX 77039

(24hr) Toll Free: 1.888.610.0777

Office: 281.590.0190
Fax: 281-590.1415



www.woihouston.com

ISO 9001:2008 CERTIFIED, PED CERTIFIED, CANADIAN REGISTERED IN ALL PROVINCES, WBENC



See contact information on page 138

ClimateMaster holds geothermal Big Tent event

LANCASTER COUNTY, PA. — ClimateMaster’s adventure into the great outdoors is on a roll. The manufacturer is hosting or playing a lead role in several outdoor, multi-station, hands-on geothermal sales and training events nationwide — including Texas, Washington, Indiana, Ohio and Pennsylvania.

GeoDay events have become a training arena for HVAC, geothermal and drilling contractors nationwide, with ClimateMaster professionals sharing their expertise freely. Proven techniques and new and emerging technologies are demonstrated.

“We see these events as a Geo 101, master’s degree training and a jam-boree all in one,” said Rich Gibson, Northeast residential manager for ClimateMaster. “Trenching, drilling, pond loop application, load-sizing and geo equipment and plenty of expertise on tap are what it’s all about.”

Among the locations for GeoDay events was one held on August 16 in Lancaster County, Pa. The event drew hundreds of (mostly) installing contractor attendees from a 10-state region, including Pennsylvania, New Jersey, Delaware, Maryland, Ohio, New York, West Virginia and Virginia. During the event, attendees moved between six hands-on work stations, rotating between them in one-hour intervals. The workstations included pond loop, vertical loop, horizontal boring, products/new equipment technology and horizontal loop.

Attendees also learned about ClimateMaster’s loop design software, GeoDesigner. The program is a sophisticated yet intuitive tool for sizing units and exchange fields. It also helps to demonstrate operating costs for potential customers.

Visit www.climatemaster.com.



Attendees moved between six hands-on work stations, rotating among stations that included pond loop, vertical loop, horizontal boring, products/new equipment technology and horizontal loop, and also learned about ClimateMaster’s loop design software, GeoDesigner.



SANIFLO®

Packaged grinding systems

1 HP grinder motor for heavy-duty and **commercial applications**

Four inlets to accommodate toilets, sinks, tubs/showers, washing machines and much more

Onboard **visual alarm** and wired **audible alarm system**



Up to **50 gallons per minute**

Pumping distance of up to **36' vertically and/or 328' horizontally**



Also available as a duplex system **SANICUBIC 2®**

2-YEAR WARRANTY

Sanicubic can be installed above the floor or in an existing pit.

SANICUBIC 1® simplex system



1-800-571-8191
www.saniflo.com

Pre-assembled simplex and duplex grinder systems



See contact information on page 138

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •

HANDS-FREE CONVENIENCE NOW TAKING ORDERS

MOEN
Buy it for looks. Buy it for life.®



Moen's NEW MotionSense™ Faucets

YOW's Inventory Arriving Soon.
Call For Availability!

Your
"other"
Warehouse®

SERVICE • SELECTION • DELIVERY

Master Distributor of Plumbing & Door Hardware

Ph: 800-947-7000 • Fx: 800-756-7556 • www.YourOtherWarehouse.com

See contact information on page 138

The advantage of



The only place in PVF master distribution where you can get stainless, carbon, chrome, low-temp, duplex, alum and, coming very soon, all that material on **ONE** purchase order. If you aren't taking advantage of all The

Houston, TX
GSS 713.980.5089
FFF 713.695.5400
GPS 713.980.5089

Richmond, VA
804.228-8901
Indianapolis, IN
317.898.0331

Los Angeles, CA
310.525.1865
Atlanta, GA
770.305.7002



aluminum, hi-yield and nickel alloys from **ONE** shipping point, on **ONE** truck, with **ONE** bill of lading. The Global Group of Companies has to offer, you're wasting time and money. Get the advantage of **ONE**, today!!

BY MARY JO MARTIN
Editorial director

Neuco Inc.'s highly functional and efficient, yet stylish, new headquarters in Downers Grove, Ill., is a far cry from their roots as a coal, hay and grain supplier in the early 1900s. The family owned HVACR controls master distributor had been bursting at the seams in their former facility, and decided the time was right to launch a major expansion. And after seeing the facility first hand, I can tell you that every last detail has been impeccably attended to.

partment, as well as purchasing from some of the larger vendors.

"There are unique challenges with having so many family members involved," Bill commented. "But our industry is made up of many family businesses, and it really comes down to finding everyone's strengths. We all have areas of expertise, and we try to respect each other so we don't step on toes. Everyone has opinions on how to handle particular situations, and our team is very open to ideas for ways to do things better. We all allow each other to have our opinions and respect them. We trust each other's judgment



Call Neuco's main number and a receptionist will answer — having a real person answer the phone rather than an automated greeting is very important to Neuco.

Substantial growth Neuco's highly efficient new HQ poises company for future

President Paul Neustadt noted, "It's been so rewarding to watch the company grow. When I joined the company our location was in a pretty rough neighborhood in Chicago. It's hard to believe that our growth has been so significant as to bring us to this wonderful new facility. Every time we were at a point when we thought we had grown as much as we could, something would happen to push it even further. When we first moved to Downers Grove in 1979, we thought we had so much room, but that didn't last long. This new facility was designed to really take us into the future."

The company continues to be owned by members of the Neustadt family, along with one veteran employee. Paul oversees day-to-day operations; CEO Bill Neustadt and VP-National Accounts Brian Neustadt handle the wholesale aftermarket business and the buying groups; VP Jon Neustadt is in charge of the IT department and purchasing, while VP-Sales Tim Stelzer has responsibility for the internal sales de-

partment. It's always been like that with us. It just works and allows the company to grow more.

"Each department has its own manager and we have weekly meetings

their opinions to be heard and valued. They are loyal and have been here many years. I think it helps that all of us have done just about every job here. We've all worked our way up.



Neuco's management team/owners are (from left): VP Jon Neustadt, VP-sales Tim Stelzer, CEO Bill Neustadt, VP-national accounts Brian Neustadt and president Paul Neustadt.

partment. It's always been like that with us. It just works and allows the company to grow more. It helps the managers feel like they are a real part of what is going on here and allows

We were taught by our parents and have tried to instill those same values in the next generation so that we can look employees in the eye and understand where they are coming from."

When Bill joined the family business, there were just four employees that wore a variety of hats; today Neuco employs 72, all of whom are very specialized. "We are fortunate to have a great group of department managers that we trust and rely on," he said. "Our hiring process today is so much different than in years past. We're looking at people to fill a specific role rather than a jack of all trades who can juggle numerous areas. Part of the reason for this is the incredible growth we've experienced over the last five or so years. While we've always serviced the wholesaler aftermarket, we've made a concerted effort to get into the OEM aftermarket business and industry buying groups. Their group meetings have been a perfect venue for us to meet and get to know customers face to face.

Bill went on to note, "As a vendor for the groups, it's a different relationship because we are customers of many of the other vendors. But the members are our customers and we have been accepted very well. Manufacturers realize that they can't service the needs of the small orders, the stock outs, etc., anymore. They need someone to fill that niche, and that's where we come in. We can fill those needs on a day-to-day basis. It's been a very efficient use of our time because we can see so many customers in one spot. We're also a long-time member of HARDI. They've been great for us to grow our knowledge in the industry and have brought us a number of internal benefits.

"Another piece of our sales growth has been that we've al-



CEO Bill and VP-National Accounts Brian Neustadt handle the wholesale aftermarket and the buying groups.



This fall, Neuco will install a state-of-the-art automated conveyor system in its 36,000-square-foot warehouse.

LAARS® HEATING SYSTEMS RESIDENTIAL LINEUP

Boilers and Water Heating for ANY Residential Application



NEOTHERM

95% AFUE* Floor
Standing Boiler



MASCOT II

95% AFUE*
Wall Hung
Combi Boiler
& Water Heater



MINI-THERM JVS

85% AFUE Floor
Standing Boiler



ENDURANCE

86% AFUE*
Floor standing
Combi Boiler &
Water Heater



LAARS STOR

Indirect Water
Heaters

The Perfect Choice for Today's Demanding Homeowners

Laars boilers are everything a modern boiler should be easy to use, easy on the environment, powerful and compact. Laars has a solution for any home's space & domestic water heating needs with boiler sizes from 50 to 285 MBH and efficiencies of 85 to 95%. *Find out more at www.laars.com*



LEARN MORE AT
energystar.gov

*ENERGY STAR® RATED



800.900.9276

Built to be the Best™

www.laars.com

(Continued from page 48.)

ways focused on heating controls. In the winter months, we are rocking and rolling and shipping tons of packages. Summer has always been slower and we've been able to catch up on things and get re-organized. But in recent years, we've gotten more into refrigeration and so we're definitely not slow in the summer anymore. They are busy days and we've picked up a lot of business by getting into these refrigeration prod-

Hanging prominently in the sales area is a large flat screen that indicates how many calls are on hold, the longest hold times, lists everyone within the sales department, and indicates who is currently on the phone and who is available. That way, team members check out the board before they leave their desks for quick breaks in case there are a number of customers on hold. It has proven exceptionally effective.

The phone system is set up so that

Neuco builds for tomorrow

ucts. All of this enables us to touch more customers."

It is evident that Neuco's new facility was built around the idea of efficiency. For example, their new phone system has dramatically cut back on the on-hold times — one of the few things about which customers had ever suggested they improve.

each person has their own phone line so customers can call that line if they want to get a specific person. Or they can request someone by calling Neuco's main number where a receptionist will answer — having a real person answer the phone rather than an automated greeting is very important to Neuco. If they don't have a



•THE WHOLESALER® — OCTOBER 2012

Neuco's new phone system has dramatically reduced on-hold times. In the sales area, a large flat screen indicates how many calls are on hold, the longest hold times, lists everyone within the sales department, and indicates who is currently on the phone and who is available.

preference, customers can simply ask for the Sales Department, which puts them in the queue and will direct them to the first available salesperson.

"We encourage our people to develop relationships with customers," said Brian. "It's a comfort level. Every salesperson has at least 10 cus-

tomers that they regularly deal with. They are often Facebook friends and get to know about each others' families. We've even had some salespeople who have gone on family vacations and will meet up with customers who live in those areas. We (Turn to Big investment... page 52.)

Advanced Placement

We do our homework when we design solid-surface sink systems. That's why they are a perfect choice for modern school washrooms.



- Hygienic, easy-clean surfaces that prevent water pooling
- Child-friendly ergonomics and ADA-compliant designs
- Resistance to stains and vandalism
- Above-deck access for easy maintenance



Our sinks earn top marks at the best schools

SLOAN
www.sloanvalve.com

See contact information on page 138

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •



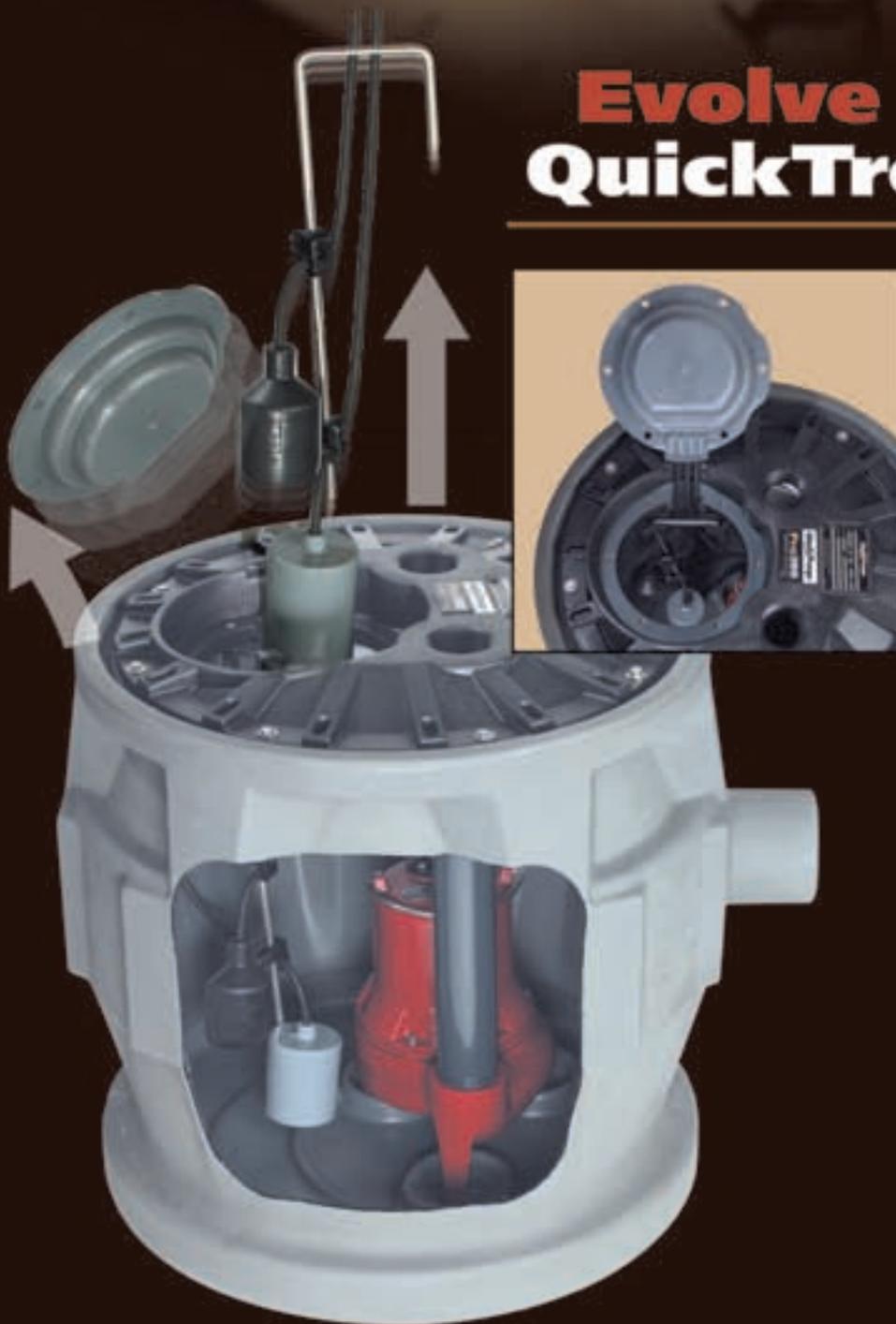
Each department has its own manager and meets weekly with owners and managers to talk about current situations. This helps the managers feel like they are part of the company and allows their opinions to be heard and valued.



Neuco's comfortable, high-tech training room with projection and HD TV accommodates classes of 30 to 50 for training both employees and customers.

Change a float in minutes?

Evolve with Liberty's QuickTree® technology



Liberty's complete line of Pro-Series sewage packages feature simple access and removal of floats without pulling the pump or disconnecting the plumbing.

- Schedule 80PVC Discharge Pipe
- Separate Inspection Cover
- Integral Rubber Gaskets
- 41 Gallon Capacity

Pro370

20" x 30" System

Pro380

Shallow 24" x 24" System (shown)

Liberty Pumps®

Innovate. Evolve.

www.libertypumps.com
800-543-2550

Copyright © Liberty Pumps, Inc. 2011. All rights reserved.

See contact information on page 138

**Inc.
5000**

One of America's fastest growing,
privately owned companies.

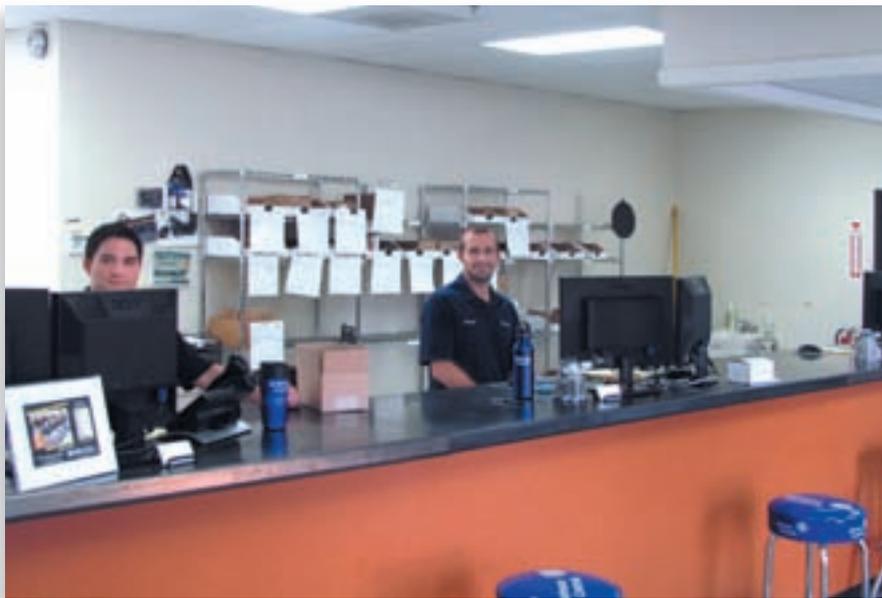
Big investment: Neuco builds facility, people

(Continued from page 50.)

don't want to just have everything done by e-mail. The personal side is really encouraged.

The offices were configured with all new desks and cubicles; and employees have new computer systems and screens, which is a tremendous benefit to the sales team that spends a great portion of their day on the Internet. "Our people are constantly online looking up products, sourcing,

Bill describes as "very important in keeping our people up to date." He went on to say, "We believe we have the best-trained sales staff in the country and we want to keep it that way. We do a lot of hands-on training, one class being on pneumatic controls. Our manufacturers will bring in equipment parts and controls so the class can help with the wiring and function. We do classes for customers in the spring and fall. Our relation-



"We believe we have the best-trained sales staff in the country and we want to keep it that way. We do a lot of hands-on training."

e-mailing spec sheets and communicating with customers," said Brian. "They've typically got multiple screens going at each terminal at all times. It's incredible how they can bounce around. So to have everything at their fingertips is a huge deal and allows them to work so efficiently."

There is also a comfortable training room that allows classes of 30 to 50 for training. The high-tech room — complete with projection and HD TV — is used for both employee and customer training. Manufacturers regularly put on schools, something that

ships with the manufacturers who put these on are very strong. We've always believed that these relationships and the information they provide benefit everyone."

Over the years, Neuco has been ahead of the curve when it comes to technology. Even before the Web became an everyday resource, Neuco was very active with its website, giving the company's IT director the reins to make it a go.

"Our website is a really powerful engine for us and a great tool for our customers," said Brian. "They are



ally embracing it; in fact a significant amount of our business is done through our website now. Our website is way more than just an ordering vehicle. It's a real powerhouse of knowledge. We have a proprietary cross-referencing system that is an accumulation of the knowledge we've gained over our years in business. Our webmaster is coming out

age on this incredible system in an upcoming issue.

"A big driver in doing the expansion project and doing what we do every day is that we want to be better," Paul concluded. "We're never satisfied with where we're at. We want to be an asset and tool for our customers. Our goal is to make our wholesaler customers look good so



Neuco wants to continue expanding its lines, adding even more commercial and industrial products to the mix.

with a new site design in the near future. We have gotten a lot of compliments from customers regarding the functionality and ease of use of our current site, but we don't want to get complacent. We know it can still be better, so that's why we continue to push the envelope."

And there is even more on the horizon at Neuco. This fall, they will be installing a state-of-the-art automated conveyor system in the 36,000-square-foot warehouse that will enable the company to ship as many as 14,000 boxes a day — allowing plenty of growth from their current typical 2,000 boxes daily. Stay tuned for more cover-

their customers will buy more from them. We want to continue to expand our lines. And we're branching out a bit, adding more commercial and industrial products. Our product mix is now about 65% commercial/35% residential. But we don't want to grow just to grow. We believe that if you have controlled growth and build a good team, you will have happy employees and customers." ■

For additional information, visit www.neucoinc.com.

"A big driver in doing the expansion project and doing what we do every day is that we want to be better. Our goal is to make our wholesaler customers look good so their customers will buy more from them."

Beginnings

Today's Neuco Inc. actually started as Neustadt Coal, Hay & Grain in 1907, with John M. Neustadt selling hay, coal and grain on Chicago's West Side. By the 1920s, Neustadt had evolved into coal sales and delivery.

Following the Great Depression, the company — then known as Neustadt Fuel & Supply — diversified into the heating installation and fuel oil business. As natural gas began gaining in popularity over fuel oil, the company decided to make a major move. The Neustadts changed the name to Neuco Inc., and began distributing automatic controls with the General Controls line. They now stock product from over 40 HVACR controls manufacturers.

"Back in early 1980s we were a traditional distributor, selling to contractors in the Chicago area," said president Paul Neustadt. "Quite honestly, we were not very good at it. But, as a distributor that didn't have the Honeywell line — we had General, White Rodgers and Johnson — we got very good at changing out Honeywell specs. But then we landed the Honeywell line in 1980 and stocked them very heavily. Other distributors from around the country would come to us for those products so we decided to go completely into master distribution. It made a big difference, and helped us earn the trust of distributors that we wouldn't compete against them for sales to the contractor.

"A lot of our success is due to our work ethic and the way you treat people. When you go into a store and you get someone who really gives you good service it makes you want to come back. And that's the feeling we want to give customers." ●



IN A WAREHOUSE THAT'S ALWAYS MOVING PRODUCT OUT, YOU'RE LOOKING FOR WAYS TO MANAGE CASH COMING IN.

With Cash Flow OptionsSM from PNC and our PNC AdvantageSM for Wholesalers, we can help you take advantage of everyday untapped opportunities. Like accelerating your receivables. So you can put your customers' payments to work faster or get access to cash for inventory and equipment. For uncovering opportunities to help improve your cash flow, visit pnc.com/cfo, stop by a branch or call 1-855-PNC-WHSL.

PNC | CFOSM

Cash Flow Options

ACCELERATE RECEIVABLES

IMPROVE PAYMENT PRACTICES

INVEST EXCESS CASH

LEVERAGE ONLINE TECHNOLOGY

ENSURE ACCESS TO CREDIT

for the achiever in youSM



 All loans are subject to credit approval and may require automatic payment deduction from a PNC Bank Business Checking account. Origination and/or other fees may apply. PNC is a registered mark of The PNC Financial Services Group, Inc. ("PNC"). Cash Flow Options is a service mark of The PNC Financial Services Group, Inc. © 2012 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. **Member FDIC**

See contact information on page 138

REHAU hosts grand opening at ecosmart house

LEESBURG, VA. — Nearly 100 attendees were present at the official grand opening of the REHAU MONTANA ecosmart house, a near net-zero residential modeling and construction project located in Bozeman, Mont. Representatives from REHAU and the 38 North American building industry business and associations involved in the project, as well as those from Montana State University, gathered at the house to celebrate the completion of the project's construction phase. Attendees participated in tours throughout the three levels of the home, including its innovative and sophisticated mechanical room.

Attendees participated in tours throughout the three levels of the home, including its innovative and sophisticated mechanical room. "I think it really becomes clear when

you see all the components in the mechanical room that this project is unique and impressive," said Bill Johansen, director of construction services for REHAU North America. "There's been so much innovation and collaboration during the construction of this house, and that becomes visually evident upon taking the tour."

Sponsored by REHAU and led by the Creative Research Lab (CRLab) at MSU, the REHAU MONTANA ecosmart house aims to exhibit the possibilities of maximized energy efficiency and occupant comfort by using a combination of the latest sustainable building products and systems. The three-year project, which included research, design and construction, will now advance into a two-year period of system perform-

ance and research led by the mechanical engineering department at MSU and involving several participating product manufacturers.

Presentations at the grand opening were given by: Terry Beaubois, director of the MSU CRLab; Dr. Kathleen Saylor, CEO of REHAU North America; Bill Hoy, director of strategic business development, construction for REHAU; Michael Stevenson, CEO of the MSU Alumni Foundation; Tom McCoy, VP of research at MSU; and Mike Phillips, executive director of the Turner En-

dangered Species Fund.

"There are a number of things that make this project remarkable — certainly not the least of which is the technology," said Saylor. "But equally remarkable has been the opportunity the project has provided to get our partners and, in particular, MSU students and faculty, involved in an effort of true collaboration."

To view the complete list of products and systems included in the house and garner updated information on the progress of research, visit www.montanaecosmart.com.



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.



Anvil: Building Connections That Last

Proudly serving the Mechanical, Energy, and Fire Protection industries

Learn more at: www.anvilintl.com/WH



ONLINE www.anvilintl.com • NORTHERN CUSTOMER SERVICE 800-301-2701 • SOUTHERN CUSTOMER SERVICE 800-451-4414

See contact information on page 138

NEW

FLOW-AIDE BIODEGRADABLE DESCALER and DESCALER KIT



Oil-free 500 GPH pump
with a 25' power cord.



Compact 3.5 gallon
bucket with tear tab lid

1 quart
FLOW-AIDE

5' hoses with male/
female connections
extend drain line 10'



Flow-Aide Descaler Kit for
Tankless Water Heaters



- Is Excellent for Cleaning:**
- Heat Exchangers
 - Water Heaters
 - Evaporators
 - Boilers
 - Condensers
 - Humidifiers
 - Potable Water Lines
 - Thermal Solar Panels
 - Rust, Lime, and Scale

www.flow-aide.com
1-800-321-8358



Flow-Aide is non-corrosive, safe to handle and biodegradable with a BOD value of 16 mg/l. This normally allows the solution to be water-flushed down sewers and through septic systems. Check local ordinances and regulations prior to disposal.



Point-of-Purchase Display Measures:
Height: 50" (127 cm) x Width: 28" (71 cm) x Depth: 14" (36 cm)

Copyright © J.C. Whitlam Manufacturing Company 2012. All rights reserved.

See contact information on page 138

Public-private sector initiative helps achieve energy savings at embassies

BALTIMORE — The “Energy Efficiency Sweep of Europe,” launched in November 2011 by the Alliance to Save Energy and the U.S. State Department’s League of Green Embassies, is nearing completion. In its wake, building makeovers are helping residences and offices of 10 U.S. ambassadors across Europe save energy and money.

The success of the program in Europe has inspired embassies in Washington, D.C., to promote and employ energy-saving efficient technologies. In fact, more than 40 embassies and international organizations joined with Washington, D.C. Mayor Vincent Gray and Under Secretary of the Department of State Patrick Kennedy on Jan. 31, 2012, to pledge to make their

buildings and operations more sustainable.

“What we hope to do with the League of Green Embassies is to demonstrate to buyers in these cities that there are solutions that they can

Ambassador to Belgium Howard Gutman, which was unveiled in April 2011 during the Alliance’s Energy Efficiency Global Forum (EE Global). Encouraged by the success of the Brussels makeover, which promoted

The success of the program in Europe has inspired embassies in Washington, D.C., to promote and employ energy-saving efficient technologies.

bring into the commercial world,” said Keith Curtis, senior energy advisor in the Department of Commerce. “We then hope each city will copy these.”

The “Energy Efficiency Sweep of Europe” was inspired by the success of an energy-efficiency makeover of the historic Brussels residence of U.S.

international cooperation in energy efficiency and clean technologies, U.S. Ambassador to Finland and League of Green Embassies chair Bruce Oreck announced the European “sweep,” an initiative that called for the replication of the Brussels makeover across Europe, beginning in November 2011.

Their vision is that embassies should become platforms of energy innovations, showcasing the latest technologies that highlight best practices in energy efficiency.

Danfoss joined nine other private-sector companies (seven of them associate members of the Alliance to Save Energy) that together provided more than \$145,000 in energy-efficient technologies to the Brussels project, including 25 living connect® radiators from Danfoss and two Danfoss Link™ CC (central controllers). Living connect thermostats are part of the Living by Danfoss range of premium thermostats. Launched throughout Europe last May, the thermostats are designed to provide superior performance and comfort, while saving energy — as much as 23% — and cost.

The thermostats work wirelessly throughout the home, allowing the ambassador to control the temperature in each of the rooms equipped with a thermostat from a single location. *(Turn to makeovers... page 58.)*



SERVING THE HVAC/R WHOLESALE INDUSTRY SINCE 1937

The Wholesalers Choice

Metropac has been servicing the HVAC/R industry, selling exclusively to wholesalers for over 75 years. Our extensive inventory makes it easy to get all the products you need with just one purchase order.

Same day shipping, extensive inventory, prompt courteous service and no minimums is why we have been known as *“The wholesalers Choice”* for over 70 years.

Wi-Fi VisionPRO® Thermostat

COMFORT, CONNECTIVITY AND ENERGY SAVINGS.



Honeywell's popular VisionPRO thermostat now connects to the internet via Wi-Fi using a home's existing system.

- Simple remote access to monitor temperatures and help drive energy-savings.
- Simple to sell.
- Simple to install
- Simple to stock and supply.
- Simple to stay connected to your customers.
- Wi-Fi VisionPRO, 3H/2C Dual Fuel: TH8320WF1029.
- **IN STOCK AT METROPAC**



*If used as directed, programmable thermostats can save up to 33% on annual heating and cooling costs. Savings may vary depending on geographic region and usage.

For more information visit www.metropac.com/wifi_visionpro.html.



\$15.00 Next Day Air via UPS, 10lbs or less \$50.00 minimum order

Metropac Industries HVAC/R MASTER DISTRIBUTORS 10 Annette Road Foxboro, MA 02035

Phone: 800-852-HEAT(4328) Fax: 508-698-3121 www.metropac.com

ALLANSON~AMTROL~AD SMITH~ARGO~ASCO~BACHARACH~BARNES & JONES~BASO~BECKETT~BELIMO~BELL & GOSSETT~BRAEBURN~BRAUKMANN~CALEFFI~COMMERCIAL FILTERS~CONBRACO DANFOSS~DOLE AIR VENTS~ERIE CONTROLS~FASCO DRAFT INDUCERS~FIELD CONTROLS~FIREYE~FIROMATIC~GAR-BER FILTERS~GC VALVES~GENERAL FILTERS~GOODMAN~GRUNDFOS PUMPS HEIL QUAKER / ICP~HOFFMAN~HONEYWELL~HONEYWELL ZONING~HYDROLEVEL~ICM CONTROLS~JOHNSON CONTROLS~KMC/KREUTER~LENNOX~LOCHINVAR~LUX~MAID O' MIST~MAMAC MAXITROL~MCDONNELL & MILLER~OEM~PARAGON~PETROMETER~PSG~ACCUSTAT~QUIET-DNE~RANCO~REZNOR~RHEEM~RIB RELAYS~ROBERTSHAW~SCHNEIDER ELECTRIC~SCULLY~SIEMENS SKUTTLE~SPARCO~SPIROTHERM~SUNTEC~T.A.C.~TACO~TEKMAR~TELEDYNE LAARS~TJERNLUND~TRION~VENT-RITE~WATTS REGULATOR~WEBSTER~WEIL MCLAIN~WHITE~RODDGERS~YORK

See contact information on page 138



eternal 
 ADVANCED HYBRID WATER HEATING

ONE HUNDRED OFF ONE HUNDRED CASH BACK REBATE

\$100 Rebate Available on the GU100 for a Limited Time!



Patented Heat Exchanger Design



When an end-user purchases and installs an Eternal GU100 hybrid water heater, they can receive \$100 cash back by mail. The Eternal GU100 is the affordable and flexible alternative to traditional tank water heaters in retrofit applications. It provides endless hot water with up to 96% efficiency. Its compact design, 1/2" gas line capacity, and PVC venting allows for easy installation in any home. This offer is only good on Eternal GU100 hybrid water heaters purchased and installed between October 1, 2012 and December 31, 2012.

The Eternal must be installed by a licensed contractor and purchased by the end-user. **End-users must submit a rebate form with the sales receipt and the original barcode from the Eternal GU100 box to receive the rebate.** Go to eternalwaterheater.com/rebate for complete program details.

Model	Gas Type	Gas Connections	BTUs	Water Connections	Electricity	GPM
GU100	NG, LP convertible	1/2" Female NPT	16,000 BTU/Hr / 100,000BTU/Hr	3/4" Female NPT	Dedicated 120VAC, 60Hz w/3 Pronged Power Cord	up to 10

See contact information on page 138

Learn more at www.eternalwaterheater.com

Energy-efficiency makeovers go global

(Continued from page 56.)

using the Danfoss Link CC. When combined with other energy-saving enhancements, the Danfoss products contributed to energy savings of more than 22% in the first week after the makeover unveiling and 31% in electricity costs over the 10 months following the renovation.

Energy-efficiency makeovers have also taken place at embassies in Rome, Italy; Vienna, Austria; Berlin, Germany; Paris, France; Bern, Switzerland; Bratislava, Slovakia; Lisbon, Portugal; Madrid, Spain; Sofia, Bulgaria and Warsaw, Poland.

In addition to Danfoss, Alliance Associates that supported the project include:

- 3M — Window film upgrades provide security and block solar heat gain while allowing daylight to illuminate the residences' interiors.

- Cree — Efficient interior and exterior lighting cuts down electricity use and costs.

- Niagara Conservation — Water conservation products include flow aerators in all of the cities. In Bern, window and door weather-stripping materials and caulk will reduce leaks as well.

- Philips — Replacement of inefficient incandescent light bulbs with energy-efficient light-emitting diodes (LEDs) will save at least 75 percent of the energy used while maintaining attractive light in the historical resi-

dences.

- Whirlpool — Appliances such as microwave ovens and other household necessities were replaced with energy-efficient models.

- Johnson Controls — A web portal provides information to measure the actual energy savings achieved.

"The list of U.S. companies involved in these makeovers and the savings they are helping to achieve underscore the importance of public-private sector relationships in energy efficiency initiatives," said Lisa Tryson, director, corporate communications and public relations at Danfoss. "The same kinds of high-efficiency building products and services used in these embassy projects can help indi-

viduals, businesses and governments save on utility costs and improve their environmental performance, even in existing homes or buildings."

The League of Green Embassies recently reported that companies focused on sustainability outperformed their peers by 15% during the financial crisis. This indicates that sustainability is a tool to make companies resilient, competitive, adaptive to challenges and more successful.

The success of the embassy makeovers is still being measured. However, the projected energy savings are significant:

- 45% to 76% on exterior lighting
- 23% to 46% on heating
- 14,400 gallons of water (the amount used for 350 loads of laundry)
- 528 gallons of oil, equivalent to six tons of avoided CO₂.

Taco's 'Borrow Barba' contest gets dirtier each year

CRANSTON, R.I. — According to John Barba, Taco's residential training and trade program manager, the "Borrow Barba" contest was the result of a marketing meeting that he missed a few years ago. "The idea," he explained, "is that some poor sap ... No, edit that will ya, to be 'some lucky winner' ... would get me for a day to do whatever work they needed done. This idea narrowly edged out the 'Let's use John as a bottle rocket' proposal. Man, I've gotta' stop missing those meetings!"

As it turns out, the program came to fruition, and it's now one of the more enjoyable facets of his job. ("Minus the occasional 'dirtiest jobs' duty," he added. "I'm always good for a bit of humor at my expense; it's OK.")

The best way to tune into Barba's recent experience (and plenty of other musical, head-spinning observations) is to become a subscriber to his FloPro Blog (Not yet a sub-

scriber? See the "BarbaBlog" sidebar.) The blog is Barba's "sweet spot," where he routinely imparts hydronic wisdom with humor and flair.

His most recent blog offers insights into the educational and comedic "Borrow Barba" experiences. Viewers learn that last year's first winner was Minnesota master plumber Eric Aune, who won Barba for a day. Apparently, Eric read a lot into Taco's suggestion that he could use Barba for a variety of needs.

"Eric had me wash his truck, mow his lawn, make lunch and serve it to him: grilled cheese — cut off the crust — and iced tea, extra sweet; he sent it back twice," explained Barba. "And for the ultimate in customer service, I snaked his water closet and wish I'd been wearing hip waders for that episode."

Apparently, Taco's "Borrow Barba" contest caught on. Taco had 850 entries for 2012. Oddly, about

half of them were sourced from just one guy. "Ordinarily that sort of response would cause concern, launch a barrage of restraining orders, bodyguards and the witness protection program, but, in the long run, Terry O'Connell seemed to be a fairly stable and trustworthy dude," said Barba, who later added that the key word was seeded.

As it turns out, O'Connell heads up the hydronics department for Hulbert Brothers, a first-rate supply house in Plattsburgh, N.Y. By the time Barba arrived, O'Connell had a full day planned. First, he gathered about 45 of his best customers for a full-day hydronics seminar.

"There are days when everything comes together, and this was one of them," said Barba. "I walked into a class full of professionals that were smart, inquisitive and engaging. It was one of those times when you don't want the day to end."

O'Connell added, "It's no easy task to jam everything you know about the world of hydronics into just four or five hours, but he did a terrific job, covering plenty of ground and answering a wide variety of questions. Everyone left with system design and technology insights that will help them do their best work."

What Barba wasn't aware of was that, as the "students" made their exit, O'Connell's "Barba Day, Part 2" was just beginning. According to Barba, it started innocently enough, with O'Connell's request for Barba to look through some blueprints for a customer's upcoming project. "Terry's office needed some, uh, shall we say, attention," said Barba. "Since his office was last straight-

ened out during the Carter administration, you could say we had a bit of a challenge on our hands."

It was soon clear to Barba that O'Connell also needed a couple of jobs laid out using Taco's FloPro Design software. Terry was a little behind and needed them done in a hurry. File this one under "the beatings will continue until morale improves."

Oh, and the break room needed a coat of paint. "Terry also needed some petty cash, so he took advantage of one of my lesser known skills; safe-cracking," added Barba.

When Barba's popular "FloPro Team" blog arrives at this point, he takes viewers on a trip back in time via YouTube with Bob Dylan's, "I Ain't Gonna' Work on Maggie's Farm No More."

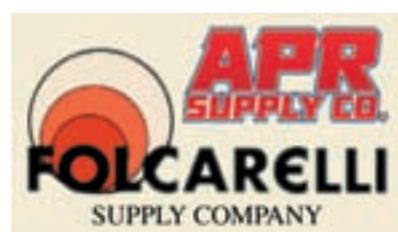
"Any similarities between Terry and Maggie are purely coincidental. All kidding aside, it was great to spend a day with Terry and the folks at Hulbert Brothers: What a class outfit! If you're ever up in Plattsburgh, stop by and say hello. And ... see if you can't get that darned safe to open!"

APR Supply to acquire Folcarelli Supply

LEBANON, PA. — APR Supply has entered into an agreement to acquire the plumbing, heating and air conditioning distribution business of Folcarelli Supply, based in Altoona, Pa. The acquisition is expected to close in October.

Folcarelli Supply, with locations in Altoona, Johnstown and State College, was established in 1951. Two of its locations include The Beautiful Bath designer showrooms. Folcarelli Sheet Metal intends to continue to own and operate its sheet metal fabrication division.

APR Supply has recently been recognized as a pioneer in the industry with its diverse expansion and part-



nerships with established regional electrical and PVF distributors. The company recently opened an Indiana branch, joining its joint venture partner, Schaedler Yesco Distribution. Its customer-focused culture and ability to change are cited as being instrumental to the company's success.

Visit www.aprsupply.com.

BarbaBlog

Here's how to get to John Barba's endlessly entertaining, fully-educational blog online:

1. Follow JB on Twitter @barbajo1
2. Follow Taco on Twitter @TacoHVAC
3. Like TacoHVAC on Facebook
4. Via Taco's FloPro Team website, flopro.taco-hvac.com
5. Access blog directly at jbblog.flopro.taco-hvac.com

INNOVATION INSIDE & OUT

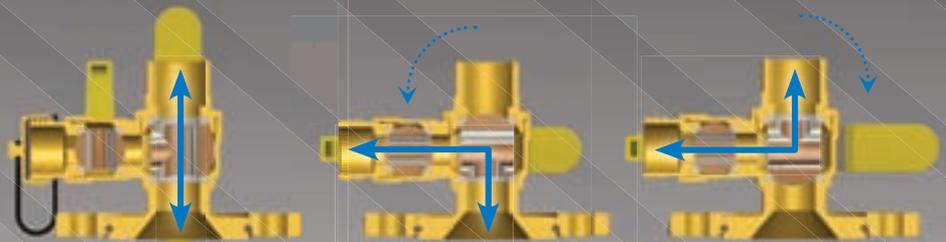
INTRODUCING THE NEWLY-REDESIGNED

The ISOLATOR
UNI-FLANGE BALL VALVE®

with ROTATING FLANGE &
MULTI-FUNCTION DRAIN

NEW Multi-Function Drain

PURGES BEFORE OR AFTER PUMP



CONICAL FLANGE PORT MINIMIZES TURBULENCE

NEW Snug-Fit Rotating Flange



SECTION REMOVED TO SHOW INTERNAL CONSTRUCTION

PROVIDES GREATER CONTROL
DURING INSTALLATION

Webstone

VALVE INNOVATION



Learn more:

www.webstonevalves.com/isolator
(800) 225-9529

OVER 99% ORDER ACCURACY · SAME DAY SHIPPING · GUARANTEED FOR LIFE

See contact information on page 138

HARDI member hosts Congresswoman

COLUMBUS, OHIO — Rick and Glenys Hull of Johnstone Supply in Sioux Falls, S.D., hosted Congresswoman Kristi Noem in a small business roundtable on July 27 to discuss looming tax increases if the current tax rates are allowed to expire at the end of the year. The Senate passed an extension of the current rates for middle and low income Americans, but not for higher earners, a position supported by President Obama. The tax increase would fall on individuals who make \$200,000 or more and couples who make \$250,000 or more.

"This proposal shows me just how little our President and many of our leaders understand about small business in America," said Rick Hull. "My wife and I are owners of a small business. We live and breathe it every day. Our company is classified as an S Corporation, and we will be ad-

versely affected by the President's proposal. Last year, we bought new equipment and hired three new employees. This year, we're hoping to invest even more in new trucks and

new workers. We're even discussing plans to expand. But increased taxes will mean our company will make fewer purchases, experience less growth and provide fewer jobs."

A tax increase on pass-through organizations could result in lower wages, scaled back benefits or re-

duced employment. A "pass-through" organization is organized as an S corporation, partnership or sole proprietorship and files taxes at the individual rate. There's a push to ex-

tend the current tax rates that President Bush signed in 2001 and 2003 and President Obama extended in 2010.

"The President talks about raising taxes on millionaires and billionaires, but his plan would actually raise taxes on small businesses in South

Dakota and across our country," said Rep. Noem. "Ninety-five percent of South Dakota employers pay taxes at the individual rate, meaning this tax increase could impact them in a big way. These are businesses that pay the wages that allow hundreds of thousands of South Dakotans to put food on the table, pay mortgages and save for the future. South Dakotans already send enough of their hard-earned paychecks to Washington, that's why I'll be voting next week to extend tax relief for all Americans."

HARDI urges Congress to enact tax reform to make the tax code simpler and more competitive for both Corporations and Pass-Through Entities. Understanding that tax reform will be challenging in this current climate, HARDI urges an immediate extension of current tax rates, which, if allowed to expire at the end of 2012, would be devastating to small businesses and consumers.

Visit www.hardinet.org.

HARDI urges Congress to enact tax reform to make the tax code simpler and more competitive for both Corporations and Pass-Through Entities. Understanding that tax reform will be challenging in this current climate, HARDI urges an immediate extension of current tax rates.

Cosentino and Kohler host architects and designers

SANTA MONICA, CALIF. — Cosentino and Kohler Co. — two leading kitchen and bath brands featured throughout PUNCHouse 234, the home of Lisa Ling and her husband Paul Song — recently hosted area architects and designers to celebrate the completion of the first energy-neutral home in Santa Monica. The 4,300-square-foot home, which took two years to complete, is an impressive showcase of sustainable architecture and the latest green technology and material innovations.

Guests met the couple's principal designer, Marco DiMaccio of PUNCHouse Design Group, and toured the home to learn about the innovative products in the stunning kitchen and bathrooms, which were specified to help the project earn the LEED Platinum rating. The highly regarded certification from the U.S. Green Building Council's Leadership in Energy and Environmental Design program for homes, underscores the significance of this energy-neutral home.

"We are happy to open our home up to local architects and designers. We hope to inspire them with the modern and efficient design and innovative products," Ling said. "We are committed to sharing what we've learned about green building systems and products so that all of us may live an independent and sustainable

lifestyle."

Kohler served as the sole source of all kitchen and bath plumbing products in the home, with a wide range of water-efficient toilets, showerheads, faucets and urinals that use less water but still perform to expectations. "Kohler was proud to be a part of this magnificent home," said Todd Weber, communications director-PR, for Kohler. "It is a true masterpiece for the A&D community to come out and experience and visually reinforces that you can marry great design with sustainable principles and products. The Kohler products are beautiful and high quality. Many of them are designed to save water, while others incorporate recycled materials and the latest technology to make life a little easier and more enjoyable."

Among the other features of the energy-neutral home are:

- All appliances are energy-efficient
- An air conditioning unit was eliminated in favor of a passive cooling design
- Eight passive solar hot water panels heat the radiant heated floors, pool and domestic hot water
- 64 photovoltaic panels help generate energy
- A 5,000-gallon rainwater tank collects runoff to irrigate the home's desert landscape.

World-class software and services that continually evolve the way wholesale distributors conduct business.

EPICOR DISTRIBUTION SOFTWARE

Financial Management

eCommerce

Sales & Order Management

Services

Materials Management

CRM

Manufacturing

Business Analytics

EPICOR

800.776.7438, press 1 • distribution@epicor.com • www.epicor.com/distribution

See contact information on page 138

THIS YEAR IS ALL ABOUT GIVING BACK.



BLUE RIVER PLUMBING, CA
AUGUST WINNER - DIGITAL CAMERA



AROUND THE CLOCK GAS, FL
JULY WINNER - IPOD DOCK



EGA PLUMBING, CA
JULY WINNER - HOME THEATER



FOOTHILL PLUMBING, CA
JUNE WINNER - TOOL BOX



TRAIL APPLIANCES, CANADA
JUNE WINNER - NR83



BROTHERS HVAC, CAROLINA
APRIL WINNER - NR83



Noritz America is celebrating its 10-year anniversary by giving back to the contractors!



PROCard Members: Register Now!

Register your units every month and you'll be automatically entered in a monthly drawing! Monthly winners are also eligible for our quarterly prize AND one grand prize, which will be drawn in December 2012!

NO PURCHASE NECESSARY. Open to authorized Noritz PROCard Members during the promotion who are residents of the United States (incl. Puerto Rico) or Canada (incl. Quebec) and who are legal age of majority under applicable law. Void where prohibited. To enter, install Noritz Tankless Water Heaters and register associated warranties using <http://procard.noritz.com>, before 12/31/12, or, send a stamped 3x5 postcard with your name, address, phone number and email address to Noritz, Attn: 10 Year Anniversary Sweepstakes. Limit 100 entries per PROCard member company. 5 winners per month will each receive one of the following: a Noritz NR83-DVC Tankless Water Heater (service and installation not included); an Amazon Kindle Fire; an Apple iGB iPod Touch; a Bose iPod Sound Dock Series 2; a Olympus Tough TG 810 14-Megapixel Digital Camera; a Sony Playstation 3 160 GB; a Sony 1000W 5.1 Ch. 3D/Wi-Fi Blu-Ray Home Theater System; a DeWalt 18-Volt 4-Tool Combo Kit; or a TomTom Go Live 2535M GPS. Total ARV of all monthly prizes: \$28,735. One winner per quarter will receive one of the following: a Yamaha TW200 Dual Purpose Motorcycle or a Yamaha Raptor 250 ATV. Total ARV of all quarterly prizes: \$13,579. One grand prize winner will receive a Yamaha R1000 Side by Side. ARV: \$13,399. All winners receive a Noritz plaque. ARV: \$20. Odds depend on the number of eligible entries received. Subject to Official Rules. See www.noritz.com/10-year.



See contact information on page 138



Weldbend products are only sold through distribution.



OVER 60 YEARS OF QUALITY PRODUCTS



Weldbend is Going Pink to support Breast Cancer

For over sixty years, Weldbend Corporation has been
The Green Company for both fittings and flanges.

But in the month of October, for every order Weldbend receives, a
donation will be made to benefit the American Cancer Society Making
Strides Against Breast Cancer.

We invite you to join us in our support of the American Cancer
Society's efforts to eradicate this devastating disease which has
touched so many of us in a personal way.

6600 South Harlem Avenue Argo, Illinois 60501-1930 TEL (708) 594-1700 FAX (708) 458-0106

www.weldbend.com



We support the
American Worker.



ISO 9001:2008 CERTIFIED and has
been continually ISO certified since 1993.



New targeted marketing software available for wholesalers

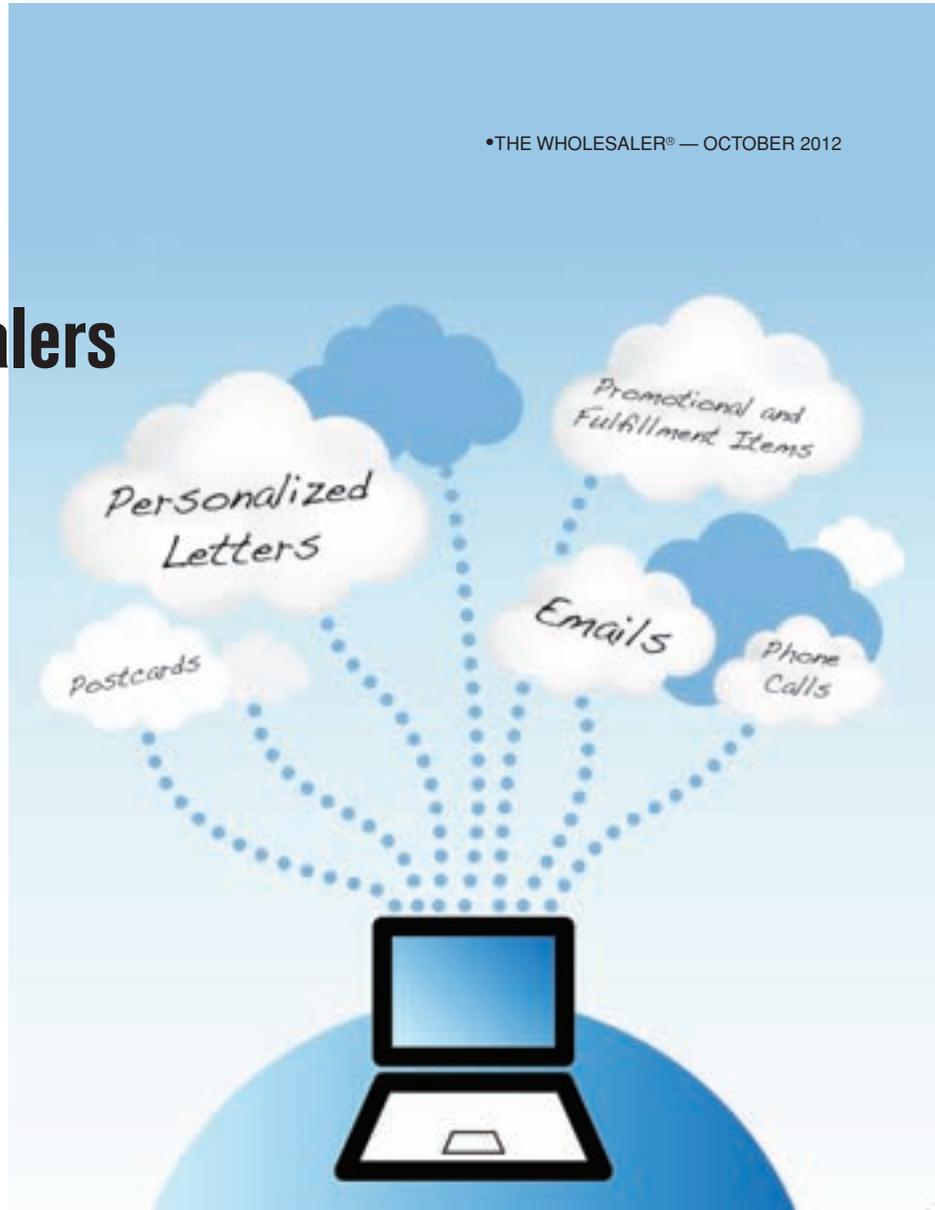
ATLANTA — As technology has changed — and the Internet has taken a greater role in how companies do business — Automated Marketing Systems LLC has also changed its company and products. After being involved with the printing and marketing industry for more than 30 years, they have evolved into a new venture called ProspectLink.

As Kevin Kurz noted, “We found that while many of our customers had marketing plans in place, very few knew what to do with new leads those marketing efforts would generate. There was no plan to follow up with these prospects, and if there was, it was cumbersome, time-consuming and easy to lose track of. Additionally, while most companies do a good job of staying in touch with their top customers, it becomes very time-consuming to maintain consistent, personal communication with their smaller customers. As the industry

printed, personalized letters, postcards, emails, phone calls, and even brochures or promotional items,” noted Tom Kurz. “Seventy percent of all sales are made after the sixth or seventh touch, and unfortunately, most people stop following up by their third attempt. ProspectLink automates the entire process, allowing you to remain in constant communication with your prospects.”

ProspectLink is incredibly simple to use. The company works with customers to establish a best practices campaign that coordinates with the way that customers want to follow up with new prospects.

“Once we build your calendar and add your pieces to the system, you’re ready to go, and at that point, entering a new prospect or customer, along with all of their contact information, is a simple process, usually taking under a minute,” Kevin explained. “Once they are entered, you can see



The company works with customers to establish a best practices campaign that coordinates with the way customers want to follow up with new prospects. “Once we build your calendar and add your pieces to the system, you’re ready to go, and at that point, entering a new prospect or customer, along with all of their contact information, is a simple process, usually taking under a minute.”



becomes more competitive, a system like ProspectLink would be incredibly beneficial for most wholesalers and distributors.”

ProspectLink allows businesses to communicate with individual prospects or customers, using their own cross-media materials, with no additional effort on your part.

“Studies show that an integrated cross media campaign can increase a company’s ROI by up to 40%, and ProspectLink allows you to send out

which pieces they have received, and what is scheduled to go out over the next month or even year.”

Among the features and benefits that wholesalers using Prospect Link seem to be most excited about are:

- **Personalized Cross Media** – Each person can respond to different methods of communication. Some people like receiving e-mails, while others prefer letters or a phone call. With a personalized cross media campaign, users can make sure that

prospects receives their preferred method of communication, increasing response rate by up to 40%.

- **Automated** - In today’s economy, companies are quickly realizing that if you can automate a process, you will see immediate benefits in time and money. ProspectLink allows users to automate the follow up process, so that their sales team can focus on finding new leads.

- **Reporting** - Without reporting capabilities, it’s hard to see how well a campaign is working. ProspectLink not only provides schedule reports that allows users to see when each piece goes out, but also provides instant ROI reporting, cost per conversions, and source reports.

- **Multiple campaigns** - The calendar and products you build to followup with customers or prospects is known as a campaign. With ProspectLink, users can have as many campaigns as they need. A company can have one campaign for prospects and one for customers, and build them based on vertical markets or focus on specific services. Enrolling a prospect or customer from one campaign to another takes just a few seconds.

While different campaigns can have drastically different results, ProspectLink believes that whole-

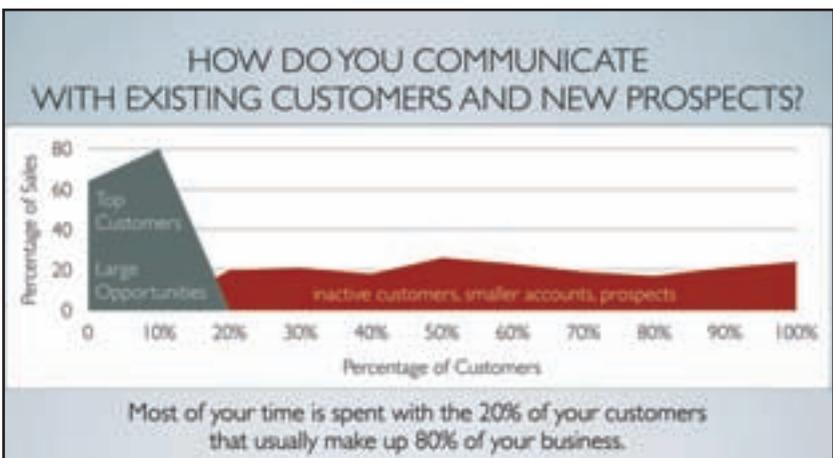
salers will definitely see an increase in the number of leads they convert into customers. They also note that salespeople will spend less time typing and sending letters and e-mails, and more time actually selling.

ProspectLink works for any plumbing, PVF or HVAC distributor or wholesaler, and it can be customized for their specific sales cycle. Everyone needs to maintain a consistent communication with prospects and customers, and this is one of the easiest and most effective ways to do so.

“ProspectLink is an ideal match for anyone who is looking to maintain solid communication with prospects or customers,” noted Tom Kurz. “Salespeople, especially — Imagine meeting with a prospect and knowing that an e-mail or a letter will go out to them the next day, and more pieces will follow over the next six months or a year?”

ProspectLink is a low-cost, easy-to-use system that can help with customer retention, product-specific campaigns, new product launches, and convention and trade show follow up. ■

To learn more, visit www.ProspectLink.net or www.MyAutomatedMarketing.com.



GREENLEE'S HIGH-PERFORMANCE PLUMBING TOOLS CUT TO THE CHASE

AND GO STRAIGHT TO THE RIGHT ACCESSORIES TO GET THE JOB DONE!



*Stainless Steel Knockout Punches • Carbide Hole Cutters • Step Bits • Hole Saws • Stud Punches
Reciprocating Saw Blades • Auger Bits • Self-Feeding Spade Bits*



The plumbing industry can rely on Greenlee as the clear choice for power tool accessories. These rugged, professional-grade tools are built to improve productivity. Made for the trade, Greenlee is there with you, making your job faster, safer and easier.



GREENLEE[®]
A Textron Company

Made For the Trade![™]

1.800.435.0786
www.greenlee.com

See contact information on page 138

Interline Brands, vendors donate to Habitat

JACKSONVILLE, FLA. — Interline Brands Inc. teamed with 200 of its vendor partners to donate more than \$50,000 in products to Habitat for Humanity of Jacksonville, Inc. After Interline Brands' Annual Partners Conference, held at the Gaylord Palms Resort in Orlando from August 22 - 24, Interline Brands and its vendor partners contributed hundreds of faucets, plumbing fittings, bathroom fixtures, HVAC equipment, electrical products, tools, appliances, cleaning supplies, and light fixtures to HabiJax.

For the fifth consecutive year at its Annual Partners Conference, Interline Brands and its suppliers have donated products and materials to charitable organizations at the conclusion of the show.

The products will be sold at the HabiJax ReStore, a 38,000-square-foot home improvement retail outlet where new and refurbished home

products are sold to the public. Proceeds from the ReStore provide an important source of funding for HabiJax to build and renovate high quality, affordable housing for low-income families in the Jacksonville area. All products and materials sold at the ReStore have been donated.

"We're proud that we have solidified a great relationship with Habitat for Humanity of Jacksonville to help revitalize affordable housing in the city of Jacksonville," said Anthony Scott, Interline Brands' vice president of merchandising. "We're also excited that 200 of our valued suppliers contributed products that will be sold at the ReStore to raise funds that will enrich the lives of people in Jacksonville for years to come. We thank our suppliers for their generosity and shared commitment to Habitat for Humanity. In addition to the product donation, Interline Brands also sup-

ports HabiJax through the time and efforts of our employees who volunteer to work with HabiJax to assist the organization in their drive to improve the urban landscape and quality of life for Jacksonville homeowners and their families."

New website for AFC

LOS ANGELES — Advanced Filtration Concepts, an HVAC and industrial air filtration company based in Los Angeles, has a new website. The website address, www.ADVfiltration.com, remains the same, but the site has been completely reworked to make it more user-friendly and far more comprehensive in its offerings.

The website includes easy-to-find, detailed information on numerous air filtration options, service capabilities, installation, delivery and more. Redesigned with the customer in

HabiJax has helped over 2,000 families realize their dream of homeownership. HabiJax is a multifaceted organization with many roles: builder, community developer, underwriter, mortgage lender, and affordable housing advocate. This organization focuses its efforts in the urban core of Jacksonville, Florida.

Visit www.interlinebrands.com.

mind, visitors can find application specific filtration recommendations, request a quote, a filter test or a complete site survey.



GET THE

LEAD OUT



Do lead-free requirements
have you feeling
strained?

Titan Flow Control has lead-free products
that meet the requirements for use in
potable water systems

Look for Us at
POWER-GEN International
Booth 2467

TITAN

TITAN FLOW CONTROL

Lead Free
Aluminum Bronze
Y-Strainer

910.735.000 • titan@titanfci.com • www.titanfci.com

See contact information on page 138



There's a reason we're
STRONG
in Customer Service.

We work at it.

**The Original
Master Distributor**
**For High Alloy Pipe,
Fittings, and Flanges**

Coast to Coast Coverage

Houston, TX

T: 800.568.9551
F: 713.943.3645

Charlotte, NC

T: 800.581.4039
F: 800.549.1637

Howell, NJ

T: 800.926.7473
F: 732.961.1636

Cincinnati, OH

T: 855.673.4240
F: 513.942.5158

Salt Lake City, UT

T: 800.846.8922
F: 801.973.9352

Santa Fe Springs, CA

T: 800.846.8922
F: 562.968.1539

Seattle, WA

T: 800.846.8922
F: 253.872.5259

Decatur, GA

T: 800-695-7473
F: 800-568-7473

Bridgeton, MO

T: 800-678-4858
F: 314-770-0429

Lynwood, IL

T: 800-846-5572
F: 708-757-5203

Memphis, TN

T: 800-442-3073
F: 901-360-1995

ALLOYS: A-20, Duplex 2205, 317L, 347/347H, 321/321H, 310S, 904L, 410, 254 SMO, 316L, 304L, 304H, 316H, Chrome (P-11, P-22, P-5, P-9, P-91)

**The BEST in
Customer Service**

MultAlloy

A Shale-Inland Company

www.multalloy.com

Training your sales people drives growth

Buyers today are smarter, better informed and harder to get access to because of the pace of life we live in today. That said, how do the top sales achievers still drive new business and get more of the profits?

I believe it comes down to consistent training and a hunger for new techniques.

One of the things I tell clients is that “Winners in any sport, or in business, will always win. Winning is an attitude and combined with proper training, can improve behavior of even modest performers.”

It was intense watching The Olympics this summer and seeing Ryan Lochte win a gold medal upsetting heavy favorite Michael Phelps. Nothing against Phelps, but it came as no surprise to me because I knew how hard Lochte had trained for four years with some very unusual training tactics for a swimmer — heavy weight training and tire flipping!

Back to sales training. Most sales-

people today have no idea how to carve out more face time with a buyer, much less how to bring more value. But guess what? Just like Ryan Lochte, it takes unique training, effort and a high level of desire.

As a successful sales executive early in my career with Kohler Co., we had some of the best training available. And like a sponge, I applied it to my everyday sales efforts. That knowledge, combined with my own unique experience, has allowed me to customize a DREAM BIG Sales Training System that includes:

- Active listening
- Proper use and timing of great questions
- An effective, customized sales process
- Time and territory management
- Effective presentation tactics
- A sure-fire referral program.

After going through this training, one of my clients — the marketing manager of a Wisconsin-based electrical wholesaler, commented, “The one

thing that stands out that Mike did before his group sales training session was spend over three hours with our top management, including our president, V.P. of marketing and V.P. of sales. No other trainer we ever hired did that. Because of that, and his incorporating that information in the program, three customers came up to me after the session and asked ‘How long has he been working for you guys?’”

Selling isn’t telling; it’s a positive approach with a beneficial hook, followed by benefit-proving tactics and testimonial sharing — all while overcoming objections and proposing a WIN/WIN close.

In today’s competitive business environment...you need most of your salespeople performing at a high level — either a B+ or higher. In doing so, you are investing in your future and in theirs. And you will leave the competition scratching their head.

In closing...winners are not made on game day. Like Ryan Lochte, they spend years preparing for the big



BY MIKE PIERRON
Special to THE WHOLESALER

event and often train alone, while chasing huge goals.

Do your salespeople? ■

Mike Pierron is founder and chief creative officer of DREAM BIG, a national sales training firm based in Novi, Mich. He was an award-winning salesperson with Kohler Co. and most recently was the national sales manager-special markets with BrassCraft, a division of MASCO. Follow him on LinkedIn and ask about his “extended summer sales training special” which goes until October 15, 2012. Contact Pierron at 920-915-4481 or drmbig11363@yahoo.com.

Hansgrohe turns 111, keeps growing

SCHILTACH, GERMANY — June 15, 2012, was the 111th anniversary of the day on which draper and clothier Hans Grohe established his own sheet metal manufacturing business



Company founder Hans Grohe with his son Klaus.



CEO Siegfried Gaensslen (left) with Klaus Grohe, who managed the company from 1975 until 2008 and has since been chairman of the supervisory board.

in Schiltach in the Black Forest in the year 1901. This start-up — as we would call it today — and pioneering enterprise in a sanitation industry that was just starting to develop at the time has blossomed into a world renowned brand, a company whose products are used daily in more than 120 countries across the globe.

“In these fast-moving times, it should not be taken for granted that a company will be able to grow and develop so successfully over such a long period of time,” stressed Siegfried Gaensslen, chairman of the management board of Hansgrohe SE, in talking about this special anniversary. “This could only be achieved thanks to Hansgrohe’s persistent challenging of the old fashioned ways of doing things, together with the company’s ability to reinvent itself whenever it was necessary.”

Major assets right from the start were the creative spirit and passion for innovation of the company’s founder, the gifted inventor Hans Grohe, and it is a legacy that is maintained and nurtured until this very day. Hansgrohe SE has continually set new standards, with inventions ranging from the world’s first automatic drain and overflow system, the showerbar, the handspray with variable jets to the water and

energy-saving EcoSmart-technology, as well as with its multi-award-winning design concepts.

“Our power of innovation, coupled with our passion for the element of water, has been a major factor contributing to our success,” explains Gaensslen. “It is because our partners in the market appreciate and respect us for our ambition to increase the benefit to the customer, and hence the quality of their lives, through real innovation. This is not confined to manufacturing innovative products, however: It is also a matter of coming up with innovative ideas in relation to service and to the way we relate to customers.”

On this basis, the company is continuing on its course for growth even in the face of the difficult economic conditions prevailing in 2012. “We are indeed performing well, given the recessionary trends affecting many parts of the world. In the project business, we have been able to achieve some stunning successes, including the supply of equipment for four sports stadiums in Poland and Ukraine,” said Gaensslen. “In the fields of logistics and manufacturing, we have now reached the



The company began as a sheet metal manufacturing business opened in a shed by founder, Hans Grohe, and (below) today’s headquarters of the company at Auestrasse. At bottom is the Hansgrohe sheet metal factory at Auestrasse in Schiltach in 1909.



limits of our capacities, and we are therefore thinking about expanding our operation.”

The company set a new record in 2011 with net sales reaching about \$940 million.

Visit www.hansgrohe.com/design.



Doing business with Kessler Sales and Distribution has its perks!

Perk No.7 is a Real Eye Opener!

From competitive pricing and low minimum order requirements to high fill rates and better inventory turns, one of the biggest perks of partnering with KSD is seeing **INCREASED PROFITABILITY**.

Give us a call and together we'll work on reasons why a partnership with KSD is an advantage for you and your business.

Copper Products

- Tubing and Coils
- Wrot and Cast Fittings
- Linesets

Steel Pipe

- Domestic Steel Pipe
- Canadian Steel Pipe
- Globally Sourced Steel Pipe

Plastic Products

- Sch.40, Sch.80 and Foam Core
- ABS, SDR, and S&D
- Pex Tubing

Additional Products

- Pex Fittings
- Ball Valves
- Domestic Strut
- Domestic Threaded Rod

Turning Your Inventory Is Our Business



800.526.5104
www.ksdusa.com

KSD
Kessler Sales & Distribution

Wieland Proud Distributor for Wieland Copper Products, LLC Plumbing Tube

Lochinvar boiler to be featured on PBS series

LEBANON, TENN. — The Fire Tube KNIGHT® Wall Mount Boiler will make an appearance on an upcoming episode of PBS's *Hometime*. Dean Johnson, host of the home improvement television show, and his crew recently documented the retrofit installation of a radiant floor heating system. At the request of the show, Lochinvar provided a KNIGHT Wall Mount unit with inputs of 199,000 Btu/hr (WH199) to provide heat for the radiant system and supply domestic hot water to an existing storage tank. The episode was scheduled to air for the first time on July 14, with a second airing on September 8.

Since the featured project is a retrofit, the ENERGY STAR qualified KNIGHT is an ideal fit since it offers highly efficient operation. With a radiant heating application like this one, the Fire Tube KNIGHT Boiler offers up to 98.6% thermal efficiency

as well as Low-NO_x emissions and 5:1 turndown to keep fuel use to a minimum. In addition, KNIGHT's advanced SMART SYSTEM control automatically adjusts the boiler water temperature as the outside temperature changes to further ensure the ultimate indoor comfort.

To kick-off the project, Dennis Hodgson with Team Mechanical and the *Hometime* crew first removed the home's existing cast iron boiler and adjusted the venting system from metal to PVC in order to accommodate the installation of the new condensing boiler. The KNIGHT allows for multiple venting options, and the direct-vent sidewall option was selected as the best fit for this job.

Since the application required different temperatures on different levels of the home, as well as for the indirect water heater, the team added Lochinvar's Multi-Temperature Loop

Control accessory. This allows the system to operate at optimum efficiency, while distributing heat for multiple supply loops that require unique temperatures.

"We're thrilled that the KNIGHT Wall Mount Boiler was chosen for this project on *Hometime*," com-

mented Stirling Boston, the director of marketing for Lochinvar LLC. "Dean and the crew are true home improvement experts — not only did they select the best boiler for this job, but they also demonstrated their expertise throughout the installation."

Visit www.Hometime.com or www.Lochinvar.com.



TN TRENTON
PIPE NIPPLE
COMPANY, LLC
WWW.TRENTONPIPE.COM

Manufacturers

Brass Pipe Nipples ASTM-B687

Stainless Steel Pipe Nipples ASTM-A733

Pressure Gauge Syphons

Brass & Stainless Steel Custom Cut Pipe

Custom Pipe Fabrications

Master Distributors

Brass Pipe ASTM-B43

Bronze Threaded Fittings Leaded ASTM-B62

Bronze Threaded Fittings Low-Lead ASTM-B584

Stainless Steel Threaded Fittings ASTM-B351

1700 Industrial Park Road, Federalsburg, MD 21632 Phone: 800.257.9559 Fax: 866.706.5260

See contact information on page 138



Details make the difference.

Our high-quality DuraMac sump pump is ideal for protecting residential and commercial properties from ground water. Quality built with attention to detail, A.Y. McDonald sump pumps feature double-lip O-ring seals to prevent leaking, upper and lower ball bearings, and a split capacitor motor for low-amp draw, which saves energy.

Choose A.Y. McDonald for:

- Friendly, responsive, dedicated customer service specialists
- Hand-assembled products built for the professional installer
- Application-specific solutions to meet your needs
- Industry-leading product warranty

Visit aymcdonald.com to learn more about our quality product lines, dependable customer service, and more than 155 years of industry-leading expertise.

More than a brand. We're a family.

aymcdonald.com ◆ 1-800-292-2737 ◆ sales@aymcdonald.com

See contact information on page 138



Can you relate to this?

Social media is dominant today in our world. It is being spoken about and used by many people around the world for connecting with friends, family and, yes, it is being used for business: serious business. It seems like every day there is a new platform or a new approach to social media. If you're like me, you could easily have that, "I'm swamped and I can't take it anymore" feeling. So, how do you find time to do social media and *still* do your job?

Business leaders from around the world approach me in my speeches and seminars asking how they can work with social media and still get their jobs done. They feel the pressure and don't know which way to go. If you can relate to this, I have some good news for you. And if you are a subscriber to my *Achievement Update*, I have some even better news — keep reading!

Since many of you are questioning what to do and how to use social

media from a business point of view, I put together a course that I call a Digital Learning Kit™, which explains, in plain English, what social media can do for you and how to take advantage of it. In this course you'll get solid, real-world answers based on how to use social media for business ... when you're incredibly busy! You're going

...Many of you are questioning what to do and how to use social media from a business point of view...

to learn a lot about how to focus your time, make sure you do the right activities and (here's the most important part) get the results you need!

In addition, you'll also hear from some world-renowned speakers and *New York Times* best-selling authors who are in high demand. They shared with me how they are using social media. I asked them frankly, "How

the heck do you find time to do social media with your incredibly busy schedule?" They shared some valuable insights, productivity tips and powerful social media secrets.

You will be delighted when you hear what Larry Winget, the "pit bull of personal Development," says about how he finds time with all the travel he does. You'll love hearing the amazing Sally Hogshead, author of the best-selling book, *Fascinate*, talk about what she focuses on with her social media to help people and her business.

Just wait till you hear the wisdom of the Go-Giver himself, Bob Burg, when he talks about the tools and techniques he uses. And you'll really enjoy hearing *New York Times* best-selling author and leadership expert Mark Sanborn talk about how to make business work with social media in today's hectic world.

To top that off, I had a talk with my good friend and time management expert, Dr. Gene Griessman, about how social media blends into the time-honored principles of time management. Griessman is the author of



BY TERRY BROCK
Technology/marketing specialist

Time Tactics of Very Successful People, a speaker in demand for his principles on time management.

Then to get even more practical advice on some of the best tools to help you, I asked marketing maven Gina Carr what to do. Carr is an internationally recognized social media expert. This Harvard MBA gives you a lot of good business ideas you can use immediately.

In addition to those interviews, I also wanted to give you a sneaky competitive advantage with social media. I created several customized screen-sharing videos, so you can see the "nuts, bolts and wiggle pins" of how to use tools like HootSuite, Buffer, and others to save you time and money.

This Digital Learning Kit is designed for you, the busy business person today. It is packed with great ideas, videos, reference material and everything you'll need to find out how to do social media right and still get your job done. The kit sells for \$197. But here's some even better news for anyone who is a subscriber to my *Achievement Updates* — you will get the program for 51% off! That's right! You get it for half price because you are a subscriber to my *Achievement Update*. All I ask is that you do two things:

- Access the course by visiting www.smtm.terrybrock.com/puocsmtm. You'll need to enter the following special coupon code at the bottom of the page: *flahsmtm*.
- If you feel comfortable, please give me your candid, honest feedback. I need to continue to tweak and improve for future revisions.

So, how's THAT for an offer? You get the world's only Time Management for Social Media Digital Learning Kit™ and you get it at 51% off.

I look forward to hearing from you!

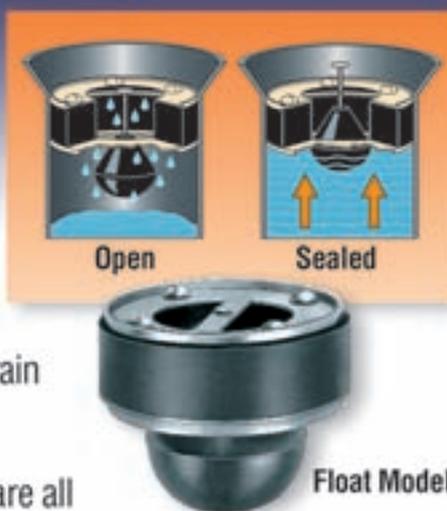
Terry Brock is a marketing coach who helps business owners market more effectively leveraging technology. He shows busy professionals how to squeeze more out of their busy days using the right rules and tools. He can be reached at 407-363-0505, by e-mail at terry@terrybrock.com or through his website at www.terrybrock.com.

Stops Basement Flooding!

Flood-Guard™

The Flood-Guard operates like a check valve to seal off water back-up caused by overloaded sewers. Water flows normally through the drain until the sewer begins to back up. Then the Flood-Guard float rises to seal off the drain opening until the water recedes.

A screwdriver and a couple of minutes are all you need to install a Flood-Guard. Once in place, it can prevent property damage and a very messy clean-up job.



General
PIPE CLEANERS
www.drainbrain.com
MADE IN USA

For more information,
visit www.drainbrain.com/specialties
or call 800-245-6200 or 412-771-6300.

The toughest tools down the line.™

© General Wire Spring 2009

See contact information on page 138

WHAT YOU NEED... WHEN YOU NEED IT.

From the ordinary to the hard to find, Central Distribution Sales is the proud master distributor to independent wholesalers across the United States.

Top Brands • Competitive Pricing • No Minimum Order • Fast Delivery

ASCO

CRANE
Bronze/Cast Iron/Cast Steel

ASAHI/AMERICA

ALOYCO

FABRI-VALVE
Cam-Tite
Cam-Line
Dia-Flo

Parker transair

Apollo Valves
Made in The USA

ASHCROFT

KECKLEY

CENTER LINE

DFT INC

TYLOR
Fittings & Valves

HAYWARD
FlowControl

FLOWSEAL

Hollaender
Your Handrail Source.

Strahman

NIBCO
AHEAD OF THE FLOW

SHARPE VALVES spirax/sarco

Spence

POWELL VALVES
Established 1846

viega

Voegt

FEATURING
Flowseal MS Series
High Performance
Butterfly Valves

FLOWSEALMS



OVER 400,000 SQ. FT. OF READY-TO-SHIP INVENTORY

Contact our dedicated CD Sales team today by phone, email or fax.

CD Sales. Your one-stop source for plumbing, heating, pumps, pipe, valves & fittings, HVAC, refrigeration, LP gas and industrial plastic supplies.

Call: **800.828.0557**

Email: cdsales@fwwebb.com

Fax: **603.218.2171**

See contact information on page 138



centraldistributionsales.com

An industry event

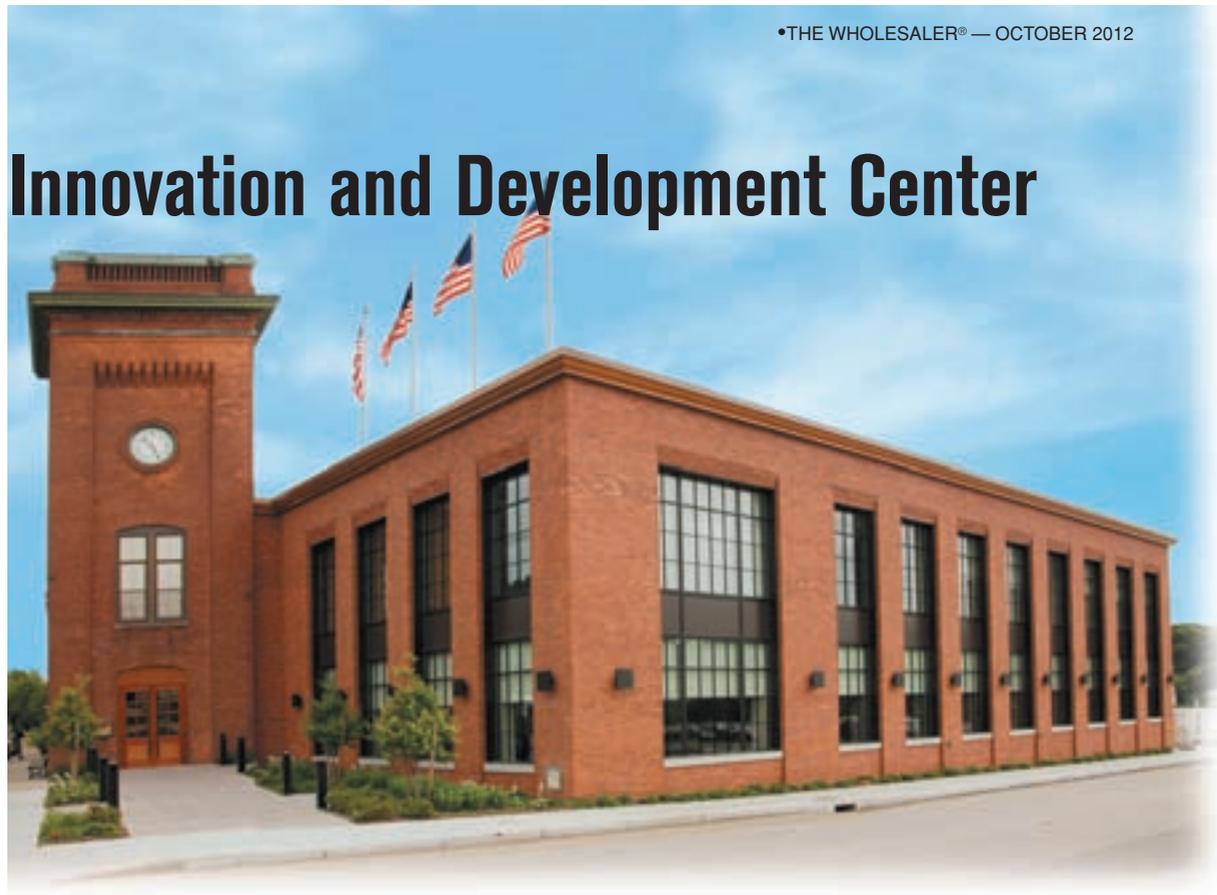
Taco dedicates new Innovation and Development Center

CRANSTON, R.I. – One year and two months after Taco broke ground on a major building project designed to secure its future in the Ocean State and enhance its competitiveness, the company dedicated its newly completed Innovation and Development Center. President and CEO John Hazen White Jr. was joined by approximately 150 HVAC industry guests including major manufacturing representatives, trade press, and contractors for the morning event.

The Taco Innovation and Development Center, consisting of a two-story 24,037-square-foot addi-

“It’s an enriching environment where Taco employees will continue to increase their knowledge and enhance their personal and professional lives through training and education classes and programs.”

tion to the current building, is the centerpiece of the company’s Master Infrastructure Plan. The Innovation and Development Center is a state-of-the-art learning and training environment, complete with new classroom spaces, conference rooms, a business center, and functional labs for testing and



“The new Taco Innovation & Development Center is a wonderful showcase for our industry, where members of our professional community will learn about the latest technology and applications our industry has to offer.”

teaching.

The Center utilizes, displays and provides a hands-on learning environment for the best equipment and systems that today’s HVAC industry offers for comfort, efficiency and sustainability. The HVAC products and systems will be visible throughout the entire facility forming “Living Laboratories” that allow for close-up viewing, hands-on learning and teaching.

The LEED Gold Innovation Center project, along with office area renovations now under way within the existing building, will provide the space the company needs to grow and to remain competitive while remaining in Rhode Island, where the company has been operating since 1942.

“The new Taco Innovation & Development Center is a wonderful showcase for our industry, where

members of our professional community will learn about the latest technology and applications our industry has to offer. It’s also an enriching environment where Taco employees will continue to increase their knowledge and enhance their personal and professional lives through training and education classes and programs,” commented White Jr., the third member of his family to operate the company since 1920. “With the building now operational we look forward to begin sharing this amazing facility.”

The total project, which extends through five phases of design and construction, has employed 36 subcontracting employers and provided almost 200 jobs for the local economy. It is scheduled to be completed by the end of this year.

Visit www.taco-hvac.com.

Start Saving Water...

NEOPERL® products help reduce water usage by 30% or more.

Change Your Faucet Aerator!

Replacing faucet aerators is the most affordable component of a water conservation program.



Can help earn LEED® points.

Request your copy of the new catalog at: info@neoperl.com



NEOPERL, Inc. • Waterbury, CT
Tel 203-756-8891 • Fax 203-754-5868 • info@neoperl.com
www.neoperl.com

See contact information on page 138

AERCO introduces water heater management system

BLAUVELT, N.Y. — AERCO International’s innovative Water Heater Management System (WHM) for its Innovation line of high-performance tankless water heaters creates significant operational, maintenance and financial benefits for consulting-specifying engineers, as well as for facility managers and owners. Standard on AERCO’s C-More unit controllers, the new WHM optimizes operating efficiencies, eliminates standby losses, increases system reliability through reduced cycling and tracks daily domestic hot water demands.

Designed to sequence up to eight water heaters on the same

system, the WHM ensures that all water heaters are operating at maximum efficiency. It monitors firing rate and opens or closes one motorized valve per unit as required to meet hot water demand. The system incorporates a unique master/slave backup feature that provides automatic transfer of master functions to the next unit on the chain in case of designated master unit shutdown. The master water heater determines the unit to enable or disable, based on run hours, which helps balance unit run hours, reducing service and maintenance costs.

When the WHM disables a unit, the Innovation system will

allow the amount of water held in the shell to drop to the ambient temperature. This prevents the unit from needlessly cycling to maintain set point, thereby reducing system standby losses



and minimizing unit wear. With this new unique feature, the operating system turndown will equal the individual unit turndown multiplied by the number of units employed, increasing system efficiency and lowering operating costs.

Visit www.aerco.com.

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •

Delta BreezGreenBuilder Series Ventilation Fan

4.0 Watts - Delta's record low in power consumption

Less than 0.3 sones - The quietest ever in a 8.25" x 8.0" bath fan



BreezSlim
Fan Only



BreezGreenBuilder
Fan Only



BreezGreenBuilder
Fan/Light Combo



BreezSignature
Fan Only



BreezSignature
Fan/Light Combo



BreezSignature
LED Fan/Light Combo

Smarter. Greener. Together

The BreezGreenBuilder is an environmentally-friendly, energy-saving ventilation solution that will put the finishing touch on any installation project. With a phenomenally low power consumption of 4 Watts and noise level of <0.3, the GreenBuilder fan is truly the builders' choice for green construction.

Innovative design for long life, low noise, and low power consumption.

- Energy efficiency exceeds Energy Star requirement by 835%
- Annual energy cost when run continuously is \$4.20
- 50/80 CFM available; fan/light combination and project pack options

All of the Delta Breez Ventilation System exhaust fans are Energy Star Certified, a 3-year warranty and engineered to run continuously for 70,000+ hours.

Available at a distributor near you.

www.deltabreez.com | www.deltaww.com

See contact information on page 138



For reliability...
buy PricePfister OEM
genuine parts from Tapco.

PricePfister



Tapco
has one of the
largest inventories of
PricePfister OEM
genuine replacement
parts.

No extra handling charge
for same day shipment
on PricePfister orders
received by noon eastern time.
Tapco will ship your order of
packaged PricePfister parts
within 24 hours.

Tapco acknowledges FAX orders
promptly by return FAX,
complete with your prices.

Tapco
P. O. Box 2812
Pittsburgh, PA 15230
412-782-4300

Tapco

GENUINE PARTS CENTER®
FAX 800-223-1067

See contact information on page 138

Duravit introduces 'Spare Parts Program'

NEW YORK — Duravit North America has a new spare parts program, a reliable and easy system for the U.S. and Canada to keep all Duravit products in tip-top shape.

Not only will this allow distributors to provide the North American market with parts, but it will also enable them to keep their most in-demand parts fully stocked. Parts available include everything from flush and fill valves to mounting hardware and more.

Duravit USA president Tim Schroeder noted, "The spare parts initiative is extremely beneficial, particularly to mechanics and plumbers. If an extra part is ever needed, the program offers added assurance that it is available at the local level and delivered in a timely manner."



The Spare Parts Program will be available to all Duravit distributors and plumbing supply service centers throughout North America.

To further enhance the program's convenience, Duravit has also added a Spare Parts Distributor List to its website (www.duravit.us under "Service" tab) for easy access. Parts can be purchased directly from these retailers in stores or online for shipment anywhere in the U.S. and Canada.

Current Spare Parts Program participating retailers include: JCR Distributors and Happy Is Clean, covering the Dallas area; Central Plumbing Specialties in New York City, taking care of the East Coast; Community Home Supply, managing the Midwest out of Chicagol and Ontario Plumbers Supply providing parts for Canada.

Corrosion Materials adds alloy 625 bar, plate and sheet

BAKER, LA. — Corrosion Materials is adding Alloy 625 in bar, plate and sheet to their extensive list of high alloy inventory. According to Michael King, vice president and general manager, the decision to add the alloy was in response to the demand of their customers. Alloy 625 compliments Corrosion Materials' other corrosion resistant alloys really well, since it is used in the chemical processing, pollution control, aerospace, marine and nuclear markets they currently serve.



Alloy 625 bar, scheduled to arrive in September, will be stocked in 1/2" to 8" diameters. Plate and sheet, from 16 gauge to 1 1/2" thick will arrive in late June 2012.

Corrosion Materials is excited about the addition of Alloy 625 and the opportunities it will provide them to better serve their current customers and markets.

For more information, contact Scott Ducote at 225/775-3675 or sducote@corrosionmaterials.com.

Midwest

(Continued from ASA, Page 1.)

All areas reported growth, with the exception of the Indiana and Michigan markets, which

This was up 14.9% as compared to 2010, up 21.9% as compared to 2009 and up 16.2% as compared to 2008.

Days Sales Outstanding was 47.6 days at the end of July 2012, which was lower than last year

Network ASA

were down by less than 1%. The industrial PVF sector also remained strong during July, producing twice the growth rate as the PHCP-exclusive distributor.

Inventory rebuild continues as the industry grew at a 7.1% rate in July vs. 2011.

by 0.1 days and higher than 2010 by 0.7 days. Most importantly, distributors continue to report an improved bottom line as compared to 2011, with their gross profit margins up, albeit by a small amount.

Visit www.asa.net.

Top 100 Update

Here is a late update for July's Top 100 Wholesalers section.

58 Johnson Supply & Equipment Corporation**

10151 Stella Link
Houston, TX 77025
713-830-2300 Fax: 713-661-3684
www.johnsonsupply.com
Email: info@johnsonsupply.com
Employees: 245
Outside Sales: 35
Inside Sales: 95
Total Locations: 23
Member of a Buying Group: Yes

Key Buying Influences: Purchasing Manager, Product Managers

Territory: TX, SE LA

Sales Mix

Refrigeration: 10%

HVAC: 80%

Other: 10%

Sales Volume by Market:

Residential/Light Commercial: 70

Comm./Institutional (Inc. High-Rise Residential): 15

Industrial and Facilities: 15

Top Heating & HVAC Lines: York, DuPont, Bard, Sporlan, Honeywell

Officers

Carl I Johnson, Jr., Chairman & CEO

Richard W. Cook, President & COO

Darrell J. Simoneaux, VP Logistics

James B. Cook, Business Development

Donald K. Wile, VP & CFO

Sonia Mendiola, VP Sales & Marketing

Douglas Domgard, VP Branch Operations



America's largest outlet of OEM genuine parts for:

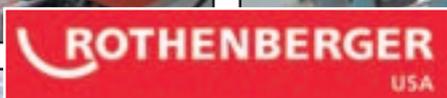
- American Kitchen
- American Standard Current/Obsolete
- Blanco
- Bradley
- Briggs Obsolete
- Case
- Central Brass
- Chicago Faucet
- Crane Current/Obsolete
- Curtin Valve
- Danze
- Delta Current/Commercial
- Eljer Current/Obsolete
- Elkay/Water Cooler Parts
- Fisher
- Fluidmaster
- Franke
- Gerber
- Grohe Current/Obsolete
- Halsey Taylor
- Hamat
- Hansa
- Hansgrohe
- Harcraft
- Huntington Brass
- Indiana Brass Current/Obsolete
- Kohler
- KWC
- Leonard
- Mixet
- Modern Faucet (Rinse Quick)
- Moen
- Newport Brass
- Phoenix
- Porcher
- Powers
- Price Pfister
- Rohl
- Royal Brass Current/Obsolete
- Santec
- Savoy
- Sayco
- Speakman Current/Obsolete
- Sterling
- Streamway
- Symmons
- Trim Kits
- T&S Brass
- Union Brass
- Universal-Rundle Parts/Ballcocks
- Valley Current/Obsolete
- WaterSaver
- Zurn (Commercial)/Flush Valves

P.O. Box 2812 Pittsburgh, PA 15230 412-782-4300

See contact information on page 138

Rothenberger USA

Coming in the January issue will be a feature on the growth and expansion of pipe tool technology manufacturer Rothenberger USA. The joint venture between Rothenberger AG and Greenlee Textron recently opened its new U.S. headquarters with manufacturing and distribution operations in Loves Park, Ill. On right, editorial director Mary Jo Martin visited with GM Chera Ellis and marketing coordinator Kailey Reas recently in preparation for the article.



Tigre USA

With a very successful parent company in Brazil that has a presence in 11 countries, Tigre USA operates from a 100,000-square-foot plant in Janesville, Wis. In recent years, Tigre has launched approximately 800 new products annually and they have extremely ambitious goals — including doubling in size in the U.S. by 2016. Stay tuned for the February issue to read an interview with GM Fabricio Rubine and marketing director Tim Johnson.





STAINLESS STEEL CONDENSING

Are You Really Comparing Apples to Apples?



Utica **SSC**

Competition

- ✓ Large Waterways X
- ✓ Resists Scale & Sediment Build-Up X
- ✓ Self-Cleaning Low Maintenance Design X

The Utica SSC 96% AFUE Stainless Steel Condensing Boiler rises above the rest with a homegrown low maintenance stainless steel heat exchanger designed in the US, for the US.

Built in primary/secondary piping slices installation time in half.

The Utica SSC

High efficiency - sweet and simple!



MADE IN THE USA

Contractor Assistance:

800.325.5479

Hours Extended: 7am-6pm, Est. Mon-Fri



**There Are Some Things
You Can Always Depend On...**



www.uticaboilers.com

See contact information on page 138

APCOM plant earns award for energy conservation

COOKEVILLE, TENN. — APCOM Inc.'s Cookeville plant is proof that, by taking advantage of community resources, even a small facility can achieve big improvements — and big energy savings. Last year, the Cookeville plant identified opportunities to significantly reduce electricity consumption as well as natural gas and water usage in the 54,500-square-foot facility. As a result of its efforts to conserve energy and resources, the plant and its 75 employees received the A. O. Smith Chairman's Green Star Award.

A. O. Smith created the Chairman's Green Star Award in 2009 to encourage natural resource conservation efforts throughout the company. It is awarded to the plant that achieves the most year-over-year reductions in natural gas consumption, electricity usage and water consumption.

Cookeville took advantage of the Tennessee 3-Star Energy Initiatives for Manufacturing Program. The no-cost program provides small manufacturers with access to engineering resources that conduct extensive evaluations of the facility's use of energy and make recommendations for energy-saving improvements. The plant also took advantage of TVA's Enhanced Growth Credit program, a rebate program offered to facilities that install energy-saving equipment.

The 3-Star Assessment identified

two major opportunities for energy savings: the plant's older, inefficient lighting system and a heating system that was installed in 1982. Cookeville operations manager Wayne Key and Randy Stamps, the plant's lead maintenance technician, elected to pursue upgrading the plant's lighting and heating immediately. They installed new, high-efficiency light fixtures throughout the production and office

areas of the plant. The project has contributed to a nearly 50% reduction in the lighting portion of the Cookeville plant's electricity bill.

Similar savings were achieved by replacing Cookeville's old heating system with new, high-efficiency infrared heating equipment. The new units deliver the same amount of heat while requiring less than one-third the energy as the old equipment.

Other projects around the plant are contributing to additional energy savings. The Cookeville team replaced an older, natural gas-fired parts washer with a new, high-effi-

ciency unit, reducing natural gas and water consumption. They are in the process of modifying hydraulic units inside the plant to vent heat outdoors, reducing strain on the plant's HVAC system.

The team's efforts include making employees aware of opportunities to save energy and conserve resources. "We are reminding employees to shut down the power to equipment that is not running," Key said. "Equipment that is in the idle mode still draws electricity and that can run into thousands of dollars of cost over a year's time."



Pictured are Paul Dana, president APCOM Inc.; Herb Pirkey, director-safety, health and the environment for A. O. Smith; Milton Collins, Phillip Wilson, Randy Stamps, all of the Cookeville plant; Paul Jones, chairman and chief executive officer, A. O. Smith; Wayne Key, operations manager, Cookeville plant and Mark Petrarca, senior vice president-human resources and public affairs, A. O. Smith.

Johnstone Supply owner hosts congressman

COLUMBUS, OHIO — HARDI member Johnstone Supply of Easton, Pa., recently hosted U.S. congressman

Charles Dent during a visit and discussions at the regional distribution center in Allentown, Pa.

Congressman Dent (R-PA) met with Easton-area Johnstone store owner Tom Wallace, members of his



U.S. congressman Charles Dent (fourth from left) visited Johnstone Supply of Easton, Pa. Store owner Tom Wallace, pictured here at Dent's left, discussed issues important to Johnstone and distributors in general.

management team, CEO DeWight Wallace and HARDI's director of government affairs, Jon Melchi. Topics discussed included aspects of Tom Wallace's local business, the unique culture of the Johnstone cooperative and challenges facing the HVAC/R distribution industry today.

Key points addressed with the congressman were the need for tax and entitlement reform, the potential repeal of the estate tax, preservation of LIFO and the need to reform the regulatory process in Washington. Dent was particularly interested in the ongoing rulemakings concerning regional standards and R-22 allocation.

"This was an excellent opportunity to further a relationship with Congressman Dent's office," said Tom Wallace. "I appreciated the chance to talk about my local business and the many issues that are important not only to Johnstone Supply but also to distributors and small businesses across the country."

Visit www.HARDInet.org.

RUN WITH A PARTNER WHO CAN NAVIGATE PVF SUPPLY

Keeping pace with all your jobs starts with a partner who can go the distance.

When customers are counting on you, your reputation is on the line. You need answers, not excuses. That's what you get with Dodson Global, your Master Distributor for domestic and import carbon steel pipe fittings, flanges, forged steel and now valves.

As your premier partner in the PVF industry, Dodson Global is the fast, reliable connection you need. With 40 years of experience in the industry, we help you navigate through everything from commodity items to specialty and hard to find products.

Come run with us, we'll help you find your way. Get the Dodson Global advantage today!



Carbon Steel Pipe Fittings,
Flanges, Forged Steel and Valves



**DODSON
GLOBAL INC**

Atlanta
Cincinnati
Denver
Houston
New Jersey

1-888-433-1433
www.dodsonglobal.com

Luxaire supports two Make-A-Wish events

MILWAUKEE — The Luxaire® brand of Johnson Controls recently supported two events that together generated nearly \$90,000 for Make-A-Wish Oklahoma.

The Walk For Wishes® event raised \$24,000, including a \$5,000 donation

from Luxaire. Powered by wish families, volunteers, donors and friends of Make-A-Wish, this signature grassroots fundraising event took place in Lions Club Park at Lake Hefner, Oklahoma City, Okla. Following the two-mile walk-a-thon,

participants enjoyed a children's carnival, complete with carnival games and food.

Luxaire also sponsored the annual "If Purses Were Wishes & More" event, held at the Oklahoma City Golf and Country Club. The luncheon attracted 410 guests, who had the chance to bid on a collection of hand-



bags, jewelry and designer accessories donated from various boutiques, individuals and celebrities across the state. The luncheon and auction raised \$65,000 for Make-A-Wish Oklahoma, including a \$5,000 donation from Luxaire.

"We are thrilled to be able to contribute to events like this one," said Steve Hoffins, senior brand man-

Luxaire has donated more than \$2.4 million to the organization...

ager, Johnson Controls' Unitary Products. "Supporting Make-A-Wish activities means we are delivering hope and smiles to families in the communities where we live and work. At the same time, we're able to offer our contractors and distributors a program that truly differentiates them in the market."

Luxaire recently signed its fourth multi-year contract with Make-A-Wish America. This extends the relationship with the wish-granting organization into 2014 and commits \$750,000 in contributions over three years. Luxaire first embarked on a sponsorship of Make-A-Wish in 2001. Since that time, Luxaire has donated more than \$2.4 million to the organization, enough to grant nearly 330 wishes.

Visit www.joinluxaire.com/MAW.

ICERA acquires St. Thomas Creations

NEW YORK — Villeroy & Boch announced the planned divestiture of St. Thomas Creations and the acquisition thereof by the parent company of ICERA, a manufacturer and innovator of premium bath fixtures.

After the transaction, St. Thomas Creations will be independently owned and operated and fully separate from Villeroy & Boch. It will no longer be a subsidiary of, nor affiliated with, Villeroy & Boch in any way.

To ensure continuity of customer service and fulfillment, an organized

transition is planned for St. Thomas during the course of this year. Operations will continue from Villeroy & Boch facilities during the transition period, which will gradually transfer over to the ICERA organization within several months. Based in Los Angeles, ICERA has also established a new distribution center in New Jersey. By the end of the transition period, St. Thomas product shipments will be fulfilled from both the East and West coasts of the U.S.

Visit www.icerausa.com.

H HOLYOKE FITTINGS, Inc.

Come search our complete catalog at:
www.HOLYOKEFITTINGS.com

Our business model:
100% of the product, 100% of the time!

Contact us at: **800-222-0215**

Product Lines

Tube Fittings

(Compression, Flare, Push-to-Connect, ...)

Hose Fittings

Pipe Fittings

Valves

Plumbing Specialties

Air Line Specialties

Lubrication Specialties

Hose

Tubing

**From 10 - 10,000 pieces -
Ready for shipment straight from inventory!**

A Fitting Partner for the Future

Specializing in DOMESTICALLY MANUFACTURED Products

Our customers depend on us for:

- Highest Fill Rates
- Full Range of Items
- Excellent Customer Service
- Complete Product Knowledge

Over 40 continuous years as a quality supplier.

Applications

Air Conditioning

Plumbing

L.P. Gas

Industrial

Refrigeration

Heating

Pipes, Valves, & Fittings

Hardware and others

850 Stanley Avenue

Brooklyn, NY 11208

Phone: 800-222-0215

Fax: 718-272-2956

info@holyokefittings.com

See contact information on page 138

They save watts and watts of energy.



Presenting ECM technology, Taco style.

The BumbleBee is a fully programmable, variable speed wet rotor circulator. Set it to one of three modes: *Delta-T* to maximize total system fuel savings; *Fixed Speed* to dial in a specific flow rate; or *Set Point* to meet a desired temperature. No matter how you set it, the BumbleBee will slash energy consumption by up to 85%. See for yourself: the LED displays real time watt usage and GPM flow. Other niceties include a convenient 360° swivel flange and Integral Flow Check.

The **Viridian** gives you all the adaptability you need for larger chilled and hot water jobs. Ready to go out of the box, the Viridian automatically adjusts its speed based on internally sensed differential pressure. It boasts the industry's largest operating range and the only 110-240V power option. Best of all, you can easily tweak the pressure, speed, or power limit settings from a laptop or a smart phone because the pump is web-enabled.

Built green. Built right.

Like you, we take our green responsibilities seriously. That's why the BumbleBee and the Viridian are engineered with top environmental consideration given to each component.

Want to do your best work? Design your next system around the most efficient pumps you can buy. Ours, of course.



e-smart® is our way of helping you quickly identify our most resource-saving products.

Think a lot

It's a difficult year for a lot of salespeople. The world is changing rapidly, and every new headline contains information that seems to impact business in a significant way. The competition is more active, customers are more discriminating and nobody has enough time.

There was a time, just a few years ago, when it was easier. You could work hard for a while; then you could relax and enjoy the fruits of your labors. You reached a point where life became easy, your customers were buying from you consistently and you had your job figured out.

That's no longer the case. Pressures are growing on your company to reduce their costs and become more productive. The bottom line is this: You, personally, must become far more productive than you've ever been expected to be in the past. Today's performance, no matter how good, will not be sufficient tomorrow.

Easier said than done. How do you

and new competitors and technologies are springing up. If you go through your job mindlessly, you'll soon be outdated and ineffectual.

So, on one hand you have the need to improve your productivity to keep up with the pressures on your company; on the other hand you have the temptation to get into a rut and go about your job "mindlessly."

The most effective strategy to battle these double temptations is to "think a lot." What should you think about? Here are three of the most important things.

1. Think about your customers.

Ask yourself a series of questions about your customers. As you develop the answers, write them in your account folders and repeat the process a few months later. Here are some questions to get you thinking:

- What's changing for this customer?
- What do they want to accomplish this year?

Never rest. Be discontent with every aspect of your job in order to provide the stimulation to improve on it. Question everything. Think a lot. It will be your key to continuous, lifelong improvement.

go about dramatically increasing your results? My suggestion: THINK A LOT.

I'm not suggesting that you spend your time daydreaming. Nor am I encouraging you to ponder the meaning of the universe, do a crossword puzzle or memorize the birth dates of all your relatives. All of those exercises would represent ways to think a lot, but they are not the kind of thinking I'm advocating.

Rather, I'm encouraging you to invest your greatest single resource, your mind, in focusing your mental energy on specific portions of your job. That means thinking about certain things, thinking in certain ways and doing a lot of it.

It's easy to do your job by mindlessly going through the motions. You see the customers with whom you are comfortable, quote the products they ask you about, grumble about the paperwork and complain about price competition.

That's easy. Unfortunately, it's also a prescription for eventual failure. The world is changing too rapidly today to do your job "mindlessly." Your customers are changing, products and vendors are changing and adapting,

- What can I do to help them meet their goals?
- What is the competition doing in this account?
- What progress have I made these past few months?
- What can I do now to increase my sales in this account?

Thinking about these questions keeps you constantly close to the changing conditions in your accounts, keeps you insulated from the tendency to get "mindless" and provides you with a method to uncover lucrative opportunities within each account.

2. Think about each sales call.

Your face-to-face contact with your customer is the one part of your job that sets you apart from everyone else in your company. It is that aspect of what you do by which you bring value to your company.

If you honestly think about it, you'll probably observe that everything else you do can be done by other people in your company. Someone else can accept orders, train end users, check on back-orders, etc. The only thing you do that no one else in your company does is call on your customers face-to-face. So, your eyeball-to-eyeball interactions with your

customers are probably the most important part of your job. Yet most observers estimate that the average sales person spends only about 25% of his time face-to-face with his customers.

Put those two facts together, and you have the sobering conclusion that you spend very little of your time doing the thing that is the most important aspect of your job. That being the case, doesn't it stand to reason that you ought to invest some time and energy planning for those rare moments when you're face-to-face with your customers? Ask yourself these questions, and think about the answers, before every sales call:

- What do I want to accomplish?
- What forces are working on my customer that may influence his behavior today?
- What value am I bringing him today?
- Exactly what am I going to ask, say or communicate?
- What can I do to understand him better?
- What can I do to deepen the relationship?

Going through this disciplined approach to "thinking about your sales calls" will be the single most effective thing you can do to improve your productivity.

3. Think about continuously improving yourself.

First, commit yourself to the challenge of continuous improvement. Be discontent with the level of proficiency you have obtained. Be discontent with your results. Think about everything you do and examine ways to improve and wring more value out of it.

Challenge and question everything you do. Is this the best way to write up a quote? Should you be visiting this account or would the other one hold more potential? Should you re-



BY DAVE KAHLE
Sales specialist

ally be spending your time promoting this product or is another one more important? Should you really be lunching with this customer or should you invest that time in another? Is this the best way to file your old quotes, keep track of customer contacts and file product literature?

Got the idea? Never rest. Be discontent with every aspect of your job in order to provide the stimulation to improve on it. Question everything. Think a lot. It will be your key to continuous, lifelong improvement.

By the way, you'll find this kind of insight into dozens of sales issues in our Sales Resource Center. It houses 435 training programs to help everyone live more successfully and sell better. All delivered over the Internet, 24/7, for one low monthly fee. ■

*Dave Kahle has trained tens of thousands of distributor and B2B salespeople and sales managers to be more effective in the 21st-century economy. He's authored nine books, and presented in 47 states and eight countries. Sign up for his weekly ezine at www.davekahle.com. For a limited time, you can purchase his latest book, *How to Sell Anything to Anyone Anytime* and receive \$534 in FREE bonuses.*

HD Supply combines utilities and electrical businesses

ORLANDO, FLA. — HD Supply has combined its utilities and electrical businesses into a single business named HD Supply Power Solutions.

"While our name has changed, our commitment is stronger than ever when it comes to driving customer success," commented president Rick McClure. "The alignment of our businesses will allow us to provide our customers with additional products, solutions and enhanced services, ensuring that they have what they need, when they need it, where they need it."

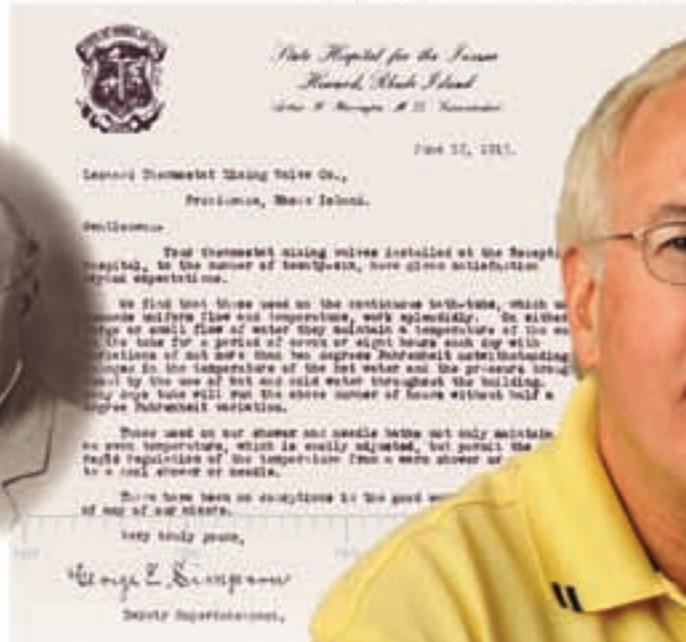
HD Supply Power Solutions offers an extensive portfolio of products,

services and solutions for the public power, investor-owned utilities (IOU), construction and industrial vertical markets. To enhance customer service, the company's U.S. sales force will be organized into three geographic regions: the East, led by VP Robert Joseph; the North, led by VP Timothy Mills; and the South, led by VP Jason Herin. Each region will have four vertical market teams, focused on accelerating growth in each specific customer segment. In addition, each region will have dedicated regional sourcing, operations, inventory control and process improvement leaders.

100 years ago, Frederick C. Leonard led an industry into a new direction.

In 2012, the company he founded continues its leadership role.

Frederick C. Leonard



Everett C. Wilcox

Greg Wilcox



E. Niles Wilcox
President

Frederick C. Leonard started his company in Providence, Rhode Island, using his unique design of a solid bimetal thermostat for his valves to control the outlet temperatures of water. So, regardless of changes in temperatures of the water supply, or even the pressures, users were comfortable. Today, Leonard is the recognized leader in commercial, institutional and industrial marketplaces for all mixing valve technologies. Leonard Valve, an engineering-driven, solutions-based firm, has offered proven leadership for over 100 years. Commitment... Leadership... Dedication. Mr. Leonard would be proud.



LEADERSHIP



leonardvalve.com
Leonard...the right mix.

Aqua-Rex receives UL approval

LAS VEGAS — The larger model Aqua-Rex Physical Water Conditioners for pipe sizes of 4 inches and above are now UL listed. Aqua-Rex treats hard water using ultra high frequency radio waves and can be used



as an effective alternative to conventional water softeners. It is the first, and so far only, device listed as a "Physical Water Conditioner" with UL approval.

The listing is in the name of Aqua-Rex's parent company, the U.K.-based Lifescience Products Ltd, whose Water-King equivalent has been widely specified in the U.K. and has an 18-year history of successful water treatment.

Aqua-Rex is now increasingly specified in the U.S. where there is a

growing awareness of the need to treat hard water supplied to water heaters to retain their thermal efficiency. Hard water scale can reduce heating efficiency very significantly, even with a small build up. The problem is further compounded by the increasing number of communities imposing softener bans in the U.S. to

reduce the chloride discharge into the waste water stream. Engineers are looking for proven products that can overcome the softener bans.

The smaller Aqua-Rex units have always been covered by UL as they use approved external transformers for pipe sizes up to 3 inches.

Visit www.aqua-rex.com.

AHR Expo expands 2013 Dallas show

WESTPORT, CONN. — To meet the growing demand for more exhibit space from both new and current exhibitors, AHR Expo show management has reserved 40,000 additional square feet on Level 1 of the Dallas Convention Center for the 2013 event, taking place January 28–30. The world's largest HVAC/R show already encompasses the entire second level of the Dallas Convention Center, with more than 350,000 square feet of exhibit space.

"We are thrilled by the response from so many companies so far in advance of the show," said Clay Stevens, president of International Exposition Company, which produces and manages the AHR Expo. "Many of our long-time exhibitors are expanding the size of their current booths, and nearly three dozen new companies have already reserved several thousand square feet of floor space."

Stevens attributes this increased demand to several factors:

- An improving economy
- The need for information about new energy-efficient products and technologies



- A return to the Dallas area
- The need for industry education
- The desire to participate in the HVAC/R industry's leading event.

More than 1,400 companies have already reserved space, putting it on track to surpass the last Dallas expo that set several Southwest records in 2007.

Visit www.ahrexpo.com.

Get On-Board With... Vaughn High Efficiency Water Heaters



High Efficiency Water Heaters



**Superior Performance
Long Service Life**

Vaughn Water Heaters... The Difference Is Clear

Vaughn Water Heaters combine advanced engineering and Hydrastone cement lining to provide the longest lasting, most reliable and efficient water heaters on the market. Get On-Board with Vaughn Today!

www.vaughncorp.com



Little GIANT®

MTF schedule and info:
franklinontheroad.com



Featuring our most popular plumbing and HVAC products, the new Little Giant Mobile Training Facility (MTF) is a rolling showcase of business building potential. Get hands on training when and where you need it with the MTF. Contact your local Little Giant distributor or visit franklinontheroad.com for more information.

Follow us.



Franklin Electric

www.franklin-electric.com/lg

See contact information on page 138

Tapco is your one stop source for OEM genuine Cartridges and Hoses for:



Altmans
Andre Collection
AquaBrass
Artistic Brass
Barber Wilson
Broadway
California Faucets
Cifial
Cleveland Faucet
Concinnity
Docol
Dornbracht
Harden

Tapco
GENUINE PARTS CENTER®
FAX 800-223-1067

Harrington Brass
Hastings-Vola
Jado
Kallista
Ondine
Opella
Paini
Paul Decorative
Phylrich
Reid Watson
St. Thomas Creations
Sigma
Sign of the Crab / Strom
THG
Wolverine Brass



P.O. Box 2812

Pittsburgh, PA 15230 412-782-4300

Mitsubishi Electric rolls out new commercials

SUWANEE, GA. — In May, millions of people across the country began to see new TV and on-line ads from Mitsubishi Electric that feature actor and comedian Jerry Stiller. The ads are a continuation of of ductless systems' manufacturers' successful "Split Personality" campaign.

The new lighthearted commercial showcases Stiller arguing with himself about whether to lower the temperature on his traditional air-conditioner to increase comfort, or to keep the warmer temperature to save on utility bills. Mitsubishi Electric's ductless unit offers an efficient solution for staying cool that pleases both sides of Stiller's personality. Stiller was tapped for the spot because of his humorous arguing style on television programs such as Seinfeld and King of Queens. The consumer campaign goal is to increase homeowner awareness of Mitsubishi Electric's energy-efficient, no ductwork technology.

"Jerry Stiller is one of those comedians who

resonates with people of all ages, and you can't help but laugh when remembering him passionately arguing with others in his sitcoms and movies," explained Joe Mastroianni, chief marketing officer for Mitsubishi Electric Cooling & Heating. "Since we first rolled out this campaign in 2011, our goal has been to show homeowners they don't need to compromise on comfort — a message that makes

it easier for contractors to communicate the advantages of ductless systems to the consumer."

The new campaign debuted on May 11 during CBS's *Blue Bloods* and *CSI: NY* season finales, and the spot appeared throughout May during the season finales of other major TV shows including ABC's *Dancing with the Stars* and CBS's *Survivor*. The spots will also appear on cable networks throughout the summer. Additionally, the ad can be seen online on HGTV, DIY Network and other websites.

Visit www.mehvac.com.



Nu Flow opens office near Washington

FREDERICK, MD. — Nu Flow America has opened its newest office near Washington, D.C. This expansion was done as a result of the flourishing growth and demand of Nu Flow's unique pipe lining services, as well as an abundance of previous work with government structures. This office currently includes two salespeople and three project trucks for the technicians.

The new regional manager of the Maryland office, Paul Eaves, who was previously a lead potable technician in Nu Flow's San Diego office, foresees a lot of sales and growth for his new office. "I've seen how successful Nu Flow has been in other locations, and I knew that the Maryland and D.C. area would be just as suc-

cessful," Eaves said. "This is a prime market for us, since we've already done a lot of work here,



and the infrastructure is among the oldest in the country. D.C. office salespeople are currently focusing on providing our services to government buildings, commercial buildings, condominium complexes, apartment buildings, country clubs and casinos."

Visit www.nuflowtech.com.

Kohler launches new apps

KOHLER, WIS. — Kohler's most popular brochures are now available in an app designed for iPad, iPhone and iPod touch. The applications' library displays all of the current brochures neatly organized in one area.

The user has the option to instantly start streaming a piece of literature and use it on the spot or can download the digital brochure for offline use. Most literature pieces feature enhanced digital functionality such as hot spots that directly link the user to the product page on Kohler's mobile website, pinch to zoom and search directly on the iPad, iPhone or iPod touch.

Navigation between literature pieces is easy, and once the app is downloaded from the App Store, the user will have all the newest literature pieces automatically pushed to his or her device.

In addition, consumers can now "experience"

KOHLER kitchen and bath products through the launch of the innovative and interactive KOHLER for iPad app. Numerous image galleries, detailed product information and instant access to both customer service and KOHLER showrooms will not only inspire customers but also help them organize and plan their next kitchen and bathroom projects.

"The KOHLER app provides consumers with the ability to engage with our brand and products in a way that is convenient and relevant," said Shane Judd, director of digital marketing for Kohler. "The innovative features of this app, such as the augmented reality tools, enhance the experience and overall level of engagement for the consumer."

Visit www.us.kohler.com.



CS Weld Fittings & Flanges

FS Fittings & Outlets

CI Flanged Fittings & Flanges

MI Pipe Fittings

Merchant Steel Fittings
& Couplings

Pipe Nipples

Bolt Paks

Titan® Y-Strainers

Crane® & Stockham® CS Valves

Crane & Fortune® CI Valves

Crane Bronze Valves

Smith® Forged Steel Valves

Fortune® Ball Valves

Duo-Chek® Valves

Center Line® Butterfly Valves

Flowseal® High Performance
Butterfly Valves



The Best Products, The Best Service...

SERVICE METAL



Service Metal Products Co.
Serving the Midwest & Western U.S.

Toll Free: 800-325-7820

Fax: 314-231-1821



www.servicemetal.net

See contact information on page 138



Service Metal of the Carolinas
Serving the Eastern U.S.

Toll Free: 800-438-6946

Fax: 704-331-0646

ONE CALL GETS IT ALL

School goes high-tech with new HVAC system

PITTSBURGH — When a school such as the 85-year-old West View Elementary needed an air conditioning retrofit, many engineers would have taken the common path of specifying conventional rooftop package units, curb and rail mounts, and metal ductwork.

However, the Pittsburgh-based North Hills School District hired BDA Engineering Inc., West Homestead, Pa., to think “outside the box” and take the specification path less traveled by many engineers in a quest for more energy efficiency, lower job costs, installation expediency and superior indoor air comfort.

Gary Albert, P.E., LEED AP, a BDA associate and project leader, specified 290 tons of cooling via 28 rooftop variable refrigerant flow (VRF) heat pumps ranging from six to 24 tons — one of the United State’s largest VRF projects. VRF technology helped elim-



inate ductwork, roof penetrations, curbs and provided optimum indoor air comfort control to individual classrooms, while causing minimum disruption to the school’s daily schedule. Albert estimated the VRF system saves the school 30% and 50% or more in yearly energy savings versus a chiller system and a variety of “ducted non-VRF” systems, respectively. Additionally, upwards of \$50,000 more was saved on the \$2.3 million project because of Albert’s rooftop equipment mount specification.

Design team members included construction manager Thomas & Williamson, Pittsburgh, and HVAC wholesaler, Comfort Supply Inc., Pittsburgh, which provided technical design configuration and installation assistance with the prefabricated rooftop mounting systems by Big Foot Systems represented in the U.S. by RectorSeal, Houston. Comfort Supply also provided factory-certified design and start-up assistance with City Multi® VRF equipment manufactured by Mitsubishi, Suwanee, Ga.

Equipment mount savings

Equipment mounts were one of the most significant value-engineered specifications. Instead of two 4-foot-long rails with roof-piercing flashing for each of the 28 heat pumps, BDA specified more than 180 linear feet of Big Foot Systems equipment mounts. The strategy eliminated the need for a roofer and general contractor, thus saving tens of thousands of dollars in labor costs. While Big Foot Systems has been used worldwide for large projects such as the British Airport Authority’s Heathrow Airport terminal rooftop air conditioning equipment, the West View project is one of the largest U.S. Big Foot Systems projects to date, according to RectorSeal spokespeople. The project was also the largest VRF project to date for Comfort Supply, which has been a Pittsburgh leader in ductless equipment sales for more than 25 years. “Using VRF and combining it with this type of equipment mounting is a big trend the last few years due to the quick installation, energy efficiency and LEED (Leadership in Environmental and Energy Design) aspect,” said Justin Kern, commercial sales manager, Comfort Supply.

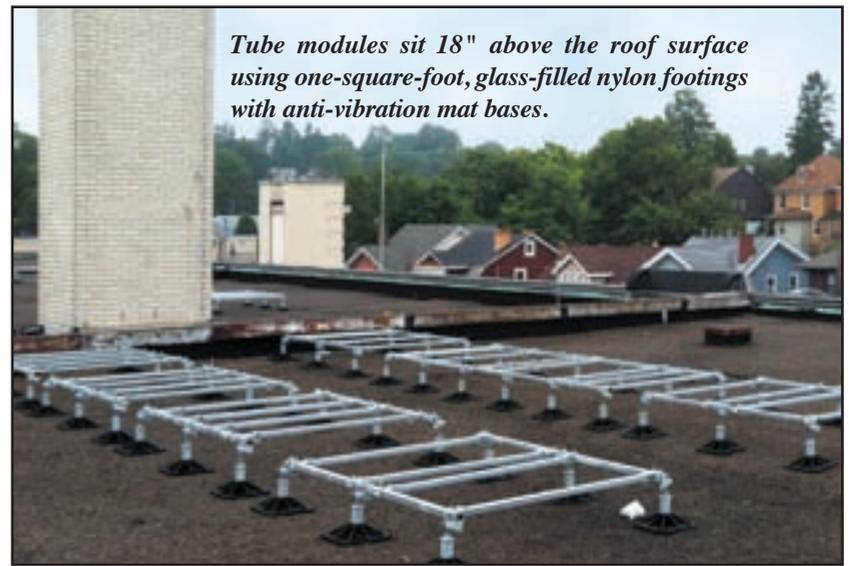
Besides roofing labor savings, the project’s mechanical contractor, R &

B Mechanical of Pittsburgh, was able to bolt the individually-identified equipment mounting components together in considerably less time than setting conventional rails, according to Thomas Recker, vice president of R & B Mechanical, Pittsburgh. “Prefabricated modular systems are the way to go today and they definitely saved the school district significant project costs, versus conventional rails and flashing,” said Recker, who has used Big Foot Systems on several past projects requiring conventional HVAC rooftop equipment.

The mounting system, which con-

room wall-mounted or ceiling cassette fan coils. “No classroom or space receives re-circulated air from another space,” said Albert. “This will improve indoor air quality, which is proven to have a direct affect on reducing student absenteeism due to illnesses.”

BDA’s design also optimizes energy savings during the fall and spring by using the 100% outdoor air system as an economizer strategy and/or heat pumps for heating dictated with a BACnet®-based building automation system (BAS) by An-dover Controls — division of TAC,



Tube modules sit 18" above the roof surface using one-square-foot, glass-filled nylon footings with anti-vibration mat bases.

sists of 1/6-square-inch, corrosion-resistant, hot-dipped galvanized tube modules, sits 18" above the roof surface using one-square-foot, glass-filled nylon footings with anti-vibration mat bases. Matching footings specifically designed for utility piping were also used for electrical, refrigerant and control wiring piping runs across the roof.

Not making dozens of roof cuts for equipment rails also eliminated concerns about potential leaks to an older style roof built 85 years ago. Future roof resurfacings won’t require heat pump and piping disconnections because there are no roof penetrations, therefore one leg at a time can be removed and temporarily supported to provide access to the roof membrane below.

HVAC equipment selection

BDA considered many options before arriving at the VRF. Solutions such as chillers to supply the existing unit ventilator system in every classroom, or DX conventional rooftop systems with ductwork were considered too costly, inefficient and disruptive for the school. Instead, the project used 18 Mitsubishi CMFR-Series, 100% outdoor air VRF heat pumps and air handlers combined with the school’s existing room ventilator exhaust fans to pressure balance the system. Additionally, nine Y-Series heat pumps supply mixing boxes that distribute cooling to class-

Carrollton, Texas, and installed by Combustion & Service Equipment Co., Pittsburgh. The VRF system monitors and controls itself, but also feeds data to the BAS for a total HVAC overview. The energy savings climbs significantly during the off-season when heating and cooling might be needed simultaneously throughout the school in various spaces, according to Albert. “From my standpoint, the potential for such a high level of individual cooling (and heating during seasonal transition) control per space can’t be accomplished with other concepts,” said Albert.

Unlike common process piping, VRF systems require special engineering considerations based on piping run lengths, pipe diameters, the number of elbows and other resistance factors. Therefore BDA computer-modeled Albert’s design in-house with confirmation from Comfort Supply’s Mitsubishi-trained sales/engineers.

While some engineering firms might have resorted to more a conventional HVAC solution, West View’s project manager, HVAC engineer and wholesale supplier took innovative steps “outside the box” to arrive at a cutting edge air conditioning solution, such as VRF, that ultimately saves the district money and energy.

For more information, visit www.rectorseal.com.

When a Roof Can't Handle Rails

The prefabricated equipment mounting systems also made certain placements on less fortified roof areas of the West View Elementary school possible. “Rails would have spanned across structurally weaker parts of the roof whereas the footings were positioned only on the strongest parts of the roof steel,” said Gary Albert, P.E., LEED AP, BDA Engineering of Pittsburgh, who had a previous successful project with prefabricated equipment mounts. “Not needing roof penetrations was a huge cost savings for the school district, plus the Big Foot Systems’ supports

are comparable in price to rails.”

The Big Foot Systems, which is distributed by RectorSeal in the U.S., supporting several heat pumps atop the less fortified gymnasium roof were instrumental in space framing and weight distribution. Because only certain far-spaced steel roof joists could support the weight of heat pumps, the equipment mounting was designed and assembled to strategically position and span the footings out to the strongest joist points, regardless of the equipment’s small footprint.

CAN YOU SPOT THE VENT FAN?



When it comes to innovative ventilation technology, Panasonic continues to light the way. Our powerful, energy-efficient fans are renowned for working quietly behind the scenes but our revolutionary WhisperRecessed™ model is putting a spotlight on design. WhisperRecessed™ features a powerful, 80 CFM fan hidden behind an elegant recessed light and is the industry's only ENERGY STAR® qualified recessed fan/light. The result? Clean air, clean design and a cleaner environment.

At Panasonic, ventilation's never looked so good. Just another way we're engineering a better world for you.

Spot it at www.panasonic.com/ventfans.

See contact information on page 138



WhisperRecessed™
VENTILATION FAN



Comfort Supply carries straight-through geothermal heat pump

NASHVILLE, TENN. — Comfort Supply, a Nashville-based wholesaler of Ruud HVAC products, has added the G3 modular geothermal system to its product line. Created by GeoMaster LLC and part of GeoExcel's geothermal systems, G3 is the world's first straight-through, multi-position modular geothermal heat pump. G3 is field adaptable into seven configurations: left, right, up, down,

split, horizontal and straight-through. Since the product can be configured onsite, it fits many applications that typical geothermal heat pumps would not.

The G3 is a unique product on the market with a straight-through option. It's a three-piece unit, with fan, compressor and A-Coil sections that have multiple air flow configurations



The system comes in three-, four- and five-ton units and is outfitted with ECM2 fan motors, a Copeland UltraTech compressor and circuit boards with diagnostics. The compressor is in the middle of the unit as opposed to the bottom, which makes it extremely quiet compared to traditional units.

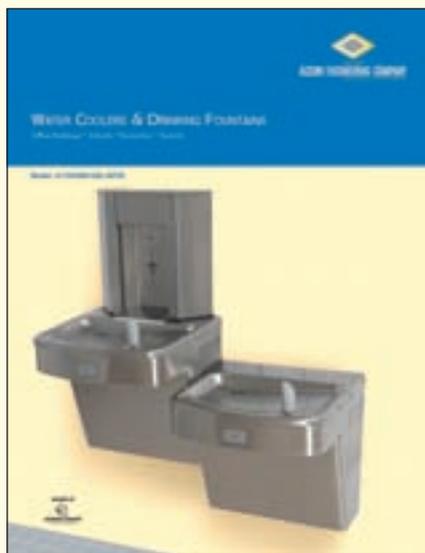
The product is ARI rated and Energy Star endorsed. It is manufactured by Bard Manufacturing Company in Bryan, Ohio.

Visit www.geoexcel.com.

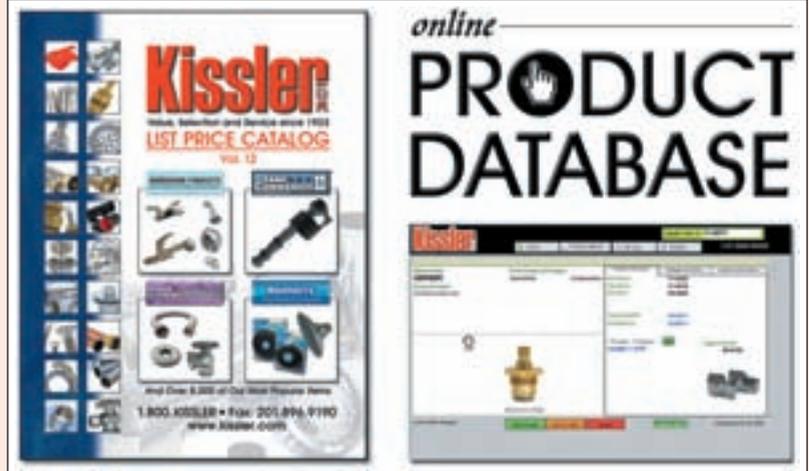
Suppliers' Section

Enhanced water coolers, drinking fountains

Acorn Engineering is proud to introduce a 4-color, 24-page brochure showcasing the enhanced Acorn Water Coolers and Drinking Fountains, as well as customer favorites. Some of the enhanced design benefits include a patent-pending "AutoStop" feature, an industry-leading .3 gpm water-saver bubbler, and a bottle filler attachment.



www.acorndrinkingfountains.com



Plumbing Parts Catalog & Online Database

Kissler's Full Color Catalog (Vol. 12) features thousands of Plumbing Parts and Specialty Products. Our searchable Online Product Database features color photos, product dimensions and much more. Go to www.kissler.com and click the "Dealer Access" link.

Call to request these great showroom resources:
1-800-KISSSLER (547-7537)

Kissler & Co., Inc.
Value, Selection & Service since 1923.
www.kissler.com



PUMP COMPANY

Zoeller Family of Water Solutions™

The new 915 Shark Series Grinder Package System is a pre-assembled grinder system – complete with alarm and check valve – designed for new construction, retro-fits and replacements. Utilizing our new and unique Tri-Slice™ cutter, this small yet extremely powerful 1/2-HP, 115-V grinder system provides over 250,000 cuts per minute and significantly eliminates the maintenance and clogging worries associated with other grinder and sewage ejector systems. For more information visit:

www.zoellerpumps.com.

Your Peace of Mind is Our Top Priority®



RELIABILITY BUILT IN™

T&S offers spray valves for every need

The B-0107-J low-flow spray valve combines water and energy savings with a reduction in cleaning times. The B-0107-J features a 1.07 GPM at 60 PSI flow rate and it consumes 60 percent less water



than other EPA 2005 compliant valves. The B-0107-J comes with a one-year warranty and is interchangeable with other spray valves. It is also AB1953 and ANSI/NSF Standard 61-compliant. For more information, visit:

www.tsbrass.com

100% BUILT BY WORTHINGTON. 100% RELIABLE.

Trust Worthington products — designed and built in the USA.

When you carry the Worthington line of torches, fuel and lead-free solder, you get a lot more than just professional-grade performance.

You get the confidence of American craftsmanship and a direct, manufacturer-to-distributor relationship. We build everything here in the United States and we deliver it straight to you, so we control quality, customer service and lead-time expectations. No middlemen, no hassles, no headaches. It's how Worthington has done business since 1955. And we don't plan to change.

Contact your Worthington representative today.

worthingtoncylinders.com



Fisher faucets feature five-year warranty

TULARE, CALIF. — Fisher Manufacturing offers a full line of tough and dependable commercial stainless steel faucets for today's foodservice



plumbing needs. To reflect the quality and durability of the entire stainless steel line, Fisher introduced a new, five-year stainless steel warranty.

Completely field tested and proven to perform, Fisher solid stainless steel fixtures are not only lead-free but also 100% recyclable, with zero zinc

NIBCO launches redesigned website

ELKHART, IND. — NIBCO Inc.'s redesigned customer-centric website is packed with more product specifications and images and offers customers easy and quick access to NIBCO's expansive offering of valves, fittings, PEX and industrial plastics. Time-saving features allow visitors to log in to manage their profile, register for product and price sheet notifications, order literature and access a newly customized Build-A-Submittal tool.

Specially designed for the archi-



tectural, engineering and construction (AEC) community, Build-A-Submittal allows specifying engineers and mechanical contractors to easily create, access, select, edit and package submittal documents. Users create an account and manage their own projects and submittals. It's free and saves valuable time in the submittal process.

The new NIBCO Resource Center provides distributors, contractors and engineers easy access to: e-Services, Design Services, Technical Library and FAQs.

Visit www.nibco.com.

and zero chrome plating. Now, with a five-year warranty good on all parts made of stainless steel, a lifetime warranty on the finish and one-year on the washers and O-rings, Fisher

EuroChef USA offers Italian designer collection to U.S. market

EDGEWOOD, N.Y. — EuroChef USA recently announced the introduction of its new product lines — Verona®, Verona Pro™ and ILVE®. The elegant Verona line of ranges, ovens and cooktops are a preferred brand of appliances featured in upscale kitchens throughout Europe since 1958. Verona's beautiful European ranges are considered by many to be a piece of art that becomes the centerpiece of the kitchen.

With EuroChef pricing signifi-

cantly less than the competition, the EuroChef product line is becoming an integral part of the supply chain for appliance distributors, an essential showroom piece for retailers and a trusted source for designers. The full product line includes dual fuel ranges, gas ranges, gas wall ovens, electric wall ovens, gas pro range tops, gas cooktops, electric cooktops and range hoods.

Visit www.noleadfaucet.com.

Visit www.eurochefusa.com.

Johnson Controls enhances York technical support services

MILWAUKEE — Johnson Controls now offers application, startup and commissioning (ASC) services to interested York distributors and dealers. This new offering brings the highest level of technical support services for complex commercial installations.

Using ASC services, distributors and dealers can partner with a highly qualified, factory-certified technician to address the complex issues that arise during application, startup and commissioning. Upfront, the factory-certified

technician provides assistance in the equipment specification process and later supervises startup and commissioning at the installation site. This

ensures proper mechanical systems and controls setup at startup. Technicians can also assist in training operations and maintenance personnel.

Along with this service, the "Dead on Arrival" warranty is extended from 30 to 90 days when a factory-certified technician is onsite during startup.

Call 877/874-7378.

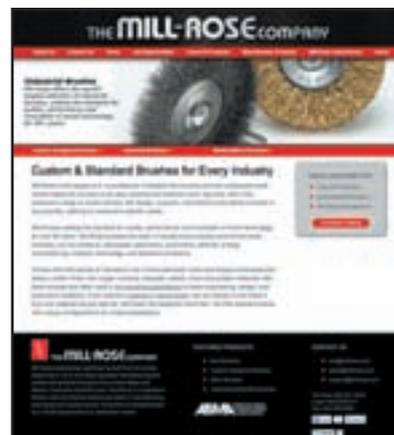
Mill-Rose launches easy-to-navigate website

MENTOR, OHIO — A new website designed to offer thousands of standard and custom-design brushes that deburr, polish, finish, sort, auger, conduct, dissipate, collect, move and protect materials, has been introduced by the Mill-Rose Company.

The site provides one-click access to a complete selection of brushes used in virtually every industry imaginable, including aerospace, agriculture, automotive, defense, energy, manufacturing, medical, technology and telecommunications. Mill-Rose offers one of the world's largest selections of industrial brushes and is one of the largest U.S. manufacturers of twisted-wire brushes.

Design engineers will find the Custom Designed Brushes area helpful; hundreds of special and unique brushes are presented, along with a feature that allows engineers to cus-

tom design their own brush. There is also a complete selection of laboratory and scientific brushes, along



with medical brushes used for cytology sampling (disposable and reusable), instrument cleaning and other medical and dental applications requiring micro brushes.

Visit www.MillRose.com.

Xylem's Goulds Water Technology launches Data Matrix codes

MORTON GROVE, ILL. — Xylem Inc. announced the addition of Data Matrix codes on all Goulds Water Technology 5 – 25 gpm submersibles products. A Data Matrix code is a two-dimensional matrix barcode arranged in a square or rectangular pattern that provides customers with



manufacturer ID, part number and a unique serial number.

The code, located on the product label, provides visibility to critical performance data such as psi, watts, amps and other operational information and is readable by most smartphones. Data Matrix readers are available as a free download from the iTunes App Store® and Google Play™.

Log on to www.completewatersystems.com.

Panasonic intros new division

SECAUCUS, N.J. — Panasonic Eco Solutions North America recently introduced the Eco Products Division, formerly known as Panasonic Home & Environment Company. The division houses Panasonic's ventilation



fan business, which includes 18 advanced lines of high-performance, ENERGY STAR-rated whole home ventilation solutions that improve indoor air quality and comply with the latest building standards and codes.

"At Panasonic, we strive to go beyond providing superior eco products to our customers by offering them comprehensive solutions," said Dan Silver, vice president of Panasonic Eco Products Division. "The integration of our ventilation fan business with other PESNA units such as solar panels, lighting controls and power tools helps us meet this goal and provides the building industry with integrated solutions for any project."

From planning to implementation, construction, maintenance and financing, the complete line of ventilation fans, in conjunction with other PESNA products, will work together to provide comprehensive renewable energy and energy efficiency solutions to corporate and public sector organizations.

Visit www.panasonic.com/ventfans.

IT'S ABOUT TIME



Scan mobile device to
play installation videos

PEX, COPPER or CPVC

The fastest way to install
large diameter pipe.

- Quality push-fit fittings
- Quick connect – no tools, soldering or glue
- Quick disconnect – with the innovative Shark Shifter tool
- One person installation
- For use on Copper, PEX and CPVC
- Extensive Range of Fittings and Ball Valves with sizes in 1 1/4", 1 1/2" and 2"



PATENT PENDING DESIGN



Manufactured and Distributed by
Reliance Worldwide Corporation

www.sharkbite.com

96 • *New Beginnings*

BY MARY JO MARTIN
Editorial Director

It is no secret that Karl McMillen has the “Golden Touch” when it comes to building a successful wholesaling company. It’s also true that McMillen has experienced personal tragedies that would challenge the strongest of men. And when you combine those two elements of his life, it created the ideal platform with which to build a new Todd Pipe & Supply.

It was an absolute pleasure to sit down with McMillen, Dan Patrick and Aaron Olsen during the recent

1965, McMillen could see potential problems in the future of the overbuilt California housing market, and so he split from his partner and retired to manage his real estate properties.

But during that time, Ralph Todd — who had been a buyer at Alert — opened a plumbing supply house and in 1968, McMillen joined him as a partner in Todd Pipe & Supply. They split their partnership 10 years later, with Todd taking ownership of the Buellton location and McMillen keeping the Hawthorne operation.

Over the next 25 years, McMillen led Todd Pipe to tremendous growth,



interested in expanding in the West, and Hughes Supply quickly came to an agreement with McMillen.



The owners of Todd Pipe (front row, from left) Karl McMillen, Dan Patrick, Aaron Olsen, Jason Kemp and Tom Morrow, with the warehouse staff in Anaheim.

“Todd Pipe was considered one of the best in the industry,” McMillen noted. “We ran the business with hon-

to go to dinner since I was no longer her boss. The relationship started out very well when I discovered she was willing to travel on obsolete dirt road trips in my Toyota Tundra and pop-up camper. We have traveled all over

Man with a mission

McMillen, loyal colleagues highly motivated to rebuild Todd Pipe

Todd Pipe’s Anaheim branch is one of four in Southern California that the new venture has already opened — and two more are planned.

Embassy Shareholders Meeting in Chicago to talk about where they’ve been, the motivation behind rebuilding the business, and of course, what lies ahead.

To fully grasp the extent of this accomplishment, you’ve got to know the backstory. Now in his 80s, McMillen

“One of the biggest challenges for companies is to develop their people. We believe strongly in building people from the ground up.”

got his start as a plumber, working in California and Alaska in the early 1950s. He then became a contractor, and with a partner opened Alert Plumbing. Within 10 years, the business grew to 150 employees, but by

expanding to nine branches in Southern California and Las Vegas — all of which McMillen owned the real estate for, free and clear.

“Having been a plumber and a contractor, I understand customers’ needs,” McMillen commented. “Customer service is the most important part of a business. The customer needs on-time deliveries, and minimal back orders in order to do their job efficiently. The next important part of a business is your employees. They are what make it all work. They are all part of the Todd Pipe family.”

But with McMillen’s advancing age — he was 76 at the time — and no succession option in place, he decided it was best for his 450 employees to sell the business. With sales of \$220 million in 2004, Todd Pipe provided a very attractive option for companies

esty and integrity. Our customers knew we were there for their needs. My hopes were that the company we sold to was in the same mode as Todd Pipe when it came to how they treated employees, the level of customer service, and keeping the name with a good reputation. We thought they would be expanding on the West Coast and it would be a good opportunity for our people. We had no idea they would sell within a year to a large corporation [HD Supply]. And so, yes, I had regrets when I saw that all we had accomplished was changing.”

McMillen had signed a five-year non-compete clause as part of the sale, and during that time, he married Carol, who had worked for him for 27 years. “I wanted to travel and I did not want to be alone for the rest of my life, so I asked Carol if she would like

the world and still planning more trips. And I still get to throw in some dirt road trips now and then.”

A chance encounter

One day, he ran across long-time Todd employee Dan Patrick, who wondered if McMillen would ever consider starting up Todd Pipe again.

“I was working for Mueller, and often when I was with customers they would ask me when Todd was coming back,” Patrick said. “I also would see some of my former colleagues from Todd, and they would tell me how much they missed the old Todd environment. There was such a need for us to be back in the marketplace. When I approached Karl about it and he seemed interested, I thought he was joking. But he wasn’t. He really (Turn to Respected... page 98.)

quality
service
innovation
integrity

Pro Pak 53

YOUR FIRST AND SECOND LINE OF DEFENSE

Keep the
basement dry
when the
power is out

The **Pro Pak 53** combines the model 53 — a benchmark in the industry — with our proven battery backup system for complete protection even during power outages. With up to 7 ½ hours of battery life, this preassembled sump pump system comes complete with a **3 year warranty**.
100% factory tested.



Your Peace of Mind
is Our Top Priority®

1-800-928-7867
www.zoellerpumps.com

 **ZOELLER**®

PUMP COMPANY

Zoeller Family of Water Solutions™

 Like us on Facebook!
facebook.com/ZoellerPumpCompany

Respected Todd Pipe back on the scene in Southern Calif.

(Continued from page 96.)

wanted to start it back up. I got ahold of the other guys and told them about the opportunity, and they were immediately on board.”

Today’s Todd ownership is a team of five who span 50 years in age — McMillen (80s), Patrick (50s), Tom Morrow (40s), and Jason Kemp and Aaron Olsen (30s). And each brings incredible passion and experience to the table.

“We went from a very tight-knit family business with a strong focus on customers under Karl’s direction, and it seemed that every year following the acquisition it got further away from that and into a more corporate environment,” said Olsen. “We spent way more time on conference calls and in internal company meetings, instead of being out there in the field and taking care of our customers. Our competitors were gaining ground on us. We wanted to get back the workplace we had all enjoyed so much and regain the camaraderie that we had.”

Patrick added, “We all took a huge risk to do this, but I don’t think any of us viewed it that way. As soon as we announced our intention, we got such a strong, positive response. And we all became a lot happier. Getting to have day-to-day interaction with Karl was huge for us and for all the employees. Many of our former employees wanted to come back to work for Karl. This just shows that you can have fun and still run a very successful business. If you walk through our buildings, everything is very clean. Our people take great pride in this company. You can feel the buzz and the energy.”

Amazingly, due to a caveat in the law that says if a company’s name is not used for three years, the acquiring

company loses the right to it, the group was able to reclaim the name Todd Pipe & Supply.

“Being able to use the Todd name again has been a great advantage, because everyone recognizes it,” McMillen said. “Starting this venture has been a lot of fun for me. I could not ask for better partners. All four of them are hard workers, smart and devoted to Todd Pipe. They made the



As Dan Patrick explained, “As soon as we announced our intention [to rebuild Todd Pipe] we got such a strong, positive response. ... Getting to have day-to-day contact with Karl [McMillen, far right] was huge for us and for all the employees. ... This just shows that you can have fun and still run a successful business.”

new Todd Pipe a great beginning. Over the years, we had developed a legend that grew stronger with our absence. I believe our being back is good for everyone.”

High expectations

This ownership team all came from blue collar roots, and has a great appreciation for what their customers really value.

“We were built from a contractor’s point of view,” said Patrick. “We don’t want to tie up their time. We know they are looking for good service, large inventory, product knowledge and honesty. If I dealt with a supply house, this is what I would

want it to be.

“When we started the business back up, it was fun to watch our salespeople get so excited when they would input orders and see that they were going to ship complete. It’s nice for them not to have to call customers and say they can’t ship items.

“Our customer base was ecstatic we were back,” Patrick continued. “There were high expectations for us when we started that we would be the Todd Pipe of before, and we wanted to live up to their expectations. We’ve enjoyed a lot of loyalty thanks to the relationships that Karl has built over

the years.”

One of the interesting and unique pieces of Todd’s strategy is to not have outside salespeople. They consider their drivers as their outside team. Instead, they have an inside sales department that takes customer calls all day long, but can go outside if a customer requests their help on a jobsite.

“We work on a non-commission model,” said Patrick. “It’s all salary and bonus. That motivates people. They know if they service the customers better, the company makes more money and so will they. Each branch has a separate P&L, but end-of-year bonuses are based on total company sales. That way they all work together to trade material and help each branch be successful. We are all on the same team.”

All of their experience aside, building a new business from the ground up was quite a task. “We had to develop it absolutely from scratch,” Olsen described. “Dan, Jason and Tom were instrumental. We bought an Eclipse system and they did all the work to create a new product file. Starting all your databases from scratch with no history is a feat in itself. We had a lot of product knowledge so we’d go through each and every line and talk about what they remembered, sizes, amounts. We were

flying blind. Everything had to be manually uploaded. We wanted to start out with \$3 million inventory in Anaheim and we came close. It was a tedious task, but it showed how good our team was that they could recreate things. Then we did the same thing with rebuilding our customer and vendor databases. The first branch was tough; we had a list of 500 things on white boards in my office that had to be taken care of — everything down to ordering the trash cans!”

Now that they have the system in place, the folks at Todd can open a branch in 38 days, even if the building has to be renovated. The only major change in vendors since the old Todd days is that they are now American Standard/TOTO distributors, rather than Kohler. With McMillen’s reputation of never missing a discount in the past, most vendors were anxious to get on board with the new Todd Pipe. And internally, other than a few tweaks to be more efficient, it’s business as usual at Todd.

“While we never had a fear of failure, it was a big risk for us and our families to start this business,” Patrick said. “But we knew once Karl was committed, he would get us through any potential problems. We felt very confident. We have the right mix of people, relationships and financing. We know each others’ strengths and weaknesses — and we had Karl’s Golden Touch.”

McMillen credits the late Dr. Kenneth Trefftz, an economics professor



at USC, for helping him formulate some of his winning decisions and management style.

“I owe a great deal to him as a mentor and friend,” McMillen said. “He helped me as an advisor on many of my business decisions for many years. He is no longer with us, but he has always been in my thoughts, and his wisdom still helps me. One of those early decisions was establishing Todd’s landmark Hawthorne branch. Todd had been in a small 1,000-square-foot building in Hawthorne, and I found a 4,000-square-foot property in the center of town, right by a busy access ramp from the 405. I had Dr. Trefftz come down at 6 a.m. to look at it. We were going to have to overpay by about 40 or 50 cents a
(Turn to Todd Pipe... page 100.)



Each of Todd Pipe’s branches has a similar footprint, with between 40,000 and 60,000 square feet on three acres. The company’s 110 employees take great pride in keeping the buildings clean and organized.



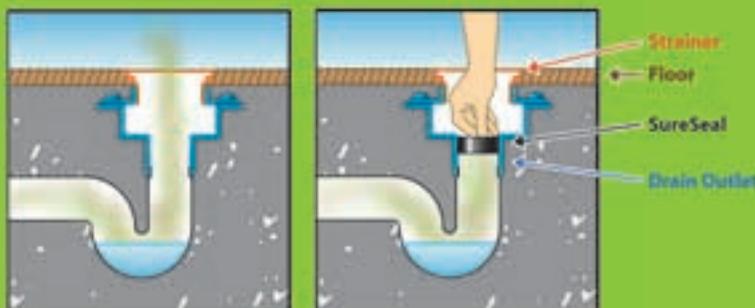
NO PROBLEMS!

Visit www.TheSureSeal.com/tw for a video demo and to download test results, specifications, and detailed product information.



Before SureSeal

After SureSeal



STOP floor drain odors before they start with waterless trap protection.

✓ New Construction ✓ Repair & Retrofit

100% SAFE & EFFECTIVE!

ASSE 1072 Approved

ICC-ES Listed: PMG-1070 · IAPMO Listed: C-4165

Trap Primer Replacement

SureSeal™ eliminates the need for expensive and failure prone trap primers, yet blocks the emission of noxious sewer gases from backing-up into living or work areas. SureSeal™ is cost effective, simple to install, and easy to maintain; eliminating complex, time consuming, and expensive repairs when trap primers fail.

SureSeal™ Inline Trap Sealers have been designed and engineered to universally fit standard drain configurations from manufacturers conforming to ANSI/ASME A112.6.3 - using minimal SKU's.

Available in 4 sizes: 2", 3", 3.5" & 4"

- Stops floor drain odors
- Resistant to lime scale and microbiological growth
- Effective alternative to trap primer replacement
- Fast & simple to install
- No special tools or silicon needed
- Prevents insects from escaping the drain
- No Effective Flow Restriction
- Suitable for both new & retrofit applications
- Eliminate Callbacks
- 10 year Limited Warranty



Ideal for use in the following applications:

- Washroom Drains
- Shower Drains
- Basement Drains
- HVAC & Maintenance Areas
- Outdoor Drains
- Condensation Drains



SureSeal
www.TheSureSeal.com/tw
 877-201-2663

Todd Pipe: 'We're back!'

(Continued from page 98.)

square foot, and I wanted to make sure he thought it was a good decision. Dr Trefftz thought it would be a very smart move, and that became the landmark branch for Todd. We put up a big sign that was visible from the highway, and it became an institution. Everyone knew the Todd Pipe sign."

Surpassing their goals

Today's Todd Pipe has four branches with 110 employees in Southern California — Sylmar, Hawthorne, San Diego and Anaheim. Tracking at \$60 million in annual sales, their goal is to achieve \$100 million in five years.

The team has plans to open two more branches — in Riverside and West LA — in the next 18 months. This is quite an accomplishment, considering their initial goal was to open three branches in five years; instead they will have six branches in four years. Each branch has a similar footprint, with between 40,000 and 60,000 square feet on three acres. Todd Pipe is 100% a plumbing wholesaler, with about 60% in commercial business. And they are new members of Embassy Group, which they describe as a great vehicle for networking and sharing best practices with other members.

"People asked us why we would open in a down market," Patrick commented. "But if you look back at the history, Karl has always expanded in a down market. He believed this was the time you could grow market-share. It would usually take us a year and we'd stay flat, but after that, our business would really grow. We operate larger facilities with more inventory because it's cheaper to run a truck five to seven miles than it is to open a branch. These are key properties with great locations close to the freeways and ramp access."

Olsen added, "We think our expansion with new branches is the biggest opportunity for us ahead. We hit the market in the sweet spot. If you look at the trends, we are right on it. We were able to build a business in the lowest



The welcoming counter area at Todd's Hawthorne location.

of low marketplaces. We don't have to make cuts because we built the business for the down market. We're on a dead sprint as the market comes back and we're ready for the future.

"One of the biggest challenges for companies is to develop their people. We believe strongly in building people from the ground up. When we hire warehouse staff, we make a conscious decision to hire kids who aren't going to college. We don't use electronic guns because we want them to touch and learn the material just like we did. We want organic growth within our employees. At the old Todd, we made the mistake of having a RF warehouse. It took away the knowledge and training channel and our people weren't learning the product or the business. It ruined their chances for moving up the channel, so we lost our 'bench.' The reality was it didn't make us that much more efficient. It's a good system for DCs, but not for full-service branches that are interact-

ing with customers, because it also slows down the will call counter."

The underlying passion

At Todd Pipe, it really comes down to the people — from the iconic Karl McMillen to the great ownership team to every single employee, because each one's role is vital in maintaining

It has been McMillen's wish that his share of the profits from the new Todd Pipe go to the Foundation. Upon his death, McMillen's 20% share of the bottom line, and the lease income from all of the properties will go to the Foundation. While Patrick says that they do not use this arrangement as a selling tool, they do tell customers the

their goal of "Legendary Service."

"We have the best team in the business," Patrick emphasized. "It's the attitude that we have at Todd Pipe. We want to do the best job and provide the best customer service. And having Karl as the chairman of the board is the icing on the cake. He knows everybody that walks in. He boosts the morale and people are just happy to be around him. We're not just about buildings and trucks. Our whole story stems from Karl and his concern for others."

One of the main reasons that McMillen decided to go back into business at this stage of his life was because of his passion for fighting the widespread problem of addictions. Sixteen years sober himself, McMillen tragically lost his two sons, Mark and Chris, who had battled against drug abuse, and also lost his first wife, Thelma, to cancer. Following her death, McMillen established The Thelma McMillen Center at Torrance Memorial Hospital to help young people suffering from addiction. And now, the McMillen Family Foundation is doing even more, by generously assisting a number of organizations that are offering various services and providing transitional housing for recovering addicts. In fact, as of the end of 2011, the Foundation had given in excess of \$10 million to these groups.

"I wanted to have something good come from their deaths so I started the McMillen Family Foundation," he said. "My hopes are the Foundation will continue for many years through Todd Pipe and help both the addict and the families of this terrible disease."

story of the Foundation and why it is so important to McMillen.

"Drug rehab is Karl's passion, and to work for the greater good ignites us all to push just that much harder to make the new Todd Pipe a great success," said Patrick. "His willingness to donate his profits show everyone how genuine he is. And it's very rewarding that people who really need help can benefit from our successes."

McMillen has recently published a book about his life called *Triumphs and Tragedies: A True Story of Wealth and Addiction*.

The very personal Afterword of the book shares some insight into McMillen's pain at the memorial service of his son Chris in 2010:

"As your dad, I did the best I could..."

"No one would deny that Karl McMillen went to extremes — almost beyond imagining — to try to save his sons. But the always haunting 'What could I have done differently?' still lingers. And there is no perfect answer.

"Karl's thoughts about 'numbers' — business — as related by Pastor Steve Mays, may provide the most intense insight into all of this: Numbers can make you and others rich, but they cannot build a family.

"That's a hell of a statement. It's huge.

"It shows just how big and powerful addiction is. It will transcend the largest of 'numbers.'

"It will transcend the greatest amounts of money.

"And love.

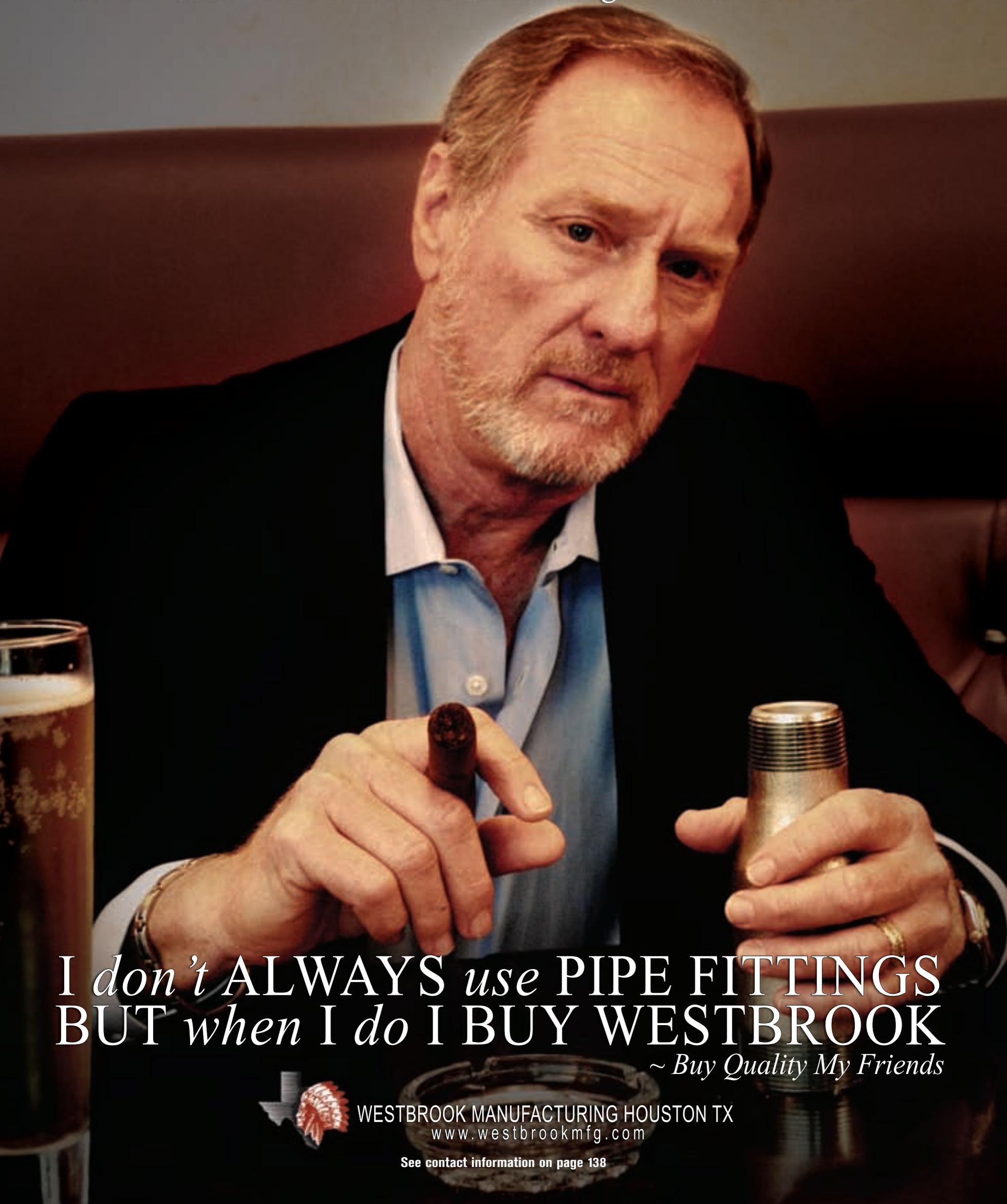
"And potential."

For additional information, visit www.toddpipe.com or www.mcmillenfoundation.org. ■

"We consider our drivers as our outside team."



*He once ENDED an OIL CRISIS with a DISAPPROVING glance
He IS The SECOND MOST Interesting MAN in the WORLD*



*I don't ALWAYS use PIPE FITTINGS
BUT when I do I BUY WESTBROOK*

~ Buy Quality My Friends



WESTBROOK MANUFACTURING HOUSTON TX
www.westbrookmfg.com

See contact information on page 138

Market news and summer recap

Third Quarter 2012

BY MICHAEL F. HARTEL
Special to THE WHOLESALE

By the time you read this, the extreme heat of this summer hopefully will be behind us. While the heat may have benefitted those in the air conditioning business; scorching heat, combined with severe drought in most of the country, will be causing higher prices at the grocery stores.

Expect to hear lots of political rhetoric regarding farm assistance on the campaign trail this fall, especially in Midwestern states. It would help to know how much taxpayer dollars are already spent in farm subsidies. According to hard figures (source EWG database) from 1995 to 2011, there has been \$277.3 billion total in farm subsidies, broken down as follows:

- \$172.3 billion to commodities
- \$46.6 billion to crop insurance
- \$37 billion conservation subsidies
- \$21.4 billion disaster subsidies (not disaster “relief”).

According to the USDA, 62% of

an economic trading partner to replace the U.S. for this. China was only too happy to oblige, bidding \$15.1 billion to buy Calgary-based oil producer, Nexen Inc. China has invested over \$53 billion over the last 10 years in Canadian oil companies and infrastructure.

Let’s assume that we all realize that we need energy to live. Now let’s review our options.

Fossil fuels

- **Oil** — Plenty in North America, but environmentally sensitive to retract and transport (think Exxon Valdez & the BP oil spill in the Gulf of Mexico).

- **Natural Gas** — We have some of the largest deposits in the world, however the process of hydro-fracking creates another set of environmental issues.

- **Coal** — One of America’s great natural resources, but contributes to acid rain and global warming. Coal mining is messy business and the EPA is not fond of its use.

Alternative energy sources include:

- **Solar** — Not cost efficient without government subsidies

- **Wind** — Works, but there’s that “not in my backyard” mentality preventing more wind farms from being constructed, especially off the eastern seaboard.

- **Hydro-Electric** — Already a major source of electric production.

- **Geothermal** — It works in the right geography, high initial cost.

- **Nuclear** — A very sensitive issue. The last nuclear power plant built in the U.S. was in 1996, with the plant originally approved for construction before 1977.

In summary, pick your choices of the above options. There are inherent rewards and risks for each. [Author’s note: Natural gas could be a global game changer for us. Imagine cars running on LP gas, as many buses and truck already do now. The U.S. could be the major exporter of this efficient, lower polluting fuel source. Think of all those jobs!!]

Remember that one important

thing that you can do right now is conserve energy. Saving on usage equates to saving money. Explaining payback periods to your customers when proposing high-efficiency heating equipment, windows, insulation, etc. may help secure the sale.

Now for a quick price check update

- Lumber prices are up considerably. Plywood wholesale costs are almost 50% higher than a year ago. OSB as much as 60%, framing lumber up to 25%, although some pine trim items may have decreased in price. Much of this depends on where you work and live. For example, there are so many pine beetle-killed trees in Colorado that there is a glut of lodge pole pine lumber there.

- Most boiler manufacturers implemented their yearly price increase this summer, averaging 5%.

- PVC prices have increased about 5 to 7% in late August.

- Metals such as copper, aluminum & steel have held their own over this summer, without too much fluctuation.

Transportation costs affect end user prices

For example, if the Mississippi River is closed to low cost barge traffic due to either drought (currently) or flooding, tonnage must move by truck or rail at many times the cost of barges. The combination of a lack of over-the-road drivers, rising fuel costs, highway tolls and insurance is increasing trucking costs. Many manufacturers are attempting to contain these costs by limiting the amount of partially filled orders that are shipped, and instead are waiting for orders to be complete before shipping. This is creating some lead times for everyday common items.

The housing market appears to be slightly improving. Nationally, new home construction is on the rise, especially multi-family. Home prices are starting to firm up. Word is out that there are jobs available for qualified applicants — contractors, masons, lumber mill workers, truck drivers, etc. Again, we are talking nationally, not necessarily across the street from where you live. A stronger housing market will be key in helping get America out of this recession. Housing creates jobs at every step; from initial source of raw material through manufacturing, transportation, distribution and installation. And of course there are the banking, real estate, landscaping and infrastructure jobs that go along with a healthy housing market.

The Presidential election season promises to be quite negative. On one hand we have an incumbent president attempting to convince a nation with 8.2% unemployment that he is the right choice, again. Gone is the buzz word from his last campaign... “change.” On the other side we have a moderate Republican businessman challenger, attempting to appease Tea Partiers, seniors & Latinos, while explaining how his health care package [his Massachusetts’ plan while he was governor] differs from that of his opponent’s, and how he would do it differently on a national level.

Will Paul Ryan as a running mate be a game changer for Romney? Like him or not, he is one of the very few politicians that has actually addressed our economic problems and debt with

A stronger housing market will be key in helping to get America out of this recession. Housing creates jobs at every step — from initial source of raw material through manufacturing, transportation, distribution and installation.

an actual plan. The American public must understand that a recovery out of this recession and the elimination of debt has been and will continue to be painful. Candidates and parties have to stop playing the “class warfare” card. Our government will have to cut some entitlement programs. We must help small businesses, not put additional stumbling blocks (paperwork and taxes) in front of small businesses. We must invest in our infrastructure in an intelligent way. If done responsibly, using domestic products and workers, this can create enough jobs to pay for the work. Government subsidy programs need to be addressed. Why did the tobacco industry receive almost \$1 billion in subsidies since 2008? If we are ever going to get that new Tappan Zee Bridge built [at a cost of \$5.2 billion over five years], we need to start attacking other programs to pay for it.

To quote Ronald Reagan: “Governments have a tendency not to solve problems, only to rearrange them.” What we really need now is a true American leader who is not afraid to rock the boat, has morals and wisdom, and the team, energy and foresight to put all this into action. ■

Michael F. Hartel is president of John M. Hartel & Co. Inc. in Montvale N.J. Contact him at 201-391-5000 or visit www.jmhartel.com.

The housing market appears to be slightly improving. Nationally, new home construction is on the rise, especially multi-family. Home prices are starting to firm up. Word is out that there are jobs available for qualified applicants; contractors, masons, lumber mill workers, truck drivers, etc.

U.S. farms did not collect subsidies, while 10% of U.S. farms collected 75% of all subsidies. In 2011 alone, \$4.6 billion went to corn subsidies. Corn is the largest commodity, dollar wise, in the farm subsidy breakdown. With more land being devoted to growing corn for ethanol, grain and wheat prices will continue to escalate.

When the current administration put a halt to the Keystone XL Pipeline, bringing oil from Canada’s tar sands oil projects down to refineries in the U.S. (which would have created much-needed jobs in the manufacturing of pipe, fittings & valves, as well as in the construction of the pipe line and refinery jobs), Canada realized that they had to find

- China bids to buy Canadian oil firm
- Energy sources in flux
- Energy conservation is good marketing
- Housing finally showing signs of rebound



One Merit Drive • PO Box 43127 • Cleveland, OH • 44143 • FAX: 855MBFAXIT
Distribution Centers located in Birmingham, Alabama; Dallas, Texas and Sparks, Nevada
www.meritbrass.com • www.MBWebXpress.com • Email: mbsales@meritbrass.com

Embassy Group Meeting Chicago



The Embassy Group Ltd. Shareholders Meeting was held August 15-18 at the JW Marriott in Chicago. The business sessions were extremely valuable, and the social functions provided great opportunity to build relationships. This marked Wally Gumm's final meeting as executive director before his retirement. Read more about Embassy Group in Mary Jo's Viewpoint on page 138.



Bradford White Means American Jobs



American Made ★ American Owned ★ Wholesale Only

Why Would You Buy Any Other Brand?

With no bailouts or special favors needed, Bradford White continues to invest in the future of America. We have you, the professional installer and wholesale distributor to thank for it. Because of your support, we remain an American-Owned company providing American-Made products through Wholesale Distribution for Professional Installation.

These ideas work. With the help of a high quality product and practical innovation, we're building for the future. As proof of this, Bradford White Corporation is growing.

In Middleville, MI, we've modernized systems and equipment throughout the Bradford White factory. New construction projects include a 100,000 sq. ft. expansion and a 18,000 sq. ft. state-of-the-art training facility. Our subsidiaries are growing as well. Laars Heating Systems added a new customer training center and additional factory space while Niles Steel Tank increased capacity with investment in process equipment and tank lining technology.

It all means more American jobs. Of all our innovations, that may be the most important of all.



www.bradfordwhite.com



◀ **Scan here to see a message from the employees of Bradford White Water Heaters.**


BRADFORD WHITE[®]
C O R P O R A T I O N

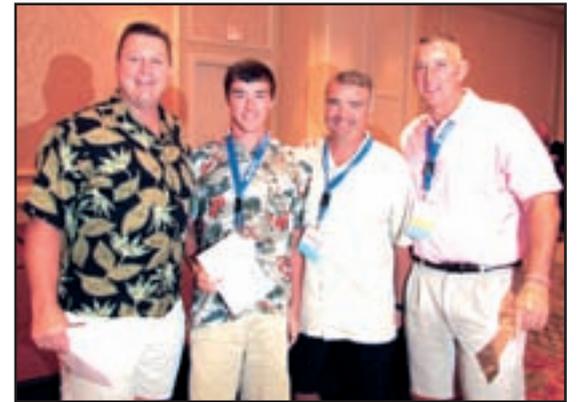
Built to be the Best[™]

©2012, Bradford White Corporation. All rights reserved.

See contact information on page 138



The Southern Wholesalers Association held their annual convention June 23-26 at the Wyndham Bay Point in Panama City Beach, Fla. With a theme of “The New Normal,” it offered a great mix of business and social activities — including family friendly opportunities for children and spouses. Read more about the SWA Convention in Mary Jo Martin’s Viewpoint on page 138.





2014 FAST APPROACHING!

ARE YOU READY?

- ▶ January 2014 National Low Lead Law effective
- ▶ Brass and Bronze valves must be NSF61-G certified
- ▶ Valves listed as "complies with" NOT acceptable
- ▶ Independent third party certification required



**RED-WHITE VALVE CORP. OFFERS A FULL LINE OF VALVES
CERTIFIED TO NSF61-G AND NSF61-F**

RWV[®]

RED-WHITE VALVE CORP.

20600 Regency Lane, Lake Forest, CA 92630

TEL 949.859.1010 FAX 949.859.7200

www.redwhitevalvecorp.com

division of VIR corp.



See contact information on page 138



Push connect stop

Push connect push connect, a versatile, convenient water stop, features push connect technology on the inlet and outlet sides for ease of installation. Three watertight options are available in both straight and angle configurations. No tools required for this "installation ready" water stop. Compatible with copper, PEX and CPVC, 100% leak tested and IAPMO and CSA certified. Pre-inserted tube stiffener self-aligns with the tubing.

BrassCraft Manufacturing Co.
www.brasscraft.com

Piping system

Greenpipe®, a recyclable polypropylene-random (PP-R) piping system designed specifically for potable water applications, is available in sizes up to 18" dia and is ideal for



water mains and high-rise buildings. 18" Greenpipe features an SDR 11 wall thickness, can deliver 4,000 to 6,000 gpm, provides a balance of strength and

flow rate and can be directly buried in soil, sand, concrete, rock and other materials. Natural R-value of 1 (or more, depending on pipe size and SDR) also delivers potential savings in terms of insulation and energy loss. All systems are connected via heat fusion.

Aquatherm.
www.aquatherm.com

View-only inspection camera

CA-25 inspection camera has a 3/4" aluminum camera head and one-handed pistol grip for multi-purpose visual detection in hard-to-reach areas.



Permanently attached 3-ft cable can slide into tight spaces. Images are transmitted to the 2.4" color LCD display screen that provides a 180° digital rotation and incorporates four adjustable, ultra-bright LEDs in the camera head. Weighs 1.3 pounds, powered by four AA batteries, comes with a television output and 3-ft cable for video transmission to a TV or computer monitor.

RIDGID.
www.ridgid.com



Best-flowing lead-free solder

A leading global supplier of pressure cylinders and related products offers Sterling® Premium lead-free solder. Sterling is one of the best flowing lead-free solders available, with a lowest melting temperature of 410°F and a highest tensile strength of 7130 psi. It meets the highest product standards including NSF 61 Certification for safe use in potable water applications. And since it is completely free of antimony or nickel, Sterling is 100% environmentally safe.

Worthington Cylinders.
www.worthingtoncylinders.com

Ball valves and fittings

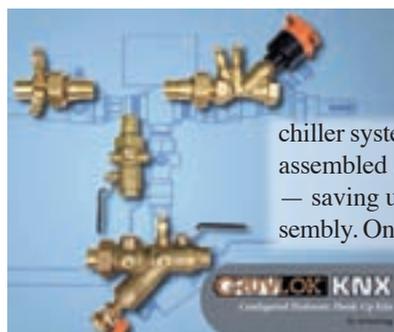
The Pro-Connect line of push connect ball valves and fittings includes 6 new designs: reducing couplings, reducing tees, reducing elbows, along with straight and angle supply stops. Forged from lead free dezincification-resistant brass and UPC certified to meet AB1953 and NSF/ANSI 61-G. Ideal for use in potable water and hydronic heating systems.

Webstone.
www.webstonevalves.com



Hydronic hook-up kits

Gruvlok® KNX series hydronic hook-up kits integrate the components required to connect piping to hydronic heating or chiller system equipment into one pre-engineered, pre-assembled and pre-tested kit of only four components — saving up to 80% on labor and ensuring correct assembly. On average, saves 3.5 hours of labor. Available in connection sizes from 1/2" to 2", configured to the system designer's specs. Each kit is tested, bagged, tagged, boxed



and labeled prior to shipment.
Anvil International.
www.anvilintl.com

Push-fit fittings in black

New black fittings for the Speedfit® advanced push-fit fitting system, specifically designed for water filtration/softener installs, are also suitable for plumbing repair and remodel, marine and R.V. applications. Available in 3/4" and 1" CTS sizes in elbow, tee, union, male and stem elbow configurations. Lead free, UV resistant and easy to install without tools. Lock & Twist® technology with stainless steel gripping teeth and an EPDM O-ring ensures leak-free connections. IAPMO approved, NSF certified, can be used with copper CPVC or PEX pipe.

John Guest USA.
www.johnguest.co.uk



Tankless made simple

The new NPE Series premium gas condensing tankless water heater features advanced technology, greatly reducing time and labor for a typical tankless retrofit by utilizing existing gas lines and existing flue chases. Allows installation time to be reduced by half compared to other tankless water heaters. Features include 2" PVC venting up to 60', 1/2" gas lines up to 24', ComfortFlow technology, and field convertibility from natural gas to liquid propane gas.

Navien.
www.navienamerica.com



Upflush grinder system

The redesigned SANIBEST PRO, a 1-hp upflush grinder system, facilitates a bathroom where conventional plumbing isn't practical. Easily handles the accidental flushing of sanitary articles. Operating at 3,600 rpm, the hardened steel grinder blade rotates against a stationary, perforated base plate, so that waste is quickly dispersed before being pumped into the 3/4" discharge line. Ready access to the internal workings of the unit simplifies service work.

SFA Saniflo U.S.A.

www.saniflo.com

Multi-piece bathing system

The I-670 Series 60"×32" bathtub/shower offers the benefits of acrylic with Innovex® technology in a convenient 3-piece configuration, perfect for remodeling and new construction



projects. All of the components are packaged in one convenient box. Features ease of installation, damage resistance and superior strength. 10-year residential limited warranty and 3-year commercial limited warranty.

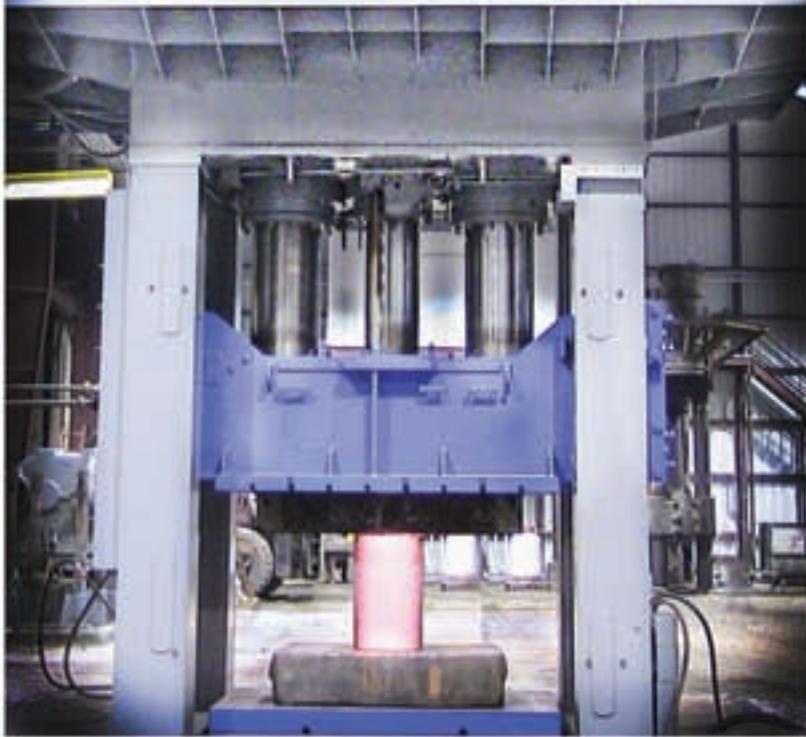
Aqua Glass®.
www.aquaglass.com

High efficiency toilets

The Maxwell 1.28 wall hung HET (shown) is elevated for easy floor cleaning. Ideal for multi-family or commercial applications, features include a dual-fed siphon jet, pilot fill valve and an elongated bowl. The floor-mount, rear-outlet Maxwell 1.28 has a compact elongated bowl, good for small bathrooms. Both toilets are ADA compliant, 1.28 gpf, feature a 3" flush valve and comply with the EPA's WaterSense® program.

Gerber.
www.gerberonline.com





FCI™ FORGED COMPONENTS INC. 24/7
www.forgedcomponents.com
sales@forgedcomponents.com
 281-441-4088

FORGED CONNECTIONS FOR PRESSURE VESSELS

- Long Weld Necks Connections _____ LWN
- Heavy Barrel Connections _____ HB
- Intermediate Barrel Connections _____ I1, I2, I3
- Equal Barrel Connections _____ E
- Super Barrel Connections _____ SB
- Insert Lip Connections _____ Q

ROUGH FORGINGS, CUSTOM PRODUCTS,
 LARGE DIAMETER FLANGES, STUDDING OUTLETS,
 AND BUTTWELD STUB END CONNECTIONS

"FCI" Pressure Vessel Connections are available in carbon steel, alloy steel, stainless steel and nickel alloys



"FCI" THE NOZZLE EXPERTS
 Custom Forging & Machining Services
 dedicated to ASME and API products since
 1997 with four manufacturing facilities on
 40 acres and over 100,000 sq. feet under roof.



Forged Components Inc. Corporate Office located at 14527 Smith Road , Humble TX. 77396
 Inquires: Sales@forgedcomponents.com
 Customer Service: (281) 441-4088, Fax: (281) 441-8899 / Canada Sales Office: (780) 905-6180 , Fax: (780) 462-7451



Touchscreen thermostat

tekmarNet® Thermostat 557 operates a hydronic radiant floor with a two-stage heat pump (water-to-air or air-to-air) for heating and cooling and an emergency backup heating system, or two stages of heating and cooling. Three auxiliary sensor inputs measure room, floor, outdoor or duct temperature. Optional floor sensor allows precise heating of radiant floors. A humidity and temperature sensor 086 mounts flush to the wall and connects back to the thermostat. Touchscreen allows customers to program 7-day schedules.

tekmar Control Systems Ltd.

www.tekmarControls.com

Geothermal heat pump

The 7 Series 700A11 is a variable capacity geothermal unit available for homeowners, and surpasses both 41 energy efficiency ratio (EER) and 5.3 coefficient of performance (COP). InfiSpeed technology, a soft-start



variable capacity compressor, in concert with a variable speed ECM blower and variable speed loop pump, allows the unit to scale output to exactly the level needed, down to 20% of normal operation for ultra-efficiency or up to 130% output using SuperBoost™, when extra cooling is needed.

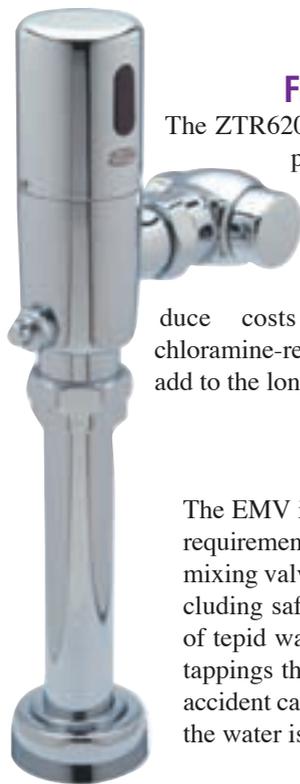
WaterFurnace International Inc.

www.waterfurnace.com

Plastic cartridge check valves

Check valves for OEM applications are pre-assembled and 100% tested to provide durable drip tight operation. Available in 12 OD sizes between 3/8" and 2" for applications up to 200°F and 230 psi. Selected models (CV14FR and CV15FR) come combined with a pressure compensating flow regulator (0.5 to 4 gpm). All units are certified to ANSI/NSF 61. **NEOPERL Inc.**

www.neoperl.com



Flush valves have dual technology

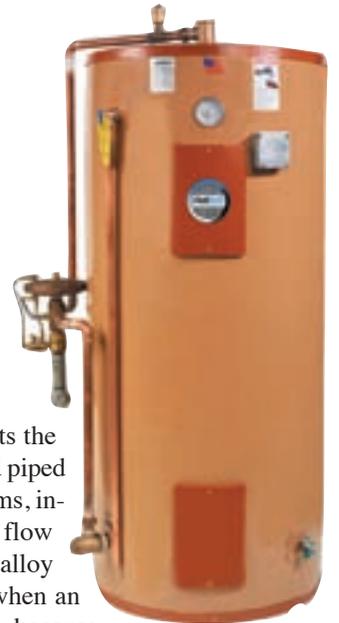
The ZTR6200 Sensor Flush Valve for water closets, the first product from the ZTR suite, is performance engineered with the dual technology of the Ecovantage® Pint sensor and HydroVantage® piston innovation. ZTR6200 answers the need for building owners and facility managers who aim to reduce costs and water consumption. State-of-the-art chloramine-resistant internal seals reduce maintenance costs and add to the longevity of the valve. **Zurn Industries.**

www.zurn.com

Electric emergency water heater

The EMV is a heavy-duty commercial electric water heater that meets the requirements of ANSI Z358.1-2009. It contains a factory packaged and piped mixing valve that is specifically designed for emergency drench systems, including safety shower and eyewash stations, and ensures a constant flow of tepid water. Constructed with a cement lining and copper-silicon alloy tappings that cannot rust or corrode. Can provide tepid water even when an accident causes a loss of electric power. Reduces the risk of Legionella, because the water is stored at an elevated temperature. **Therm-Omega-Tech.**

www.ThermOmegaTech.com



Low flow showerheads

Reduced flow showerheads feature both fixed spray opening price point options (versions S-125RF and S-125SRF) as well as five-function massaging options (M350RF and M350SRF). Both styles come with built-in pressure compensating flow restrictors and a flow rate of 1.5 gpm at 150 psi. Water Miser showerheads offer another reduced flow option at 2.0 gpm. Rain Can showerheads come with Sunflower heads, brass jets and are available in chrome, satin nickel or oil rubbed bronze finishes. Multiple fixed spray, adjustable and massaging, full flow 2.5 gpm showerhead options are also available. **Matco-Norca.**

www.matco-norca.com



Walk-in tub

Restore™ Walk-In Tub models include soaker, whirlpool and air-bath options.



Water-tight door lets users enter and exit without having to climb over the deck, ADA-compliant seat lets bathers remain upright while immersed in water. Air bath features 16 strategically placed jets, check valves to prevent water from flowing into the air lines and a raised air button control. Whirlpool features five hydrotherapy jets that massage specific parts of the bather's body, adjustable jet volume to create a more vigorous or gentle massage and a touch control button that only activates the pump/motor when there is water in the bathing well. **Mansfield Plumbing.**

www.mansfieldplumbing.com

Equipment enclosures

Five available sizes of equipment enclosures provide an economical, professional and branded solution for control equipment protection. Purpose-built for the controls industry, the enclosures maximize the number of devices that can be accommodated. The catalog sheet for the ENC series of enclosures includes a typical selection of controllers shown to scale. All enclosures incorporate the following features: 16 gauge steel panel and door, painted glossy black inside and out; removable aluminum internal mounting plate, painted white; conduit knock-outs on all four sides; grounding post and hinged door with key lock. **Reliable Controls.**

www.reliablecontrols.com



Pump control panels

WS Series™ control panels are advanced simplex and duplex systems controlled by "Smart Board," designed for

waste-water and sewage pump applications. WS Series panels come standard with NEMA

4X enclosure, pump run, pump fault, high liquid alarm and auxiliary contacts for accessing building management systems. Custom options are available upon request. All are 100% factory tested and ARRA certified. **SEewater.**

www.seewaterinc.com

Shower packages

Alexandria™ shower packages present an eclectic twist to elegant style in the bathroom. Graceful curvatures create a luxurious feel. Design a sys-



tem or package using the showerhead, fixed or handheld, paired with matching valves and tub spouts. Add a decorative or ADA-compliant slide bar combination for convenient showering. **Speakman Company.**

www.speakmancompany.com

ILLINOIS FLORIDA MISSISSIPPI PENNSYLVANIA ARIZONA VERMONT DELAWARE UTAH KENTUCKY COLORADO ALABAMA MONTANA MAINE
MASSACHUSETTS TEXAS ALASKA LOUISIANA IDAHO GEORGIA OREGON WISCONSIN CONNECTICUT HAWAII NEVADA CALIFORNIA OHIO
NEW YORK RHODE ISLAND MICHIGAN KANSAS SOUTH CAROLINA WYOMING MARYLAND NEBRASKA SOUTH DAKOTA IOWA TENNESSEE
MINNESOTA NORTH DAKOTA WASHINGTON INDIANA NEW MEXICO MISSOURI WEST VIRGINIA OKLAHOMA NEW HAMPSHIRE ARKANSAS
VIRGINIA NORTH CAROLINA NEW JERSEY ILLINOIS FLORIDA MISSISSIPPI PENNSYLVANIA ARIZONA VERMONT DELAWARE UTAH
KENTUCKY COLORADO ALABAMA MONTANA MAINE TEXAS OHIO ALASKA LOUISIANA MICHIGAN GEORGIA OREGON WISCONSIN
CONNECTICUT HAWAII CALIFORNIA MASSACHUSETTS NEW YORK RHODE ISLAND IDAHO KANSAS SOUTH CAROLINA WYOMING
MARYLAND NEBRASKA NEVADA SOUTH DAKOTA IOWA TENNESSEE MINNESOTA NORTH DAKOTA WASHINGTON INDIANA NEW MEXICO
MISSOURI WEST VIRGINIA OKLAHOMA NEW HAMPSHIRE ARKANSAS VIRGINIA NORTH CAROLINA NEW JERSEY ILLINOIS FLORIDA
MISSISSIPPI PENNSYLVANIA ARIZONA VERMONT DELAWARE UTAH KENTUCKY COLORADO ALABAMA MONTANA MAINE
MASSACHUSETTS TEXAS ALASKA LOUISIANA IDAHO GEORGIA OREGON WISCONSIN CONNECTICUT HAWAII NEVADA CALIFORNIA OHIO

What do all of these states have in common?

MINNESOTA NEW YORK NORTH DAKOTA WASHINGTON INDIANA NEW MEXICO MISSOURI WEST VIRGINIA OKLAHOMA NEW HAMPSHIRE ARKANSAS
VIRGINIA NORTH CAROLINA NEW JERSEY ILLINOIS FLORIDA MISSISSIPPI PENNSYLVANIA NEBRASKA ARIZONA DELAWARE UTAH
KENTUCKY COLORADO ALABAMA MONTANA MAINE TEXAS OHIO ALASKA LOUISIANA MICHIGAN GEORGIA OREGON WISCONSIN
CONNECTICUT HAWAII CALIFORNIA MASSACHUSETTS NEW YORK RHODE ISLAND IDAHO KANSAS SOUTH CAROLINA WYOMING
MARYLAND NEBRASKA NEVADA SOUTH DAKOTA IOWA TENNESSEE MINNESOTA NORTH DAKOTA WASHINGTON INDIANA NEW MEXICO
MISSOURI WEST VIRGINIA OKLAHOMA NEW HAMPSHIRE ARKANSAS VIRGINIA NORTH CAROLINA NEW JERSEY ILLINOIS FLORIDA
ILLINOIS FLORIDA MISSISSIPPI PENNSYLVANIA ARIZONA VERMONT DELAWARE UTAH KENTUCKY COLORADO ALABAMA MONTANA MAINE
MASSACHUSETTS TEXAS ALASKA LOUISIANA IDAHO GEORGIA OREGON WISCONSIN CONNECTICUT HAWAII NEVADA CALIFORNIA OHIO
NEW YORK RHODE ISLAND MICHIGAN KANSAS SOUTH CAROLINA WYOMING MARYLAND NEBRASKA SOUTH DAKOTA IOWA TENNESSEE
MINNESOTA NORTH DAKOTA WASHINGTON INDIANA NEW MEXICO MISSOURI WEST VIRGINIA OKLAHOMA NEW HAMPSHIRE ARKANSAS
VIRGINIA NORTH CAROLINA NEW JERSEY ILLINOIS FLORIDA MISSISSIPPI PENNSYLVANIA ARIZONA VERMONT DELAWARE UTAH
KENTUCKY COLORADO ALABAMA MONTANA MAINE TEXAS OHIO ALASKA LOUISIANA MICHIGAN GEORGIA OREGON WISCONSIN
CONNECTICUT HAWAII CALIFORNIA MASSACHUSETTS NEW YORK RHODE ISLAND IDAHO KANSAS SOUTH CAROLINA WYOMING



They will all need Kitz Lead Free valves by 2014.

Kitz offers lead free valves for potable water systems. Branded as "Keepalloy", this innovative product line is globally patented, certified to NSF/ANSI 61-G, CDA registered and meets the world's most rigorous criteria for lead free systems. Kitz lead free valves allow superior machinability while maintaining the integrity of an engineered product.

For more information, please visit our web site or come see us at ASA in Orlando.

10750 Corporate Dr. Stafford, TX 77477
www.kitzus-kca.com (800) 772-0073



See contact information on page 138

Growing a brand

Tyco's focus on Grinnell Mechanical Products

In 2004, Tyco re-launched the GRINNELL brand in the mechanical and HVAC arena through its Tyco Fire Protection Products business unit. GRINNELL represents several product lines that include GRINNELL Mechanical Products, G-PRESS, G-MINE, G-FIRE, and GRIP Couplings. The company notes that GRINNELL Products — including couplings, fittings, valves, accessories and grooving tools — typically provide a faster, safer, cleaner way of joining pipe than traditional joining methods, such as welding, soldering or sweating.

Since launching the GRINNELL brand, many things have changed for Tyco. These changes include investing in its commitment to the mechanical market, honing in on customer needs, and building the GRINNELL brand throughout the world.

The GRINNELL brand has a long history, originally founded in 1850 with a focus on steam and gas main installations, plumbing supplies and fire protection apparatuses. With its experience and knowledge of grooved piping products, Tyco had the right resources and global infrastructure to invest in a full and quick

re-entry into the mechanical marketplace. When the GRINNELL brand re-entered the mechanical market in 2004, Tyco transitioned its global resources, operating technology and employee knowledge towards re-establishing the brand for its products and solutions in the mechanical market. The company hired industry experts to help with the transition, build up its product portfolio, and further infuse the new mechanical strategy into its culture. At the beginning, like with other Tyco products, the focus was on quality.

Don Russell, sales director of the Mechanical Business-United States, commented, "We've developed a full



In 2004 Grinnell Products introduced the tongue-and-groove coupling design, a truly rigid coupling that grips the entire circumference of the pipe's groove.

range of quality products for plumbing and HVAC systems needed to efficiently put together mechanical systems. It's important that we offer products that are consistently reliable; it's what we do best. We're also focused on putting our resources behind new vertical markets like industrial and mining. In addition, we continuously strive to maintain our position as the market leader in the fire grooved industry."

With the product portfolio strongly underway in the business unit's engineering and manufacturing teams, the business focused more resources on expanding its channel strategy. The Grinnell Products business model is through channel to

market; all products are sold through wholesalers that inventory GRINNELL brand products and supply them on an as-needed basis to contractors.

"We believe that wholesalers are the key to our success," Russell explained. "We've partnered with many great wholesalers around the country. Having wholesalers with the ability to service the contractor community with other complimentary products is extremely important. Our wholesalers are true partners."

To improve those partnerships, the GRINNELL team started a regular (Turn to Grinnell... page 114.)



neering and manufacturing teams, the business focused more resources on expanding its channel strategy. The Grinnell Products business model is through channel to

market; all products are sold through wholesalers that inventory GRINNELL brand products and supply them on an as-needed basis to contractors.

To improve those partnerships, the GRINNELL team started a regular (Turn to Grinnell... page 114.)

"We believe that wholesalers are the key to our success. We've partnered with many great wholesalers around the country. Having wholesalers with the ability to service the contractor community with other complimentary products is extremely important. Our wholesalers are true partners."

— Don Russell



**For a Full
Line of Gas
and Water
Connectors,
One Call Does
It All...
800-814-8444**



Visit Booth
977 at ASPE
Convention in
Charlotte, NC
Oct. 29-30



**Nobody
Does It
Better
Than
Falcon**

Quality Backed by Engineering

- 100% Leak Tested
- Tested and Approved by CSA
- High-Quality 304 SS tube with Eco-Friendly Trivalent Chromium-Plated Steel Nuts and Adapters
- Maximum Strength and Flexibility
- Manufactured in Falcon's Own ISO-9001 Facility
- Resistant to Corrosion and Work-Hardening
- Available in Sizes 1/4" to 3/4" ID with Various End Fittings and Lengths

Rep Territories Available



www.worldsbestconnectors.com
Falcon Stainless, Inc.
The Original Since 1981

Sun Valley, CA 91352
Tel: (818) 767-FLOW • Fax: (818) 768-8533
info@falconstainless.com



Grinnell success based on relationships with W/Ds

(Continued from page 112.)

focus group among its wholesaler partners over the past few years to discuss new product development, market trends and business service ideas. Taking that feedback, along with other Voice of Customer (VOC) events, has brought more innovation into the GRINNELL product line.

The first product innovation was released to the market in 2004 when Grinnell Products introduced the patented tongue and groove coupling

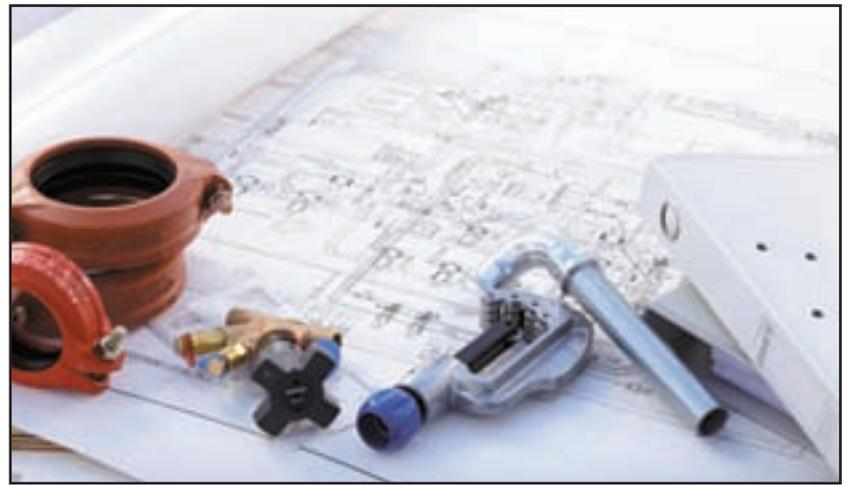
“Tyco wants to ensure that our partners’ employees are the most knowledgeable in the market place... Training is a good investment for both our customers and us, so we spend the time to do it right.”

design, a truly rigid coupling as it grips the entire circumference of the pipe’s groove. More recently, several new products, such as G-PRESS Stainless Steel and Copper press-fittings have created positive feedback in the market. The company says these press fittings have been tested and shown to install 10 times faster than traditional pipe joining methods. The Stainless Steel G-PRESS Fittings are approved for use with both Schedule 5 and Schedule 10 Stainless Steel IPS Pipe. The biggest benefit for wholesalers is that the same fitting can be used to connect standard stock Schedule 10 and Schedule 5 Stainless Steel pipe. There is no need to stock two different types of fit-

tings. G-PRESS Copper Fittings join hard, half-hard and soft copper tubes. All G-PRESS Copper Fittings are IAPMO Listed and NSF-61, Annex G/NSF-372 Certified with EPDM O-ring seals. Both GRINNELL Stainless Steel and Copper G-PRESS Fittings have a Leak-Before-Press feature molded into the O-ring, which allows installers to easily identify fittings that have not been pressed properly during the system test.

Additionally, strong customer feedback is what motivated Grinnell Products to develop its newest innovative technology — the GRINNELL Rapid Installation Pivot-Bolt (GRIP) Coupling — which is designed to install two times faster than standard grooved couplings and 10 times faster than traditional pipe joining methods. The coupling features a unique push-on style EHT gasket that is installed simply by pushing it onto the pipe. The center-stop feature ensures the gasket is properly seated on the “A” dimension of the pipe. With only one bolt to tighten, installation of the GRIP Coupling is quick and easy, and allows clear visual confirmation that the gasket is properly seated, ensuring a leak-tight seal.

Partner feedback also led Tyco to build up its training program for the mechanical market.



“We’ve developed a full range of quality products for plumbing and HVAC systems needed to efficiently put together mechanical systems. It’s important that we offer products that are consistently reliable; it’s what we do best.”

“When a distributor hands its staff product catalogs and expects them to sell without training, it is doing itself a disservice,” said Frank Pluzsik, Me-

things behind the scenes to limit the impact to our customers.”

Three years ago, the focus of Tyco had been almost exclusively on U.S.

Stainless Steel G-PRESS Fittings work with both Schedule 5 and Schedule 10 Stainless Steel IPS Pipe, so there’s no need to stock two different types of fittings.



chanical Services manager. “Tyco wants to ensure that our partners’ employees are the most knowledgeable in the market place – being able to answer technical questions. Despite the sluggish economy, we continue to invest in training and wholesalers have seen their business jump double digits as a result. Training is a good investment for both our customers and us, so we spend the time to do it right.”

As with most companies across the country, Tyco has felt the effects of the economic turmoil over the past few years, along with rising costs of fuel, metals and more. So how does Tyco handle these factors while growing the brand?

“When we look a few years back, of course, our business today isn’t what it used to be,” Russell described. “We’ve readjusted our cost structures, looked at Value Added Value Engineered (VAVE) opportunities and streamlined processes. In addition, our extensive expertise in purchasing raw materials and aggressive sourcing tactics also helped to offset costs. Implementing price increases has been necessary, but we do

customers and on manufacturing products in Anniston, Ala. Yet as the brand continued to build momentum, Tyco began expanding the GRINNELL brand’s mechanical product offering globally into growth areas, like Latin America and Asia Pacific. While the Tyco team still remains committed to producing GRINNELL brand products for U.S. customers within the U.S., there has been a large amount of growth in its channels for global customers in other regions as well. In fact, Tyco announced the acquisition of SHURJOINT Piping Products as a part of that global strategy in April.

“The acquisition demonstrates Tyco’s ongoing commitment to the growth of the mechanical grooved product segment,” commented Colleen Repplier, president- Fire Protection Products.

Since re-entering the mechanical market, the GRINNELL brand certainly has grown over the past eight years, and built on its strengths in quality, innovation and partner service. ■

For additional information, visit www.grinnell.com.

G-PRESS Copper Fittings are IAPMO Listed and NSF-61, Annex G/NSF-372 Certified with EPDM O-ring seals.





Phone: 1-800-882-7783

Fax: 1-800-882-9765

MASTER DISTRIBUTOR OF PLUMBING REPAIR PARTS

You'll love us for our Quality, Service...and Price!

FAUCET REPAIRS



TOILET REPAIRS



Consolidate your Repair Parts to CCC...
The BEST IN THE BUSINESS!

Quick, Convenient, No Minimums, and Low FFA.
Genuine, Generic and "Obsolete" Repair Parts for Most Brands

American Standard • Briggs • Central Brass • Ceramic Disc Cartridges • Chicago • Coast
Crane • Delta • Eljer • Fit-All • Gerber • Harcraft • Indiana • Kohler • Mansfield • Michigan
Milwaukee (U.R.) • Mixet • Moen • Mueller • Nibco • Phoenix • Price Pfister • Savoy • Sayco
Sloan • Speakman • Sterling • Streamway • Symmons • T & S • Union Brass • Valley

You'll Be Glad you Switched to CCC

Simplicity is key**New trends emerge on the design scene**

I've always had a deep appreciation for design and I'm delighted that staying on top of home design trends is an ongoing part of my daily life. There's nothing I enjoy more than tracking down the latest innovations and discovering all the fantastic new offerings that are so much a part of our industry. One of the highlights this year for me was the *Architectural Digest* Home Design Show held recently in New York City. Talk about design heaven! The creativity of the exhibitors and the sheer variety of design ideas sent me home wanting to remodel every room in my house.

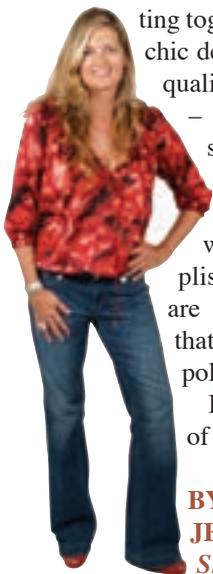
One overall design theme that has emerged in recent months is an emphasis on the beauty of simplicity. We all want to surround ourselves with beautiful things, but we don't want to have to stress about them. Today's movement in bath design is very much one of balance. All the bells, whistles and gadgets are being re-

The trick to putting together an effortlessly chic design is to start with quality timeless products — ones that make a statement without shouting for attention.

placed with classic products that merely hint at glamour. Think of traditional soaking baths and stylish faucets with exposed plumbing. The lines are classic and flowing, the colors soft and subdued. There's a greater emphasis on transparent and ethereal surfaces like glass, along with sheer fabrics and shimmering finishes that reflect light and have interesting textures.

Subtle elegance is the look the best designers strive for — and that consumers ask for — but it can be difficult to achieve. The trick to putting together an effortlessly chic design is to start with quality timeless products — ones that make a statement without shouting for attention. Some of the world's most accomplished design teams are unveiling products that are simple, tasteful, polished and refined.

Here are just a few of the emerging trends



BY LINDA JENNINGS
Showroom specialist

we're seeing in the luxury decorative plumbing and hardware industry.

Curves Ahead

Straight lines certainly have their place in life, but today's most celebrated designs are all about the elegance of curves. Victoria + Albert recently unveiled their newest premium tub, a curvaceous design that is a delightful fusion of modern art and ergonomics. The Cabrits tub is about more than just good looks; the



Victoria + Albert Cabrits tub

shapely silhouette offers contoured support for the body and superior bathing comfort. Its eco-friendly design uses less water and heat than traditional tubs, yet still provides a luxurious soak due to the natural insulation of its trademark ENGLISH-CAST® construction. Named in honor of an exotic peninsula on the Caribbean island of Dominica, the Cabrits collection also includes a matching basin that can easily stand alone or be combined in pairs for added impact.

Designed as a follow-up to the popular rectangular-shaped U-Turn Collection of cabinet pulls, the



Roundabout Pulls

Roundabout Pulls drive home curvaceous style. This new collection from Atlas Homewares features a modern semi-circle design that looks great solo or mirrored on a neighboring cabinet. Love the simplicity of style. Atlas also has a beautiful new finish known as Modern Bronze that is a lovely cross between oil rubbed bronze and graphite grey. This exclusively Atlas finish is great for kitchens or bathrooms and is available on several of the company's most popular collections.

Reflected glamour

A tasteful amount of bling is always a good thing, and it's even bet-

ter when it's used in unexpected places. The Furniture Guild caught my eye for taking the mirror off the bathroom wall and incorporating it



The Furniture Guild Phantom Vanity

into a spectacular new line of modular bathroom cabinetry. The Phantom Vanity combines art deco and modern motifs to create a contemporary collection that adds a singular sparkle to the bathroom. The mirrored panels are encased in decorative cabinetry that can be hung on the wall or used free-standing and come in a pallet of eight matte and three high gloss colors. Thoughtful options include a stainless steel drawer system, soft closing drawers, and automatic internal LED lighting.

New elevation

BainUltra gives us a new perspective on the tub — literally — with a dramatic new installation option known as Theatre Stage®. Here the tub is elevated from its humble position on the floor to a dramatic platform that enhances its architectural beauty and fo-

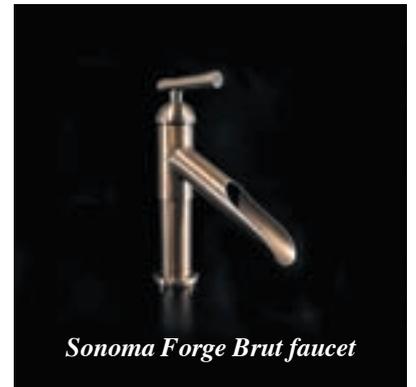


BainUltra Theatre Stage®

cus attention of the wellness benefits of therapeutic bathing. Think of it as a freestanding tub taken to the next level. The concept is definitely generating some buzz with its fashion-forward spin on space planning. It also deserves props on a practical note for its ease of entry and exit, an appealing feature for seniors, children and people with mobility impairments. Theatre Stage installation is available with four distinctive BainUltra tubs as part of the company's signature Insuperience Bathroom concept.

Industrial chic

Sonoma Forge has introduced the new Brut faucet, which takes its



Sonoma Forge Brut faucet

name from wine country origins and features a strong, solid design softened by the Asian-influenced waterfall spout. The single handle faucet has a distinctive open-spout construction that is simple yet modern and is available in rustic-inspired finishes including nickel, copper and oil-rubbed bronze. The look is versatile and timeless — aged to perfection like a great wine.

Eco-friendly innovation

Companies are continuing to innovate in their quest to produce all manner of eco-friendly products. One that I particularly admire is ThinkGlass, a renowned glass design studio and manufacturer that uses sustainable



ThinkGlass

production methods and 100% recyclable materials. Equipped with LED lighting the glass vanity countertop bathes the room with a soft, relaxing luminescence. Glass is a great option in residential bath design and makes a strong design statement.

Geometric design

The classic elegance of simple geometric lines never goes out of style. I am impressed with the latest contem-



SIGMA Faucet Series 2300 Stixx

porary Series 2300 Stixx from SIGMA Faucet. Here, strong architectural angles inspired by nature are softened by cylindrical shapes. Available (Turn to Design for... page 118.)



Huntington Brass is your brand when looking to add style and function to any application, be it new construction, remodeling or just replacing that old style to keep up with modern times. Look no further than HB for all the quality, unique styles you have to choose from.



Pull-Down kitchen faucet
PVD Satin nickel Finish
51190-72

Available in:
Chrome
PVD Satin Nickel
and Antique Bronze finishes.



51180-01



51190-72

Deck plates are available for these faucets.

Huntington Brass offers both modern and classical styled pull-down kitchen faucets to fit the requirements of your project.

- Warehouse in California and Texas.
- Huntington Brass products comply with these standards:



See contact information on page 138

www.huntingtonbrass.com

Lochinvar celebrates top-performing VIP contractors

LEBANON, TENN. — Lochinvar® had the pleasure of hosting 21 of its top-performing VIP Contractors and guests in Nashville July 19-22 for a celebration of their success. The group, which

is the largest to date for the annual VIP celebration, was treated to an all-expenses-paid itinerary filled with local favorites, such as a cocktail welcome at Opryland's Delta & Cascade Con-

servatory, a tour of the Jack Daniels distillery, a dinner cruise on the General Jackson riverboat, an evening at the Grand Ole Opry and a full day at Lochinvar headquarters.

"We had an incredible time with all of the VIP Contractors and their guests who made the trip to Nashville," said Stirling Boston, director of marketing. "We can't thank them enough for their hard work and commitment to excellence, and we appreciate the opportunity to honor them for their accomplishments."

The following VIP Contractors traveled to Nashville for the three-day celebration with the Lochinvar team:

- Jonathan Hobson of Black & McDonald in Enfield, Nova Scotia
- Jamie Whitehead of Cooper Plumbing & Heating in Calgary, Alberta
- James Bennetch of Professional Heating & Cooling in Virginia Beach, Va.
- Paul Hekker of First Call Heating & Cooling in Portland, Ore.
- Francis E. Lanciaux of Commercial Comfort Systems in Maumee, Ohio
- John Robert Poirier III of Holland Heating in Davison, Mich.
- Joseph Carosi of J.A. Carosi Heating and Air in Bristol, Pa.
- Michael C. Bernasconi of Central Cooling and Heating, Inc. in Woburn, Mass.
- Andrew S. Rodenhiser of Rodenhiser Plumbing, Heating and Air Conditioning in Holliston, Mass.
- Michael A. Valletta Jr. of Valletta Mechanical Services in Quincy, Mass.
- Timothy M. Conklyn of Reiner Plumbing in Marlboro, N.J.
- Scott Breuker of Bishop Heating and Air Conditioning in Muskegon, Mich.
- Paul Buddy of Cannonball Mechanical in Aurora, Ill.
- James Dowd of O'Dowd Plumbing Inc. in San Bruno, Calif.
- Jason Hauser of Hauser Plumbing and Heating in Missoula, Mont.
- Brandon Ditlow of R & H Mechanical in Eagle, Colo.
- Ted Higginbotham of Saw Tooth Plumbing in Hailey, Idaho
- Pete Cassidy of PAR Mechanical in Montrose, Colo.
- Brian Pedersen of Scandia Mechanical in Calgary, Alberta
- Joseph Laverriere of 49 North Mechanical Ltd., in Vancouver, British Columbia
- Scott Derby of Groupe Centco in Montreal, Quebec

Lochinvar invites all contractors to join its VIP Contractor Program, which will kick off this fall for the 2012 – 2013 heating season. Designed to help participants maximize their success and profitability, the annual program features a wealth of resources and rewards.

Visit www.Lochinvar.com.

"We can't thank them enough for their hard work and commitment to excellence..."



Design for elegant life

(Continued from page 116.)

able in standard height and tall versions, this faucet comes in 30 different finishes and is equipped with a low-flow aerator for high water efficiency.

The striking linear Slip Sink from Diamond Spas is crafted from sustainable 16-gauge stainless steel and features a streamlined self-rimming design with an innovative slot drain.



Diamond Spas Slip Sink

Water flows down the angled side and vanishes into an obscured slot drain. The minimalist geometric design is well-suited for today's urban modern style.

The vibrancy of white

White has always been one of my favorite colors – so sophisticated and sleek – and now it seems to be enjoying renewed popularity among leading designers. Victoria + Albert sinks and tubs are naturally white throughout, being made of volcanic limestone, and are hand-finished by craftsmen to create a beautiful glossy

finish. The Arroyo collection of knobs and pulls by designer William Harvey for Du Verre Hardware Com-



Du Verre Hardware Company Arroyo collection

pany now includes a new white finish for the first time. ThinkGlass has its own take on white with built-in LED lighting that gives its custom countertops a pale glowing beauty. White is always fresh, always clean-looking. It can be bold and dramatic, or soft and subtle. It is the perfect "neutral" base, ready for any pop of color that you might choose to add – but also equally beautifully alone in its own pristine way.

As an observer of design trends, I must admit that I'm pleased with this movement toward simplicity and balance. Well-made products with classic lines never go out of style. Design teams from across the bath industry seem to be re-discovering their roots, so to speak, and creating new product lines that blend the best of traditional and modern design. Consumers, too, seem to appreciate this new approach and are eagerly responding to these trends that celebrate the art of living in simple, stress-free and beautiful surroundings. ■

Linda Jennings is president of Jennings & Company – a public relations agency specializing in the decorative plumbing and luxury hardware industry. Over a 20-year tenure, she has worked with the most significant editors and journalists in the consumer home market identifying trends and providing newsworthy products. Linda welcomes your feedback and can be reached at:

linda@jenningsandcompany.com

Get the Look!

For more information on the trends mentioned here go to:

Atlas Homewares
800-799-6755
www.atlashomewares.com

Du Verre Hardware
888-388-3773
www.duverre.com

Sonoma Forge
800-330-5553
www.sonomaforge.com

BainUltra
800-463-2187
www.bainultra.com

SIGMA Designer Faucetry
760-598-5895
www.sigmafaucet.com

ThinkGlass
877-410-GLASS (4527)
www.thinkglass.com

Victoria + Albert
800-421-7189
www.vandabaths.com



AMERICAN INGENUITY. WORLD-CLASS PERFORMANCE.

GAS AND WATER HEATER CONNECTORS BUILT WITH PRIDE.

We weren't founded in 1946 to last.
We were founded to outlast. Designed
with all-American ingenuity, these durable,
reliable products are designed in Novi,
Michigan, and machined and assembled
in Lancaster, Texas and Corona, California.
Built with pride. Crafted with quality.



www.brasscraft.com



Scan for more
information

Q&A with Dave MacNair

InSinkErator firmly focused on the future

BY MARY JO MARTIN
Editorial director

In 1927, while watching his wife wrap food scraps in newspaper before disposal in the trash, building contractor and architect John W. Hammes began contemplating an easier way to get rid of food waste. As he stood over the kitchen sink, he envisioned a device that could shred waste to be carried through the sewer system.

He built a prototype in his basement workshop, and over the ensuing years set about refining that initial design in a local machine shop. A 1955 article in the Racine Sunday Bulletin about Hammes' accomplishments



Dave MacNair, vice president, marketing & strategic development

noted, "As the years went on, he made different models and tried them out in his own kitchen sink. The house in which they were living at the time had a cesspool in the back yard, and John would put on his hip boots and wade in the ground waste to check the size of the particles after grinding in the hand-made disposer."

Hammes obtained a U.S. patent for his garbage disposal device in 1935, and three years later established In-Sink-Erator Manufacturing Company along with his two sons. They produced 52 units their first year in business. By the late 1940s, In-Sink-Erator was using a fleet of pink station wagons, driven by their field sales force, to haul the 45-pound units around the country on sales calls.

Flash forward to 2006, when the company re-engineered most of the product line, changed the presentation of its name to InSinkErator, and re-designed the logo. Now a

major manufacturer with operations in 80 countries worldwide, InSinkErator has remained close to its roots with its Racine, Wis., headquarters just a few blocks from where the product was invented by Mr. Hammes. Employing roughly 1,000 people, InSinkErator runs three shifts in the factory and is confident its ca-

"Our basic philosophy is if we treat wholesalers and contractors right, they'll treat us right. One of the ways we strengthen relationships is to develop products and programs specifically for the wholesale channel."

capacity will serve customer needs today and into the foreseeable future. With a continued focus on product development, InSinkErator is also putting emphasis on the green aspects of disposers, working with select municipalities to encourage disposer use.

Vice president of marketing and strategic development Dave MacNair has been with InSinkErator for 15 years. He's held a variety of positions, beginning in household disposer marketing, later moving onto residential products marketing and now adding strategic development to his responsibilities. I recently talked with MacNair about the company's product development efforts, green strategies and more.

MJM: *Your Evolution Series® product line is revolutionary. Talk about what has made it so special?*

MacNair: Over the years we strayed a bit from the idea of delighting customers and became overly absorbed in the details of the business. It wasn't until we started working on Evolution product development that things really changed. We picked our head up, looked around and thought, rather than optimize the existing def-



In-Sink-Erator keeps some 1,000 employees busy across three shifts manufacturing products.



Established in 1938, InSinkErator produced just 52 units its first year — and now has operations in 80 countries around the globe.

inition of what a garbage disposer is, maybe it was time to wipe the slate clean. So we did a lot of consumer research, coming out of it with two really big ideas voiced by customers:

• **Why should I have to worry about the kinds of food I can put in a disposer?** Consumers had accepted

people. It took our own organization a while to see how things could be different but as the category leader, we had a responsibility to end users and to our customers and channel partners. If we're not going to lead the product category in breakthroughs, who would? Our former



it that way for years. And frankly we had accepted it too. So we put the challenge in front of Engineering to design something that could handle tough-to-grind food waste, like stringy food and bones.

• **Why can't I have a garbage disposer that isn't noisy?** People had also come to accept that disposers were loud. In fact, we'd often hear stories from people trying to keep the baby from waking or waiting until the TV commercials came on to begin grinding.

Evolution Series brought us back to our original mission: delighting

president Jerry Ryder was so supportive. It would have been easy to rationalize avoiding such a tremendous investment of resources but he knew a blockbuster when he saw one.

MJM: *And give our readers a reminder of the products included in the line?*

MacNair: We have five core models:

• **Excel** — This is our best-performing disposer, the quietest disposer ever, with a three-stage grinding system that handles any food waste without jamming or clog-
(Turn to Making an... page 122.)



A Small Price to Pay for the Best.

KISSLER'S Kan't Burst™ Connectors

for Faucets

for Toilets

for Water Heaters

for Ice Makers

for Dishwashers

for Washing Machines



Perhaps KISSLER'S Kan't Burst™ Connectors cost as little as a dime more than your current source, but perhaps not. Even if we are priced slightly higher, you wind up saving over the long run. We offer a 100% satisfaction guarantee that our connector is a better quality than what you are currently buying.

KISSLER'S Kan't Burst™ Connectors feature:

- Hi-Grade 304 Stainless that will not rust, kink or crease
- A PVC Liner that will not corrode
- A 12 Point Crimp that will never come loose
- Steel Nuts that will never oxidize

So, are you possibly willing to give 10 cents to get 100%? Kissler thinks the answer should be obvious.

Call today to learn more about our full line of Kan't Burst™ Connectors for Faucets, Dishwashers, Ice Makers, Washing Machines and Water Heaters. *Private label is available with certain requirements.*

Quality and durability make them worth every dime.

Kissler

Plumbing Repair Parts and Specialty Items

Value, Selection and Service
since 1923

Phone 1-800-KISSLER ■ (201) 896-9600

Fax (201) 896-9190

E-Mail sales@kissler.com



The photo above depicts a genuine Kissler Kan't Burst™ Connector. Please don't try this with inferior connectors.

www.kissler.com ■ ask about our catalog ■ www.dominionfaucets.com



The modern kitchen makes use of InSinkErator products such as the Excel disposer and the Model 3300 Instant Hot Water Dispenser, a stylish addition to any countertop.

Making an environmental difference at InSinkErator

(Continued from page 120.)

ging, thanks in part to a special, patented electronic circuit.

- **Essential** — A lower-horsepower version of the Excel that has two-stage grinding technology. It's also quiet.

- **Compact** — A physically smaller version of the Essential, this model has most, but not all, of the

“It’s part of the InSinkErator DNA to partner with ASA and PHCC in support of the industry. It goes back to the beginning of the company, when there were a lot of competing manufacturers in this category and they all chose different techniques and strategies.”

sound and grind technology and is offered at a lower price point.

- **Cover Control** — This unique batch-feed model is activated by a cover over the drain opening in the sink. It is a great choice for island sink applications where there may not be a place for a switch. It's often used in older housing where it can be challenging to run new wiring.

- **Septic Assist** — The only disposer designed specifically for homes on septic systems. Every time the disposer is run, it injects a measured dose of a solution containing microorganisms to break down food waste.

MJM: And talk about some of your other product offerings?

MacNair: We introduced the Model 3300 Instant Hot Water Dis-

penser earlier this year. While beauty is in the eye of the beholder, to me it's a gorgeous modern dispenser. Our European organization drove much of the design process. As for new products on the horizon, I can't go into detail, but there are others we plan to introduce over the next year and I'm pretty excited about them.

MJM: In addition to you, Dave, who are some of the key people on the ISE management team that would be most familiar to our wholesaler readers?

MacNair:

- **Joe Maiale** is vice president of wholesale sales. Personally, he's a fabulous friend. Professionally, he's a huge asset to InSinkErator and very knowledgeable about the dynamics of the wholesale channel. He is also incoming president of ASA's Education Foundation.

- Our regional managers are **Janelle Mattern**, **Rebecca Falish** and **Brian Marinov**. All of them have been with InSinkErator or in the plumbing business for a long time. They have great relationships with their customers and have the product, support and strategic knowledge their accounts depend upon.

- **Rob Grim** is senior vice president of sales and reports to president Tim Ferry. Rob's been with InSinkErator for 17 years, and is on the ASA Plumbing Division executive council. He was previously the vice president



Joe Maiale

of wholesale sales.

- **Tim Ferry** has been with us for over a year after being with another Emerson division for more than 20 years. He's a University of Illinois mechanical engineer. Tim has a positive personality and is very dynamic. He treats people with dignity and respect, provides direction and lets people do their job.

And, as many people know, after 22 years of service with InSinkErator, **Dennis Broderick** is officially retiring this fall. Dennis knew our business and our customers so well that he'll be missed by the people who don't work at InSinkErator almost as much as those who do.

MJM: Could you please describe the leadership philosophy?

ever went wrong and determine how to make it right for our customers.

MJM: How does InSinkErator fit into the Emerson family?

MacNair: We are a business unit of



Emerson, part the Commercial & Residential Solutions group, which also includes familiar names like RIDGID/Ridge Tool and Closet Made. Emerson acquired InSinkErator back in 1968, and we report our results to them, but for the most part, they let us run the business as we see fit.



Excel is InSinkErator's best-performing disposer, extremely quiet, with a three-stage grinding system and electronic control that handles any food waste without jamming or clogging. At right is the business end as seen by consumers.

MacNair: We have an approach to business that starts from the position that we are the leader in this category and with that comes the responsibility to do what's right for the category, for the customers and, ultimately, for our end users. Everyone through the channel has to make money to stay in business so at the end of the day, we want everyone to be satisfied — from the homeowner who just purchased a new unit and is pleased by its per-



Rob Grim



Tim Ferry

formance, to the contractor who installed it, to the wholesaler who has great throughput volume, on-time deliveries and customer support. We focus on all those things and make them a reality. Over the years we've stubbed our toes a couple of times — but the reaction here is to get everyone around the table, correct what-

MJM: Describe how important your relationships with wholesalers are to InSinkErator's business, and the steps that you take to develop, maintain and strengthen those relationships?

MacNair: It's part of the InSinkErator DNA to partner with ASA and PHCC in support of the industry. It goes back to the beginning of the company, when there were a lot of competing manufacturers in this category and they all chose different techniques and strategies. InSinkErator chose to place focus on wholesalers and plumbers. That set up a trajectory that the company stayed on ever since, and it's served us well.

Our basic philosophy is if we treat wholesalers and contractors right, they'll treat us right. One of the ways we strengthen relationships is to develop products and programs specifically for the wholesale channel. Pro Series® models are available exclusively through wholesalers and the Pro Circle® program is available only to plumbing contractors. We understand that the dynamics and value proposition that the wholesaler and contractor offer consumers is different than the value proposition avail-

(Turn to Pioneer... page 124.)

The Stainless Tubular Pros



Serving the Petrochemical, Oil & Gas, Power Generation, and Ship Building Industries

MC Tubular Products, Inc. is a master distributor offering a complete inventory of Seamless Pipe, Welded Pipe, Flanges, Seamless Butt Weld Fittings, Welded Butt Weld Fittings, 3M and 6M Pressure Fittings. Additional grades, products, and sizes are available in mill quantities and mill deliveries upon request.

304/304L and 316/316L stainless steel piping products in 1/2" NPS thru 12" NPS sourced from the USA, EU, China, Vietnam, Thailand, Taiwan, S. Korea, and India.

All products are manufactured to ASTM/ASME, NACE, PED, and corrosion tested (A 262 Practice E).



MC Tubular Products, Inc.

**5201 Polk
Building #1
Houston, TX. 77023**

SALES

BRYAN CAMPBELL

Email: bcampbell@mctp.com

Phone: (281)588-6580

MONICA GALLEGOS

Email: mgallegos@mctp.com

Phone: (281)588-6555

REX SHOEMAKER

Email: rshoemaker@mctp.com

Phone: (281)588-6546



See contact information on page 138

Pioneer in disposers still leading the way

(Continued from page 1220.)

able through other channels so we strive to reward contractors with extra value that they can pass on. On



a more personal level, we host a number of trade events like scholarships for channel participants and their kids, along with training events, selling events and good old-fashioned promotional events. Over the course of the year, we bring customers in often and they love touring the fac-



Above, an Excel disposer in a typical installation under a kitchen sink. Below, quality parts make quality products. These motor stators make their way along the assembly line on their way to becoming the powerful heart of InSinkErator disposers.



tory. Besides the volume of product being made right here in the USA, there's a lot of energy in our factory and a lot of precision automation equipment with amazing robotics. People tell us it's a remarkable tour.

MJM: Talk about the tremendous efforts that go into R&D to develop and launch new products? How are these ideas generated and what type of process do they go through before being brought to market?

MacNair: For years, the core notion has been that food waste disposers were marketed as products for kitchen hygiene and convenience — and they delivered. But since the

1990s, studies conducted all over the world examined the environmental impacts of diverting food

“If the food waste is ground up in a disposer, it goes to a wastewater treatment plant; many plants capture methane and use it as renewable energy. That is a good economic outcome from a municipality's standpoint — and good for the environment.”

waste. Every year, we saw this growing stack of evidence that not only are disposers not bad for the environment but they are significantly good for the environment. In areas without disposers, the vast majority of food waste goes into the garbage, which then goes to the landfill. It decomposes in an anaerobic state and releases methane that escapes into atmosphere. It's a bad environmental outcome and expensive for cities to handle. Conversely, if the food waste is ground up in a disposer, it goes to a wastewater treatment plant; many plants capture methane and use it as renewable energy. That is a good economic outcome from a municipality's standpoint — and good for the environment too.

What's exciting is that we've been talking about this lately and getting a lot of traction. We just participated in a program with the city of Philadel-



InSinkErator recently participated in a rebate program with the city of Philadelphia encouraging residents to use disposers more, and if they don't have one, to get one. Disposers are being seen as a tool to help cities clean up their environment and greatly reduce landfills.

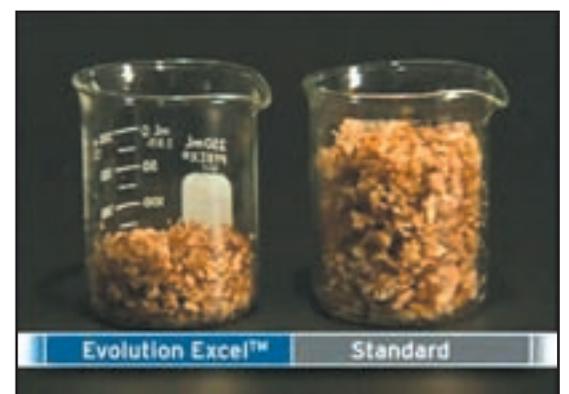
phia, encouraging residents to use disposers more and if they don't have one, to get one. Disposers are being seen as a tool to help the city clean

be announced” very soon. ■

For additional information, visit www.insinkerator.com.



InSinkErator introduced the European-designed Model 3300 Instant Hot Water Dispenser earlier this year. More products are on the horizon.



A demonstration of the Excel disposer's efficiency; each beaker contains the same amount of debris.



COMFORT THROUGH INNOVATION

- Up to 0.92 Energy Factor
- Energy Star-Approved
- Qualifies for Tax Rebates
- Sealed Combustion
- Schedule 40 PVC
- Simple to Install
- Isolation Valve Kit (included)
- LP Kit Available
- 8+ GPM
- Delivered Water Temp Control within 2°F.

Why settle for an average tankless water heater when you can experience the all inclusive PVC vented Quieside tankless? Available in 4 capacities from 99,000 Btu/h to 199,000 Btu/h, these systems provide performance and efficiency coupled with the comfort of on demand domestic water. Using Quieside's revolutionary S line Heat exchangers, all units are condensing and can reach efficiency levels over 92%. Because these units are condensing, it not only makes the venting capabilities easier, but it also saves money not having to vent with costly stainless steel.

COOPER Valves posts record year

SUGAR LAND, TEXAS — COOPER Valves® celebrates its one-year anniversary as a private company this September with an increase in sales of more than 400%.

The team responsible for making this happen, led by Ginger Restovic (president) and Ionel Nechiti (general partner, platform management), has spent the past year rebuilding relationships with suppliers and distributors to ensure that the highest quality product was being delivered to end users.

This success relates to COOPER's ability to deliver exotic alloy valves, such as high nickel alloy, titanium, duplex, etc., within a short timeframe and their dedication to "quality without compromise."

Today's changing industrial climate has played a role in COOPER Valves' success. With many facilities modifying their processes to accept harsher sour gas and the advent of the shale gas boom, severe service requirements have increased tremendously. COOPER Valves, known for producing

high alloy severe service valves in the U.S. with an extended warranty, has helped many of these facilities fulfill their transition requirements and will continue to do so far into the future.

As refining processes become more complex and hazardous chemicals become more prevalent, the quality of products used becomes more important. With this knowledge, and with protecting human life and the environment as a top priority, COOPER Valves has gone to great lengths over the past

year to maintain and develop manufacturing in the U.S. This domestic effort has allowed for higher levels of quality control, which is essential, due to the severe service and mission critical needs of the company's customers.

Since 1934, COOPER Valves has been manufacturing high-quality exotic alloy valves in the U.S. The motto "quality without compromise" is a testament to the company's attitude towards delivering products of the highest standard to its customers with mission critical needs.

Visit www.coopervalves.com.

Kohler redesigns website

KOHLER, WIS. — To meet consumers' growing desire for easy product selection, project planning assistance and design inspiration, Kohler Co. has completely redesigned its Kitchen & Bath website. The new website helps visitors get what they are looking for faster. With intuitive navigation, elegant catalog browsing and a more comprehensive search, it's easier than ever to plan and personalize a kitchen

or bathroom space and add just the right finishing touches.

Enhancements and new features on the redesigned KOHLER Kitchen & Bath website include Improved Product Details, Ideas & Planning, My Kohler Folder and Resources.

A mobile version of the KOHLER Kitchen & Bath website will offer similar functionality and design through handheld and mobile devices and will be available soon.

Visit www.kohler.com.

Texas Pipe & Supply opens new Charlotte location

CHARLOTTE, N.C. — Texas Pipe & Supply recently opened a new facility here in Charlotte that includes a



40,000-square-foot warehouse as well as an 18-acre pipe yard, doubling the size of its old location.

The state-of-the-art facility is fully wireless for easy access to information and real-time data input which will provide improved service and quality control to customers. An open house will be held Oct. 18 from 4-8 p.m. at the new location: 12910 Sam Neely Road, Charlotte.

The facility's phone numbers are:

Office: 704-697-6800

Fax: 704-697-6886

Visit www.texaspipe.com.

Update

Listing of Manufacturers' Representatives

Here are late additions and corrections to the 2012-2013 Listing of Manufacturers' Representatives.

MASSACHUSETTS

Emerson-Swan

Principal Contact: Judi Lapides-Goldberg
300 Pond St, Randolph, MA, 02368-2663
Phone: 781/986-2000 Fax: 781/986-2028
email: jlapidesgoldberg@emersonswan.com
Industry Orientation: Plumbing

J H Pokorny Assoc., LLC



Scan with your smart phone app for more information!

Principal Contact: Rich Pokorny
1502 Providence Highway, Norwood, MA, 02062-4643

Phone: 781/762-2661 Fax: 781/762-5949

email: RICHP@JHPORKORNY.NET

website: www.jhpokorny.net

Territory: MA Worcester County East; ME; NH; VT; RI Acorn, Leonard and George Fischer only

Lines: Sloan Valve Company, Halsey Taylor, Leonard Valve, Just, Guardian Equipment, Acorn, Water-Saver, Chronomite, Whitehall, George Fischer

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing

K Ross Co

Principal Contact: Jeremy Ross
PO Box 162, Kingston, MA, 02364
Phone: 781/422-2273
email: JEREMY@KROSSCO.COM
website: www.krossco.com
Territory: MA, ME, NH, VT, RI, CT
Lines: Aquarius Bathware, Anchor Architec-

tural, Advance Tabco, American Whirlpool, Comfort Designs, Elcoma, Froet Industries, Filtrine, General Partitions, Hydrotek, Intersan, Isimet, KR Specialties, Maps Products, Renovative Bath Systems, Rockford Separators, Sure Seal

of outside sales people: 3
Industry Orientation: Plumbing

KSM Ent Inc

Principal Contact: Lois
Po Box 111, Bondsville, MA, 01009-0111
Phone: 413/283-9741 Fax: 413/289-1310
email: lois@KSMINC.NET
Industry Orientation: Plumbing

Raven Products Inc.

Principal Contact: Les Pelletz
173 Flanders Rd.
Westborough, MA, 01581-6186
Phone: 508/836-3707
Toll Free Phone: 888/467-2836
Fax: 508/366-5158

email: sales@ravenproducts.us

website: www.ravenproducts.us

Territory: 6 New England States, NY, NJ, PA,

FL, Mid Atlantic, NC, SC, MD, VA, MI, OH

Lines: E-Z Header Manifold, Hydro Flex Connectors, Raven Faucets & Valves, 1/4 Turn Valves, Cast Copper Fittings, Lead Free Copper Fittings and Faucets, Copper Headers, EZ Grip Circulator Flanges, Pex Fittings and Tools, Lavelle Ind.- New England, Neoperl- VT, Western MA, CT, New York State excluding Metro, Supreme Ind.- New England, NY

of outside sales people: 6

of warehouses: 1

Industry Orientation: Plumbing, Piping, Hydronic Heating

PENNSYLVANIA

Preferred Sales, Inc.

Principal Contact: Alan Guidish
1 Industrial Rd
Hermitage, PA, 16148-9029
Phone: 724/981-5500

Fax: 724/981-5560
Toll Free Fax: 888/559-4730

email: SALES@PREFERREDSALES.COM
website: WWW.PREFERREDSALES.COM

Territory: OH; W. PA; WV; N. KY Counties of Boone, Kenton, Campbell

Lines: 3M Purification, AK Industries, Aquatic, Backstop/Duratrak, Bradford White, E. L. Mustee & Sons, Gastite/Flexsure, Heritage Plastics, Houzer Sinks, Hydromatic Pumps, Lenox/Irwin, Nomaco, Oatey SCS, Raywal, Red White Valve, SJE Rhombus, Tigre, Uponor USA, Wilo LLC, Worthington Cylinder

of outside sales people: 12

of warehouses: 1

Industry Orientation: Plumbing, Piping, Hydronic Heating

OHIO

Rep Source, LLC

Principal Contact: Mr. Steve Van Straten
107 Cypress St. S.W., Reynoldsburg, OH, 43068

Phone: 740/927-6880 Fax: 740/927-4545

email: svanstraten@repsourcellc.com

Territory: OH, N. KY, W. PA

Lines: A Better Idea/Pipe Ease, ABT/Polydrain, American Plumber, Aqua Glass, Bermad, Bosch, Boss, Bradley, Creative Industries, Eemax, Just Mfg., Liberty Pumps, Marlo, Mifab, Moen Commercial, Oasis/Sunroc, Plumberex, Proceptor/Green Turtle, Raychem/Tyco Thermal Controls, Schott/Kimax, Water Control Corp., Waterless Co., Harmsco

of outside sales people: 8

of warehouses: 1
Industry Orientation: Plumbing, Piping

FLORIDA

Marsh & Moore, Inc.



Scan with your smart phone app for more information!

Principal Contact: Mark Marsh
3380 Agricultural Center Dr.
St Augustine, FL, 32092
Phone: 904/827-8788 Fax: 904/827-8795
email: Mark@marshmoore.com
website: www.marshmoore.com
Territory: Florida & Georgia

Lines: Aquatic Bath, Centoco, CTS Flange, Cultec, Dig, Froet, Guard-shack, Hadco, HTP, Holdrite, Integrity Fusion, Josam, KBI, Lasco Fittings, Milwaukee Tool, Multi Fittings, NAPAC, Niagara, Norwesco, OateySCS, Sanderson Pipe, Seisco, SJE Rhombus, TSM, Uponor, Water Control, Inc., Liberty Pumps

of outside sales people: 10

of warehouses: 1

Industry Orientation: Plumbing, Piping

ILLINOIS

Mid Continent Marketing Ser

Principal Contact: Vince Anglin
1275 Lakeside Dr
Romeoville, IL, 60446-3971
Phone: 630/953-1211 Fax: 630/953-1067
email: STAGLE@MCMSSL.COM
Lines: American Standard, Blucher, Dormont, FEBCO, FIAT, Insinkerator, IPS, JADO/PORCHER, JUST Manufacturing, NORMAC, KDS, OASIS Water Coolers, POWERS, Rheem, PRAXIS, Turbo Torch, WATTS Water Technologies, WATTS Drainage
Industry Orientation: Plumbing

RELIABILITY

I rely on T&S Brass because I know they'll make my customers happy. I'm demanding, driven and dependable — I won't use any faucet that isn't of the highest standards and quality, delivered on-time and competitively priced. The great thing about T&S is that they consistently meet and exceed this criteria. Reliability? Absolutely!

Carlo Joseph
Plumbing Wholesaler
V&W Supply Company



For more than 60 years, T&S Brass has been leading the industry with high-quality foodservice and plumbing products. For reliable products and reliable advice, T&S is the best choice.



RELIABILITY BUILT IN™

1.800.476.4103 . www.tsbrass.com
twitter: @TSBrass . www.facebook.com/TSBrass

See contact information on page 138

EXPERT TIP

Get free tools to help increase sales to your education, restaurant, healthcare, hospitality and grocery customers at www.tsbrass.com



Do you have a succession planning problem? How to solve it so your family wins

If you own or run a family business — a business you want to continue after your leadership ends — then this article is must reading.

The problem is clear: You need a succession plan. Yet, with all your years of experience, you have never done a succession plan. If you are typical, you have some ideas, but don't know how to put a plan in place. The purpose of this article is to show you how.

Let's start with the three most basic succession plan problems:

- Who will own the company?
- Who will run the company?
- Who will have control of the company (not day-to-day operating control, but legal voting control)?

Chances are you now enjoy all three. Often explaining to my client how (in the perfect succession plan) three different individuals might own, run and control the company (but more than one person can own), gets the succession ball rolling.

Let's start with an example. We'll call the company Success Co. and the owner Joe (who owns 100% of Success Co. and runs it). Joe, like any other family business owner, has three basic choices, when it comes to determining who will finally own Success Co.:

- One or more family members (66%)
- One or more key employees (24%)
- Some third party (or company) to whom Success Co. will be sold (10%).

Note: The percentage after each choice is what I see in my practice in real-life succession plans. This article ignores the other possibilities — merger, combination of family and key employees, Joe keeping part of the ownership and other ways — that do not come up often in practice.

My experience over the years is that each of the hundreds of succession plans I have helped create has had some unique twist. So, yes, it's a fact that succession planning (with one exception) does not have a one-size-fits-all solution. Who (when and how) will ultimately own your company drives the exact terms of your succession plan. So, what's the exception? Taxes, to be specific, income taxes and estate taxes. You'll read the tax solution toward the end of the article.

A suggestion: As you read, zero in on the situation described below that

best fits your circumstances. This is a huge subject; everything that is contained in this article cannot apply to any one family, person or business.

Now, back to our example. This article focuses on Joe's first choice: family. The following four family situations come up in practice on a regular basis:

- Joe has no children or none of his children (even those now working in the business) could run Success Co. Of course, (one or more) of these kids could own all or part of Success Co.

My experience over the years is that each of the hundreds of succession plans I have helped create has had some unique twist. So, yes, it's a fact that succession planning does not have a one-size-fits-all solution. Who [when and how] will ultimately own your company drives the exact terms of your succession plan.

and a professional manager could run it (actually done, but rarely).

- One child, Sam, (Joe's only child) works for Success Co., and Joe is confident that Sam could run the company.
- Joe has two or more children and all are in the business. Most of the time, Joe wants each of them to own an equal number of shares. This creates a special problem: There must be a clear leader (with voting control) to make the final business decisions.

Here's how we solve this problem: We create voting stock (say 100 shares) and nonvoting stock (say 10,000 shares). This is a tax-free transaction and is simple to get done. The technical name is a recapitalization. As long as Joe is alive, he keeps the voting stock and has absolute control of Success Co. The nonvoting stock, which we will deal with later in greater detail, goes to the business kids. When Joe goes to the big business in the sky, 51 shares of the voting stock (and control) goes to Sam

(or the other child who is the clear leader). Sam's nonvoting shares would be reduced by the exact number of extra voting shares he receives. Now all of the business children are equal.

- There is one (or more) child in the business and one (or more) non-business child. This situation drives Joe crazy. Typically, Joe wants the stock of Success Co. to go only to the business children. The nonbusiness children get other assets owned by



BY IRVING BLACKMAN
Tax and estate specialist

Joe. Of course, we have the same problem as in No. 3 above (treating all of the kids equally). Often, there are not enough other assets (value of these assets is small compared to the large value of Success Co.) to accomplish the "treat-'em-equal goal." Second-to-die life insurance is the first choice to get to the equalization goal for the nonbusiness kid(s). But what if Joe (or his wife) is not insurable (because of health or age)? Or if insurable, what if the premiums are just too high for Joe's cash flow? If either the (a) not insurable problem or (b) premiums problem is your unwelcome bedfellow, call or email me and I'll walk you through the easy-to-do solution, which, unfortunately, has a rather long explanation.

The tax problems

The tax cost of the wrong succession plan is a never-ending, expensive nightmare. Let's run the numbers by example: Joe sells Success Co. — for \$1 million — to Sam. Assume the tax rates are 40% for income tax (35% federal and 5% state) and 50% for estate

IT'S EASY TO LOVE A ROCKFORD SEPARATOR



Call today — you'll like our customer service.



Tap into 40 years of engineering experience.



Select from our extensive inventories...



Put highly productive capabilities and people to work on your custom project...

tax. You can be sure the geniuses in Washington will change the rates, which will alter the tax computation a bit, but the concept (as well as the lousy tax results) will remain the same.

Suppose Joe's tax basis for Success Co. is zero. Okay, let's follow the numbers (all numbers are rounded) starting with Sam. He must earn \$1.7 million and pay \$.7 million in income tax, leaving \$1 million, which Sam pays to Joe. With the top capital gains tax rate at 15% (most likely going up), Joe must pay the tax collector \$150,000: He only has \$850,000 left.

To summarize: Sam must earn \$1.7 million and, after taxes, his dad only has \$850,000 left. Outrageous!

Stop for a moment. Apply the numbers in the example to the value of your company. If your company is worth \$6 million, your kid(s) must earn \$10.2 million for you to have only \$5.1 million left. Yes, it's expensive to do it wrong.

Now here are some facts that will blow you away: Would you believe that 90% of family businesses finally create a succession plan that sells their business to the kids exactly like the above example. Less than 10% avoid the above tax trap by making lifetime gifts. Less than 1% do it right.

How to do your succession plan right

It's actually a two-step process. Let's say the value of your business is \$7 million. For ease of following the numbers, let's use a \$1 million price.

Step No. 1: Recapitalize Success Co. so you have 100 shares of voting

stock (which you keep along with absolute control) and 10,000 shares of nonvoting stock. Under the tax law, the nonvoting stock is entitled to a series of discounts (total of 40%), which makes the value of Success Co. (for tax purposes) only \$600,000.

Step No. 2: Sell your nonvoting stock to an intentionally defective trust (IDT) for \$600,000. The trust pays you in full with a \$600,000 note, plus interest. What is an IDT? It is the same as any other irrevocable trust, with one big difference:

The tax cost of the wrong succession plan is a never-ending, expensive nightmare.

The trust is not recognized for income tax purposes. The result under the Internal Revenue Code is that every penny you receive until the note is paid is tax free; no capital gains tax on the \$600,000 note payments and no income tax on the interest income you receive. The cash flow of Success Co. is used to pay off the note, plus interest.

How does Sam fare when Joe uses an IDT to transfer Success Co. to him? Sam is the beneficiary of the IDT. When the note is paid off the trustee can distribute the nonvoting shares to Sam (because Joe is now legally paid off and completely out of the nonvoting share picture). Joe still owns all of the voting stock and has absolute control of Success Co. But instead of distributing the nonvoting

shares to Sam, the trustee is instructed to hold the shares for Sam's benefit. Why not distribution? Because if Sam gets divorced the judge cannot see the shares in Sam's name, and his ex-wife will never have an interest in Success Co.

Two more points that make an IDT shine:

- Remember, the illustration above where Sam must earn \$1.7 million for every \$1 million of the price for Success Co. to pay his dad? Well, using an IDT, Sam does not pay even one cent to acquire the shares. The cash flow of Success Co. is used to make all payments.

- Suppose Joe needs life insurance (to pay estate taxes, provide funds to help equalize the inheritance of the nonbusiness children or for any other purpose). A portion of Success Co.'s cash flow received by the IDT can be used to pay the premiums. As a result, Joe can buy life insurance without ever writing a personal check to pay premiums. The policy can be on Joe's life only or second-to-die (with his wife).

And finally

An IDT can be used, as described in the above example to transfer Success Co. to more than one child (including nonbusiness children if desired). Can the IDT strategy be used to transfer Success Co. to one or more employees? Of course, but typically the price used is the full value (before discount) of the nonvoting stock (Joe keeps the voting stock until he is paid in full.)

Can the same IDT strategy be

used to buy out fellow stockholders? Yes, it can.

This article does not cover every possible use of an IDT in succession planning. Nor is every nuance, tax trap or exception covered.

One warning: If your professional advisor ignores the use of an IDT in your succession planning (no matter what his/her reason may be), run, find another advisor. You (and your advisor) are welcome to call me (Irv) if you have any questions (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.taxsecretsoft-hewalthy.com.

Kohler launches new apps

KOHLER, WIS. — Kohler's most popular brochures are now available in an app designed for iPad, iPhone and iPod touch. The applications' library displays all of the current brochures neatly organized in one area.

The user has the option to instantly start streaming a piece of literature and use it on the spot or can download the digital brochure for offline use. Most literature pieces feature enhanced digital functionality such as hot spots that directly link the user to the product page on Kohler's mobile website, pinch to zoom and search directly on the iPad, iPhone or iPod touch.

Navigation between literature pieces is easy, and once the app is downloaded from the App Store, the user will have all the newest literature pieces automatically pushed to his or her device.

In addition, consumers can now "experience" KOHLER kitchen and bath products through the launch of the innovative and interactive KOHLER for iPad app. Numerous image galleries, detailed product information and instant access to both customer service and KOHLER showrooms will not only inspire customers but also help them organize and plan their next kitchen and bathroom projects.

"The KOHLER app provides consumers with the ability to engage with our brand and products in a way that is convenient and relevant," said Shane Judd, director of digital marketing for Kohler.

Visit www.us.kohler.com.

Looking for a more satisfying relationship with your separator source?

Then you've come to the right place. We've been treating customers right for 40 years. We spoil them with exceptional service, engineering expertise, and all the resources you would expect from an industry leader. Our customers love that we build custom, engineered-specific designs for everything from an NFL stadium, to military facilities, to your new supermarket down the street.

Our customers know we're passionate about taking care of all their needs at every stage of the project.

Call us today. You'll love the experience.



Meet our people. Visit www.rktdseparators.com



ROCKFORD SEPARATORS

5159 28th Avenue, Rockford, IL 61109 • www.rktdseparators.com

815.229.5077 • 800.747.5077 • Fax 815.229.5108

See contact information on page 138

Are you hiring for your operation ... or recruiting?

One of the most commonly discussed topics at any gathering of small businesses is the hiring and retaining of good employees. We can all agree that strong, loyal employees can really push an organization over the top; conversely, lackluster employees can drag your business down like an anchor. No one seems to have a magic bullet for this perpetual challenge, but I have no-

Many of us are still stuck in the belief that entry level people are lucky to have a job with us. I want to challenge that notion...

ticed that the manner in which certain companies conduct their employee interviews seems to have a bearing on employee longevity. It all boils down to this: Are you hiring for a position, or are you recruiting a team member?

Like many things we do in life, this question is all about perspective. To the untrained eye, the end result is the same: We have a new person on the payroll. This is where the similarities end. Hiring and recruiting are two very different actions. The difference comes in how we conduct ourselves in the interviewing and screening process.

Hiring fills a need

When we hire for a slot, we tend to think in terms of how the new candidate will benefit the company. We have a need; they are here to fulfill that need. In return for fulfilling that need, we grant them some level of compensation.

Since we are hiring to fulfill a need, we also tend to look at the process as a negotiation. Companies stuck in the hiring mentality will look to get new employees at the lowest possible wage with respect to experience. Again, the prevailing mentality is: What can this person do for me? Companies that follow this philosophy are often dissatisfied with their entry level employees and

- Prospective employees are there to fill a need
- Don't focus on resumé
- Foster opportunities within company
- Develop culture of constant improvement

have a difficult time moving them up the ranks in the company. You can't build a solid bench without a solid foundation.

During the interview process, I often see people asking the interviewee to discuss their past employment and what kind of skills they acquired along the way. The hiring mentality is placing all the emphasis on the candidate to sell themselves to the company. Interviewers tend to focus heavily on the resume or on a set of pre-scripted questions about historical information. Again, the prevailing notion is that "it would be a privilege to come to work for our company." Look, I have been to a lot of companies, and I know that entry level jobs are none too glamorous. Should we really be too surprised when we have to settle for the lower end of the employable pool?

Change your mentality

To improve the caliber of the entry level candidate, you must first change

When I was recruiting for my family business... My goal with every candidate was to have them leave the interview hoping to become part of our company.

your perspective on the new employee process. Recruiting is the antithesis of hiring. A recruiting mentality requires the organization to sell its benefits to a prospective candidate. We tend to do this when we are hiring for upper level positions, but we struggle with bringing this mentality down to the entry level.

In most cases, the entry level position in a distribution company is in the warehouse. This is the place where all your money is stored. Why wouldn't you try to get the best and the brightest watching over this asset? I bet if it was real dollars — tens, fifties or hundreds — you would have a different mentality. If you want better results, look at how you conduct the interview process for entry-level candidates.

When I was recruiting for my family business, I spent most of my time selling the opportunity. I talked about the culture of the company, the progression in the operation, the benefits we could offer and how this could be a career rather than a job. I asked about a few things that popped out on the resume, but it was clearly not the focus of the interview. My goal with every candidate was to have them

leave the interview hoping to become part of our company. I am proud to say that many of the entry-level people I recruited during that time are still with the company and in key management positions.

Sell yourself to recruit

The first step toward recruiting has to be a review of what you have to offer. I would suggest bringing a few people together to talk about why they like working for the company. Be sure to get a cross-section of job levels and responsibilities. Their contributions will help you solidify your value proposition to the candidate. This sounds a lot like what we do for prospective customers, doesn't it? Distributors can sell. It's what they do best. This is just a sales job to a different audience.

Although I had a good run of success by employing the recruiting mentality, I could have taken the process one step further. I have recently been looking at some em-

ployee testing and screening programs. These can range from simple questions determining aptitude or the ability to learn or to more complex questionnaires helping to uncover personality traits. Used in conjunction with recruiting, these programs can help a company determine the best path for a new employee. I have lost really great inside people because we didn't foster opportunities beyond the outside sales position. I challenge you to look at these systems and see how they could augment your process.

Continuous improvement

Beyond the recruiting process, we need to develop a culture of continual employee development. We need to provide opportunities for our employees to improve both professionally and personally. I have often heard managers complain about investing so much time developing someone and then having them leave the company. Employees are not indentured servants; they can go elsewhere, even to the competition. I was taught early in my career that our job as managers was to have employees leave you better than when they came to you. We



BY JASON BADER
Inventory management specialist

are responsible for the effort; the end result is up to someone else.

I know that this is not always an easy concept to adopt. Many of us are still stuck in the belief that entry level people are lucky to have a job with us. I want to challenge that notion and state that we are the lucky ones to have them supporting our success. Distribution companies are made up of hard-working people who rise to the challenge they are given. It is our responsibility to show them what we can offer. ■

Jason Bader is the managing partner of The Distribution Team, a firm that specializes in helping distributors become more profitable through strategic planning and operating efficiencies. The first 20 years of his career were spent working as a distributor executive. Today, he is a regular speaker at industry events and spends much of his time coaching individual distribution companies. He can be reached at 503/282-2333, Jason@Distribution-team.com or at www.thedistribution-team.com.

Restroom planning guide available from Bobrick

NORTH HOLLYWOOD, CALIF. — Bobrick Washroom Equipment has completed production of the company's *Planning Guide for Accessible Restrooms*, which references the 2010 American with Disabilities (ADA) Standards for Accessible Design and the ICC A117.1-2009 Standards for Accessible and Usable Buildings and Facilities. The new standards became mandatory March 15, 2012.

The new guide presents the information in an easy-to-understand format and incorporates restroom floor plans and elevations, along with blue notes for children's facility measurements. It is the most definitive resource document for designing compliant commercial restrooms for buildings of all types.

Visit www.Bobrick.com.



Your Plumbing Connection for All Things HVACR



AHR EXPO[®]

INTERNATIONAL AIR-CONDITIONING • HEATING • REFRIGERATING EXPOSITION

January 28-30, 2013

Dallas Convention Center • Dallas, Texas

Co-Sponsors:

Honorary Sponsor:



Over 1,800 Exhibitors Displaying the Latest HVACR Products, Including:

- The Most Energy Efficient Heating Systems including Boilers, Hot Water Heaters, Heat Pumps, Radiant Heat, and more
- State-of-the-art Pumps, Compressors, Valves, Piping, Fittings and other Plumbing Components
- More Sustainable Options, including Geothermal, Solar, Building Automation & Controls and other Environmental-friendly Products
- Labor-saving Tools, Instruments, Software, and more



The World's Largest Marketplace for Sustainable HVACR Technology

FREE ONLINE REGISTRATION: www.ahrexpo.com

Produced and Managed by:

INTERNATIONAL  EXPOSITION CO. tel: (203) 221-9232 • e-mail: info@ahrexpo.com

2013 economy overwhelmingly influenced by election results

With both general elections and year-end fiscal cliff, plus possibly a renewed debt ceiling threatening to unstring a smooth transition to 2013, the short-term expedient toward a 2013 economic outlook for the New Year looks troubling.

Although several prominent academic economists reject the presidential election outcome as having little or no impact on the future economic trajectory, those, like myself, who stay in constant touch with the employment-heavy independent businesses beg to differ. In fact, the anticipated economic digression emanating from the policies of the two White House contenders have not been greater since the showdown in November 1932 by President Herbert Hoover and Presidential aspirant Franklin Delano Roosevelt.

Hoover was the ultimate exponent of federal government reduction, while FDR eventually initiated the "New Deal" which has left its Keynesian imprint, and its unprecedented future expansion on a previous independent business-oriented America to this very day.

Since I have been contacted by several clients regarding 2013 forecasts — especially in my area of intimate expertise, energy — I will be presenting parallel presentations, depending on which Administration will be dominant in economic program policy during the next four years. The following are the key points that will become the hallmark during the 2013-2017 presidential reign:

- The Republican and Democrat parties, and their respective leadership, will be presiding over ever-widening schisms that will be unrecognizable at the end of four years — every bit as much as Hoover-FDR and the subsequent Reagan-Carter digression.

An Obama re-election victory will keep America under government con-

- *Dems, GOP see totally different U.S. future*
- *Copper prices on roller coaster*
- *Oil, gas investment surging to new heights*
- *Fossil fuel/renewable showdown likely*
- *Natural gas ascendant*

trol by presidential executive order trajectory. This will result in the extinguishing of once-dominant American exceptionalism and a leveling of opportunity from "those according to their means to those according to their needs."

- The utilization of America's vast resources of oil, coal, and natural gas, which supersedes any comparable cumulative energy reserves in the world will be severely curtailed. Canadian oil will stop flowing South and will be redirected to Southeast Asia. Energy independence will forever be lost. The fool's errand of renewable energy (solar, wind, ethanol, bio-mass, etc.) becoming the environmentally acceptable alternative for power generation and transportation will sink America's treasury into an ever deeper sinkhole of irreversible debt growth.

- Worst of all, America will not only witness the permanent downsizing of its domestic expansion, but the loss of its super-power standing — the greatest instrument for civilized progress the world has ever seen.

Any hope for economic improvement must come from America's return to the independent business approach that saw the U.S. make its greatest strides during times of unfettered prosperity.

Copper retains role as outstanding global commodity

With the world's population of 7 billion having doubled in the past 65 years, multi-faceted commodity groups, (agricultural, commonplace and rare metals, fossil fuels and renewables, etc.) have played an ever-increasing role in the unprecedented growth the world has enjoyed. This has been primarily facilitated by the rapid evolution of the vast underdeveloped world.

But among the wide variety of global building blocks, copper stands out as a particularly prevalent entity. Admittedly, much of my 57-year-long business career has been involved with overseeing the purchasing, fabrication, component manufacturing, marketing and distribution of copper-based valves involved in residential, commercial, industrial construction, maintenance, and repairs of an unlimited number of applications. In effect, copper products (valves in my case) have proven to be at the heart of everything developed in flow control, without which

modern civilization couldn't possibly survive.

As such intense activity has spread throughout the world intent on reaching levels of civilized development never before witnessed within the world's seven continents, the search for copper mining has focused on such diverse locations as Chile, the U.S. Western desert, and Indonesia. This had produced a stable demand/supply ratio and relatively narrow price ranges in the gung-ho post World War II recovery period.

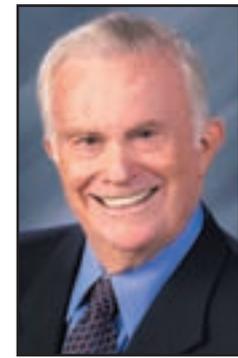
For the first 30 years of my business career, 1955-85, this demand/supply balance was never much lower than 70 cents per pound in recession, or over \$1.20 per pound in a subsequent recovery. But then, near the turn of the century, came the housing and commercial construction boom in the U.S. This was accompa-

Copper stands out as a particularly prevalent entity. In effect, copper products have proven to be at the heart of everything developed in flow control, without which modern civilization couldn't possibly survive.

nied by the development breakout of the Southeast Asian building super boom, which eventually drove the once well-contained global copper prices significantly over \$6 per pound. As the ongoing super-boom encompassing most of the world reached its peak in mid-2008, copper hit its highest ever level, exceeding \$7 per pound, even if only for a short time period.

China — which had turned its enormous growth engine toward internal residential, commercial, and industrial development away from exports and into structuring a new nation for its world-leading population of 1.4 billion — became a leading copper usage factor, relying primarily on copper imports.

But after the world's late 2008 economic sinkhole drove down commodity prices mercilessly to just below \$3 per pound, the Chinese and other Southeast Asian nations, which maintained monetary buying power rebounded the price back to over \$4.50 per pound by January 2011 through heavy investor acquisitions. But since mid-2011, copper has followed the turbulence of a shaky world economy that again dropped copper prices, as Europe fell into near recession. The return to \$3 per pound



BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

in late summer of that year was again followed by a tepid bounce to \$4 as 2012 began.

But currently this first quarter 2012 rebound has again faded, dropping under \$3.50, 16% below the same level last year. As the weak world recovery shows little signs of a new bounce back, the red metal price seems to be a realistic reflection of the world's gross domestic product's weak expansion projection.

2012 global oil & gas capital expenditures due to top \$1 trillion

If there were any doubt as to the in-

creasing surge of oil and gas capital expenditures (capex), the latest release by natural resource experts Global Data reports that a record-breaking \$1,039 billion removes such apprehensions. This trillion-dollar-plus amount eclipses last year's \$916 billion, a massive 13.4% increment.

The North American arena is covered primarily by production and deep sea drilling in America's vast land areas, plus Alaska's North Slope, Gulf of Mexico deep sea drilling, offshore Brazil, and even new beginnings in the Arctic Circle.

Investor confidence is increasingly confident in oil and natural gas futures, as exemplified by a recent peak of those two fossil fuel discoveries (242) last year alone. Higher prices and new technology are major factors in the surge.

North America is projected to generate the highest expenditures globally in 2012, with an expected \$254.3 billion, representing almost 25% of the world's massive revenue outlay. This leading global position is enhanced by such unconventional oil and gas activities as Canadian oil sands and the surprising acceleration of both oil and gas shale sites in expanding areas throughout the U.S.

Global Data predicts that the Asia-

Pacific arena capex expenditures will follow right behind with \$253.1 billion. The Middle East and Africa, once the world's kingpin, is destined this year for third place with \$220.6 billion.

In regards to company groups and units, national oil companies are expected to be well out in front in capex leadership, accounting for 50% of the world's capex expenditures. Integrated publicly-held oil companies comprise the rest.

The leading national oil companies are headed by China Petroleum and Chemical Corporation, Brazil's Petroleo Brasileiro S.A., and Petroiam Nasional Berhad, all of whom are substantially increasing their explorations and production budgets well into next year.

When considering the longer 2012-2016 period, Petrobras ranks first among the nationals, whereas Exxon Mobil is tops among the integrated oil companies. These two plan to undertake massive oil and gas expenditures of \$409 billion over the next five years.

Although these gigantic expansion plans will eventually bring impressive new oil and natural gas supplies on line, consistently higher prices and increasing demand will barely offset dry wells and such aging giant fields as Mexico's Cantarell, or the 35-year-old Prudhoe Bay fields of Alaska's North Slope. It will require America's oil and gas self-sufficiency and even their export to requite the world's needs for the rest of the century.

Fossil fuel/green energy confrontation becomes increasingly political

It should come as no surprise that the increasing polarization between advocates of renewable energy and traditional fossil fuels (coal, oil, and natural gas) would increase in fierceness during the current hot-button election campaign.

To punctuate the increasing antagonism emerging between the two energy approaches, each side has found a home in the forthcoming platforms of the contending political parties. These were made public at the respective GOP and Democrat conventions in late summer. Although the current energy confrontation did not originally emerge as a political confrontation, but was centered around the global warming debate, both President Obama and Republican presidential nominee Mitt Romney have taken diametrically opposed positions in their visions of America's energy future.

As the former Massachusetts Governor's platform has unfolded, the "87% solution" (coal, oil, and natural gas) has formed the centerpiece of his

energy policy. This was originally presented by Michael Economides, University of Houston Economics Professor. Economides, a highly respected and published energy expert, predicts that the aforementioned "fossil fuels triad" will continue to form the basis of 87% of global energy usage well into the next century.

Economides looks at renewable energy (solar, wind, geothermal, ethanol, biomass) as peripheral. Although it will slowly grow, the Professor contends that, taken cumulatively, renewables will not exceed more than 13% in total usage for the rest of the century. Economides, and others who support his position, see no signs of renewables being weaned off government subsidies in the foreseeable future. Consequently, he claims that the outburst of hydraulic fracturing (fracking) will move the U.S., Mexico, and Canada's oil sands into the world energy leadership position of providing the powering resource for transportation, electric power generation, and such end-use derivatives as chemicals and plastics.

President Obama, on the other hand, is totally committed to renewables and has indicated an acceleration of this disposition, if re-elected in November. By effectively cancelling the Trans-Canada XL oil pipeline, ostensibly for environmental reasons, plus putting roadblocks in the path of "fracking expansion" on federal lands, the President has emboldened EPA Chairman Lisa Jackson to snuff out coal production in the U.S., while showing little interest in expanding domestic oil production. Even natural gas, with which the nation's utilities are racing to displace coal is only tolerated as an interim replacement for coal. This once prevalent power generating source is expected to decline from 50% utility powering to 38% in a relatively short future time period. The gap between coal-powered shutdowns and switching to natural gas will likely trigger a number of mid-summer brownouts and blackouts.

The fast approach of the general elections in November, and their inevitable outcome, will clarify which of these alternatives will become the hallmark of America's energy future.

Natural gas provides generation's greatest investment opportunity

When appraising the diversity of commodities' values competing for investment dollars, natural gas has perennially trailed the pack. This is true in comparison with rare metals, such as gold and silver, other fossil fuels, like surging oil and fading coal, or even drought-shortaged agricul-

tural crops, focused on corn, wheat, or soybeans.

Although recently well-publicized as "the wave of the future," natural gas has left the bulk of the investment community unimpressed. Ironically, this generally overlooked commodity has suffered from the incredible reversal from shortage to glut in a short three years, due to hydraulic fracturing (fracking). This revolutionary process took the price of natural gas from an all-time high of \$15 per Btu a few short years before the recessionary economic breakdown in

Natural gas is rapidly displacing coal on the power grid. Accelerated by lower costs, plus Environmental Protection Agency regulations and restrictions, this should double the already prodigious use of natural gas as it displaces most of the coal.

2008, compared to the lowest level ever of \$1.90, earlier this year. This depressed price was further restrained by the recession-inspired lower demand, combined with the effusion of natural gas released by fracking's dramatic production success.

Even though natural gas hit rock bottom late in May, then surged 60%, before backing off slightly early in August, its multi-faceted future potential holds a promise not shared by any competing commodity investment. These comprise the following:

- U.S.-based natural gas/oil rigs have dropped to a 13-year low, down 46.8% from a peak in October 2011. This has induced a rapidly falling supply.

- Natural gas is rapidly displacing coal on the power grid. Accelerated by lower costs, plus Environmental Protection Agency regulations and restrictions, this should double the already prodigious use of natural gas as it displaces most of the coal, which had powered as much as 50% of national U.S. electric usage.

- Chemical plants are increasingly converting cheap and abundant natural gas into chemical derivatives and plastics. This is instigating new projects at a dozen plants in Texas alone, and making for the largest chemical expansion since the 1980s.

- Natural gas is getting a solid footing as a rapidly expanding transportation fuel. With compressed natural gas (CNG) about \$1.50 per gallon cheaper than gasoline, such large fleet owners as UPS and Fedex are attracted by the multi-millions of annual cost savings.

But the greatest potential for hugely expanded natural gas revenues lies in the upcoming liquid natural gas boom. This could fetch up to \$19 per million cubic feet in Asia, and an average of \$12 in much of Europe, as compared to \$3 in the U.S.

Such development should reach its upsurge big time within four years. It's expected that by the end of this decade, the scope of the natural gas industry will be multiplied many times over the current level. This will inure to the benefit of large energy companies, chemical converters and extractors. Those who invest at today's ground floor should reap the benefits tomorrow. ■

Morris R. Beschloss, a 57-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst emeritus for THE WHOLESALER.

NATE renews agreement with AHRI

ARLINGTON, VA. — At its recent meeting, the board of directors of North American Technician Excellence (NATE) renewed the organization's contract with AHRI to provide in-house services, including accounting, human resources and government relations. The board also formed a committee to conduct a search for a president to replace Peter Schwartz, who resigned to pursue other interests.

"In these economic times, it is important for NATE to remain lean and flexible and stay focused on the strategic responsibilities before it. It is essential that we continue to make use of the resources available through AHRI to provide support staff and services that are in har-

mony with what is best for both organizations," said NATE chairman Don Frenberg, who will lead the organization until a new president is identified.

Frenberg stressed that NATE is sound, is financially strong and is experiencing significant growth in HVAC/R technician certifications and recertifications. There currently are more than 30,600 NATE-certified technicians in all 50 states, holding 36,800 credentials. "Certified technicians are required to be recertified every five years and at the end of the first quarter of this year, more than 25% of those eligible have completed their recertifications," Frenberg said.

Visit www.natex.org.

What's urgent, what isn't...makes the difference

(Continued from page 8.)

A contractor should NEVER need to call ahead to see if you have “bread and butter” products in stock. Customers laugh at you and get mad at you when you stock out of these items. Even worse, they remember your stupidity for longer than you might hope.

a. First, your team must develop your company's list of “never be out of” (NBOO) items so your team knows clearly when to react.

b. Next, your team needs to know what actions are expected if a stock-out occurs. Personally, the list is so small and focused, you should consider sending someone in a car or truck to buy the stocked-out NBOO from your local orange or blue box. You could consider buying from a local wholesaler but then also consider that you are notifying a competitor that you are out of stock.

c. Sadly, over the years, I have seen branch teams “trained” by their coworkers to never stock out of NBOO items...the wrong way. Whenever, a customer tries to buy the last item, the sales person notes that it would cause a stockout and simply refuses to sell that last one. Selling the last item gets the branch unwanted attention from HQ. If a sales person does, accidentally, sell the last one in inventory, he is the one who has to run the errand to get the replacement plus he may get abuse from his coworkers.

4. Safety issues: Most wholesalers handle safety issues with the proper amount of urgency but it would be worth a quick review to insure your team knows the importance of safety and has the training and tools needed to address the common situations. Don't assume everyone will know what to do when the chips are down. For example, where will your team go if there is a weather emergency. Our area has the occasional tornado so we walked our team through the evacuation drill and have made it clear that nobody can stay behind based on their personal invincibility or their belief that tornados don't really exist.

Some areas that often are considered Not Urgent/Important that are neglected in favor of the Urgent/Not Important tasks:

1. Tending to the items that generate the most business: As we work with companies we often find that 50% of the sales and gross margin is generated by under 300 items. Often 80% of their business is generated by less than 2,000 items for wholesalers stocking

10,000 to 20,000 items. Of course, your numbers may be different but you will probably discover that your sales are generated by a surprisingly small number of items.

a. The top 300 should get special attention for pricing. When items are purchased this often, they are probably the ones that are price-checked more often. Maybe 80 to 100 items will be what we call “benchmark items” where customers compare your price to other wholesalers to see who has fair and competitive pricing.

b. These items may also be profit opportunities because they are the ones whose margin is most often “trashed” when there are pricing discussions or overrides. By trashed I mean their margin is reduced below the market because the customer is a better negotiator than the wholesaler's sales person. See if you can take some of your sales team's generosity back. It may be a good opportunity to coach some of your sales “robin hoods” about protecting your profits.

c. While you are looking at these important items, take a peek at the other items in the line to see if the line's margins have been dragged into the muck by the benchmark items. Computer systems make it so easy to misprice entire lines at the press of a key that is happens more than you might imagine.

d. These 300 are also ripe for special inventory management. These are your top candidates for your “never be out of” (NBOO) item list I mentioned above. As a reminder, Extra safety stock may be appropriate. (Ask your inventory team to show you how to see and set the safety stock for an item. You will learn three important things: 1) How to look at the safety stock which allows you to compute the amount of dead inventory assigned to safety stock; 2) Whether any of the settings have been changed from the 50% safety stock setting established when your computer was originally installed (For years 50% safety stock has been a “default” setting used by installers); 3) Whether your inventory team knows how to view and set safety stock.

e. Some wholesalers move some or all of their “fast movers” closer to the counter to reduce the picking time and energy required to deliver these critical items to customers across the counter.

2. The items that generate the least business: Something is wrong and someone needs to understand precisely what is wrong.

a. Do customers in your area use

the product? If they don't but they should, you will need to generate demand or get rid of the items. Do they use another brand? If so, you will need to create demand for your brand or get rid of the inventory.

b. Assuming customers use these products, do your customers know you are selling the items?

c. Does the sales team know that you sell them? (Don't think this isn't happening in your company.)

d. Is your price so high that customers only purchase them from you when everyone else is stocked out? The margin percentages may look great but the “hoping a competitor will stock out of an item so you can sell some” is not a legitimate or high-probability marketing strategy.

e. Is your price too low? Often these slow-movers are priced along with other items in their groups instead of taking advantage of the profit opportunity that they represent. For years we have suggested that companies look at items generating a turn and earn (T&E) of less than 100. (T&E=GM% x Inventory turns. Note: GMROI is not the same so don't intermix.) These slow movers have high carrying costs which dictate that the gross margin be higher for the company to make a profit.

3. The customers that generate the most profit: As above probably a surprising small number of customers. Note that I changed to profit (instead of business) since those are the ones who most directly impact your success or failure.

a. Try to understand these customers so you can prospect for more of them. Just like panning for gold, you have to sort through a lot of mud to find the nuggets...but it is worth it.

b. Frankly, low-margin, pain-in-the-assets customers who don't intend to pay you are pretty easy to find. These contractors are the “mud” I mentioned above.

4. Customers with great pricing generating low gross margins... who don't deserve that pricing:

a. I start with the idea that few, probably zero, customers deserve below-breakeven pricing. Whenever I hear of wholesalers in a bidding war to see who can become the “biggest loser,” I am amazed. I think the emotion of the situation takes over when it is happening but you have to go back and look at these customers in the light of day. As I have said before, selling below breakeven is like selling dollar bills for 90 cents...little selling skill is required.

b. Sometimes these are guys who once upon a time deserved your best pricing but, for whatever reason, have cooled. First, try to get them back as a regular customer but failing that,

quietly raise their prices.

c. Sometimes these are customers who have just out-foxed your sales team. They promise, threaten, coerce, sweet-talk wholesalers into surrendering their virtue(pricing) but have no intension of a long-term happy marriage.

5. People at the top and bottom of your performance spectrum:

a. Make sure your best get treated best. First, in appreciation and, to the extent possible, in compensation.

b. Take a step back from your “Hanky-kissers” to objectively evaluate their true performance after washing out their smiling, friendly, often fun personality.

c. Make sure any non-performers get coaching to improve their contribution.

6. As you look to hire, spend the time to identify really good people for your team:

a. Most owners will acknowledge that their past success was directly related to their ability to identify and hire great people for the company.

b. As companies grow, hiring is often delegated without training the hirers to identify and hire great people. The results are predictably bad.

The only box we have not discussed is Not Urgent/Not Important. The idea is to spend as close as possible to none of your important time doing tasks in this box.

I recommend that you consider reading or listening to a couple of Stephan Covey books for more ideas on improving your understanding of this simple concept. If you would like a copy of my version of Covey's matrix with populated with tasks specific to hard-goods wholesaling, send me an e-mail rich@go-spi.com

Hopefully, my list will get you thinking about your own list of Important activities that will yield the highest returns for you and your company. If you just resist the temptation to slide into the Urgent/Not Important box and use that time to work on a Not Urgent/Important project you will be miles ahead. ■

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

VIEWPOINT

Mary Jo

(Continued from page 138.)

In 2010, 85% of people who graduated from college moved back home and 64% of parents actually help their adult kids with errands. They are basically keeping these young adults as adolescents. People are getting married later, having kids later. All the things that used to hold you to a place and require you to work have gone away. What that creates is a kid who can go travel and ‘find themselves’ while having their parents support them.”

• **Technology and media.** “In the past, technology has moved at such a slow pace, but in recent years it has been one innovation and launch after another. So for Gen Y, they have grown up with a plethora of options available for communication. It has led them to have extremely high expectations. These forms of media have helped them develop their dreams of what they want.”

• **The world we live in.** “This is not a generation that believes it’s promised anything. You can’t wait to live your life later because we’ve learned from our parents that is not a good bet. So this generation is saying ‘Here are the things we want. How can we meet in the middle?’ This generation is very vocal. We will tell you what we want and that can be very off-putting to people who aren’t used to that.”

The book *Love Them or Leave Them* analyzed exit interviews when members of Gen Y changed jobs, and found that 80% leave because of just one bad experience with a manager. Hira stressed that it’s not that Gen Y lacks initiative; they just need structure. So she outlined several strategies to keep valued Gen Y employees in your organization:

• **Focus on a mission.** “When you articulate your mission to the young people in your company, you have to think about what makes you unique. Sometimes we don’t communicate well about what we really do and how much we like it. Ambassadors of our organizations need to do a better job. Be honest about who are you, and what your goals are. Engage the younger people as partners and let them know you want them to help you attain those goals.”

• **Opportunity.** “The biggest complaints of young people is that they saw or were told all kinds of exciting things when they were being recruited, and now all they are doing is stapling and filing. It’s not that they mind some of the tasks, but don’t build up something and then not let them be a part of it. Gen Y doesn’t

necessarily want titles or prestige, but they do want to feel appreciated, learn and build skills. Think about how to give them those experiences. Talk with them about the type of skills they need to move up the ladder, not just putting in the years. It’s not that a Gen Y doesn’t want to stay at a company for 30 years; they just don’t want to stay in same job.”

• **Community.** “We assume it exists because we’re all connected by technology. Gen Y really craves community; they just don’t know how to build it. They have a harder time building face-to-face relationships because of their rabid use of technology. Let them have a chance to get to know you and build a relationship. Structure face time with them. Technology is a great enhancement but it can’t create a community. You can. You don’t want them to leave your companies. Tell them what is so exciting about your company and what is so essential to your brand.”

Hira also emphasized the importance of ensuring a quality experience when selling to members of Gen Y — especially with the growing influence of social media: “Gen Y has so much power to spread the word of their experiences, both good and bad. All of your marketing efforts can fly out the window with one bad experience because Gen Y documents the vast majority of their lives, including consumer experiences, on social media.”

She closed with a few very important tips:

• Don’t just think of this group as Gen Y; think of them as Gen WHY because they are always asking questions.

• State your expectations. Tell them what you need for them to dress like, look like and act like. Respect them as individuals, but let them know the image they must maintain to represent your company.

• It’s all about selling yourself and your company to Gen Y. Show them how great it is to be in this industry, in your community, and within your company.

My sincere thanks to Terry Shafer, Linda Wilbourn and everyone at SWA for their gracious hospitality again this year! See a photo montage from the SWA Annual Convention on page 106 of this issue. ■

Mary Jo Martin is editorial director of THE WHOLESALER. She can be reached at 972-315-9803 or editor@thewholesaler.com; follow her on Facebook at maryjomartintx or Twitter at @maryjomartin. And don’t forget to “Like” THE WHOLESALER on Facebook to keep up with all the latest news and special events!

• Be sure to visit www.thewholesaler.com for web exclusive articles and videos! •

UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (Requester Publications Only)

1. Publication Title: The Wholesaler 2. Publication Number: 351-650 3. Filing Date: 10-5-12

4. Issue Frequency: Monthly 5. Number of Issues Published Annually: 12 6. Annual Subscription Price (if any): \$100

7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):
2145 Shermer Rd Ste A Northbrook, IL 60062 Contact Person: Cate Brown
Telephone (include area code): 847-564-1127

8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):
2145 Shermer Rd Ste A Northbrook, IL 60062

9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):
Publisher (Name and complete mailing address): Tom M Brown Jr. 2145 Shermer Rd Ste A Northbrook, IL 60062
Editor (Name and complete mailing address): Mary Jo Martin 2145 Shermer Rd Ste A Northbrook, IL 60062
Managing Editor (Name and complete mailing address): Same as above

10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)

Full Name	Complete Mailing Address
<u>Tom Brown</u>	<u>2145 Shermer Rd Ste A Northbrook, IL 60062</u>
<u>Barbara Brown</u>	<u>Same as above</u>
<u>Catherine Brown</u>	<u>Same as above</u>
<u>Laura Schulte</u>	<u>Same as above</u>

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box None

12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)
 Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

13. Publication Title: The Wholesaler 14. Issue Date for Circulation Data Below: September 2012

15. Extent and Nature of Circulation

		Average No./Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		<u>31,695</u>	<u>31,353</u>
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)	(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3841 (include direct written request from recipient, telemarketing, and Internet requests from recipient; paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies)	<u>26,233</u>	<u>27,354</u>
	(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3841 (include direct written request from recipient, telemarketing, and Internet requests from recipient; paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies)		
	(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®		
	(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g., First-Class Mail®)		
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))		<u>26,233</u>	<u>27,354</u>
d. Non-requested Distribution (By Mail and Outside the Mail)	(1) Outside County Nonrequested Copies Stated on PS Form 3841 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	<u>4,598</u>	<u>3,448</u>
	(2) In-County Nonrequested Copies Stated on PS Form 3841 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		
	(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g., First-Class Mail, Nonrequestor Copies) mailed in excess of 10% limit mailed at Standard Mail® or Package Service Rate(s)		
	(4) Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms, and Other Sources)	<u>304</u>	<u>300</u>
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3) and (4))		<u>4,902</u>	<u>3,748</u>
f. Total Distribution (Sum of 15c and e)		<u>31,136</u>	<u>31,102</u>
g. Copies Not Distributed (See Instructions to Publishers #4, page #3)		<u>559</u>	<u>251</u>
h. Total (Sum of 15f and g)		<u>31,695</u>	<u>31,353</u>
i. Percent Paid and/or Requested Circulation (15c divided by 15h times 100)		<u>84.252</u>	<u>87.952</u>

16. Total circulation includes electronic copies. Report circulation on PS Form 3258 worksheet.

17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the October 2012 issue of the publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: Cate Brown VP, Operations Date: 10-5-12

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Murray Supply hosts A.O. Smith counter days

WINSTON-SALEM, N.C. — Murray Supply Company held A.O. Smith High Efficiency Revolution Tour counter days, with the assistance of Rep South, at the Raleigh branch on the Winston-Salem branch and the Charlotte branch this spring. Customers and employees walked through the A.O. Smith 45-foot motor coach to view the high-quality water heaters that were on display.

MTI Baths recognized as top workplace

ATLANTA — MTI Baths, based in Sugar Hill, Ga., was once again recognized as an Atlanta Journal-Constitution Top Workplace for 2012.

“The culture at MTI encourages employee feedback and fosters the growth of the business, taking ideas from every department, not just upper management,” said an MTI employee who responded to the newspaper’s exhaustive metro-wide survey of Atlanta area workplaces.

President Russell Adams commented, “The key to MTI’s success has always been the people. It is an honor to be named a Top Workplace based on the input from these hard-working team members.”

MTI is an employee-owned company. The artisans at MTI handcraft tubs and other products to the personalized specifications of individual buyers. Employees at all levels are committed to customer service and to creating products with style and purpose that will last a lifetime.

Visit mtibaths.com.

Thomas & Betts specification guide available online

MEMPHIS, TENN. — Thomas & Betts’ Product Specification Guide, a compilation of various specifications that govern the selection, use and specification of T&B products, is now available online at www.tnb.com/productspecguide. These Thomas & Betts product guide specifications have been prepared as an aid to specifying engineers for the proper selection, use and specification of electrical products.

Similar to the print and compact disc (CD) versions, the online Product Specification Guide is organized by product category, but adds the extra functionality of being searched by brand as well. Each product category offers a set of specifications that can be downloaded from the site in Microsoft Word format, which enables the specifying engineer to copy and paste information to other documents.

A.O. Smith and Rep South representatives were instrumental in explaining the benefits and uses of the multiple water heaters on the motor coach. The products on display included the following high efficiency

products: Voltex hybrid electric, Effex high efficiency gas, NEXT hybrid gas, ProMax-standard and power vent, Vertex water heater and the A.O. Smith tankless.

Visit www.murraysupply.com.



CLASSIFIED ADS

EMPLOYMENT OPPORTUNITIES

BROEDELL
PLUMBING SUPPLY, INC.
**FLORIDA WHOLESALER –
BRANCH MANAGER**

Broedell Plumbing Supply, Inc., an expanding multi-branch distributor (using Eclipse software), is seeking well organized, service oriented, self-motivated professional branch manager. Excellent compensation package with base salary, commission, car allowance, 401(k) and medical. Must have at least 5 years experience. Fax resumé and salary history to:

(561) 743-1094 or e-mail to: jbroedell@broedell.com

SALES EXECUTIVE

Mincron Software Systems seeks seasoned sales professional with experience in the wholesale distribution industry selling advanced, complex ERP systems, add-ons, and warehouse automation systems. Candidate must be highly motivated, self-directed/managed with a strong work ethic, positive attitude, well organized and detail-oriented. Must have excellent presentation skills and be able to travel. Experience with Eclipse, Infor, Activant, and/or Prophet 21 a plus.

Contact: jobs@mincron.com



Inside Sales New Jersey

EVERFLOW is seeking highly-motivated, energetic person to sell comprehensive line of PVF and Plumbing Specialties. Desired candidate should have previous sales experience, with excellent communication skills and detail oriented. Requires travelling one week per month.

Please submit resume to:
info@everflowsupplies.com.

NATIONAL SALES MANAGER

A well established importer of PVF, plumbing and heating products is in search of a national sales manager. Candidate must have a minimum of 5 years experience in the plumbing/PVF industry, calling on wholesalers and mechanical contractors, with a minimum 3 years experience in sales.

- Must be experienced in selling commodity products!!!
- Individual must be self-motivated and willing to travel 2 weeks out of a month. Base salary range is \$70,000 to \$80,000.00 with \$100,000.00 in bonus earnings.

pipeline471@yahoo.com

OUTSIDE SALES

Move to beautiful Hot Springs, Arkansas and have fun selling. Sanders Supply is growing and looking for an outside plumbing salesperson with a commercial emphasis. Please e-mail resumé and inquiries to:

DQuarles@sanderssupply.net

PROFESSIONAL SERVICES

“Cliff is a consummate professional. His knowledge of Sustainability and LEED certification has helped our company uncover substantial cost savings.”

—Industry Leading
Manufacturer

Cliff D'Angelo, “Green” columnist
for *The Wholesaler*

20-plus years helping
the plumbing industry

Proven programs specifically
for Plumbing Distribution

Contact 407-459-0053
greencliff@netbusiness.com

GREENCLIFF
The edge in energy efficiency

CRANE

CRANE ChemPharma Flow Solutions
CRANE Energy Flow Solutions

REGIONAL SALES MANAGER North American Valve Group

Gulf Coast

At Crane, we strongly believe that attracting and retaining the highest quality people is the best insurance of success. Our goal is to recruit talented people and train them within a culture that calls for performance with trust and respect.

These field-based positions will be capable of promoting and selling Crane Energy industrial valves throughout the assigned territory working through assigned MROs, Specifying Engineering Companies, EPC Contractors, Mechanical Contractors and Industrial End-users to achieve sales goals and company objectives.

This position requires industrial PVF experience.

Crane offers a competitive salary, paid vacations, medical, 401(k), quality health benefits, flexible spending accounts, income protection benefits (life insurance) and tuition reimbursement.

It is the policy of Crane Energy to provide equal employment opportunities to all applicants. We assure you that your opportunity for employment depends solely upon your qualifications

Please send resumé in confidence to:

VP/General Manager
North American Valve Group
tfavilla@craneenergy.com

Watch our
November issue
for the Industrial
PVF Report!

SUPPLIERS

LOS ANGELES BOILER WORKS INC. WELD CAPS



www.LABOILER.com
 •Weld Caps • Tank Heads • Manholes •
 •Handholes • Hinged Closures•

• **PIPE WELDING CAPS** •
 • **HEAVY WALL PIPE CAPS** •

A COMPLETE LINE OF BUTT WELD CAPS THRU 48". STD.XH, GAS LINE, SCH. 20 THRU XXH.

L. A. BOILER WORKS INC.
 707 N. 20TH ST.
 PO BOX 948
 BLACKWELL, OKLAHOMA 74631
 Toll Free
 800-421-9830
 580-363-1312



Check out our full line of products at:
www.LABOILER.com
A MARK OF QUALITY
 Thank You For Allowing Us To Serve You
 For The Past 120 Years 1892-2012!
 Weld Caps • Tank Heads • Manholes • Handholes • Hinged Closures

WE ARE BUYING!!!

ARE YOU SELLING?

- VALVES
- INSTRUMENTATION
- ELECTRICAL CONTROLS
- PROCESS EQUIPMENT
- PROCESS CONTROLS
- PLANT MACHINERY
- PSA SNUBBERS, ETC.

VISIT
 www.FerncroftManagement.com

email: valvebuyer@ferncroftmanagement.com

T. 978-815.6185
 FAX. 603-814-1031

Ferncroft Management, LLC

CELEBRATING 35 YEARS OF SURPLUS

Philmac UNIVERSAL TRANSITION COUPLINGS (UTC)



Connecting pipe sizes from 1/4" to 2"
 • Copper • Steel
 • CTS PE & PEX • Stainless Steel
 • PVC • PE IPS-CO
 • ABS • PE SDR 7-15
 • Galvanized Steel • Lead

Rated 200psi @ 73°F, 150psi @ 100°F
 100% Lead Free

HARCO Fittings
 http://www.harcofittings.com
 (800) 825-7094

WANT TO BUY

WANTED TO BUY
Contractors! Wholesalers!
 Sell us your surplus or overstock plumbing materials. Black, Galv., PVC, Groove, No-Hub, Copper, Brass, Weld Flg's & Fittings, Valves, SS316 & 304, etc.
Excess Plumbing, Inc.
GSchneider@ExcessPlumbing.com
 Ph. 602-252-1280 • Fax. 602-252-1668

Get more **BANG** for your advertising buck with a display advertisement in *The Wholesaler!* See this page for your nearest advertising sales representative!



OVERSTOCKVALVES.COM sells specialty valves and fittings at unbeatable discount prices. We also offer additional volume discounts on certain products and **FREE SHIPPING** to the entire continental United States. Visit www.overstockvalves.com

PROFESSIONAL SERVICES

There are three kinds of companies today:

- Those who **MAKE** it happen;
- Those who **WATCH** it happen;
- Those who **WONDER** what happened.



"MAKES IT HAPPEN."

FOR ALL YOUR RECRUITING NEEDS...
 Contact

Joe McElmeel, Chairman & CEO
 Brooke Chase Associates, Inc.
 877-374-0039 xt. 222
jmcelmeel@brookechase.com • www.brookechase.com

THE WHOLESALER
www.thewholesaler.com

Publisher Tom M. Brown Jr.
Administrative Assistant Sadie Bechtold

Editorial Director Mary Jo Martin
Production Manager Cate C. Brown

Managing Editor James Schaible
Prepress Coordinator Mark Bruno
PVF, Industry and Economic Analyst Emeritus Morris R. Beschloss

Editorial Offices: 2165 Shermer Road., Suite A, Northbrook, IL 60062
 Phone: 847/564-1127, Fax: 847/564-1264, e-mail: editor@thewholesaler.com
Direct subscription inquiries to: Cynthia Lewis, Creative Data Services; 440 E. Quadrangle Dr., Suite E, Bolingbrook, IL 60440; clewis@cds1976.com; Phone: 630-739-0900 ext 203, Fax: 630-739-7648

Sales Offices

Midwest, Southeast, E. Canada David Schulte 2165 Shermer Road, Suite A Northbrook, IL 60062 847/564-1127 Fax: 847/564-1264 dave@tmbpublishing.com	East (Indiana; W. Mich.) Brad Burnside 2165 Shermer Road, Suite A Northbrook, IL 60062 847/564-1127 Fax: 847/564-1264 brad@tmbpublishing.com	West, Texas Diane Spangler P.O. Box 9802 Fountain Valley, CA 92728 714/839-6700 Fax: 714/839-6777 diane@tmbpublishing.com
--	---	--

Classified ad sales
 Sadie Bechtold: 847-564-1127

TMB Publications, Inc.
 Tom M. Brown Jr., President

The Wholesaler® (publication number USPS 351-650 ISSN 0032-1680) is a trademark of TMB Publications, Inc. The Wholesaler® is published monthly by TMB Publications, Inc., 2165 Shermer Rd., Suite A, Northbrook, IL 60062; tel. 847/564-1127; fax 847/564-1264. Copyright 2012 by TMB Publications, Inc. All rights reserved under the United States, International and Pan-American Copyright Conventions. No part of this publication may be reproduced, stored or transmitted in any form or by any means, mechanical, photocopying, electronic recording or otherwise, without the prior written permission of TMB Publications, Inc. The Wholesaler® is delivered free of charge to qualified subscribers in the U.S. and Canada. Others: U.S., U.S. Poss. and Canada, \$100/yr.; two-year annual subscription rate U.S. and Canada, \$155; other countries, \$200/yr. or \$300 for two year (U.S. funds) plus \$20 surface postage. Single copies, \$15. Periodical postage paid at Northbrook, IL and additional mailing offices.
 • POSTMASTER: Send address changes to The Wholesaler, Creative Data Services, 440 Quadrangle Dr., Suite E., Bolingbrook, IL 60440. clewis@cds1976.com
 • Publications mail agreement No. 41499518: Return undeliverable Canadian addresses to PO Box 503, RPO West Beaver Creek, Richmond Hill ON L4B 4R6

Understanding 'Gen WHY?'



BY MARY JO MARTIN
Editorial director

Despite the onslaught of rain and wind from Tropical Storm Debby, the Southern Wholesalers Association hosted a very successful Annual Convention in late June at the Bay Point Resort in Panama City Beach.

More than 450 attended this year's meeting, representing 42 wholesaling companies, 62 manufacturers and 30 rep firms. This was an 8% increase over last year's meeting, and executive director Terry Shafer was extremely pleased with the turnout — especially in light of the challenging weather conditions. And the organization itself continues to grow, adding eight new wholesaler members and five vendors this year.

With a theme of "The New Normal," SWA tackled issues relating to the changing business conditions and adjustments that businesses must make to ensure a solid future. Issues discussed included, of course, the economy, but also pricing pressures and the Internet's influence on buying and research practices.

SWA President Randy Wool of Wool Wholesale Plumbing Supply in Miami welcomed attendees during the opening session. "We've experienced four years of challenging times and we've all survived," he noted. "We're still here today. Now we need to have a shift in thinking from surviving to looking at

the future. Business is probably going to be done a lot differently, and probably with less profitability.

"Value added is the big buzzword. If you don't add value to the chain of distribution, you're going to be bypassed. Wholesalers, manufacturers and reps need to work together to make sure we all have a place in the channel. SWA and ASA are vehicles to help us survive."

Nadira Hira, an expert on Generation Y, gave a great presentation on employing, attracting and selling to this most unique group of young adults. "Our 'New Normal' is really about a shift in demographics," she explained. There are currently 78.5 million Baby Boomers in the workforce — who still comprise the bulk of company management teams — while there are 48 million Gen Xers and 80 million from Gen Y. As Hira emphasized, "There is no way to keep your companies going or to build a succession plan without involving Gen Y. You have to figure out a way to bring them into the fold."

There has been much discussion on the differences between the generations, primarily when it comes to communication, responsibility and ambition. Hira outlined the three primary factors that have shaped Generation Y:

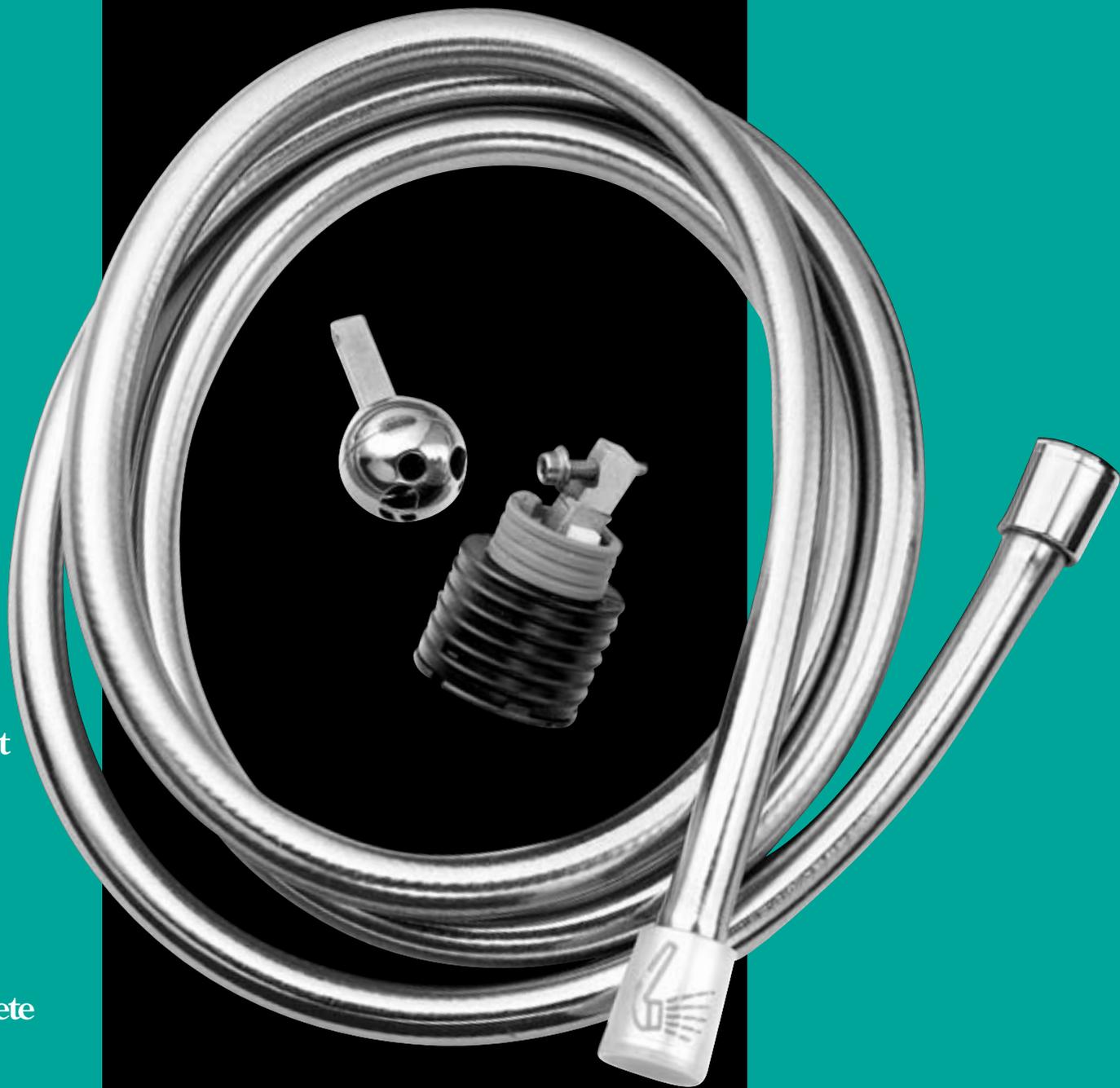
- **Their parents.** "This generation was raised by over-indulgent, over-involved Baby Boomer parents who raised their kids to be that way. Boomers were the original self-absorbed generation. They invented the idea that work was supposed to be fun. When Gen Y comes to work, we're not just looking to feed our families, we are looking for fulfillment.

(Turn forwarded to Mary Jo, page 135.)

Advertisers Index

A.Y. McDonald71 www.aymcdonald.com	Duratrac19 www.duratracinc.com	Josam14 www.josam.com	Sioux Chief31 www.siouxchief.com
AHR Expo131 www.ahrexpo.com	Easyflex21 www.easyflexusa.com	Kessler69 www.ksdusa.com	Sloan50 www.sloanvalve.com
Allied Group of Companies7 www.allied-grp.com	Eemax20 www.eemax.com	Kissler121 www.kissler.com	Smith Cooper5 www.smithcooper.com
Anderson Metals6 www.andersonmetals.com	Energy Metals33 www.emetalsinc.com	Kitz111 www.kitzus-kca.com	Stiebel Eltron34 www.stiebel-eltron-usa.com
Anvil59 www.anvilintl.com	Embassy Group26 www.embassygrouppltd.com	LAARS49 www.laars.com	SureSeal Mfg.99 www.thesureseal.com/tw
Arrowhead Brass36 www.arrowheadbrass.com	Epicor60 www.epicor.com/distribution	LegendIFC www.legendvalve.com	Taco83 www.taco-hvac.com
Asia Factory Direct17 www.asiafactorydirect.com	Eternal Hybrid Water Heater57 www.eternalwaterheater.com	Leonard Valve85 www.leonardvalve.com	T & S Brass127 www.tsbrass.com
Bootz12 www.bootz.com	Everflow15 www.everflowsupplies.com	Liberty Pumps51 www.libertypumps.com	TaChenBC www.tachen.com
Bradford White105 www.bradfordwhite.com	Falcon Stainless113 www.worldsbestconnectors.com	Matco Norca9 www.matco-norca.com	Tapco76, 77, 88, IBC www.tapcogenuinepartscenter.com
BrassCraft119 www.brasscraft.com	Forgings, Flanges, & Fittings46 www.onestopvpf.com	MC Tubular123 www.mctp.com	Tenton Pipe & Nipple70 www.trentonpipe.com
C & C Industries35 www.candcvalve.com	Forged Components109 www.forgedcomponents.com	Merit Brass103 www.meritbrass.com	Titan Flow Control66 www.titanfci.com
Cash Acme95 www.cashacme.com	Franklin Electric87 www.franklin-electric.com/lg	Metropac56 www.metropac.com	United Pipe13 www.united-pipe.com
CD Sales73 www.centraldistributionsales.com	General Pipe Cleaners, a div. of General Wire Spring11, 72 www.drainbrain.com	Multalloy67 www.multalloy.com	Utica Boilers79 www.uticaboilers.com
Central Control Components117 www.centralcomponents.com	Global Pipe Supply47 www.onestopvpf.com	Navien America37 www.navienamerica.com	Val-Fit, Inc.41 www.valfit.com
Century Brass115 www.centurysalesmfg.com	Greenlee Textoron65 www.greenlee.com	Neoperl24 www.neoperl.com	Val-Fit, Inc.41 www.valfit.com
Chronomite Laboratories28 www.chronomite.com	Global Stainless Supply47 www.onestopvpf.com	Noritz61 www.noritz.com	Vaughn Heaters86 www.vaughncorp.com
Core Pipe27 www.corepipe.com	Holyoke Fittings82 www.holyokefittings.com	Panasonic91 www.panasonic.com	W.O.I.43 www.woihouston.com
Control Supply25 www.controlsupplycorp.com	Huntington Brass117 www.huntingtonbrass.com	PNC Bank53 www.pnc.com/cfo	Watts29 www.weareleadfree.net
Davey30 www.daveyusa.com	JC Whitlam55 www.flow-aide.com	Quietside125 www.quietside.com	Webstone59 www.webstonevalves.com
DDI System39 www.ddisys.com	JMF18 www.jmfcompany.com	Red-White Valve Corp.107 www.redwhitevalvecorp.com	Weldbend22, 23, 62, 63 www.weldbend.com
Delta Products Corp.75 www.deltabreez.com	John Guest32 www.johnguest.com	Rockford Separators128, 129 www.rkfdseparators.com	Westbrook Mfg.101 www.westbrookmfg.com
Dodson Global81 www.dodsonglobal.com		Saniflo44 www.saniflo.com	Worthington Cylinders, Inc.93 www.worthingtoncylinders.com
		Service Metal89 www.servicemetal.net	Your Other Warehouse45 www.yourotherwarehouse.com
			Zoeller97 www.zoeller.com

Tapco is a national distributor of Hansgrohe OEM genuine faucet repair parts for kitchens, lavatories and shower valves. Tapco will ship your order of packaged Hansgrohe parts within 24 hours. No extra charge for same day shipment on Hansgrohe orders received by noon eastern time. Tapco acknowledges FAX orders promptly by return FAX, complete with list prices.



Hansgrohe

For reliability...
buy Hansgrohe
OEM genuine
parts from Tapco.

Tapco
P. O. Box 2812
Pittsburgh, PA 15230
412-782-4300

Tapco

GENUINE PARTS CENTER®
FAX 800-223-1067

Excellence in Execution . Efficiency in Motion



TGI STAINLESS PVF

STOCKING APPROVED STAINLESS PVF FOR
YOUR MAJOR AML REQUIREMENTS

LOS ANGELES, CA. HOUSTON, TX. CHICAGO, IL. BURLINGTON, NJ.
ATLANTA, GA. SEATTLE, WA. LAKELAND, FL. CLEVELAND, OH.

Industry Leading Web Order System | One-Stop-Shopping Open 24/7
www.tachen.com | 1.800.652.0003



TA CHEN
INTERNATIONAL, INC.

See contact information on page 138