

THE A TMB Publication WHOLESALER

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



This month, Lyon Conklin celebrates 150 years in business. The HVAC distributor has strong roots in the Mid-Atlantic. Since its acquisition by Ferguson in 1995, Lyon Conklin has grown from five to 24 locations. According to general manager David Brown, Lyon Conklin is a one-stop shop for contractors when it comes to HVAC equipment, supplies, tools, parts and sheet metal. See feature on page 110.

14 additional acres of stock

GSS launches new subsidiary, expands pipeyard

HOUSTON — Global Pipe Supply (GPS), the carbon seamless pipe master distributor and the newest subsidiary under Global Stainless Sup-

ply's umbrella, broke ground last month on their new 14-acre pipe yard. The new yard is located directly across the street from Global Stainless Supply and Forgings, Flanges & Fittings' new 250,000-square-foot, state-of-the-industry Houston facility.

Industry veterans Paul Brahier (formerly of Dixie Pipe and Texas Pipe) and Mike Chambers
(Turn to Global... page 32.)

APR Supply to acquire YC Supply

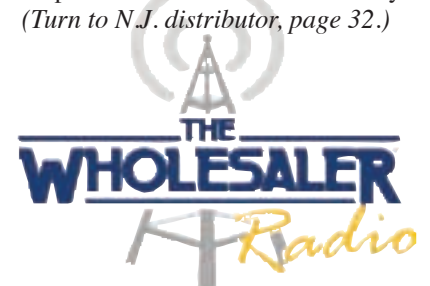
LEBANON, PA. — Scott Weaver, president of APR Supply, announced plans to acquire the plumbing, heating and air conditioning distribution business of YC Supply, based in York, Pa. The acquisition is expected to close this month.

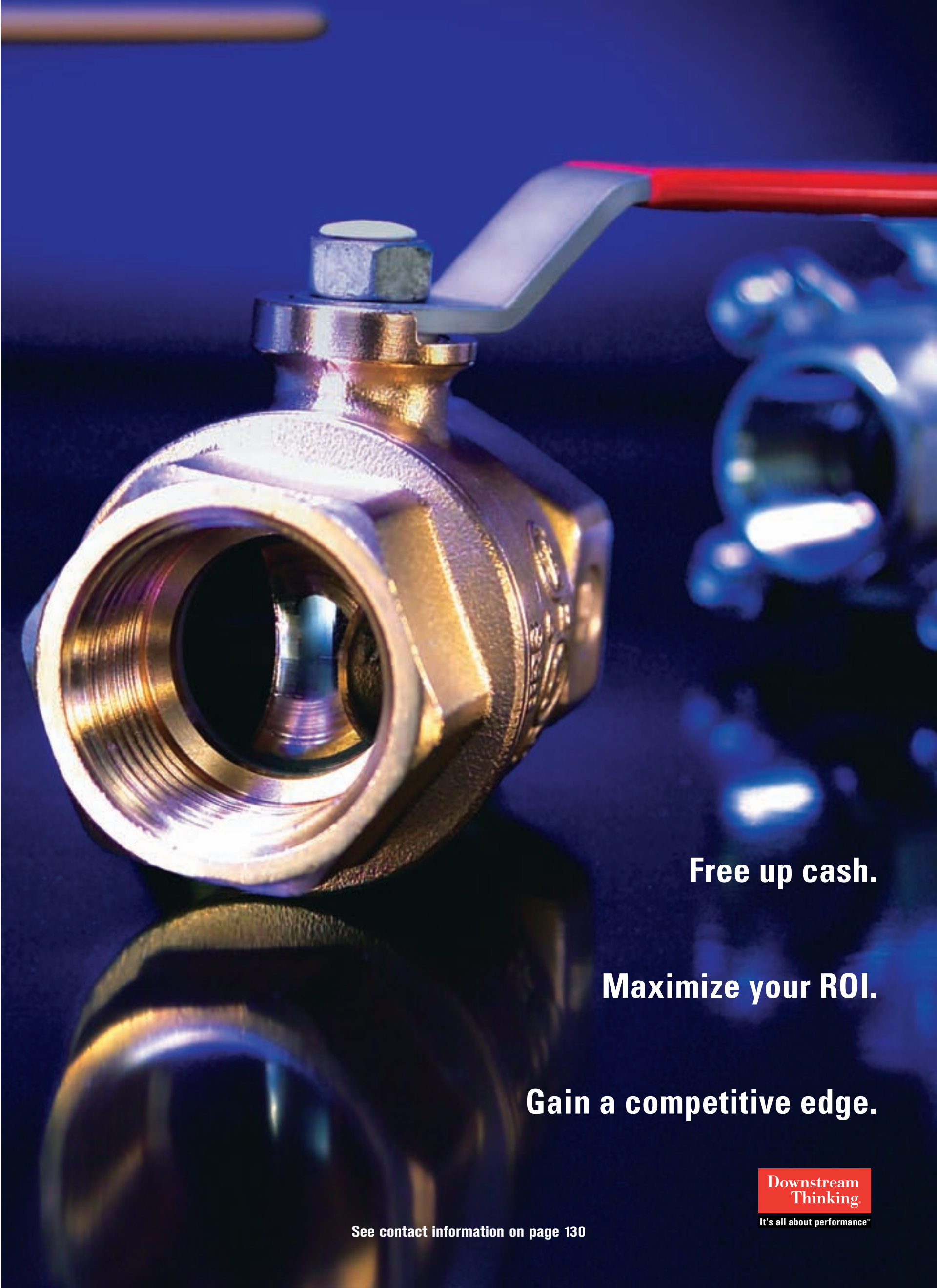
“We’ve been respectful competitors in the same market for many generations...
(Turn to ‘Respectful...’ page 32.)

Blackman buys Ridgewood Corp.

BAYPORT, N.Y. — Blackman Plumbing Supply, a distributor of plumbing, heating and cooling supplies since 1921, has acquired Ridgewood Corporation, a supplier of similar products, based in Ridgewood, N.J.

“The acquisition of Ridgewood will allow Blackman to effectively expand our operations throughout New Jersey, from the suburbs of Philadelphia to the lower Hudson Valley
(Turn to N.J. distributor, page 32.)





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HOLDRITE announces name change, launches new website

VISTA, CALIF. — HOLDRITE®, a premier manufacturer of construction products for both residential and commercial markets, announced that the company, formerly known as Hubbard Enterprises/HOLDRITE, will now be known as HOLDRITE.

“The HOLDRITE name clearly defines each of our product lines under one uniform brand,” said Tim McConnell, vice president-sales and marketing. “The name change allows us to continue to leverage our innovative products and services in our constant pursuit of solving customers’ problems and accelerating our growth in the marketplace.”

In addition to the name change, HOLDRITE has launched a redesigned website focused on improved navigation, customer-driven content and highly dynamic search capabilities. The site features more than 650 products in such categories as pipe and equipment support systems, acoustical plumbing solutions, water heater accessories, and water

and firestop sleeving systems.

The website has an all-new look, with updated graphics and layouts, but the real improvements can be



seen in the customer-focused pages. Clear navigational pathways have been incorporated to assist HOLDRITE’s audiences in quickly finding content and solutions that apply to their specific needs. Advanced product search fields now allow customers to shop for product by model number, material type and application or by entering keywords.

To celebrate the name change, launch of the new website and updated logo, HOLDRITE will be giving away a choice of \$1,000 worth of HOLDRITE product or an Apple iPad.

Visit www.holdrite.com and become a preferred customer before October 31, 2010, to be automatically entered to win.

A.O. Smith honored by Supply New England



David Corcoran, president of Supply New England, presents the Manufacturer of the Year Award to Matt Conant, regional sales manager for A. O. Smith Water Products.

ATTLEBORO, MASS. — A. O. Smith Water Products Co. was presented with the Manufacturer of the Year Award by Supply New England. Matt Conant, A. O. Smith regional sales manager, accepted the award from David Corcoran, president of Supply New England, at a recent ceremony held in Supply New England’s Attle-

boro headquarters.

“A. O. Smith’s products have been our best-performing product category in the past year, despite these difficult times,” said Corcoran. “We appreciate Matt’s contributions and steadfast assistance to our account.”

Visit www.aosmith.com or www.supplynewengland.com.

Lochinvar opens new distribution warehouse in Phoenix



LEBANON, TENN. — A new Lochinvar distribution warehouse is located at 2145 South 11th Ave. in Phoenix. Damien Peak is the manager of the new facility.

With the continued growth of Lochinvar’s residential boiler business and the recent expansion of the company’s product line to include commercial solar thermal products, the new distribution center is expected to help meet increasing demand.

As with Lochinvar’s other warehouse facilities, located in Detroit, Orlando, Tampa, Pompano Beach, Dallas and at company headquarters in Lebanon, Tenn., the new ware-

house stocks a complete line of Lochinvar water heaters, boilers, pool heaters and storage tanks. Most products will be available for immediate pick-up or delivery.

“With the addition of the new Phoenix stocking warehouse, Lochinvar expects to continue to grow our business by further increasing distribution,” said Bill Vallett, Lochinvar president. “Expanding our presence in the Southwest helps to better reach our valued current customers, while also introducing new customers to the quality and high-efficiency of Lochinvar products.

Visit www.Lochinvar.com.

First Supply announces acquisition

MADISON, WIS. — First Supply LLC has acquired the assets of J.J. Koepsell Co. With the addition of their location in Sheboygan, Wis., the First Supply family of locations grows to 27.

J.J. Koepsell Co., also a Wisconsin-based and family owned plumbing distribution company, has been in business for more than 120 years. Joining with First Supply, which is celebrating over 113 years, ensures its Greater Milwaukee and Fox Valley customers continued years of outstanding service.

First Supply’s Joe Poehling, CEO, Mike Hickok, executive VP/COO, and Elliot Collier, executive VP/COO, recently met with J.J. Koepsell Co. employees and welcomed them to the First Supply family. Poehling told them, “I am very excited about our future as one company, and I am personally looking forward to working with each of you.”

First Supply now offers the Fox Valley area four great locations and



seven convenient Greater Milwaukee area locations to better serve its customers. The nearly 4,000-square-foot showroom gives First Supply another Premier Kohler Showroom. The facility will be under the direction of Joel Remberg, branch manager and Ron Cherney, general manager of the Fox Valley area locations.

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Watch her online at
www.thewholesaler.com



IN THIS ISSUE

THE WHOLESALER

The Front Page

A century and a half in business is a stunning achievement but just a way of doing business for Lyon Conklin, which after being acquired by Ferguson 15 years ago has grown nearly fivefold. The company holds a patent on the iron that was used to build the nation's Capitol during the Civil War, and now serves the middle East Coast states with everything HVAC contractors need, including its own brand of grills and registers.



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Martin's corner

Lion Supply



In the first of three Q&A profiles with independent distributors, John Martin interviews Paul Gentile, owner/partner of Lion Plumbing Supply Co. Miami-based Lion Supply bases its success on listening to customers....98



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Next Month

Watch for THE WHOLESALER's Quarterly PVF Market Report!

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distributors choose
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Change is difficult; getting people to change even more so. Here's how

After one of my recent columns, an industry friend called to say, "I agree with most of what you say but you need to tell me how to get my people to actually do these things. Nobody wants to change!"

This is, of course, the second most important part of every recommendation: To actually do something different. The first is to evaluate the recommendation's applicability to your situation; then to adapt it to your company.

Regarding implementation, the bottom line is: There is no magic but with consistent effort you can make progress.

Before I get to the heart of the topic, I need to remind you of a couple of basic rules for life and our industry; because just like gravity, you may not like them, but there is just no way to avoid them:

1. There is no magic. Whenever someone tries to tell you that there is,

- *Change requires continual effort*
- *Good leaders make good workers better*
- *People resist change*
- *Give your people clear expectations*
- *Communicate reasons for change clearly*

you are talking to a dishonorable person, so hold onto your wallet. "Magic sellers" are at the heart of this economic crisis because "magic sellers" have found that it is easy to sell something that they never intend to deliver. It is also easy to buy what you do not intend to pay for — or at least it was. I cannot think of a topic to which this does not apply:

- **Pricing management** — When someone promises a magic or "secret sauce" approach to market-based pricing, be very afraid.

- **Inventory management** — Most companies already have far more inventory management tools than they can use. Most of the problems that I see are due to:

- a. Inadequate people (even with barcoding, if the stock picker can't read, you have a problem)

- b. Inadequate procedures and training

- c. Lack of discipline

There are no magic devices or software packages that will work without first overcoming these fundamental problems.

- **Web stores** — Your marketing team needs to get immersed in this if you want results. This is not a technical problem but a marketing challenge. For a reprint on websites e-mail me: rich@go-spi.com

- **Technology of any kind** — You will always pay your dues and the real question is: Is there a net ROI at

the end of it all?

2. Doing the same things will produce the same results. You've heard it before and it still applies. Some companies try to fake it by doing the same things with a new coat of paint over the same old "things." Putting that crabby counter guy in a clean uniform doesn't create better service. He may look and smell a little better but the crappy service will continue.

3. When someone says, "I can't or won't do it" you should absolutely believe them and get someone who can and will. Of course you

Most people come to work every day to do a good job — Good leaders get this willingness pointed in the right direction to the benefit of the company.

must make sure that there is clear communication but, in the end, if someone says they "can't" your only option is to change the name of the person in that position.

4. Most people come to work every day to do a good job. Good leaders get this willingness pointed in the right direction to the benefit of the company. Some people come to work every day to do a good-enough job. They come to work to make a passing grade but never give their all in any situation. Good leadership is what convinces them to throw that extra 10 or 15% of their discretionary energy into their job. Good leadership also avoids processes and rules that will squander the willing energy that people have available.

5. Most people don't have a clear understanding of what a good job is. Often as I consult with companies, there are well-intentioned people who sincerely think they are doing a good job when they are not. This is not their fault. Nobody has taken the time to establish and communicate what a good job is, and then to provide honest appraisals.

6. Getting people to change requires the application of energy. Thinking back to my physics classes, there is some law that a body stays as it is unless energy is applied. There seem to be two approaches to the application of energy:

- **Supervisory energy** — The Egyptians built the pyramids, an amazing accomplishment, using unmotivated labor that they "convinced" to work hard using whips and threats of death. While I am not a labor attorney, I am pretty sure that these specific management practices



BY RICH SCHMITT
Management specialist

cannot be applied to our industry. There are, however, companies wherein the supervisory team micro-manages every facet of the operation and applies threatening energy to people so they will work hard. They use different kinds of threats but

threats nonetheless. When the supervisor isn't watching, the productivity stops. These tend to be very unhappy places to work, whether you are a supervisor or a worker.

- **Worker energy** — This is where the team is convinced to do different things for the good of the company and their personal success. Great leaders are able to create a climate where the team knows what needs to be done and wants to contribute. In the best situation, the leaders will need to get out of the way so they are not impeding the process.

So here is the prescription for getting people to move forward:

- a. Make sure you have the right people in place — When I was very young, I tried to teach our family dog to say a couple words. My grandmother's parakeet, with a brain the size of a BB, could say several words so why couldn't our smart, attentive dog do it too? I tried many approaches and that dog wanted more than anything to obey but, in the end, the project failed. Mostly she "smiled" up at me and wagged her tail. When she sensed that I was getting frustrated, she always reverted to my favorite trick which was to roll over — always a crowd pleaser. When I persisted, she would get confused, agitated, upset and on a couple of occasions she even growled at me. She wanted to be a good dog, but if that involved talking, she just couldn't do it. A couple of points here:

When a person isn't smart enough to do what you want them to do, they will, many times, smile up at you and wag their tail so you don't yell at them when they don't perform. These are not bad people they sincerely
(Turn to *Motivating...* page 120.)

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Responsible Bathroom Water Conservation Tour attracts groups at Illinois wholesaler events

BUFFALO GROVE, ILL. — When the Responsible Bathroom Water Conservation Tour stopped August 18 at Banner Plumbing, 1020 E. Lake Cook Road, a group of mostly plumbers attended the display of water-saving plumbing products on-board the 44-foot mobile showroom.

Open to the public at no charge, the walk-through plumbing display is drawing journalists, along with

tions is one of the fastest and easiest ways for consumers and businesses to save significant amounts of water.

• Water-saving tips that benefit the environment. American Standard Brands, the Tour sponsor, has announced a \$1 million, two-year partnership with The Nature Conservancy, the world's largest conservation organization, in support of its mission in the area of global fresh-



Pictured during the Tour's stop at Banner Plumbing in Buffalo Grove, Ill., are CEO Lee Greenspon, showroom manager Michelle Henderson, senior director of wholesale marketing at American Standard Brands Michelle Roberts, and information technology specialist with WaterSense Division at the EPA Cary McElhinney. Above right is Studio 41 in Naperville, Ill., another stop on the Tour. Below right are part of the displays shown in the mobile facility. Tour photos by Greg Irish.

plumbers, architects and other construction professionals. Events also gather environmentalists plus municipal housing authority managers, university facilities managers, technical high school classes, and water utility personnel. Education is the main gain, and attendees leave with practical water-saving solutions for their particular needs. The Tour momentum continues: Baseball stadiums have welcomed the mobile showroom; several mayors have signed proclamations declaring "Water Conservation Day" in honor of a Tour event in their city.

The Wednesday Tour event, held from 11 a.m. to 2 p.m., was one of about 300 total stops in the water conservation campaign sponsored by American Standard®. The free event was open to the public. The day before, another event was held at Studio 41, 1320 N. Route 59 in Naperville, Ill. Visitors to The Responsible Bathroom Water Conservation Tour gained:

• Financial calculations of how much water and money consumers can save with efficient bathroom products. Retrofitting faucets, showerheads and toilets with low-flow op-

water conservation.

• Hands-on demonstrations of the newest water-saving showerheads, faucets and toilets. A tour ambassador aboard the mobile showroom explained the latest products and demonstrated the products for the audience.

• Since bathrooms account for 75% of indoor water use, it is crucial to install water-saving plumbing fixtures in homes, schools and businesses. The American Standard objective is to reduce overall water consumption by more than 18 billion gallons through the installation of water-efficient American Standard toilets, showers and faucets. The Responsible Bathroom Tour aims to add two billion to the gallons saved in 2010.

"At American Standard, our goal is to educate consumers that conservation can and does begin at home. By developing water-efficient, low-consumption toilets, faucets and showerheads that actually work, we are providing consumers with real choice in creating responsible bathrooms without sacrifice in style or performance," said Don Devine, American Standard president and CEO.

Torrington event kicks off heating season

WATERBURY, CONN. — Welcoming the heating season, Torrington Supply and Litco Supply hosted an extraordinary Heating Show on August 19 at the Aqua Turf Club in Plantsville, Conn. The show was an opportunity for both customers and vendors to collaborate and learn about new products, ask questions, build relationships and discover new technology in the heating industry. Large manufacturers such as A.O. Smith, Burnham, Honeywell, R.W. Beckett and Weil McLain anchored the event.

Customer appreciation is a key component to retention and business

Heat Pump, gained much interest and dialogue with attendee contractors. According to Conant "this was one of the better events we've exhibited at. Contractors asked many questions on the new technology, which ultimately kept them in the booth, which lead to additional conversation."

Dane Nobbs, who represented Weil-McLain, had positive feedback on the event, including the hard work that Torrington Supply and Litco Supply invested in promoting it to the heating contractors in the area. "The venue was fantastic. It drew a very substantial and



longevity, especially in today's economic market. More than 350 heating contractors (a growth of over 200% from last year) took time out of their busy day to join the festivities at the Aqua Turf. They discovered new products and gained additional insights, attending seminars and listening to special guest speaker Dan Holohan deliver his captivating message on "Classic Hydronics."

Holohan, who is the renowned author of many books, including the popular *The Lost Art of Steam Heating*, has been in the heating trade for quite some time and travels the world for speaking engagements. He was "very impressed" with the way Torrington Supply and Litco Supply "showed how much they truly care for their customers by giving them this gift — the heating show."

About 65 exhibitors lined the Aqua Turf ballroom and entertained the droves of attendee contractors who visited their booths to discover new and upgraded products for the heating season and to speak with the experts behind the brands.

Matt Conant of A.O. Smith, an event sponsor, who presented the A.O. Smith Voltex Hybrid Electric

well targeted crowd (owners, etc), which ultimately gave us very good [booth] traffic and enabled us to speak directly to the trade customer."

Chris Fasano, director of sales at TSC Distribution Group Inc., added "Last year we were bridging the gap between contractor and manufacturer. This year we were continuing to foster those relationships and provide additional education for our customers and vendors. We wanted to display to our customers and vendors how much we value their business. At the end of the day, our goal was to ensure that the event benefited both our heating customers and vendors, that new discoveries were made and that everyone enjoyed themselves."

Torrington Supply's heating and plumbing contractors walked away with an abundance of information, new ideas and questions answered.

On a final note, Manny Salinas, director of marketing at TSC Distribution Group Inc. said, "The heating show for 2011 is already in the works."

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PACE Supply hosts three Bay Area grand openings

SANTA ROSA, CALIF. — 2010 marked one year since PACE Supply Corp. opened three new Northern California Bay Area locations. In recognition of this achievement, grand opening events took place in San

Francisco on May 4, Santa Clara on May 20 and Oakland on June 10. Each event had a unique theme and included raffles, great food and special product pricing to offer customers extra incentives to attend.



Good-sized crowds enjoyed grand opening events hosted by PACE Supply Corp. to celebrate opening three new Northern California Bay Area locations. Events took place in San Francisco, Santa Clara and Oakland.

Key business partners and their employees had the opportunity to see the new state-of-the-art facilities and diversified inventories. They also met the salespeople and department heads of PACE divisions including Plumbing, HVAC, Water Systems, Water Works, Fire Protection, Green Building, Underground, Quotations and Commercial & Residential Hydronics, highlighting PACE's position as an industry leader for one-stop shopping.

The 35 participating vendors were impressed with the opportunity to meet face to face with hundreds of customers to showcase their products. Customers were delighted to see innovative new products from the manufacturers as well as the complete array of products that PACE stocks to ensure that their project needs are met every day.

PACE Supply Corporation is an employee-owned company that operates 10 wholesale branches through-

out Northern California, plus a consumer-oriented decorative plumbing showroom, Premier Bath and Kitchen, in Santa Rosa.

Valley Supply green seminars feature Navien

ELKINS, W.VA. — Valley Supply Co., a family-owned leader in the fields of HVAC, plumbing, pipes, valves and fittings, experienced great success



with its first "green" seminars, encouraging people to purchase Navien tankless water heaters.

Valley Supply is based in Randolph County and has locations throughout West Virginia, including Clarksburg, Parkersburg and St. Albans. Last summer, with federal tax credits in full swing, the company held seminars at each of its four locations. A total of more than 70 people attended the four events.

Navien's Energy Star certified tankless water heaters carry a federal tax credit of 30% of the purchase price, up to \$1,500 total, and Valley Supply offered significant discounts to those who attended the seminars.

"We encouraged people to take advantage of the summertime to make their homes more energy efficient,"



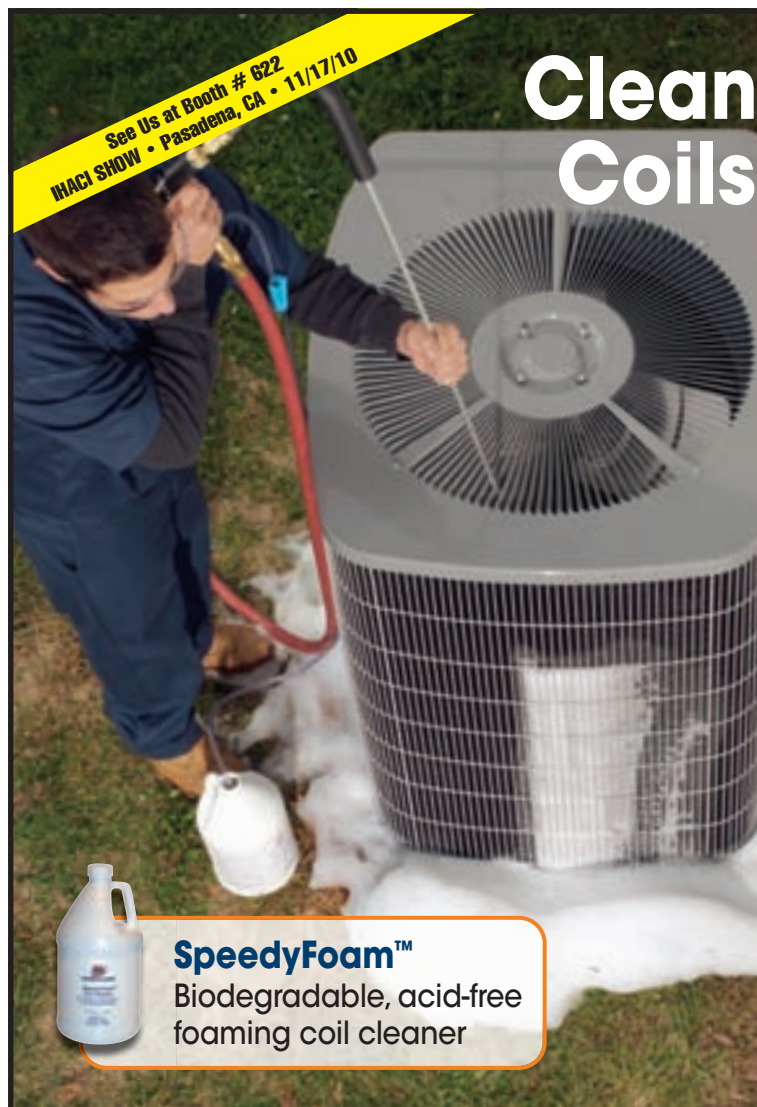
said Rogers Earl, president and CEO. "People fell in love with the quality of Navien's water heaters and also appreciated the fact that they're reducing their carbon footprint at the same time."

Earl said that Valley Supply plans a series of similar events to encourage people to "go green" when they're building or remodeling.

"Being environmentally conscious is not only good for the country, it's good business," Earl said. "We think activities like this help people on all sides."

Valley Supply Co.'s centrally located distribution center allows delivery to most local branches within a day or two. The company has served businesses in the region for more than a century, tracing its roots to the Baldwin-Chandlee Co., founded in 1905.

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New Plumbing category added to AHR Expo Innovation Awards

WESTPORT, CONN. — Reflecting its growing presence at the industry's leading HVAC/R event, "Plumbing" has been added as a new category to the 2011 AHR Expo Innovation Awards. The Expo will take place January 31-February 2 at the Las Vegas Convention Center and will feature more than 1,800 exhibitors from around the world, showcasing thousands of innovative new products to more than 45,000 attendees and exhibitor personnel.

The Innovation Awards recognize the most innovative and useful products among the thousands on display. About 150 entries submitted by exhibitors each year are judged on the basis of design, unique performance, market impact and value to the HVAC/R industry. Now in their ninth year, the awards also promote and encourage new product development in 10 major categories:

- Building Automation
- Cooling
- Green Building

- Heating
- Indoor Air Quality (IAQ)
- Refrigeration
- Software
- Tools & Instruments
- Ventilation
- Plumbing.

All entries are reviewed and evaluated by a panel of industry judges based on the competition criteria. Winners of the Innovation Awards will be recognized at an awards ceremony during the AHR Expo in Las Vegas and will receive special placards to place in their booths, as well as an etched crystal award to be displayed in their company headquarters. In addition, one of the 10 winning entries will be selected as the 2011 AHR Expo Product of the Year.

All entry fees from the 2011 AHR Innovation Awards will be presented to a Las Vegas area charity or community organization as a way for AHR Expo and its co-sponsors to give back to the community. Visit www.ahrexpo.com.

New energy products company formed through five-way merger

HOUSTON — Forum Energy Technologies announced the closing of a merger among five separate companies — Forum Oilfield Technologies, Triton Group, Subsea Services International, Global Flow Technologies and Allied Technology to form FET. Houston-based FET is a global provider of manufactured and applied products to the global energy industry, with approximately \$700 million in annual revenues and about 2,000 employees worldwide.

FET will serve the drilling, production and infrastructure segments of the energy industry. Among the manufactured products provided by FET are drilling equipment and spare parts, valves and flow control equipment, subsea remote operating vehicles, surface production process equipment, such as separators and pressure vessels, and pipeline equipment and applications.

SCF Partners (SCF), an established provider of growth capital to the energy services and equipment sector and already a majority owner of all five companies, has committed \$100 million of new equity capital to support strategic growth initiatives in connection with the formation of FET. A group of eight major banks is providing a new \$450-million revolving credit facility, with an additional \$150-million accordion feature, to provide significant growth capital to FET.

Cris Gaut, a managing director at SCF Partners, joins FET as CEO and chairman. Gaut began his 30-year career in the energy industry with Amoco in 1980. In 1987, Gaut joined EnSCO International, an offshore drilling company based in Dallas, as CFO. He was with EnSCO for 16

years as CFO and later as co-COO. In 2003, Gaut joined Halliburton Company as executive vice president and CFO, and in 2007 became Hal-

Houston-based FET is a global provider of manufactured and applied products to the global energy industry.

liburton's president of drilling and evaluation, managing six of its product service lines globally with over \$8 billion in revenue. Gaut retired from Halliburton in 2009 and joined SCF Partners.

Forum Energy Technologies is comprised of two operating divisions: the Drilling & Subsea Division and the Production & Infrastructure Division.

Charles Jones, the former CEO of Forum Oilfield Technologies, moves up to become president of the Drilling & Subsea Division. Prior to his tenure with Forum, Jones was the executive vice president and COO of Hydril Company, and previously served as director of subsea businesses for Cooper Cameron Corporation.

Wendell Brooks, former CEO and president of Allied Technology, now serves as president of the Production & Infrastructure Division. Before assuming responsibility as CEO of Allied in October of 2007, Brooks served as the group director for the well support business of John Wood Group Plc.

The chief financial officer of FET is James Harris, formerly the CFO of Forum Oilfield Technologies, a role he held since the company's inception in 2005.

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ASA members continue small growth

CHICAGO — For the third consecutive month, American Supply Association members reported a 3.3% improvement in per-workday revenues during July 2010 as compared to the same month in 2009. Year-to-date the plumbing, heating, and pipe, valve and fitting distributors are still behind last year by 0.2% and behind by 17.4% as compared to 2008. As there

was one less workday in July and year-to-date 2010 than in 2009, the raw monthly revenues for the industry members were down 1.5% for the month, down 1.0% year-to-date and down 17.4% as compared to two years ago.

Although more distributors reported improved margins in 2010 as compared to 2009, the differential is

evening out. Larger, more specialized distributors are doing better on the gross profit margins and general profitability than the generalist distributor serving the heating, plumbing and industrial sectors of this industry.

Inventory reduction continues as another 1.1% drop has been achieved as compared to 2009 and an 11.2% drop as compared to 2008, although,

as compared to 2008, the inventory turns continue in negative territory. Days sales outstanding is now about the same as the previous year, as the industry stands at 46.9 days in its receivables. The trend for reduced headcount continues for the second consecutive year.

All of this points to a continued, albeit slow recovery for the PHCP/PVF industry, with about two-thirds of the distributors reporting improved profitability, as compared to 2009, when over 90% of the members reported reduced profitability.

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

Viking Pump to be part of TV series

DELRAY BEACH, FLA. — Crown Point Productions, producers of the television show *World's Greatest! ...*, has selected Viking Pump (a unit of IDEX Corporation) to be a part of the popular TV series.

World's Greatest! ... is a 30-minute show dedicated to highlighting the world's greatest companies, products, places and people. Each show is a fast-paced tour around the world featuring behind the scenes footage, informative interviews and exciting visuals.

"Viking Pump is exactly the type of company that we like to feature on



World's Greatest! ...," said executive producer Gordon Freeman. "They're an innovative company that is preparing to mark their 100th anniversary in 2011. They have plenty to offer, including their unique ability to produce custom pumps built to order based on the customer's mission-critical dimension, flow, pressure, viscosity, temperature requirement or mounting feature application."

Crown Point Productions will be sending a film crew to the company headquarters and U.S. manufacturing facilities in Cedar Falls, Iowa, in order to get the story behind the story on this great company and to show viewers why Viking Pump was selected as the best of the best in their category.

Visit www.crown-tv.com or www.vikingpump.com.

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LONG TANGENT/BELLED END – various industries such as pulp and paper, emergency and tanker trucks and other applications requiring special fittings or economical fillet welding techniques.

MARINE – marine industry requirements for specialized fittings in a variety of materials suited for marine applications.

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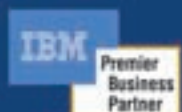
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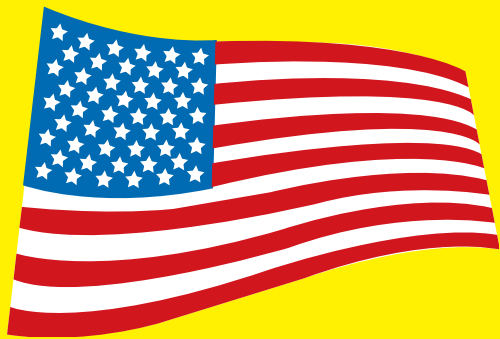


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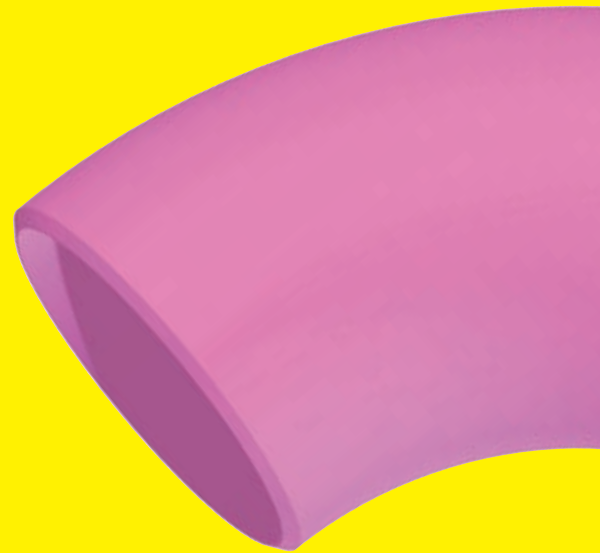


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Improvements to your business

(Continued from page 18)

awareness and customer loyalty. Your business software should include a complete CRM solution that uses current contact and purchase history data already in your system to send mass e-mail marketing and direct mail pieces to current and prospective customers.

DDI System's inform software not only integrates CRM features but also allows for customer specific data to be easily inserted into mass e-mails. Using these marketing techniques is a must for driving sales in slower economic times.

Distributors who can utilize all of their captured data can better understand the strengths and needed improvements to their businesses. These companies use their information daily to make decisions that increase sales and improve overall profitability. It pays to take a look at today's comprehensive software solutions. There are many new integrated tools and techniques, providing a stronger ROI than ever before. ■

Rayna Naclerio is the marketing manager at DDI System. She can be reached at rayna@ddisys.com. DDI System provides end-to-end distribution software that streamlines operations, increases profitability and drives sales for HVAC and PHCP distributors across the U.S. and Canada. Find out more or see an on-line demonstration at www.DDISys.com or contact them at 877/599-4334.

DDI System's inform Version 23 released

DDI System's inform software has provided leading technology in the distribution industry since 1993. With a continued focus on innovation, and the release of Version 23, DDI's inform software now incorporates the following features:

- Transaction Auditing (automatically record user-made changes)
- Visual Financial Reporting (drill-down to

transaction based details)

- Inform Analytics (graphical dashboards for executive business reporting)
- Advanced Report Writer (visually design customized report fields and layouts).

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

Adam Waller, president of DDI System noted, "This is a truly significant upgrade, empowering DDI users with the advanced tools necessary to easily view critical business data and to succeed in today's competitive environment."

Habitat for Humanity home plumbed with Speedfit donation

FAIRFIELD, N.J. — A freshly rehabbed home that was donated to Twin Cities Habitat for Humanity in Minnesota has been plumbed using Speedfit® fittings and PEX piping donated by its manufacturer, John Guest® USA. The three-bedroom, two-story home, located in Prior Lake, south of the Twin Cities, was removed from its base and moved to a new property across town.

Jeff Nehring, John Guest Midwestern regional sales manager, coordinated donation of the Speedfit fittings and PEX. Nehring approached Infinity Plumbing Inc. of Dennison, Minn., the plumbing contractor on the job, and offered to donate Speedfit products to connect the existing copper pipe to the new plumbing system. Infinity owner Bob Berge, who had used Speedfit be-



This three-bedroom, two-story home was moved to a new property across town and donated to Habitat for Humanity. It was plumbed using Speedfit® fittings and PEX piping donated by John Guest® USA.

fore — although not in a whole-house application — reports that Speedfit was easy to install and reduced his crew's time on the job considerably. "It worked well, and it went so fast," he said, echoing what other plumbers are discovering about Speedfit, a relatively new product introduction into the North American plumbing and heating market.

Speedfit is a plastic product made by John Guest Ltd. of Great Britain from high-quality engineered plastic resins. Non-lead and non-corrosive, it can be used behind the walls and in tight spaces. Speedfit fittings come with a patented collet with stainless steel teeth to grip inserted pipe. In addition to the collet, Speedfit contains an EPDM O-ring to provide a permanent leak-proof seal. Of considerable benefit to installing contractors, no tools are required to install Speedfit.

While it is not the practice of Habitat for Humanity to accept home donations and then relocate the structures to new properties, in this case the home, built in 1984, was made with green materials and came with energy saving double walls, so it was worth saving.

Twin Cities Habitat for Humanity plans to rehab 16 additional homes in the Prior Lake community over the next three years. The organization builds or rehabs an average of 50 homes per year.

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Time management tips for showrooms – Part II

I am hoping that all of you read the August issue of *The Wholesaler* about “Mastering Time Management.” That article was dedicated to everyone that works in your company. If you cannot find your August issue, please go on the www.thewholesaler.com site and download a hard copy to handout to your colleagues and industry friends or just

- *Qualifying clients is paramount*
- *Forget the 10%*
- *Manage showroom traffic patterns*
- *Print marketing sheets*
- *Schedule smart*
- *Use silent sales aids*

email the PDF attachment to them. They will thank you!

Time management tips in your showroom

I have collected some of the best tips on time management from the top-producing showroom professionals in our industry. For those smart enough to read this article, I also have a PDF article called, “Stress reduction in these tougher economic times” written in *The Wholesaler* February 2009. This article ties nicely into this time management article. Stress and your attitude can affect time management effectiveness. In the “Stress reduction” article, there is a 10- to 15-minute technique that you can use during the day that will give you three to four hours of perceived sleep value or if there is a major upset, it

will calm you. If you have challenges in sleeping well at night like 65 million Americans, this technique will help you go to sleep at night.

Here are some of the best tips for time management in the showroom:

- **Qualifying Clients** — This is the most important principle to controlling time and creating results. How can two people work the same amount of hours and yet one person produce 10 times more gross profit and volume than the other, in the same marketplace? Trust me when I say, I know or trained plumbing, decorative plumbing and hardware showroom personnel from 1988 to the present day that produce \$300K to \$600K monthly in sales in almost all major markets around the U.S. A complete custom house of every



BY PETER SCHOR
Showroom specialist

thing in your showroom can be \$50K and up.

- **10-80-10 Rule** — Not everyone who comes to your showroom is meant to be sold. Focus on the 80% in the middle and forget the 10% on either side. Some of the 10% clients on one side should be referred to the Big Box home centers, while the other 10% may be clients who will never, ever be satisfied or who claim the products sold are missing parts or cannot be installed. If you pre-qualify clients properly with the who, what, where, when, why, and how open-ended questions, you will find out what type of client they are. I was in a great showroom client of mine in New York City and heard a show-

She knew that if and when the client came back, she was going to quote the showroom's normal prices; and could look at the list and pick-up items that would not fit from the lowest quote...

room associate ask the client, “What is the most important thing to you in putting your fixtures for your new home together?” The person responded, “Price!” and then went on to say with conviction on how they will shop the pricing. My showroom client associate said, “We have a great program for you!” She said, “Go out and select all your products at various places and then bring the list back to us. I will then give you our best prices.” The client said, “Thanks.” I walked by her as the client left and said, “You nailed it!” She knew that if and when the client came back, she was going to quote the showroom's normal prices; and could look at the list and pick-up items that would not fit from the lowest quote – like the wrong tub drain height or the wrong kitchen faucet to fit on the sink. Then she could quote their normal pricing and tell the client that there are some mistakes that she would correct if the order was placed with her.

- **Charting Traffic Hours and** (*Turn to Managing... page 26.*)

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See contact information on page 130

Taco's FloPro University revs up for its first year

CRANSTON, R.I. — Taco's new FloPro University's (FloPro U) first term classes premiered in September. With live webinars and archived video e-learning sessions, FloPro U offers



high-quality, highly interactive contractor education programs.

"We have lots of experience and information to share with contractors," said John Barba, Taco's contractor training and trade program manager, "but they're the ones out in the field getting it done every day. That tells us that we need to offer our training with maximum flexibility and that we can learn just as much from them as they can learn from us. I know that participants are busy and that squeezing in training sessions can be a hassle, so we're doing our best to make learning flexible."

Recorded e-learning sessions and the opportunity to quiz yourself at the end are on the Taco FloPro website. These self-guided classes can be viewed at any time, over any computer. Each class is broken up into many lessons, each lasting just a few minutes, so participants can

learn at their own pace.

The first courses available include Universal Hydronics Formula, Variable-Speed Pumping, Hydronics: Step-by-Step and Anatomy of a Circulator. More classes will appear throughout the balance of the year.

"Besides the video FloPro U classes I also host a variety of live interactive webinars," Barba said. "Participants see and hear each other, yet

everyone is at a convenient location. It's very cool. The webinars usually last around an hour and are currently held bi-monthly."

Up to 100 contractors from across the U.S. and Canada can join any of the webinars. Participants, along with Barba, put their heads together to find new solutions to a wide variety of challenges. Recent webinar topics have been combustion analy-

sis, pressure drop, expansion and buffer tank sizing and circulator sizing. All of the webinars are archived on the Taco FloPro Team website for viewing anytime.

Like any good professor, Barba also has "office hours" where he can be reached by video conference call in his office. FloPro U members can reach him with any questions that might arise at a jobsite or during one of the FloPro U classes.

Visit www.taco-hvac.com.

Managing your showroom time

(Continued from page 24.)

Patterns — Take two weeks of showroom hours (with no holidays before or after) and keep track of the exact time people come to your showroom. Then add up the quantity of people who come in and divide by two weeks (working days). You will discover what time to do quotes and when to expect heavy traffic. Yes, I know there is the exception to the rule, where 10 people come in 5 minutes just before closing but it's just that an exception. I remember that in the 30 years I had showrooms in our industry it did happen from time to time.

• **Scheduling Appointments** — Set appointments at your slowest traffic pattern times. Schedule product selection meetings with your clients at "your" slowest traffic times. Remember, you must stay in control of your time. Ask for a set of plans in advance and make a "plan take-off" of what needs to be addressed off of

your long forms. Go to prior *The Wholesaler* columns in 2010 to find out about this.

• **Showroom Flyer** — How does your showroom work? Every showroom should have a marketing sheet available to explain the details of your showroom i.e. days, hours, plans

If you are severely time challenged like most of society and are ready to take time management to the next level, I highly recommend these resources:

• Peter Turla, *The Time Man*, www.timeman.com. I attended one of his live seminars and think that he is

I highly recommend having one person who has exceptional communicative skills to greet/qualify clients and match them up with sales associates. Besides fulfilling this role, the person can have many other support responsibilities for the showroom staff.

by appointment, and why. Also include years in business, and so forth. This way if the foot traffic in the showroom is more than your staff can handle, you can give them a flyer that should say things like "Plans by appointment."

• **Silent Sales Aids** — Many showrooms use a library of books or videos so some clients can make their own discoveries without taking up your time. You can set up a "lending library" of some of these books/videos such as Kashmir Publications' *Baths by Professionals* or Trends Publications' *Baths*. Allow your clients to borrow them for a short time but secure this literature with a credit card. This ensures that your clients will return the books/videos to you (just so you will tear up the charge slip). This will give you an excellent opportunity to speak with them.

• **Technical Information Files** — Everything you have on your showroom floor should have technical roughing sheets in an easy to access file cabinet.

• **For showrooms over 4000 square feet** — I highly recommend having one person who has exceptional communicative skills (not necessarily PK) to greet/qualify clients and match them up with sales associates. Besides fulfilling this role, the person can have many other support responsibilities for the showroom staff.

right on today's skillset! He has books, tapes and does live events, including speeches for companies and groups around the U.S. like yours.

• Brian Tracy's books and tapes on time management are right on the money for today's fast-paced world.

Quick Reminder: It takes 21 days of repetition to change or develop a new habit such as improved time management. Promise yourself and others that you will do it. Start with one area in time management — don't try to change everything all at once.

My favorite time management related saying is: "Life is a journey, not a destination." Enjoy and have fun on the way to getting results and reaching goals. ■

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

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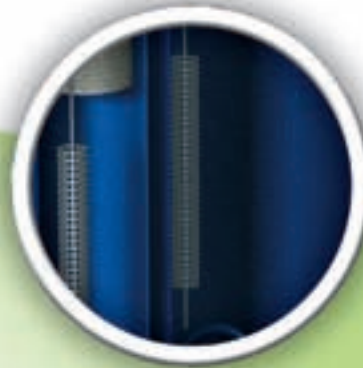
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The magical history tour

Once upon a time in New York City, William J. Baldwin, an engineer by trade, wrote a book called *Steam Heating for Buildings*. The year was 1888. In the back of this book, there are a number of advertisements for companies that were relatively new at the time.

There's an ad for Nason Radiators. These beauties had a series of vertical tubes that looked like rifle barrels. Each was capped at the top and there was an ornamental iron cover, just for good looks. I still see these radiators in service, 120 years later. Nason made them on Beekman Street, which is just a few blocks from Wall Street and Gold Street (where Steven Gold made his radiators). Nason, along with Gold, were the first makers of American radiators. Oh, and also on Beekman was Tuttle & Bailey Manufacturing. They started in 1846, and they're still going strong, although no longer on Beekman.

Jenkins Bros. made their valves right in the same neighborhood, on John Street. Consolidated Safety Valve and Worthington Steam Pumps built their products on Liberty Street, on the southeast corner of where the Twin Towers once stood. Imagine having foundries in those crowded neighborhoods.

Donnelly Systems, one of the big names in vapor heating, were on Murray Street (also in the neighborhood). A bit further uptown, on 13th Street, Kieley's Steam Heating Specialties made some very interesting things for the steam trade. I did a seminar in New York City last summer and one of the guys in the class showed me some photos of Kieley equipment that he was trying to figure out. This stuff is still on the job, even though the company is but a memory.

Mr. Baldwin kept his offices at 84 Fulton Street, very near the old Fulton Fish Market. He was right there with all the manufacturers, and that got me thinking about taking The Magical History Tour.

I downloaded a map of lower Manhattan, printed it, and used a red pen to mark all the places where these famous companies once made things. I didn't know if I'd find towering mod-

- *New York once a major spot for heating manufacturers*
- *Fire destroys G&G, Nicola Tesla's lab*
- *Fascinating history of heating industry*

ern buildings there now, or parking lots. I just kept thinking about those long-gone foundries within the tightness of those crooked streets, and the hordes of people who came and went with wagons and horses more than a hundred years ago. Whatever is there now didn't matter to me as much as standing in the places where the potential for both invention and disaster once reigned. I'm funny that way.

Oh, and there was one more company down there in that neighborhood that really caught my interest. It was Gillis & Geoghegan, at 118 Wooster Street. These men did the heating for the New York Stock Exchange and Saint Patrick's Cathedral. They did a whole lot more, of course, but those two trophy jobs were enough to get me all jumpy inside.

G&G were manufacturers and contractors, a practice that was not uncommon in the early days of heat-

ing. You designed, sold and installed what you made. I figured their building would still be there because Wooster Street is still made of cobblestones and the curbs are still granite. To walk there is to walk in Old New York.

That red-dotted map sat on my desk for weeks before I called my buddies, John and Alex. I wanted to think about it, and be with the right people when I took the walk.

About these guys: John's a superb New York City contractor who deals daily with the mechanical museum that is our town. Alex is a computer consultant, who also happens to love history. He's a genius when it comes to anything that has wiring. He works with John from time to time on special projects. I asked them both if they wanted to take a walk. They did, so we agreed to meet for lunch at a seafood place down there in the neighborhood.

I arrived at noon, John a few minutes later. Alex got there about an hour and a half after that because he lives in his own time zone. John and I sat at the raw bar and settled into an iced dish of oysters and clams and a fine bottle of white wine. We chatted with the happy barmaid, and listened to the sounds of the city filter in

through the glass. We had another glass of wine.

Alex showed up as we were finishing our lunch. He ordered his lunch, and John and I figured it would be impolite to have Alex dine alone, so we had some more wine. Just to be polite.

It was a steamy, sticky day, but oh so comfortable there at the raw bar. We sipped and talked about how we were going to go about the dozen buildings on my list. Which one should be first? Which one next? People staggered into the cool restaurant, pummeled by the wet heat. We looked at each other, and at the wine glasses, and at each other again, and at the sweaty people. We shrugged and got up.

The heat came off the pavement like an uppercut and we looked at each other again and back at the bar. "Let's do just one building," I said.

"We can do the rest in the fall," John agreed.

"Sounds good to me," Alex said.

...Nason Radiators. These beauties had a series of vertical tubes that looked like rifle barrels. Each was capped at the top and there was an ornamental iron cover, just for good looks. I still see these radiators in service, 120 years later.

It was several blocks to the six-story building on Wooster Street, where Gillis and Geoghegan did business in 1884. It now houses a clothing store and some offices above. There's an old, golden sign on the face of the building that reads, United Brush Manufactories.

Heating equipment, to brushes, to clothing. That's enough to confuse any building, but this one still looked proud. John and Alex stood in front of the building, and I crossed the cobbled street to take a picture of them waving at me. From this building came the steam heat for the New York Stock Exchange and Saint Patrick's Cathedral, the largest Catholic church in America. I looked up toward the roof, and down toward my buddies. I crossed the street, stood there with them for a moment, shrugged, and suggested we go to a bar.

John knew of one just around the corner that is older than 118 Wooster Street. We sat there for a good while in the muted light, and we talked about life.

Gillis & Geoghegan quickly outgrew their space on Wooster Street because steam heating was becoming a big deal toward the turn of the century. They moved to a larger place at



BY DAN HOLOHAN
Wet head

35 South Fifth Avenue, which we now call West Broadway. They had the lower floors and the basement. On the upper floor was the laboratory of Nicola Tesla, the man who created alternating current, radio, X-rays and a machine that could move electricity through the air without wires.

Thomas Edison had better publicity, but I think Tesla was the true mad genius of his day. His crazy, creative drive helped to build America. Read a bit about him and you'll understand what I mean.

There was a time in America when people invented things, and made things, and took chances, and had laboratories and foundries and manufactories in the crazy quilt of these crowded, teeming neighborhoods, and all of this was normal in that America.

Gillis & Geoghegan used a lot of oil in the manufacturing of their steam-heating equipment, and that oil saturated their new place at 35 South Fifth Avenue. At 3:00 a.m. on March 13, 1895, Night Watchman Maloney was making his rounds when he spotted a fire coming from G&G's portion of the building. He ran and got pails of water to douse the flames, but it was no use. The violent blaze, fed by the oil, was so intense that it set fire to the elevated railroad tracks out there in the street. The fire spread upward and outward, and thoroughly consumed the laboratory of Nicola Tesla, taking with it half of the man's inventions, his research, and his hope.

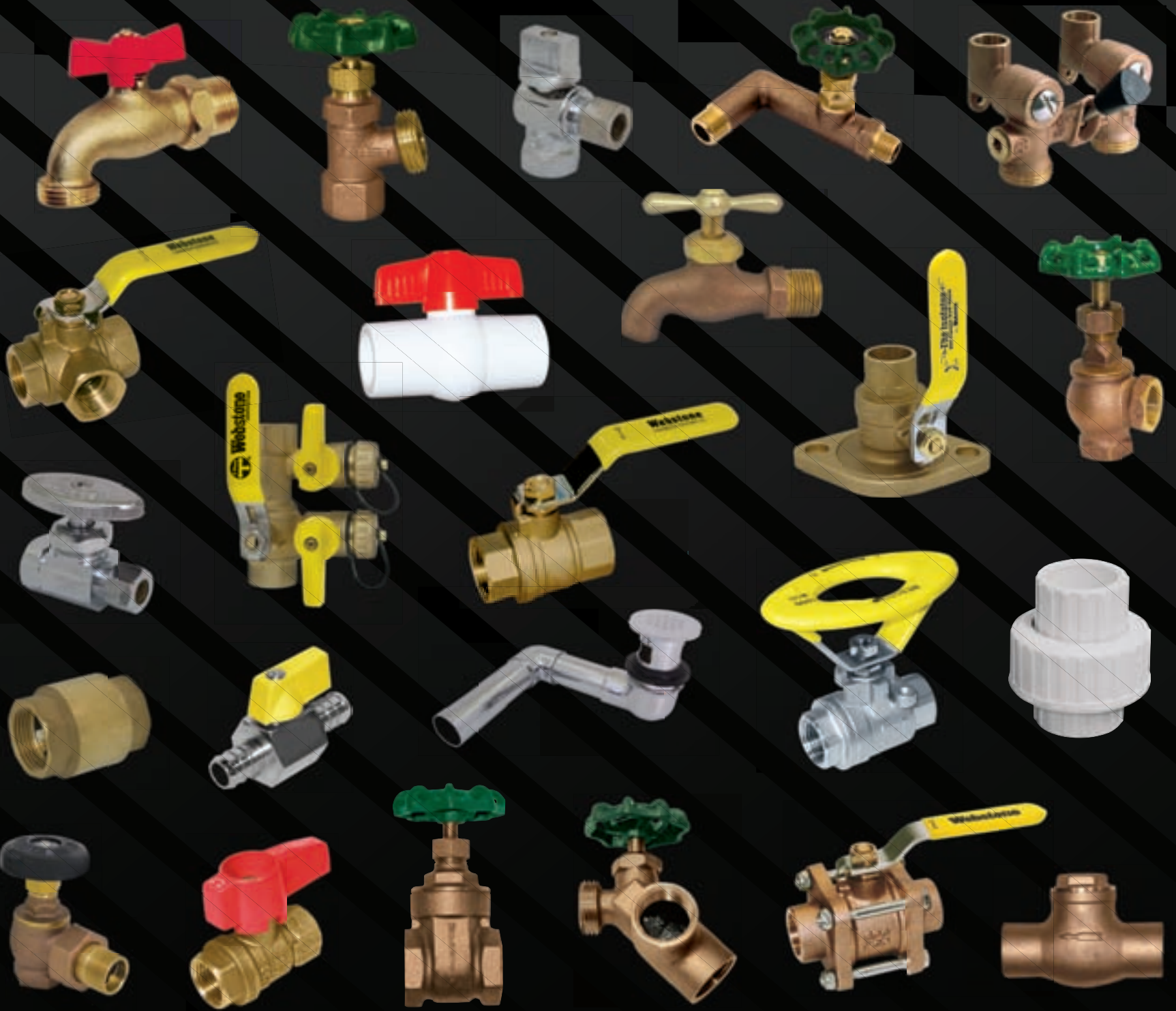
Tesla arrived the next morning at 10 a.m. and paced up and down the street. The story made the newspapers. He told the firemen that he had no insurance. He said that all was lost. Everything. Gone forever.

The loss to G&G was \$80,000, a huge sum in those days, but they had insurance. They were okay.

Nicola Tesla was never the same again. He died all alone. They found his body on January 7, 1943, in his room at The New Yorker Hotel on Eighth Avenue and 34th Street, a place that ran on direct current.

The New Yorker Hotel had coal-
(Turn to Holohan, page 32.)

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INDUSTRY NEWS

Global Stainless Supply expanding

(Continued from GSS, page 1.)

(a 30-year veteran of McJunkin) have joined the GSS/FFF team to run the carbon pipe division. Global Pipe Supply stocks A106 Grade B seamless carbon pipe through 24" with large quantities of STD and XH in stock but their focus will be on heavy wall material (True 40, s/60, True 80, s/100, s/120, s/160, XXH as well as special wall sizes).

Currently they are stocking material from Romania, Czech Republic, Croatia, Spain, China, U.S. and later this year a joint venture between Vallourec and parent company Sumitomo in Brazil will begin producing approved seamless pipe which GPS



will also stock.

The concept behind the merger of GSS and FFF, and the addition of GPS, has always been transactional proximity. Their goal is to become a one-stop master distributor for all PVF needs with a 30-minute-max load time on pick-up business and same-day shipping on motorfreight.

'Respectful competitors' join forces under APR

(Continued from APR, page 1.)

erations," said Weaver. "We're both family-run area distributors and now APR, through its YC Supply Division, will be able to offer its customer base an even greater variety of products and services."

YC Supply, a plumbing, heating and air conditioning wholesaler with locations in York, Harrisburg, Shrewsbury and Gettysburg, is part of York Corrugating, which was established in 1902. York Corrugating intends to continue to own and operate its YC Precision Fabrication division, which specializes in metal

fabrication, and to continue to distribute industrial products.

APR Supply has recently been recognized as a pioneer in the industry with its diverse expansion and partnerships with established regional electrical and PVF distributors. Its customer-focused culture and continual change is cited as being instrumental to the company's success.

APR Supply's continued goal is to double in size every five years, accomplishing this through a combination of organic growth, acquisition and new markets.

Visit www.aprsupply.com.

Holohan

(Continued from page 30.)

fired steam boilers and generators deep in its basement. In 1930, it was the largest power plant in the United States of America. It produced direct current, and it did so for the man who had invented alternating current. It did this until the late-'60s.

I thought about that for a good, long time.

John, Alex and I have at least 11 more buildings to see on our Magical History Tour. The weather forecast calls for a good chance of fine food and wine, friendly barmaids, and, for sure, great chat.

I'll let you know how it goes. ■

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

N.J. distributor

(Continued from Blackman, page 1.)

Valley in New York State," said Robert Mannheimer, Blackman's president and CEO. "We're very excited to offer trade professionals and consumers in these areas the same level of excellence in product inventory, service and

sales support that we've been providing throughout the metropolitan New York City area for 90 years."

With the acquisition, Blackman branches can now be found in New York, New Jersey and Pennsylvania. The company's headquarters and central distribution center are located in Bayport, N.Y.

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Are you affluent?**You are under attack.
It's time to fight back!**

Yes, the United States is the greatest country on the planet Earth. Why? Simply put, because of our free society. And, in a word, because of capitalism, which is defined in *Webster's Dictionary* as "The economic system in which the means of production and distribution are privately owned and operated for profit."

Another word, capitalist, is a perfect description of the typical successful business owner/reader of this column. Capitalist has two separate definitions:

- "An owner of wealth used in business"
- "Wealthy."

For you entrepreneurs who have worked your tail off (success in business, in my experience, is never plain luck) and have become affluent, you have been shoved into your own separate new minority group, usually referred to as "the rich." Make no mistake about the rich in America. They are under a relentless attack, in the media, in public and in private conversations. Certain politicians love to attack us and propose to take bigger portions of our wealth by various obscene taxing schemes, including higher income tax and capital gains rates, killer estate tax rules and rates, a surtax and removing limits on taxing earnings subject to social security taxes. "They can afford it," is the smug explanation. As a voting group we are a small minority. Our campaign contributions are valued more than our votes. Sad!

My research has failed to discover an authoritative source as to whom is considered rich. Based on my 50-plus years of consulting with them, here are my three categories:

- Rich, net worth of \$4 million to \$10 million (to varying degrees, are still concerned about maintaining their lifestyle to the day they die).
- Ultra rich, net worth of \$10 million to \$25 million (no longer concerned about maintaining lifestyle).

- 1% pay 40%
- You can fight back
- Tax revenues a constant 19.5% of GDP
- Taxes and politics intertwined entities
- Help people of Haiti, yourself with one check

- Mega rich, worth more than \$25 million (more concerned with not losing any of their net worth and conservatively growing it). Some in this group are worth \$50 million, \$100 million or more.

Almost all the rich have fetishes about the following: Overpaying their taxes (yet, they are, begrudgingly, honest taxpayers); the value of their time; the efficiency and competency of their employees (particularly top management) and outside professionals (i.e. their CPA and lawyers); appropriate and timely follow up; avoiding hassles and welcoming convenience.

Most of those still in business are on a constant search for relief from stress, time pressure and responsibility.

The rich are an essential ingredient of the fabric that makes America great... a necessary cog in the wheel of a prosperous American economy.

ity. Yet, they rarely become members of the "paralysis-by-analysis" club. Try to rip 'em off and you are toast.

The rich are an essential ingredient of the fabric that makes America great. Let's take a look at some undisputed facts that prove the rich are a necessary cog in the wheel of a prosperous American economy.

Taxes

How much of the income tax burden is borne by the rich? The most recent IRS data available shows that the top 1% of taxpayers (who earned \$410,000 or higher in 2007) paid a whopping 40.4% of all Federal income taxes. Amazing, because those taxpayers only made 22.8% of all the reported adjusted gross income. So much for the myth that the rich don't pay income tax.

Now hear this and share it with everyone you know: In 1993 Burt Hauser, an economist, published new data about the income tax system. As a result, Hauser's Law was created: "No matter what the tax rates have been in postwar America, tax revenues have remained at about 19.5% of gross domestic product (GDP)." The simple truth is that an increase in GDP increases tax revenues, while an increase in tax rates (which sock only the rich) reduce tax revenues.

Want further proof? Three times in our country's history, across-the-board income tax rate reductions — during the administrations of John F. Kennedy, Ronald Reagan and George

W. Bush — all resulted in increased income tax revenues in the years immediately following the rate reduction.

Hey, you guys in Washington, want more tax revenues? Increase the GDP, not tax rates.

Jobs

Who creates two-thirds of all the jobs in the United States? Closely held businesses, which translates into the rich (business owners).

Charity

The rich are the backbone of philanthropy in our country. Their contributions (often in the millions of dollars) fund medical research, universities, hospitals, education and an endless number of other charities in the U.S.

Maybe we can pound these facts into the heads of our politicians. The rich, by any definition, are the only Americans with excess wealth beyond what is needed to meet their basic living expenses. They don't put this ex-

cess wealth in their mattresses. They invest it in Wall Street (support larger companies), put it at risk in their own businesses (create more jobs), fund various charities and, yes, are guilty of spending a portion on high-end goods and services (create jobs).

Note: It may surprise you, but most of the rich do not flaunt their wealth. You can't tell they are rich by the clothes they wear, the cars they drive or the homes they live in.

Redistribute the wealth of the rich and you have socialism, which has created misery wherever it's been tried. We have seen the wonders of capitalism for more than 200 years. It works. The U.S. is the most powerful and wealthy nation in the world. Anyone in our country, some who are not even citizens, has an open door to earn his or her own wealth and become rich.

Simple logic tells you that destroying the rich by taxing away a large portion of their wealth will not help the poor. In the long run, excessive taxing of the rich will backfire, reducing the tax revenues to Washington.

It's time for us to fight back. How? Keep your net worth confidential (except for your professional advisors who need to know). Although your tax burden may become more onerous, use every legal trick and strategy to cut your tax bill. There are two taxes we know how to legally avoid: the capital gains tax and the estate tax.

Unfortunately, taxes and politics have been, are, and probably will



BY IRVING L. BLACKMAN
Tax and succession specialist

continue to be, inexorably intertwined. So it is most essential that you use a portion of your wealth, any time that you can find and all the influence you have to support candidates for the House and Senate (and, when the time comes, president) that understand economics and will pass the kind of laws that return our country to a level of normalcy, where the marketplace, not the government, determines the amount of your wealth.

Now, a seeming shift (which you will see is really not a shift) in subject matter. The tragic earthquake in Haiti has created a need for us to open our hearts and pocketbooks to help the Haitian people. As usual the Red Cross is on the scene helping in every way possible.

Here's a little plan to help you save a ton of taxes while helping the people of Haiti. My book, *Tax Secrets of the Wealthy*, sells for \$367. It shows you step-by-step how to totally eliminate the estate tax, whether you are worth \$3 million or \$33 million (or more). Simply write a check to the Red Cross, for any amount, and the book is yours.

Send your check (payable to the Red Cross) to me: Irv Blackman, 3960 Deer Crossing Court, Unit 102, Naples, FL 34114. I'll do two things in return:

- Send you a copy of *Tax Secrets of the Wealthy* (as my gift to you)
- Pay the shipping (via UPS).

What should be the amount of your check, \$50, \$100, \$1,000? You decide. Please affix your check to your letterhead with your business card (just your name, address and phone number if you are not in business). I'll forward your check to the Red Cross and ask them to acknowledge receipt directly to you. ■

Irving Blackman, CPA and lawyer is a retired founding partner of Blackman Kallick Bartelstein LLP and chairman emeritus of the New Century Bank (both in Chicago). Want to consult? Need a second opinion? Call Irv at 847/674-5295, e-mail wealthy@blackmankallick.com or visit his website at www.estatetaxsecrets.com.

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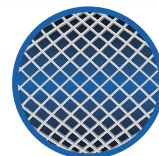
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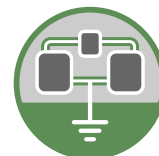
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See contact information on page 130

Supply New England receives humanitarian award

ATTLEBORO, MASS. — Supply New England, in conjunction with the Embassy Group Ltd., has been awarded the World Vision Humanitarian Award for 2009.

The award was given to Supply New England for the regional wholesaler's efforts in support of World Vision's storehouse distribution centers, which provide building supplies and other household and personal items in support of low income families and neighborhoods. Local non-profit agencies purchase building supplies from World Vision at steeply discounted prices.

World Vision, located in Federal Way, Wash., is a registered 501(c)3 non-profit relief, development and advocacy organization that operates in eight major urban and rural areas across the nation, working with children, family and communities to alleviate poverty and injustice.

The U.S. plumbing industry has been heavily involved in aiding World Vision's efforts, and most major industry manufacturers and retailers participate.

"Supply New England is proud to be recognized for our continued support of World Vision's efforts to assist and overcome poverty and substandard living conditions in this country," commented David Corcoran, president of Supply New England. "This award recognizes Supply New England specifically, but it's also a testament to the ongoing efforts being made by the plumbing industry to assist this most worthy cause."

Visit www.supplynewengland.com or www.worldvision.org.

New catalog available from Smith-Cooper

COMMERCE, CALIF. — Over the past 18 years, Smith-Cooper International has successfully engineered and developed its own brand of SCI trademarked, fully traceable pipe fittings and valves. Their investment in proprietary SCI tooling made this commitment possible and allows them to supply their customers with the highest level of quality products available. Made possible by a select group of offshore manufacturers, Smith-Cooper is very proud to have manufacturers/partners that produce products exclusively for SCI.

The new *Industrial PVF Catalog* was designed to be used as a reference guide and marketing tool for customers' inside and outside sales associates. It will also be a valuable tool when offering submittals on SCI-branded products to all levels of wholesale, engineering and specification. The catalog shows all of the SCI's traditional carbon and brass products.

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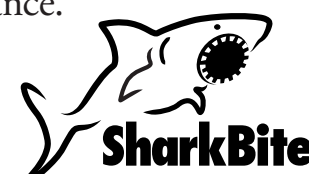
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WFI provides geotherma system for net-zero energy home

BAY CITY, MICH. — WaterFurnace International Inc., a leading manufacturer of residential, commercial, industrial and institutional geothermal and water source heat pumps, has provided the geothermal heating and cooling system for Michigan's first net-zero energy home.

Net-zero energy homes combine state-of-the-art energy efficient technologies and practices with environmentally friendly renewable energy equipment to ensure that the homes produce as much energy as they consume. Any extra energy that a home produces will be sold back to the power company through "net metering," compensating for the amount purchased.

The "Vision Zero" home, located in Bay City, Mich., incorporates innovative and energy-efficient technology. The home was designed and built by The Dow Chemical Com-

pany and Cobblestone Homes. It will serve as an educational resource for consumers until spring 2011, with tours and seminars available so that people can learn more about the technologies used in a net zero house.

The WaterFurnace Envision geothermal heat pump, installed by Walton Geothermal Heating & Cooling of Mount Pleasant, Mich., supplies the home with highly efficient heating, cooling and hot water.

The Envision unit works with the home's solar thermal tank and electric hot water tank to provide hot water for the home. With a Desuperheater, the Envision captures the unwanted heat from the home and uses it to preheat water in a storage tank. The electric hot water tank serves as the primary holding tank, so the geothermal and solar tanks are not competing with one another, conserving more energy.

An Energy Recovery Ventilator (ERV) has been installed to control moisture levels and ventilation rates through one central thermostat. Walton also installed the geothermal loop to support the system, a six-pipe, horizontal loop application where the pipes are buried in horizontal trenches rather than vertically drilled holes.

Melissa Wahl, co-owner of Cobblestone Homes, said that they decided to use geothermal to heat and cool the home because, in addition to consumer interest and energy efficiency, there are many incentives for installing a geothermal system, such as the 30% tax credit homeowners can receive on the installation of a geothermal system.

"In most cases people learn about geothermal through literature, video or on television," said Wahl. "But many don't have the opportunity to look at how it's done and talk to someone face-to-face. This project lends itself to hands-on education."

Those interested in learning more

about sustainable and zero energy building can attend one of Vision Zero's open houses to see the different products and technology and the WaterFurnace geothermal system.

With the WaterFurnace geothermal system, the home is designed for noticeable heating and cooling cost savings: It costs less than \$250 a year to heat the home and \$14 a year for cooling. The home is expected to save \$3,507 in energy costs and prevent 44,855 lbs of CO₂ emissions per year.

Visit www.visionzerohome.com or www.waterfurnace.com.

The WaterFurnace Envision model is installed in the home and supplies it with highly efficient heating, cooling and hot water.



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ASA Education Foundation holds fall workshops



CHICAGO — Responding to the overwhelmingly positive response to its Essentials of Profitable Warehouse Operations introductory workshops this past spring, the ASA Education Foundation held four additional workshops in September.

The workshops summarize the content of the *Essentials of Profitable*

Warehouse Operations certificate course. In addition to the full day's instruction, participants in the course received a copy of the course book and the right to take the final exam and earn a Certificate of Completion.

Industry veteran Jason Bader of The Distribution Team, a warehouse and inventory consulting firm — and

Rainmond's webstore is source for installers and homeowners

MONTGOMERY, ALA. — Rainmond's online web store is devoted entirely to residential rainwater harvesting filters and accessories. The store allows customers to not only order products but to educate themselves on rainwater harvesting products and solutions with the use of videos, pictures, drawings, installation guides, case studies and other valuable tools.

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Visit www.rainwaterharvesting-store.com.



OBITUARY

'Bill' Christiansen, Chris-More founder and SWA past president

VESTAVIA HILLS, ALA. — John "Bill" Christiansen Jr., 83, died August 24.

Christiansen was a graduate of Shades Cahaba High School and served in the U.S. Army, Airborne Division. He was an active member of Vestavia Hills United Methodist Church and a member of the Masons.

He was the national sales manager for American Standard Company and

the founder of Chris-More Inc., headquartered in Memphis, Tenn. He served as the president of Southern Wholesalers Association from 1982-1983.

He was preceded in death by his wife, Joyce Dawson Christiansen and is survived by two daughters, two sons, one brother and one sister. Mr. Christiansen is also survived by 14 loving grandchildren, whom he adored.

The family requests that memorial donations be directed to Susan G. Komen for the Cure, 1100 Ireland Way, Suite 203, Birmingham, AL 35205-7001.

a regular columnist in *The Wholesaler* — led the workshop instruction. During the course of the day, Bader prompted participants to "search for cash in the warehouse" through an interactive and unique exercise. The

search included ways to cut costs, save time, eliminate errors, cut shrinkage and more. Participants in the course took away a list of 35 different ways to "look for cash" and increase their warehouse's profitability.

Strong July sales push HVAC/R distributors closer to recovery

COLUMBUS, OHIO — In its monthly *Targeted and Regional Economic News for Distribution Strategies (TRENDS)* report, Heating, Air-conditioning and Refrigeration Distributors International announced that North American HVAC/R distributor sales for the month of July 2010 were up over 13% from last year. This is the fifth consecutive month in which overall distributor sales were up from the previous year.

Running 12-month sales, however, still failed to push into the positive. All but two of HARDI's seven U.S. regions were up in July, with three exceeding 18% growth. Canada continued its strong run and maintains the highest running twelve-month growth among all HARDI regions.

Andrew Duguay, Institute for Trend Research® economist and associate of HARDI's chief economist Alan Beaulieu, tempered thoughts of over-enthusiasm with July's strong sales, commenting, "However, looking at the commercial construction data (that we use in the quarterly reports) for July shows that July 2010 commercial construction spending in

the Southwest Region came in 42.6% below July 2009, the worst year-over-year change among the seven U.S. regions in July."

July's Sales *TRENDS* report showed a modest improvement in

Spending on home improvement construction in the latest quarter is 16.2% ahead of this time last year.

customer payments, but a nearly 10% decrease in sales per employee. Alan Beaulieu of ITR added, "HARDI members have reasons to be optimistic, but it is good to remember that this will be a long, slow recovery in the new housing construction market. Consumer activity for home repairs and maintenance will be a crucial area of focus. Spending on home improvement construction in the latest quarter is 16.2% ahead of this time last year, no doubt fueling much of the gains for HARDI members."

Visit www.hardinet.org.

ClimateMaster offers sales trainings

OKLAHOMA CITY — ClimateMaster has set dates for seven new sales training meetings, which began on September 28.

These one-day meetings are taking place this fall in seven cities across the U.S. ClimateMaster has invited all of their distributors to attend these meetings. They will be discussing the direction of ClimateMaster for the future, as well as introducing a new advertising plan and marketing tools for 2010 and 2011.

"It is our mission to educate and inform our distributors with an industry-leading team having more than 200 years combined geothermal heat pump

experience. Attendance at these meetings is essential to the growth of geothermal sales and profits,"

said John Bailey, senior vice president-sales and marketing at ClimateMaster. "We will strive for perfection in helping our distributors in their endeavors to make their distributorships more profitable. As our industry grows, we will do everything we can to help them grow with it. A distributor sales force that is well trained and informed on ClimateMaster products and our competitive advantages will allow us all to increase sales and profits."

Visit www.climatemaster.com for meeting dates and locations.

Wolseley sells Brandon Hire Ltd.

READING, U.K. — Wolseley has agreed to dispose of Brandon Hire Limited, its U.K. tool and equipment hire business, to Rutland Partners.

Total cash consideration of £43 million will be payable on completion, subject to normal closing adjust-

ments. Completion is expected within 30 days.

In the year ended July 31, 2010, the business generated revenue of approximately £70 million. Net assets being disposed of amount to approximately £35 million.

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THG increases inventory, offers Quick Ship program

COCONUT CREEK, FLA. — THG® has launched its “Quick Ship” In-Stock program. The company began accepting purchase orders in June 2010, and the program is gaining momentum within its nationwide dealer network.

Each series includes enough items to complete a typical master or secondary bath, and there are no minimum purchase requirements on

orders. THG selected five of its most sought after collections including Art Deco, Tradition with Levers, Faubourg All-Metal with Levers, Beluga with Levers and Pure.

“We are thrilled to offer our authorized dealers a convenient and ‘beyond decorative industry standard’ program, where they can easily place orders and have the products arrive within a week,” said Scott Tri-

ethart, national sales manager at THG USA. “This really helps with closing a sale, especially when a client is in a bind. Customers can select from any of the luxury bath products in the program’s collection, from handshowers

and body sprays to wall-mounted or widespread lavatory sets, Roman tub fillers and top selling accessories. Orders will be processed at our Florida-based, THG USA warehouse and shipped via UPS ground within three business days.”

Visit www.thgusa.com.

Simpson DuraVent now member of M&G Group

VACAVILLE, CALIF — Simpson DuraVent has been acquired by the M&G

DuraVent
Member of M&G Group

Group, and is now M&G DuraVent, Inc, a member of the M&G Group. The change of ownership became effective September 1, 2010.


The M&G Group (www.mggroup.com) is a privately owned consortium of thirteen companies throughout Europe headquartered in

the Netherlands. The M&G Group is a venting and chimney company that produces a wide range of products in aluminum, stainless steel and plastic. It is the largest supplier of engineered venting systems for the high-efficiency heating market in Europe. All M&G companies, including DuraVent (www.duravent.com), are venting companies.

“There is no change with our employees, manufacturer reps, email, phone numbers, etc. Business will run seamless though there has been a change in ownership”, said Steve Eberhard, president, M&G DuraVent.



At left is THG's Art Deco cross faucet set; left is the Beluga with levers.



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Five keys to making money in distribution

After spending the last six years working with independent distribution companies in a consulting capacity, I have seen a few great business practices. I have seen a few bad business practices. And, I have seen the downright ugly business practices that have caused many companies to falter in challenging economic times. I recently interviewed a third-generation distributor and asked him to talk about what their company has done to stay healthy over so many years. He told me that it was all down to the fundamentals of distribution. Companies need to understand their core competency and then stay true to that focus. Points of uncertainty and instability can be attributed to the times they took their eye off the ball.

After my conversation with this gentleman, I started to think about all the times someone has said that you need to get back to the fundamentals. Sounds great. Where do I sign up? The biggest problem with this statement is that some of us simply don't know what these magical fundamentals are. This is especially true if our education has been limited to one employer or company in the distribution industry. Over the course of this article, I will give you an overview of five basic fundamentals in distribution.

Understand distribution financials

It took me many years to understand distribution financials because I frankly was not exposed to them as a distributor. They just weren't emphasized in my family business. It was only when I started seeking outside coursework and seminars that I began to understand that making money in distribution went way beyond selling something for more than I bought it for.

Start with the income statement. It will make more sense once someone explains it to you. I often find it the most useful tool to look for leaking cash. Once you get a feel for what you are looking at, start combing through the operating expenses for areas to correct. A good friend of mine spent about six months pouring

- Pay attention to distribution financials
- Understand your income statement
- Budget alleviates fear of the unknown
- Know what you're good at and stick to it

through his. He made changes in telecommunications, vehicles, office supplies — even garbage service. When all was said and done, he wound up saving his company almost \$20,000 per month. It was well worth his time.

Budgeting in distribution is a tough exercise. Most of us get hung up on the income side. Since we usually feel like our income projections are tantamount to pixie dust, we discredit the whole exercise. The real key is in the expense side of the exercise. As we see the flow of income in previous years, we can see where we might be running tight going forward. Cash flow trouble keeps most business owners sleeping like babies — waking up and bawling every two hours. A great deal of this anxiety is fear of the unknown. A budget helps alleviate some of that fear. Again, the income may be significantly different than your budget. As it moves

You will learn a great deal about your company — both positive and negative — by asking your customers... The point is: Don't guess about your core competencies, ask your customers.

around, you can make adjustments within the framework of a bigger plan. Going without a financial plan is a recipe for a lot of sleepless nights.

Skipping cash discounts is like signing up for a high interest credit card. It should be avoided when possible. When we skip a discount, and hold on to our money for an additional 20 to 25 days, we are essentially signing up for a loan from the supplier. If we are offered cash terms of 2% 10 net 30, the supplier is willing to give us a 2% discount on the entire invoice if we pay within 10 days. If we skip the discount and pay in 30 days, we forfeit the 2% savings. Holding on to our money for the 20 days at a 2% penalty doesn't sound like much — until you run that interest rate out to a full annual percentage rate. Let me save you some time. The rate comes out to around 37%. Ouch. Most of us can borrow at a much better rate than this. This is a great use of your line of credit. By the way, this works the same way if you are giving out cash discounts to customers. Quit doing this. At least quit giving cash terms to your least profitable customers. Need some more incentive? Go ask your A/R people how many customers take the cash discount and still pay you in 25 days or more.

If you don't feel comfortable around financials, ask for help. Most

distribution companies were started by salespeople who thought they could do it better than their previous employer. Let's face it, most salespeople are not closet accountants. This tends to be where most distributors fail — they can't manage the money. Time to swallow your pride and get some education. There are some great seminars and workshops out there that focus on finance for non-financial managers. There are great books written in plain common sense language. Finally, ask your CPA for some help. Understanding cash flow will help you survive some of the deepest sales recessions.

Understand your core competencies

Why do your customers buy from you instead of your competitors? Have you ever asked? Most distributors think they can answer this question, but have never done the research to back it up. I have recently been

helping a client understand the difference between sales and marketing. When I grew up, the two activities were often used in the same sentence to describe a bunch of folks selling things for more than we bought them for. Marketing is not sales. Marketing makes sales more effective.

You will learn a great deal about your company — both positive and negative — by asking your customers. If you have an internet-savvy customer base, web-based surveys might be your best bet. If you have a customer base that prefers personal interaction, you might have to do phone based interviews or focus groups. The point is: Don't guess about your core competencies, ask your customers.

Many of us have tried to take our company way outside the current market. Sometimes this means that we look at another trade type or customer segment. Other times, we do geographic moves that cause us to lose our identity. I have personally experienced both.

As many of you know, I grew up in construction supply. Every few years, we would lose our sanity and decide to court the industrial contractor. The products were the same — why not? There was a very big why not. Industrial contractors do not have the same service needs as the jobsite contractor. It's like apples and



BY JASON BADER
Inventory management specialist

oranges. Both are fruit, but the two are very different.

In a similar baring of my soul, I also got my backside handed to me by trying to go into a different geographic market. In this example I was working with the same type of customer; but the geographic differences in application proved to be the insurmountable obstacle.

In both cases, I did not honor what had made me successful all along. Don't get me wrong, I am not advocating that we rest on our laurels. Do the research and ask yourself if it fits within your core competencies. Are you built to do business the way that the market requires? If not, you might be trying to jam a square peg into a round hole.

Every once in while, a customer comes along that want to only deal with the low cost provider. Know any of these? They want the lowest price and they could care less about our "total procurement cost" rationale. When this happens, one of our salespeople usually wants to bring up the volume vs. price debate. Can you support this type of customer? What have you built your company on? If you are a high service company, this scenario will cause you endless frustration. Know who you are. Be willing to pass up some business opportunities that go against your service model. I have seen people try to develop a multi-tiered service approach, but they ultimately wound up blending them back into one melting pot. ■

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

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PVF distribution rebuts U.S. government interference

Since starting to write my daily internet columns for the Gannett Publishing Company three years ago, I have been in frequent contact with distributors, manufacturers, and builders/contractors regarding their concerns and hopes regarding this post-recessionary transition period.

- *Distributors awaking to export potential*
- *Waiting for mid-term election results*
- *Hanger importer on the hook for dumping*
- *Industry suspicious of good export plan*

What has struck me most poignantly has been the deep concern expressed, almost universally, that U.S. government actions are becoming increasingly detrimental to the ongoing improvement, or even survival of our nation's privately held businesses. These make up the bulk of the 150-million-strong employment potential that now exists in the U.S. Estimates place small business employment percentages between 65% to 70% of the active total.

Leading the parade of consternation expressed by owners, general managers and key employees alike is the Obama healthcare monstrosity, which is only now exposed for its many small business strangling components. Practically all my interviewees

believe that anticipated additional January taxes and the shackles of new financial regulations will have a debilitating effect on their businesses even before the full impact of new healthcare provisions take effect three years from now.

Ironically, all these entrepreneurial leaders are universally savvy about the coming impact on their bottom lines, and are taking whatever remedial steps that are necessary to maintain their business viability — cost control, minimum inventory levels and whatever is necessary to service customers, who themselves are limiting their buying to the day-to-day needs of the current demand economy.

These committed self-starters and vigilant stewards of distributorships,



BY MORRIS R. BESCHLOSS
PVF and economic analyst

contracting firms and privately-owned manufacturers are basically optimistic, as they view forthcoming opportunities in expanded power generation, renewable energy, such as solar and geothermal, as well as pending development in oil breakthroughs, such as the Bakken Belt and shale 'fracking' of natural gas and badly needed construction of additional facilities.

I've also been amazed at the awakening interest, even by Midwest dis-



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tributors of export potential. Their questions regarding this most promising of future growth opportunities indicate their desire to become involved in this current 11% of America's gross domestic product. Because of the galloping demand in the developing economies, primarily Southeast Asia, exports represent the most significant opportunity for industrial products available today. (Note third item in this column.)

The overwhelming response that I have received from our many industry activists indicate that this year's fourth quarter will be relatively dormant, as far as inventory building and hiring are concerned. With the November 2 mid-term elections and the disclosure of the bi-partisan Debt Commission due to be unveiled December 1, it's obvious that overall new business will be at a standstill, while industry-at-large waits for pre-2011 developments.

Although a changing of the Congressional guard is eagerly awaited by the private sector, even more suspenseful is the 18-member Commission Debt/Tax report.

By virtue of statements emanating from this forum, recommendations supported by 14 Commission members will be presented to Congress for an up-down yes or no vote.

Because of the galloping demand in the developing economies, primarily Southeast Asia, exports represent the most significant opportunity for industrial products available today.

Confidential sources have indicated that President Obama, Senate Majority Leader Harry Reid, and House Speaker Nancy Pelosi have signed on to this deal, and will make it happen shortly after this report's presentation.

Chinese steel hanger importer indicted

Another example of the continuation of felonious practices by certain importers was revealed in the following release printed in the August issue of the *American Metal Market* publication:

"A California importer of Chinese-produced steel hangers, accused of evading anti-dumping duties, has been arrested and faces charges of fraud, smuggling, and money laundering.

Arturo Hulzar-Velazquez is accused of evading the duties by sending the product to Mexico and then falsely claiming their origin wasn't China, ac-

ording to the original criminal complaint filed in U.S. District Court for the Southern District of California.

Hulzar-Velazquez has been formally charged with entry of goods falsely classified, smuggling goods into the United States and laundering of monetary instruments for allegedly avoiding an anti-dumping duty set in October 2008. He couldn't be reached for comment.

The anti-dumping duty went into effect after it was determined that ex-

porters from China cold steel wire garment hangers into the domestic market at less than fair value. The dumping duties imposed ranged between 15.44% and 186.98%.

If convicted of the felony charges, Hulzar-Velazquez would face an imprisonment sentence of between five and 20 years, in addition to fines and the payment of the allegedly evaded dumping duties, according to a press release issued by the Coalition for Enforcement of Antidumping and

Countervailing Duty Orders.

The Coalition has been working with U.S. Customs and Border Protection and U.S. Immigration and Customs Enforcement to identify importers attempting to evade U.S. tax laws. The coalition said that Chinese hangers are being transshipped to such countries as Mexico, Vietnam, Taiwan and South Korea where they are relabeled and shipped to the United States duty free."

(Turn to Beschloss, page 54.)

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Industry holding breath for November election results

(Continued from page 51.)

U.S. export growth dependent on government support

When President Barack Obama blithely called for a doubling of U.S. exports in five years, he immediately turned the task of implementation over to a newly-formed council, headed by the CEOs of Boeing and Xerox, two major U.S. corporations heavily dependent on global business development.

The President has found it expedient to form high-powered study groups, like the current debt reduction think tank, to ponder and recommend solutions, which should be the purview of the White House and Congress. It's expected that both the export and debt reduction analysts will make their recommendations after the mid-term elections, so as not

to muddy the political waters.

As someone who has been a major exponent of exports by American industry as a saving grace of future economic growth, I applaud the President's focus, but am concerned about the perceived hostility with which industry in general views the White House's policies.

In the past decade, exports had climbed to 15% of this nation's gross domestic product by 2008, a multiple far greater than that reached in the 1990's. Exports to China alone reached over \$70 billion in 2009, a near quadrupling of the 1999 figure.

Unlike the heavy export subsidies provided by the world's other leading exporters, China, Japan and Germany, U.S. business, industry and service providers were left to their own devices to accomplish this arduous task of export development.

After more than 150 years of economic growth almost exclusively directed at the constantly growing American domestic market, both the agricultural and heavy goods sectors woke up to the world's appetite for "Made in America," and the need for reaction to the unprecedented inva-

Buick, Ford, Google, McDonald, etc. trump the rest of the world combined.

With the competitive element somewhat allayed by the relative multi-year weakness of the dollar, a rebirth of the previous export momentum is slowly gathering steam. However, the President must confront the need for busi-

The President has found it expedient to form high-powered study groups, like the current debt reduction think tank, to ponder and recommend solutions, which should be the purview of the White House and Congress.

sion of U.S. domestic markets by both developed and emerging world economies.

The success of U.S. exports has been primarily based on the incredible diversity of U.S. offerings, and their incomparable quality, even though such major sectors as textiles, leather goods, electronics, steel, and fabricated metals have shifted their production to Southeast Asia and other developing nations. When it comes to brandnames, such names as

ness-friendly policies to support his ambitious export aspirations.

Based on the policies already espoused by the Obama Administration, U.S. business and industry sees a disconnect between the President's words and actions.

Political gridlock! Economy's best hope

As the run-up to America's most critical mid-term elections in a century reach a fever pitch, their results (Turn to Beschloss page 126.)

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See contact information on page 130

Limiting intellectual input hurts profit

A sales VP of an international company referred me to his region's CFO. He felt that there existed an opportunity to improve on the sales/credit relationship and encouraged me to contact the CFO and explain my consulting and training services. After leaving three messages over a two-week period, I got a call from the regional A/R manager, the CFO's subordinate. I started to explain what I do but the man cut

me off, saying "We just had the very prestigious firm from the U.K., Robem, Blind & Howe, do an evaluation of our credit and A/R management functions and with the exception of a few minor items, they validated our processes."

On hearing the word "validation" the picture that comes to my mind is that of finding the right guy to stamp your parking ticket. Or maybe, if you're lucky enough to still have her, calling your Mom for some kind words and reassurance. But to pay a consultant to come in and pat you on the back and tell you you're doing good — never.

School ties

Keeping my thoughts to myself I said to the regional A/R guy, "That's great, it's always a good idea for a company to have an outsider come in and take a fresh look at things." I then

asked how my firm could participate in providing them with their next evaluation. "Oh no, we're having R.B. & H. back again," said the A/R guy. After a few more minutes of conversation it was clear to me that I was wasting my time. You see I learned from the A/R guy that his boss, the regional CFO, used to work at R.B. & H. and she was not interested in working with any other consulting firm.

When everyone sitting around the conference table went to the same school, has a common life experience and understanding of things; you're not going to get a whole lot of new



BY ABE
WALKINGBEAR SANCHEZ
Credit/collections specialist

shortage mindset from W.W.II still existed and there were few dog names from which to choose. A beautiful Border Collie, Prince could leap tall fences and run like the wind but

Over the years, this man had moved up the ranks by keeping his mouth shut and his head down. I was trying to get him to see that there might be better ways of carrying out business functions and processes; but he was one of those guys who took pride in saying, "They don't pay me to think."

ideas, solutions and improvements. In fact, this kind of corporate inbreeding will limit the intellectual gene pool resulting in more of the same thinking. "Insanity is doing the same thing and expecting different results."

We don't know what we don't know

Mohandas K. Gandhi was once accused of having said something that conflicted with a prior statement. His response was something like, "I will not waste my time apologizing for what I've thought or said in the past. I can only seek to be faithful to the

There is pain in growth — think back to when you were a teenager or an adolescent — but there is a payback if you hang in.

truth as it reveals itself to me."

We don't know what we don't know.

No matter how smart a manager, or management team is, there's no way he/she/they know it all. Sometimes the true value of having an outsider review how things are done is that they ask dumb questions because they don't know. Hiring a consultant who knows how you do things and brings nothing new to offer limits the potential results/improvements.

Prince and the trench

Humans and dogs are creatures of habit and once a habit becomes ingrained it's tough to change. In the 50's my family had a beautiful dog named "Prince." At the time the

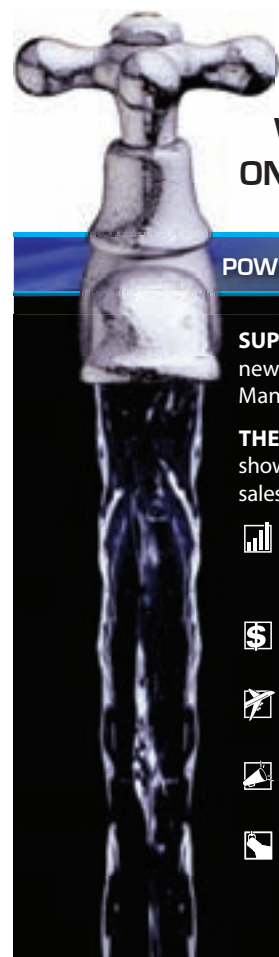
he used his talents for evil. Prince was a "chicken killer."

With some dogs, killing for sport becomes an obsession and try as you will it's real hard to break them of it. There's really only a couple of things to do with a rogue dog; you put it down before your neighbors do it for you, or you find it a new home — far away from chickens. I sure missed Prince after he was gone.

People who put in long hours day after day and year after year, doing the same work form habits. Some habits aren't bad, always saying "please and thank you" is a good little program to have. Once we form a habit, like driving a car, we don't think about it, we just do it. It becomes easier and easier to do the same things the same way over and over again, and in so doing you form a box around your thinking. Sometimes the thinking stops altogether and habits take over.

I was talking with a corporate VP who had been on the job with the same company for 20+ years. Over the years, this man had moved up the ranks by keeping his mouth shut and his head down. I was trying to get him to see that there might be better ways of carrying out business functions and processes; but he was one of those guys who took pride in saying, "They don't pay me to think."

Walk the same path often and long enough and a rut becomes a trench (therefore the word entrenched). Life in a trench is hard, it's impossible to see the sun rising and setting. You look to the horizon for what may be
(Turn to Admit... page 58.)



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Admit what you don't know, hire consultants who will show you...and learn

(Continued from page 56.)

coming and all you see is a wall. And you don't want to be in a trench when it gives way (things change).

The purpose of it all

Life on this planet, Earth, is de-

When everyone sitting around the conference table went to the same school, has a common life experience and understanding of things, you're not going to get a whole lot of new ideas, solutions and improvements. In fact, this kind of corporate inbreeding will limit the intellectual gene pool resulting in more of the same thinking.

fined as "that which has the ability to survive and reproduce." This is the basic hard wiring that's found in one cell creatures, elephants and humans. Humans being creatures of logic, or so we'd like to believe, figure that whatever we did yesterday must work with proof of that being that we

survived; therefore if we do the same today we should survive, and the same tomorrow and so on.

Change represents an unknown and who knows we may not survive it. Fear of mistakes and the power of habit limit our ability to think of bet-

ter ways of doing things. We are so busy doing things the same stuff over and over, we don't have time to think...and that's a big mistake.

Smart people know they're limited

When we read something different than what we normally read, when

we go to a training program put on by someone we've seen heard before, when we bring in someone different from ourselves to look at how we do things, when we step outside our cells, outside the box we've created for ourselves, we grow — and that takes courage. There is pain in growth — think back to when you were a teenager or an adolescent — but there is a payback if you hang in.

Pascal, the French guy, wrote, "The more intelligent a person the greater the differences they see in others. Ordinary people see all men the same."

Join a professional or trade association, if you're not already a member. Get involved and go to the meetings and support training programs. Get online and research your industry and other ways of doing things so that

you can better do the number one job of a business manager, to think and to improve. A business manager not focused on improvement becomes an administrator at best and a bureaucrat at worst.

Hire consultants that will push you to the wall of your box and cell by challenging what you do and how you do it. It doesn't matter if you agree or disagree with a consultant's point of view, what matters is them making you think. Ask your customers what they like or don't like about doing business with you — and do so with an open mind and no fear in your heart. ■

Abe WalkingBear Sanchez is a speaker and trainer on the subject of cash flow/sales enhancement and business knowledge organization and use. He can be reached at A/R Management Group Inc., P.O. Box 457, Canon City, Colo. 81215; tel. 719/276-0595, e-mail abe@armg-usa.com, website www.armg-usa.com.

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First, invest in sales managers

Now that the worst of the recession is behind us, it's time to think about actually growing the business again. And that means investing in the improvement of the sales force. Most astute principals and chief sales officers realize that in this very competitive economic environment, those companies that sell better than the rest will take market share away from their less-effective competitors.

Yet budgets are still tight, and nervous CEOs are hesitant to fund broad-

- Sales managers are best use of limited \$\$\$
- Sales managers run the gamut from great to barely breathing
- Proactive SM is a great treasure

based sales initiatives. What to do?

Start with the sales managers. If you want to do something to improve your sales force, the best application of limited funds is to invest in the sales managers.

It's the sales managers who have the greatest opportunity to help sales people unleash their potential. Because of their daily high touch interaction with the sales force and the market, sales managers have the levers to ratchet up sales performance in the entire team. If you can educate a sales manager in the best practices of his position, and if he then implements the principles, practices and disciplines of professional sales management, you can see an immediate, measurable and long-lasting improvement in the performance of the sales team.

While most people intuitively understand the link between effective

sales management and improved sales results, research in the last few years has confirmed it. For example, a study by Wilson Learning Worldwide Inc. concluded that sales teams under the oversight of a highly skilled sales manager produced 29% higher revenue, 47% higher employee satisfaction and 16% higher customer satisfaction.

Unfortunately, of all the job titles and positions in a typical B2B sales force, the first line sales managers are the least trained for their positions. Most haven't been educated in the best practices of effective sales management. They default to the habits and practices they saw when they were salespeople. They mimic the models of the sales managers for whom they worked. Alas, most of their models were never educated in effective sales management.

As a result, sales management



BY DAVE KAHLE
Sales specialist

practices vary from one extreme to another, depending on the individual manager's vision of himself. There is a continuum from micro-manager at one extreme to non-manager at the other. Some see themselves as super salespeople, the most competent of all the salespeople, and the one who needs to go with the salespeople to close big accounts and smooth flustered relationships. Others become administrators, busying themselves (Turn to A good... page 62.)



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A good sales manager is a great investment

(Continued from page 60.)

with reports, meetings and a continuous stream of clerical functions.

Some identify with the salespeople, and wouldn't think of impinging on anyone's style or system of work. Others see themselves as executives who don't really have time for the nitty gritty of joint sales calls.

Still others, suffering from a lack of a clear vision as to what their role could be, default to a reactive style of management, where their time is directed to the most compelling of the countless number of issues that cry for today's attention.

The costs to the company can be huge. Morale is not what it could be, and that impacts almost every transaction and relationship for the sales team. Salespeople turn over more rapidly, causing a whole series of unnecessary costs. Marginal salespeople continue in roles for which they aren't suited, resulting in lost sales and disgruntled customers. Unfo-

cused salespeople default to reactive sales styles, dissipating sales efforts. Is it any wonder that sales teams under effective sales management are so much more effective?

Sales managers can be proactive leaders who set the standards, identify the vision and lead the company's charge into the competitive market.

A study by Wilson Learning Worldwide Inc. concluded that sales teams under the oversight of a highly skilled sales manager produced 29% higher revenue, 47% higher employee satisfaction and 16% higher customer satisfaction.

Most have never been exposed to the concept that there is a set of best practices for first line sales managers. They should be leading their teams, creating expectations, holding salespeople accountable, coaching, counseling when necessary and developing the skills and capabilities of the sales force. They should be helping their salespeople focus on the

most effective customers, products and processes. They should create and impart important standards for sales behavior and performance, and be ready and able to act when those are not met and a new salesperson needs to be recruited.

A proactive, skilled sales manager can be the best thing that ever hit a

group of salespeople. Unfortunately, these kinds of activities do not proceed naturally from the skills that gave them success as salespeople. Their time as a salesperson has not equipped them with any of the skills and practices necessary to effectively perform as sales leaders.

And, so, most B2B sales companies limp along with untrained sales

managers and underachieving sales teams. An investment in transforming mind-sets and improving practices of sales managers can have a positive impact on the entire sales team. If you only have limited funds to improve your sales force, start there. ■

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 seven books, and presented in 47 states and seven countries. Sign up for his weekly e-zine or visit his blog. For more information, contact The DaCo Corporation, 835 West River Center Drive, Comstock Park, MI 49321 visit www.davekahle.com or phone 800/331-1287.

Noritz America and Make It Right mark fifth anniversary of Hurricane Katrina

FOUNTAIN VALLEY, CALIF. — Noritz America, a leading manufacturer of tankless water heaters, joined Brad Pitt and the Make It Right Foundation in



marking the five-year anniversary of Hurricane Katrina and Pitt's incredible vision to help rebuild New Orleans. Noritz has committed to donate 150 units to Make It Right and all of its green, affordable, energy-efficient homes in New Orleans' Lower 9th Ward.

"Our commitment from the start was to assist Mr. Pitt in his honorable and forthright efforts to create an environmentally friendly community," said Bob Hitchner, vice president of marketing and business development at Noritz America Corporation. "Not only are we a world leader in tankless water heater technology, but we're proud to say that we are the philanthropic leader within our industry."

"At Noritz, our mission is to continually look for ways to increase efficiency, save money for our consumers, and find ways to work that are friendly with our environment. We have been honored to have our state-of-the-art technology utilized within this great, new community and for the great citizens of New Orleans."

The Make It Right Foundation is committed to using green, affordable and sustainable building techniques in the construction of homes, with the long-term goal of serving as a catalyst for further rebuilding in the Lower 9th Ward and throughout all of New Orleans. Visit www.MakeItRightnola.com or www.Noritz.com.

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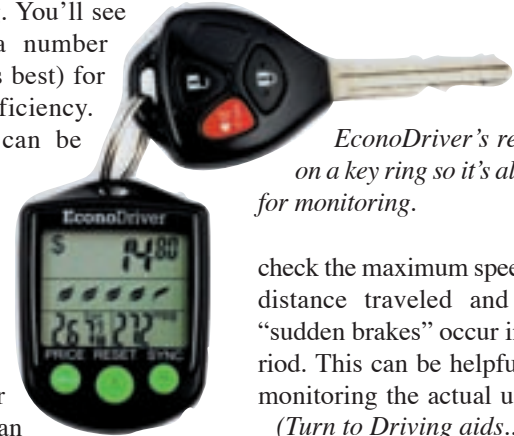
The company gave me one of these to try out. To use it you enter the price for fuel and the device takes care of the rest for you. That makes it very nice.

This is compatible with all cars and trucks manufactured for 1996 and later. If that is the case for your vehicle, you can use this to track your costs and your "green level" of driving. You'll see a meter with a number from 1 to 5 (5 is best) for your energy efficiency. For many this can be quite helpful.

The company also has a SafeDriver device. It is billed as a device to monitor the use of the car for your teen. You can



TERRY L. BROCK
Technology/marketing specialist



EconoDriver's readout hangs on a key ring so it's always at hand for monitoring.

check the maximum speed driven, the distance traveled and how many "sudden brakes" occur in a given period. This can be helpful for parents monitoring the actual use of the car (Turn to Driving aids... page 66.)

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Driving aids save \$\$, enhance safety

(Continued from page 64.)

by their novice-driver teens.

It has another benefit for employers who want to monitor how employees are handling company-owned cars. With SafeDriver, you will know the real maximum speed the vehicle reached in the last reset. Couple that with the data for sudden brakes and distance traveled and you'll have a better idea of how the company vehicle was really handled. Just having the device in the car and letting employees know it will be monitored can help save costs of the car — and increase safety.



The SafeDriver device monitors the use of vehicles so you can check the maximum speed driven, the distance traveled and how many 'sudden brakes' occur in a given period. Great to keep tabs on a fleet or for anxious parents of teenage drivers.

Both of these devices have advantages to monitor what is happening with your vehicle. I think the EconoDriver would be particularly helpful if gasoline prices get up to their higher than \$3.00/gallon levels as

they were a while back. Either way, this could be a good investment for the concerned parent or business owner.

EconoDriver (\$79.95), SafeDriver (\$69.95), <http://lemurmonitors.com>. ■



Use the EconoDriver to track your costs and 'green level' of driving — a meter with a number from 1 to 5 (5 is best) tracks your energy efficiency.

Terry Brock is an international marketing coach and professional speaker who helps businesses generate profitable results. He can be reached by e-mail at terry@terrybrock.com or through his website at www.terrybrock.com. Join the Twitter adventure with Terry through his Twitter address: TerryBrock. Join Terry's Facebook Fan Page at: www.facebook.com/SpeakerTerryBrock

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RACINE, WIS. — InSinkErator announced the company is donating Evolution Series food waste disposers and instant hot water dispensers to the Fisher House program, a private-public partnership that supports America's military and veteran

families in their time of need. Fisher Homes are located at every major military medical center and offer free lodging, so family members can be close to military loved ones who are undergoing medical treatment.

"We admire the work of the Fisher

House program and are proud to be able to provide a small measure of assistance to our country's veterans and military families," said David MacNair, InSinkErator vice president of marketing. "Understanding that guests are preoc-



cupied with their family member's illness, disease or injury, donating product is an easy way for us to show our appreciation and support.?"

Charlene Hall, manager of the Travis Fisher House, noted, "We can't thank InSinkErator enough for their donation. From start to finish, the entire process was seamless. The instant hot water dis-

InSinkErator urges all American manufacturers to find means to support military families.

penser is wonderful! It looks great in the kitchen and our military and veteran guests are already putting it to the test."

InSinkErator instant hot water dispensers and food waste disposers stand up to repeated use and are ideal for community kitchens with a lot of traffic. InSinkErator disposers contain advanced grinding technology, handling more volume and difficult food waste without jams or clogs. InSinkErator dispensers offer filtered,



near-boiling and chilled water — great for avid tea drinkers but also helpful when making a hot compress or removing stains.

InSinkErator urges all Americans and American manufacturers to find means to support military families in need throughout the nation. The Fisher House program provides several ways to offer assistance, either through monetary contributions or product donations. To learn more about how to support their mission, visit www.fisherhouse.org.

Visit www.insinkerator.com.

M.A. Stewart updates its website



CHARLOTTE, N.C. — M.A. Stewart & Sons (USA) Ltd has an updated new website. Easier to navigate and much more user friendly, this new site contains all the pertinent information that customers want and need.

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See contact information on page 130

Famous Supply hosts Tri-state Expo

CLEVELAND — On September 14-15, Famous Supply held the 27th Tri-state Expo, one of the largest regional trade shows of its kind. HVAC, plumbing, industrial and building product contractors and industry professionals attended the event. They met face-to-face with vendors, learned about new technologies, saw, touched and compared products.

Customers were also able to quote current and future projects and evaluate quality, price and delivery time, all in one convenient location. Famous offered show attendees Show Special Pricing on products being featured. Thousands of products were specially priced to help contractors and industry professionals stay competitive in this market.



Back by popular demand, Famous again expanded exhibit space with "Crazy Eddie's Expo Bargain Bonanza." This was a huge sale section of select products at a deep discount exclusive to show attendees. Discounted products included appliances, plumbing products, kitchen cabinets, vanities with tops, accessories, supplies, building products, equipment, tools and more.

State of Ohio and NATE certified courses were offered during the two-day show through Famous University®, which also hosted free Special Interest Seminars, including Solar Thermal Systems, Wireless Controls & Zoning, GeoThermal, Condensing Boilers, Tankless Water Heaters, General Furnace Service, Residential Fire Sprinkler, Gastite Certification and Nitrogen Purging of Line Sets.

Visit www.famous-enterprises.com.

Danfoss sells compressor business

BALTIMORE AND NORDBORG, DENMARK — Danfoss, a manufacturer of high efficiency electronic and mechanical components and controls for air-conditioning, heating, refrigeration and motion systems, has sold its Household Compressor business to AURELIUS AG, a Munich, Germany-based industrial company.

Danfoss Household Compressors operates out of the company's headquarters in Nordborg, has approximately 3,000 employees and is a manufacturer of hermetic compressors for refrigerators and freezers,

light commercial applications and 12-24-48 DC compressors for mobile applications.

The Danfoss sales companies have been appointed as a distributor and will continue their existing sales activities for non-white good applications.

The acquisition, which remains subject to approval by various competition authorities, comprises all Danfoss Household Compressors business activities in China, Slovenia and Slovakia. Closing is expected in the next few months.

Visit www.danfoss.us.

Murray Supply hosts Conbraco and Brasscraft counter day



Ken Hester of Pro Marketing discusses the Brasscraft product line with Murray Supply associate Issac Leak.

WINSTON-SALEM, N.C. — Murray Supply Company held a Conbraco and Brasscraft counter day at the Apex branch on June 24. Ken Hester of Pro Marketing showcased a wide range of Brasscraft fixture stops, supplies lines and flex connectors, along with Conbraco backflow preventers and relief valves.

Customers enjoyed bratwursts as they discussed the features of new products in the marketplace with

Murray Supply sales associates.

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

NSF certifies first European brass mfrs to new low lead requirements

ANN ARBOR, MICH. — NSF International, a global public health and safety organization, announced that Italian-based companies K.M.E Brass S.R.L., S.A. Eredi Gnutti Metalli S.P.A. and Trafilerie Carlo Gnutti S.P.A. are the first European brass manufacturers certified to NSF's low lead content requirements for plumbing products (NSF/ANSI Standard 61, Annex G). The standard outlines the testing requirements for any product that comes into contact with drinking water to ensure that the product does not contribute excessive levels of contaminants, including lead, to drinking water.

NSF/ANSI Standard 61, Annex G, *Weighted Average Lead Content Evaluation Procedure to a 0.25 Percent Lead Requirement*, was developed to help protect the public from exposure to lead by mandating a maximum weighted average lead content of 0.25% in products that come into contact with drinking water. These lead requirements apply

to manufacturers of faucets, valves, pipes, water fittings and any product that comes in contact with drinking water. Products made from an NSF-certified brass alloy require separate

The standard outlines the testing requirements for any product that comes into contact with drinking water...

testing and certification to this standard to ensure that contamination does not occur during processing.

NSF International developed NSF/ANSI 61, Annex G through a consensus-based process that included input from industry, regulators and other experts. By achieving Annex G certification, manufacturers can provide assurance to regulators, consumers and plumbing product manufacturers that these brass products have been tested and comply with the low lead requirements in various U.S. states.

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Italian inspiration creates modern marvels

BY LINDA JENNINGS
Special to THE WHOLESALER

Novellini is used to garnering more than its fair share of attention. With its fashion-forward baths and ultra-chic shower systems, the Italian-born company is accustomed to standing out in a crowd.

Export manager Antonio Isotta



Marco Novellini, president (left), and Antonio Isotta, export manager.

knows how to get the attention of his network of showroom dealers as well.

“I tell them that Novellini offers a product that has no competition,” he said. Novellini is perfect for dealers who want to expand horizontally in revenue by adding product line but cannot expand vertically in growth.”

Novellini is known for its standardized “custom” products that come in a wide range of sizes and configurations, thus allowing consumers to achieve a singular, custom look without the accompanying high price tag. This represents an opportunity for dealers to grab a larger percentage of the total sale.

“The trend in the U.S. with high-end homes is to have a custom-made shower door or enclosure,” explained



The Innovative Sparkle LED Shower Screen, which employs embedded LED blue lights for a distinctive appearance, is a fully functional shower and a striking work of art or room divider.

Isotta. “In the past, dealers sell all the components for a luxury bathroom but refer their customers to a local glass manufacturer for the shower enclosure. That is giving away a signif-

icant portion of revenue. Novellini allows them to capture that revenue and increase their total sales volume.”

Novellini started out in the 1970s (Turn to Novellini... page 74.)



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See contact information on page 130

Novellini makes ultra-chic bath & shower statement

(Continued from page 72.)

as a humble Italian artisan company, specializing in wrought-iron and aluminum doors and window frames. Today the company employs 1,200 people with plants in Italy and

France, branch offices throughout Europe, and sales offices around the world. Novellini brings its product line to the U.S. through its exclusive U.S. distribution partner – UK Sales LLC, based in Coconut Creek, Fla.

Dealers place their orders through UK Sales, which ships and bills dealers and maintains a network of independent sales reps. Installation work is handled through a partnership with PlusOne, a national company that directs everything from pre-order measurements to post-installation service work. PlusOne allows dealers to sell a “shower door in a box” and enables consumers to work directly with an installer, thus making the sales process easier for dealers.

Inspired design

First and foremost, Novellini is known for the cutting-edge design and modern aesthetic that are so much a part of its Italian heritage.

“Novellini has a European-inspired design that is unlike anything else in the American showrooms,” said Arny Cohen, president of UK Sales. “We have a modern look that will suit any bathroom. Our strength is our ability to offer a customized product without the need for custom work.”



The Free Shower Enclosures' glass panels and sliding shower doors allow consumers to configure their shower system according to their needs or desires.

All of the Novellini collections share the distinctive hallmarks of the company's signature style – clean, clear and contemporary. One of its most notable products is the Cristal Tub – an eye-catching futuristic design that caused quite a stir during its appearance at the 2010 K/BIS in Chicago. A part of the premium Elysium Collection, the tub is made entirely of clear safety glass panels and is complemented by an integrated chrome-finished floor-mounted faucet. The long side panels run straight, while the ends curve outward to create a soothing backrest for a relaxing soak. The look is daring, to say the least, with a definite nod toward minimalist design and a sophisticated glamour.

Also in the Elysium Collection is a selection of more traditional tubs, although all have a distinctive urban edge. From freestanding tubs to built-ins, Novellini rolls out all the options. The Sense tub is one of the newest models from this line and has been well received by consumers and designers. With a sculpted interior and built-in head rests, the tub can be built for one or two bathers. When fully loaded, it includes 16 air jet nozzles, eight whirlpool nozzles, chromotherapy lights, a disinfectant system and a radio with MP3 plug and touch screen remote control.

Novellini is particularly renowned for its collection of remarkable shower systems. From shower columns and trays to fully equipped enclosures, the company offers a style and size of shower to suit any situation. Some of the highlights include:

- The new WALK system combines precision manufacturing and the latest technology to create a therapeutic retreat. Curved glass walls house a customizable array of shower sprays and accessories, including a full-body hydro shower tower/massage system, a rain shower head, a thermostatic mixer, hand shower and a wood accented shower tray.

- The Free shower enclosure series is evidence of Novellini's outstanding versatility. This collection of glass panels and sliding shower doors allows consumers to configure a shower system to fit their needs. Open to the right or left, with a shower tray or without, recessed into the wall or mounted – the options are nearly endless.

- The extraordinary Sparkle system is unlike any other. As a stand-alone shower screen embedded LED blue lights, Sparkle is a fully functional shower and a stunning work of art or room divider.

- Novellini goes a step beyond traditional showers with its multi-functional cubicle systems that are like a (Turn to Italian... page 76.)

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Italian manufacturer makes a splash in bath/shower market

(Continued from page 74.)

mini-spa experience. The Ares cubicle offers an overhead steam unit, aromatherapy dispenser, vertical hydro massage and foot hydro massage, a thermostatic mixer with diverter, FM panel radio, stainless steel trimmings and a fold-down seat.

Unseen details

All Novellini designs look fantastic, but they are all the more remarkable for the unseen details that add



Novellini began in the 1970s making wrought-iron and aluminum doors and window frames. Today the company employs 1,200 with plants in Italy and France, and a worldwide presence.

value and enhance safety, such as tempered safety glass and water-tight magnetic closing doors. All glass surfaces are treated with an anti-drop treatment to promote easy cleaning and reduce the build-up of scale deposits. All painted surfaces are enriched through a zero-emission process called profile finishing designed to produce a lasting shine while combating surface bacteria.

Because Novellini has a state-of-the-art internal manufacturing process, it is able to maintain total control over quality. The company maintains strict standards for both products and processes, including a 100% inspection of all incoming materials. From the raw materials to the finished product, the Novellini team oversees every detail and process to ensure the finest possible craftsmanship. All products are designed to

meet the latest governmental standards for safety and quality, and regular tests are conducted to ensure that maximum levels of quality are maintained.

Beyond green

Novellini has an extensive record of using eco-friendly practices, from corrugated cardboard packaging materials to lead-free paints. Because the company controls its own integrated manufacturing process, it is able to recycle nearly all of the materials used in its factories. Employees take pride in using the purest ingredients and using chrome-free, no-rinse products that allow processed water to be recirculated during manufacturing. Even the raw glass mate-



Novellini's Walk shower enclosure system with panel features curved glass walls that house a customizable array of shower sprays and accessories, including a full-body hydro shower tower/massage system, a rain shower head, a thermostatic mixer, hand shower and a wood accented shower tray.

rials are made in Italy by a zero-impact emission plant.

"This is a continuous, ongoing issue for us," said Isotta. "We are always looking in the technology department and working towards new procedures that leave zero impact with zero emissions. It is an important part of our corporate culture."

Gaining ground

Although the Novellini brand is well known in Europe, the name is not as familiar among American consumers. To help spread the word, Novellini is actively seeking new dealers across the country.

They also made a significant showing at the 2010 K/BIS and co-sponsored an exclusive pre-show event attended by industry leaders, architects, designers, manufacturers and national press. The company has earned positive reviews from the American media, having received mention from notable industry publications such as *Boutique Design*, *Builder*, *Custom Home*, and *Better Homes & Gardens*.

"We may have limited product knowledge in the U.S. market, but I see that as a great opportunity to grow sales," said Cohen. "People are more sophisticated in their design choices these days, and the Novellini look appeals to that. People appreciate our craftsmanship and our clean lines. I see a great potential for Novellini to grow and succeed here in the United States." ■



Linda Jennings
Guest writer

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See contact information on page 130

Sanicubic lift station solves industrial firm's drainage problems

ARLINGTON HEIGHTS, ILL. — What does a manufacturer do when a production process that requires drainage is situated at the back end of its facility, a good 100 feet away from the nearest drain on the front side of the building?

"Run a really long pipe," might be your logical, but not-so-helpful, recommendation. Maneuvering that pipe around all the obstacles between the back and front of a busy manu-

"The Sanicubic solution was much more affordable, as well as a lot easier and less time-consuming to install."

facturing operation is no easy task. Besides, how do you keep the effluent moving swiftly and steadily through that pipeline?

No such thing as "perfect": This was the quandary recently facing Rob Seitz, owner of Kolbi Pipe Marker Company, a maker of mechanical identification products in northwest suburban Chicago. For four decades, Kolbi has provided plumbing, heating and mechanical contractors with tags, tapes, labels, markers and stencils for clearly identifying the piping systems they build in various commercial and industrial settings: schools, hospitals, churches, office buildings, and the like.



Kolbi Pipe Marker Company, a maker of mechanical identification products in northwest suburban Chicago, recently upgraded to this 15,000-square-foot facility, but it lacked below-floor drainage for a key production process. SFA Saniflow came to the rescue with its Sanicubic system.

After 10 years in Wheeling, Ill., Seitz and his colleagues relocated operations this past spring to more spacious quarters in nearby Arlington Heights, located approximately 25 miles northwest of downtown Chicago. Just about every facet of the new, single-level, 15,000-square-foot operation is a major improvement over the old site, according to Seitz. "But there's no such thing as a perfect building," he warns.

For Kolbi, the major imperfection

was found in a lack of below-floor drainage for a key production process. Silk-screening is one of the processes the company uses to generate its pipe markers, and the screens from this process must be regularly cleaned before reuse. The company does this in a washout booth, located in the rear section of the new facility and well away from the nearest drain. Okay, so why not move the booth closer to that drain, Rob? "Washing (Turn to Drainage... page 80.)

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Drainage issues macerated away

(Continued from page 78.)

the screens is a noisy operation, so we prefer to isolate it in the back, well away from most everyone else.”

As Seitz was casting around for a solution to his predicament, he came



across a trade advertisement in *The Wholesaler* magazine. The ad in question described a “new generation of duplex [pumping] systems that featured a pair of one-horsepower grinders and the ability to move fluids up to 36 feet vertically or 328 feet horizontally,” or some combination of the two. Studying the illustration of the new Sanicubic® Classic Lift Station from Saniflo, Seitz realized almost immediately that he had stumbled upon the solution to his long-distance drainage problem.

“Until that point, our only thought was to rip up the concrete floor and install a new drainage line the length of the building,” said Seitz. “But that would have been so costly that we weren’t thrilled with the idea. The Sanicubic solution was much more affordable, as well as a lot easier and less time-consuming to install.”

Rob Seitz, owner, Kolbi Pipe Marker Co.



Recently introduced Sanicubic macerating and graywater pumping systems handle effluent from multiple fixtures throughout an entire house or even a small commercial facility like Kolbi's.

What is a Sanicubic? For more than 50 years, SFA Saniflo has manufactured macerating and graywater pumping systems for handling wastewater from multiple plumbing fixtures and appliances within individual bath,

kitchen, wet bar and laundry room applications. In 2009, the company unveiled a much different and far more powerful type of grinder system, the Sanicubic, for handling effluent from (Turn to SFA... page 82.)

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SFA Saniflow rescues small manufacturer

(Continued from page 80.)

multiple fixtures, not just in one bathroom but throughout an entire house or even a small commercial facility like Kolbi's.

Capable of processing 60 gallons of effluent per minute from several

outlets, the new system houses its two, one-horsepower motors inside a compact but durable plastic enclosure, measuring 23³/₄" wide x 19¹/₄" deep x 16¹/₂" high. Each independently operating grinder has its own fast-rotating cutting blade to reduce solids in the wastewater stream from toilets, tubs and showers, sinks, washing machines and dishwashers.

Effluent enters the Sanicubic through one of five different inlets — one on either side of the unit at the bottom and three along the top. Each adjustable inlet can range in diameter from approximately 1¹/₂" to 4". As soon as the effluent level reaches the trigger point in the long

pickup or dip tube located inside the unit, the pumping system activates.

Effluent is pumped from the Sanicubic through 1¹/₂" PVC or CPVC piping connected to the top of the lifting station. As required by many local plumbing codes, the device also has a 1¹/₂" stack vent at the top of the unit for venting to the outdoors.

In Kolbi's application, wastewater and chemicals from the washout booth drain directly into the nearby Sanicubic unit. From there, it is pumped through the 1¹/₂" Schedule 40 PVC piping 18 feet vertically to a horizontal main at the ceiling.

This 3" line, also made of PVC, travels the length of the building with a pitch of 4" every 10 feet, or roughly 40 inches for the entire 100-foot length. At that point, the main links to another vertical line that drops the effluent into the drain that connects to the municipal sewer system.

Seitz, who purchased the Sanicubic

from Wheeling-based wholesaler Michael Wagner & Sons, had his maintenance chief handle the installation. The entire job took roughly 15 hours: five to make the plumbing and electrical connections for the Sanicubic and roughly twice that total to run the 136 feet of plastic piping from the unit to the drain.

"There were no special challenges during the installation," Seitz said. "It went very smoothly, and it certainly was much better than pounding through the concrete to run below-floor drainage, and then having to close up the floor again."

As for the drainage operation itself, that has performed very smoothly as well, handling between five and 10 gallons of effluent each day, on average. "We may not have an absolutely perfect building," Seitz reported, "but the Sanicubic was a perfect solution to our drainage problems. We have been very happy with the results." ■

Visit www.saniflo.com.



This silkscreen cleaning station, situated at the rear of the building to reduce noise levels, is 100 feet from the nearest drainline. Rather than break up the floor, Kolbi installed a Sanicubic system that pumps wastewater 18 feet up to a horizontal main at the ceiling.



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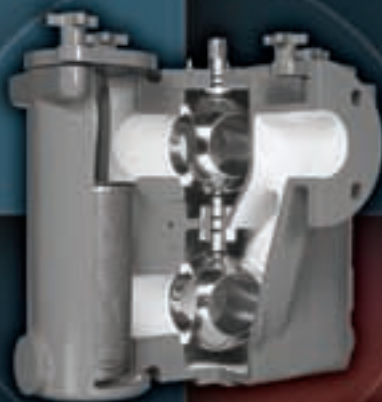
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www.earthsfame.com

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See contact information on page 130

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Since 1956 the employees of Mueller Steam Specialty have been dedicated to the manufacture of high quality products delivered on time and with superior customer service. Our core line of rugged strainers is available in a wide range of types and materials. Whether you require basket strainers, Y strainers, "Tee" type strainers, duplex strainers, or even temporary strainers, Mueller will deliver your order from stock or custom engineer and manufacture it to your requirements. In addition to its strainer line, Mueller offers a full line of check valves, butterfly valves, pump protection and specialty products for a variety of industries and applications. Choose Mueller Steam Specialty for your next project.



www.muellersteam.com

Mueller Steam Specialty™

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See contact information on page 130



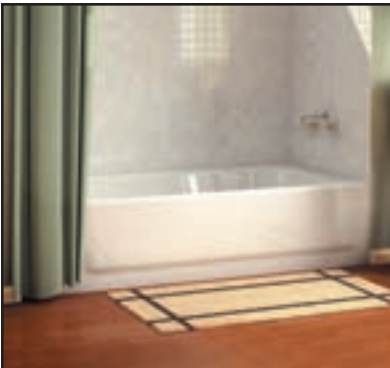
Green fireplace system

The Earth's Flame™ wood-burning fireplace system is a cost-effective and essential solution for homeowners and the environment. The hybrid retrofit grate reduces pollutants by 78%, doubles the radiant heat from the fireplace, reduces health risks associated with inhaling wood smoke, increases the fireplace draft by 76% and reduces the chance of smoke spillage. Stainless steel construction, with no catalyst or parts to replace. **Canterbury Enterprises.**

www.earthflame.com

Premium bathtubs

Innovatively designed and reasonably priced, UltraCAST™ tubs are built of formed steel and fire-coated with a high performance rigid poly-

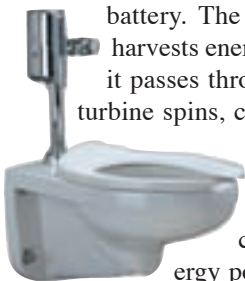


mer reinforced, high-gloss porcelain enamel that is chip resistant and easy to clean. At 88 lbs, they are lighter to handle and install and are slip-resistant. **Briggs.**

www.Briggsultracast.com

Flush valve creates own energy

The HydroVantage™ flush valve creates energy during each flush cycle, using a hydro generator and a backup battery. The hydro generator harvests energy from water as it passes through the valve; a turbine spins, creating electrical energy, which is then stored in a rechargeable cell. Stored energy powers the electrical needs of the flush valve for subsequent flushes, eliminating the need for external electrical power or battery replacement for 10+ years under normal operating conditions. Provides optimal energy efficiency, low maintenance and ease of installation. **Zurn.**



www.zurn.com



High-efficiency water heaters

The Effex™ high-efficiency gas water heater's patented air intake system turbo charges the combustion process to reduce energy costs up to 25%. The NEXT Hybrid™ high-efficiency gas water heater raises the bar to 90% thermal efficiency by blending tankless and traditional heating methods. The Voltex™ hybrid electric water heater integrates a new heat pump technology that makes it more than twice as efficient as a standard electric water heater. The Cirrex™ solar thermal water heating system is an all-in-one solution that makes specification and installation simple. **A.O. Smith.**

www.hotwater.com

Bath hardware

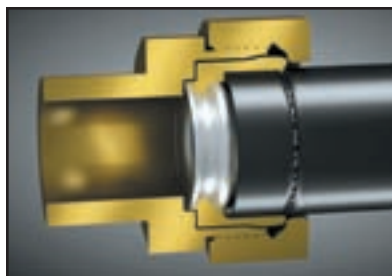
Mayfair® Designer Series™ molded wood toilet seats are now available with chrome and brushed nickel versions of its popular Easy-Clean & Change™ hinge that allows the toilet seat to be completely removed in seconds. A simple fingertip twist of the hinge caps unlocks the seat for removal, leaving only two small mounting posts for easy cleaning or replacement with a new seat. Mayfair products also feature the exclusive STA-TITE® Seat Fastening System™, which eliminates loose seats, and DuraGuard® antimicrobial agent. **Bemis.**

www.bemismfg.com



Corrugated stainless steel tubing

FlashShield CSST system eliminates the need for additional manufacturer-required bonding and offers one of the highest levels of lightning protection available in flexible gas piping



systems. A layer of metal mesh between two jackets of semi-conductive polymer helps make FlashShield more resistant to the damaging effects of electrical energy. The new fitting is designed with tooth-like indentations that directly touch metal to dissipate arcing and ensure better continuity between the fitting and the metal mesh. **Gastite.**

www.gastite.com/flashshield



Quality, cost-effective faucets

The Foundations faucet line includes two new product suites at a lower price point. Full bath and kitchen suites include a kitchen pullout option through the Core-B series. The Windemere series offers a full bath suite with attractive J-spout architecture. Core-B targets consumers building a home where price management is the key focus, while Windemere offers a more stylized option at a minimal price point. **Delta.**

www.deltafaucet.com



Plastic-tubing cutter

The unique SuperSlice™ cuts all sorts of plastic tubing with virtually no tube deformation. The tool's V-point blade quickly and easily slices through PEX, PVC, CPVC, irrigation pipe, plastic electric conduit and plastic or rubber hose as large as 1" dia. Ergonomically designed sure-grip handles give plenty of leverage.

General Pipe Cleaners, a division of General Wire Spring.

www.drainbrain.com/specialties

High efficiency urinals

North Point™ represents the latest in High Efficiency Urinal (HEU) technology. These models sport a distinct new look and use 50% less water than standard 1.0-gpf urinals, while delivering the same performance. Utilize a washout flushing action to consistently clear the urinal every time. Available in 2 sizes and in high efficiency 0.5-gpf and standard 1.0-gpf models in top or rear spud configurations. Both sizes feature an elongated 14" rim from the finished wall, making the urinals ADA-compliant. **Gerber.**

www.gerberonline.com



A pump with options

The ALPHA pump has 2 options for power connections, expanding installation opportunities.



In retrofit installations, the existing conduit connection can be used, as long as it is feasible and safe.

For new installations, there is the flexibility of using either the ALPHA with a terminal box or the ALPHA plug with line cord, which requires no wiring and offers one of the easiest connections available. The replaceable terminal box, with 2-hole conduit access, uses standard pushpin power terminal connections. **Grundfos.**

www.grundfos.us

Introducing the new
NR83-DVC
*The 180,000 btuh high quality,
concentric vented tankless unit*



The NR83-DVC is the best 180,000 btuh concentric model in the category with many industry-first features. Equipped with a commercial-grade heat exchanger and green Eco-Burner, the NR83 is the perfect mix of professional power and environmental consciousness. The new NR83 demonstrates Noritz's commitment to be the tankless leader.

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- **Easy Installation:** Zero-Clearance & Adjustable Venting
- **Eco-Burner:** Noritz's Most Advanced Green Design

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Bottle filling station

The HYDROBOOST Bottle Filling Station provides a rapid fill of cold, clean filtered water for existing bottles and cups, to help reduce discarding of plastic water bottles. A built-in electronic sensor activates the flow of water when a container is placed in the dispensing area, providing hands-free, sanitary operation. To avoid wasting water, the sensor is equipped with a timer that automatically stops the flow of water after 30 seconds.

Halsey Taylor.

www.halsleytaylor.com

Tankless electric water heaters

Ranging in size from about the size of a cigar box to a large shoe box and weighing 6 - 12 lbs, these tankless electric water heaters are available in 6 capacities, ranging from



a 3 kW 110-volt model, perfect for providing hot water at a bathroom vanity, to a 27 kW 240-volt model, capable of providing hot water for an entire home.

Rheem.

www.rheem.com

High efficiency boilers

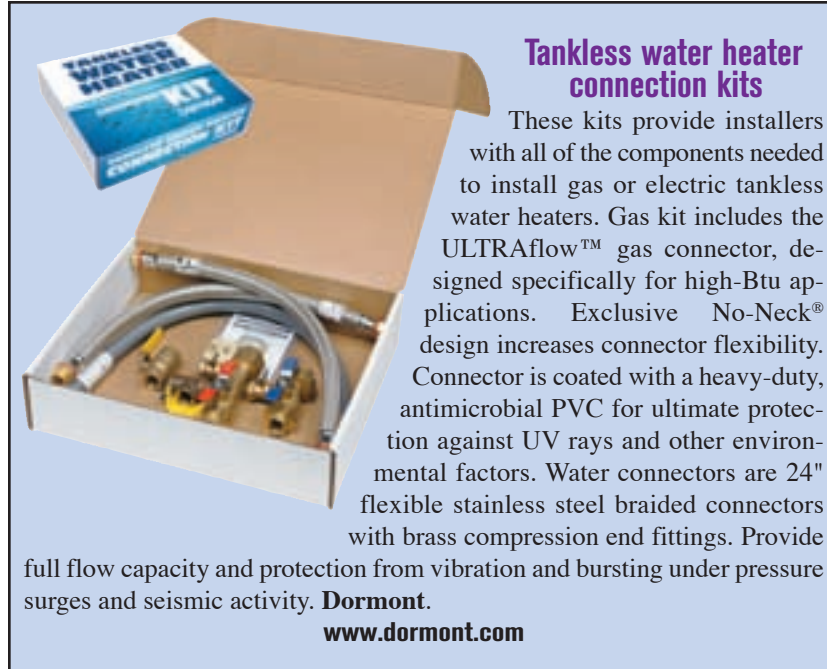
The 93% efficient Combi 160 condensing boiler (right) uses premixed burner technology for optimal combustion and offers hydronic heat and



domestic hot water in one unit by using an integrated coil-type hot water tank. The tankless heater produces up to 4 gpm of domestic hot water. The Cast 92 cast iron condensing boiler (left) features 92.7% AFUE, direct spark ignition and low CO₂ and NO_x emissions.

Peerless.

www.PeerlessBoilers.com



Tankless water heater connection kits

These kits provide installers with all of the components needed to install gas or electric tankless water heaters. Gas kit includes the ULTRAflow™ gas connector, designed specifically for high-Btu applications. Exclusive No-Neck® design increases connector flexibility. Connector is coated with a heavy-duty, antimicrobial PVC for ultimate protection against UV rays and other environmental factors. Water connectors are 24" flexible stainless steel braided connectors with brass compression end fittings. Provide full flow capacity and protection from vibration and bursting under pressure surges and seismic activity.

Dormont.

www.dormont.com



Tank tee packages

The manufacturer's many variations of Tank Tee Packages include a heavy duty bronze tank tee, 0-100 psi pressure gauge, 20/40 or 30/50 pressure switch, 1/4"x3" brass pipe nipple, optional drain valve, optional pressure relief valve, and an optional inline check valve. Use these Tank Tee Packages when installing the company's line of DuraMac Pump Tanks, which are available in sizes ranging from 2 gallons to 119 gallons.

A.Y. McDonald.

www.aymcdonald.com



Crawl space pump kit

CSP series is designed to remove unwanted groundwater from around foundations, crawl spaces and low lying areas. Removal of water in such areas helps control problems with insects, mold, fungus and structural damage to property due to moisture. Compact sump basin is 15" high and has 1/2" perforated holes to allow water to enter the unit. Kit is available with the manufacturer's 1/3 hp or 1/2 hp energy efficient sump pumps and a 24' long discharge hose kit.

Liberty Pumps.

www.libertypumps.com

Commercial pool heater

Known for offering efficiency of up to 97%, inputs of up to 800,000 Btuh and fully modulating 5:1 turndown, the XLP Pool Heater now features the re-engineered SMART SYSTEM user interface. Fea-



tures a larger display screen to clearly communicate more information and new color coding functionality. Blue screen signals normal system operation, yellow screen signals that maintenance is due, and red screen notifies the user that the appliance is in lockout mode.

Lochinvar.

www.Lochinvar.com



Water heater stands

Standard floor models for 30- to 100-gal-capacity water heaters are now available. These stands are made domestically and meet the requirements of the National Gas Fuel Code, positioning the burner-ignition device 18" above the floor.

Sioux Chief.

www.siouxchief.com

High-performance circulators

2400 Series pumps are designed for quiet, efficient operation in a wide range of medium to high flow/head applications, including hydronic heating, chilled water cooling and hot



water recirculation. The space-saving, close-coupled, maintenance-free motor with permanently lubricated bearings and carbon/silicon-carbide mechanical seal provide superb reliability. Pumps are available in cast iron or stainless steel.

Taco.

www.taco-hvac.com

Reliable plumbing for boats

A versatile line of upflush toilets combines comfort, efficiency and reliability, while eliminating excessive



noise. Three models specially designed for marine applications feature easy-to-operate, push-button control panel with no hand pumping required. SANIMARIN models operate with either an on-board, pressurized, freshwater system or a raw-water system that requires a separate seawater pump. A macerating pump and an electronically activated toilet are combined into a single, compact package.

SFA Saniflo Inc.

www.saniflo.com



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Increase your pressure and keep it constant.

Leave low or fluctuating water pressure behind by putting your water system on cruise control with a simple, affordable solution. Homes on city water systems often experience low water pressure because of old infrastructure or distance from the main water line. By using a Little Giant Inline CP constant pressure system from Franklin Electric, you can increase your water pressure and keep it constant, whatever your demand.

Learn more about water systems and the benefit of constant pressure at www.constantpressure.com.



See contact information on page 130





Tube cutter

The Tailpiece Extension Cutter Model P-TEC 2550 makes a clean, fast and straight cut with one tool on thin-walled tailpieces, wall extension tubes and disposer kits made of PE, PP or PVC materials. Provides a contained, auto-fed cutter for the standard sizes of 1 1/2" and 1 1/4" outer diameters. Automatic deburring feature eliminates need for a second tool. Automatic beveling feature allows for the effortless assembly of slip joints and kits for immediate joining to other sink drain pieces. **RIDGID.**

www.ridgid.com

Aluminum heat transfer plate

FlexPlate underfloor heating plate is lightweight, flexible, easy to cut to length, and features a simple staple-up installation. The primary material in the plate is a specially processed natural graphite, providing unique heat conduction properties. In some cases, FlexPlate will permit the use of lower temperature sources such as modulating-condensing boilers, ground-source heat pumps and solar thermal. **Watts Radiant.**

www.wattsradiant.com

Bottle fillers

VersaFiller series of bottle fillers are initially available in 2 models: PWSBF for retrofit to existing Versa Cooler and Versa Cooler II units. Model P8SBF incorporates the PWSBF with a P8AC model, delivering 8 gallons of chilled drinking water per hour. The water chiller system includes a high-efficiency cooling tank and coil and a 4-push pad mechanical activation that functions even when the electricity doesn't. **Oasis International.**

www.oasiscoolers.com

ICON System™ accessory packages



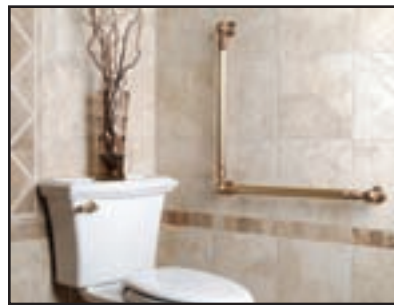
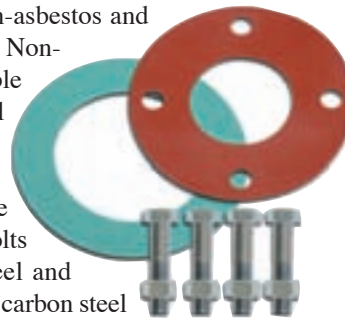
Packages work in conjunction with the icon System™ gas control to provide additional benefits such as comprehensive leak protection and more energy efficient performance, including up to 36% savings on energy usage and an increase in usable hot water — 50% or more. The icon System, more than a gas valve, is a revolutionary advance in water heating control technology available only to the professional wholesaler and installer. Its microprocessor constantly monitors and controls burner operation to maintain consistent and accurate water temperature levels while proprietary algorithms provide enhanced First Hour Delivery ratings and tighter temperature differentials. Kits are available for direct replacement, or for the replacement of Robertshaw or White-Rodgers gas valves on most of the manufacturer's older models. **Bradford White.**

www.bradfordwhite.com

Bolt and gasket sets

Bolt and gasket sets are available with both non-asbestos and red rubber gaskets in full face and ring style sets. Non-asbestos gaskets meet ASTM F152 and are suitable for use with water, air and a variety of industrial gases and fluids; can also be used with steam, depending on operating conditions. Red rubber gaskets meet ASTM D-1330 and are suitable for use with hot and cold water, air and neutral fluids. Bolts are made from Grade A zinc-plated carbon steel and comply with ASTM A307. Nuts are also made of carbon steel and have a zinc-plated finish. **Matco-Norca.**

www.matco-norca.com



Aging in place

Functional, elegant and decidedly NOT old, these grab bars and bathroom accessories are an ideal finish for any luxury bath. Many uses when installed anywhere in the bathroom; ensure safety in bathrooms used by differing generations. Available in multiple configurations and styles, from traditional to modern, mounted in 90° angles, straight, horizontal or an inverted "T." Other aging-in-place products by this company are adjustable-height hand shower systems with a slide bar, as well as shower door pulls. **Jacló.**

www.jaclo.com

Stainless steel fittings

Stainless steel full-flow fittings are comprised of Type 304 or 316 stainless steel; solution annealed for more corrosion resistance. Have UL, ULC, IAPMO, NSF-61 and NSF-61 Annex



G approvals for most applications. Line consists of 45° and 90° elbows, tees, reducing tees, concentric reducers, eccentric reducers and end caps. Sizes 1" to 12" (DN25 to DN300) to fit Sch. 5, 10 or 40 stainless steel pipe. **Grinnell Mechanical Products, a brand of Tyco Fire Suppression & Building Products.**

www.grinnell.com



Forged brass manifold

A revolution in boiler installation and piping, Hydro-Core™ is a patent pending, fully fabricated forged brass manifold that combines precision crafted, closely spaced tees with Isolator® w/Rotating Flange & Drain™. It is designed specifically for hydraulic separation, pump isolation and purging the near boiler piping or secondary circuit loops. **Webstone.**

www.webstonevalves.com

Pipe hanger clips

Convenient Kwik-Clip non-metallic pipe hanger clips save installation time and costs. No tools needed; eas-



ily snap onto any channel or 3/8" all-thread rod. Available for tubing from 3/8" to 2 1/8". Eliminates metal-to-metal contact with tubing; no galvanic corrosion. **Cooper B-Line.**

www.cooperbline.com

Pipe cutting guide

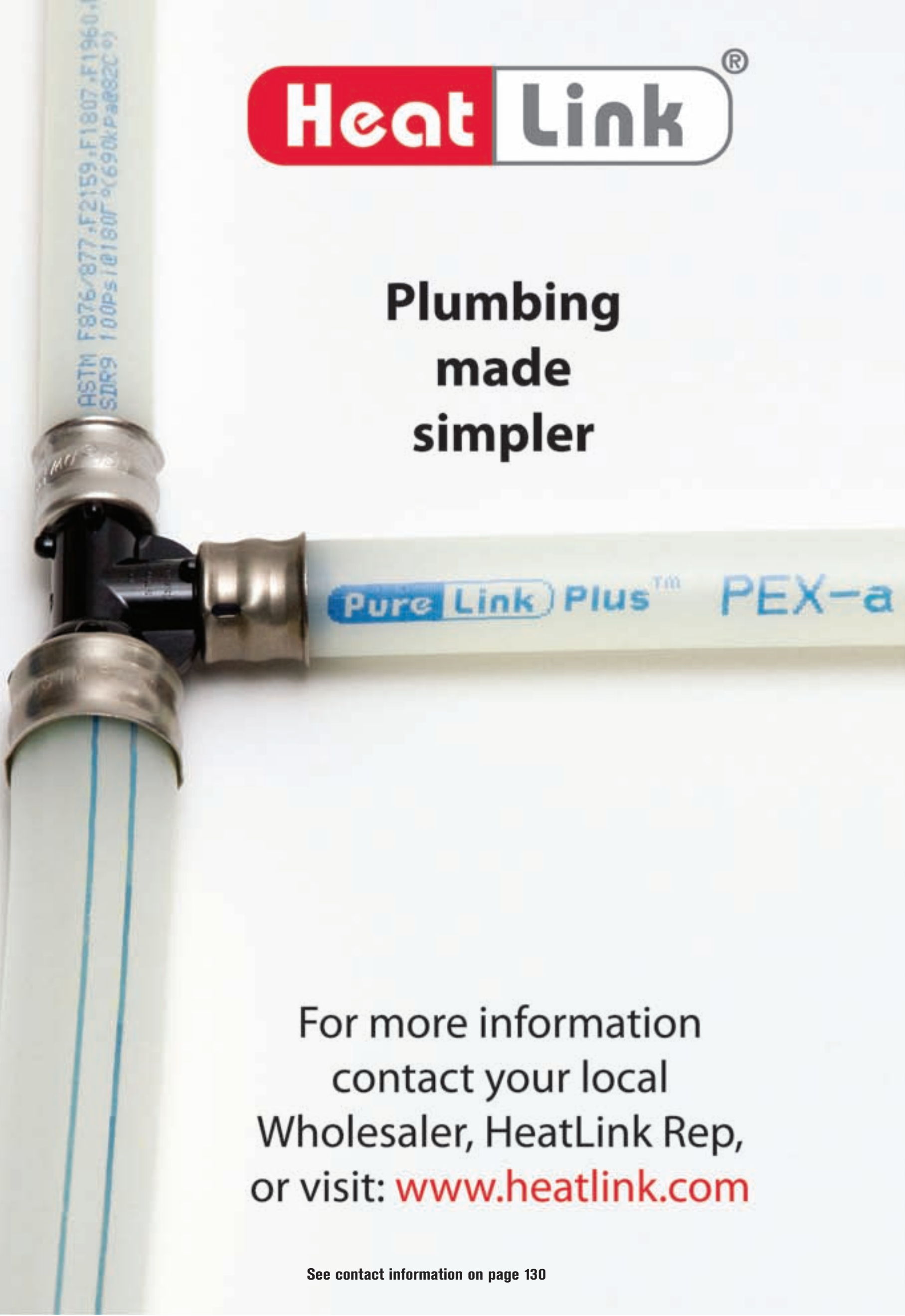
Lightweight, portable HCB-200 Hole Master guide clamps onto pipe

and uses a drill and hole saw to cut a hole in pipe. Strong enough for supporting cuts on carbon steel or stainless steel pipe, yet lightweight enough to clamp onto PVC and other plastic pipe. For use on depressurized piping systems only; an electric or cordless standard 1/2" drill is needed. **Reed Manufacturing Company.**

www.reedmfgco.com



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or visit: www.heatlink.com

CONGRATS!

Patrick B. Armstrong was named corporate president and CEO of **Armstrong International**. He succeeds David M. Armstrong, who passed away on July 15. Patrick has more than 25 years experience, most recently served as the company's VP-engineering and manufacturing.

Michael S. Pierron joined **Brass-Craft Manufacturing Company** as national sales manager for special markets. Pierron will oversee all sales initiatives for the industrial and international markets. His focus will be on growing BrassCraft's export business in emerging markets in strategic areas. Pierron has experience at all levels of the plumbing wholesale environment, including zone, regional and national levels. Previous positions include na-

tional sales manager at Midland Metal Mfg., zone manager for Kohler, regional sales manager at Bemis Mfg. and Kohler OEM sales.

Jim Holt of the Halifax Regional Municipality was presented with the 10th J.K. Seidner Award at the annual **Canadian Advisory Council on Plumbing** meeting. The honor acknowledges the outstanding commitment of a plumbing industry volunteer who has devoted time, knowledge and expertise to improving plumbing codes and standards.

Component Hardware Group Inc. appointed David Kennedy as CFO. He has strong international operating experience, as well as extensive financial management knowledge and will be responsible for all finan-

cial, administrative and information technology aspects of the business. Formerly the business unit controller for Alcan Rolled Products Division, he has held a number of executive positions within the Marmon Group.

Danfoss North America president Robert Wilkins participated in a panel discussion during the first-ever Clean Energy Ministerial in Washington, D.C. The panel focused on energy-efficient appliances, buildings and vehicles and is part of a larger program hosted by the U.S. Dept. of Energy and Secretary Steven Chu.



David Kennedy

Charlie Leavitt will serve as a business consultant for **Dakota Supply Group**

and will work closely with electrical contractors, original equipment manufacturers and commercial businesses in DSG's service area. A third-generation industry executive, Leavitt previously was president of an electrical distributor and partner in an independent lighting manufacturer's rep firm.

Duravit appointed Alexandra Bursac its NYC showroom manager. Bursac will oversee all of Duravit's Manhattan showroom operations, showroom staff and daily activities. She will act as a local reference for architects and designers, spearhead all new product launches and orchestrate showroom-specific events.

Emerson Climate Technologies awarded the first annual Thomas E. Bettcher Community Service Award to 25-year Emerson employee Pete Dexter. The award, named for the (Turn to Moving Up, page 92.)

LITERATURE SHOWCASE



Webstone 2010 addendum

Development never slows at Webstone. Our latest labor-saving innovations are detailed in this easy-to-use addendum to our *2010 Product Catalog*. Find pricing and ordering guidelines for our revolutionary Hydro-Core and Purge & Fill products. Founded in 1954, Webstone is recognized as an industry leader for innovative design of residential and commercial valves used in plumbing, hydronic, radiant, solar and geothermal applications. These designs focus on time- and space-saving concepts that simplify future maintenance and upkeep of all piping systems. Some of Webstone's trademarked and patented items include; The Isolator®, Isolator® EXP™, Pro-Connect™ and Pro-Pal® step saving valves.

www.webstonevalves.com/literature.html

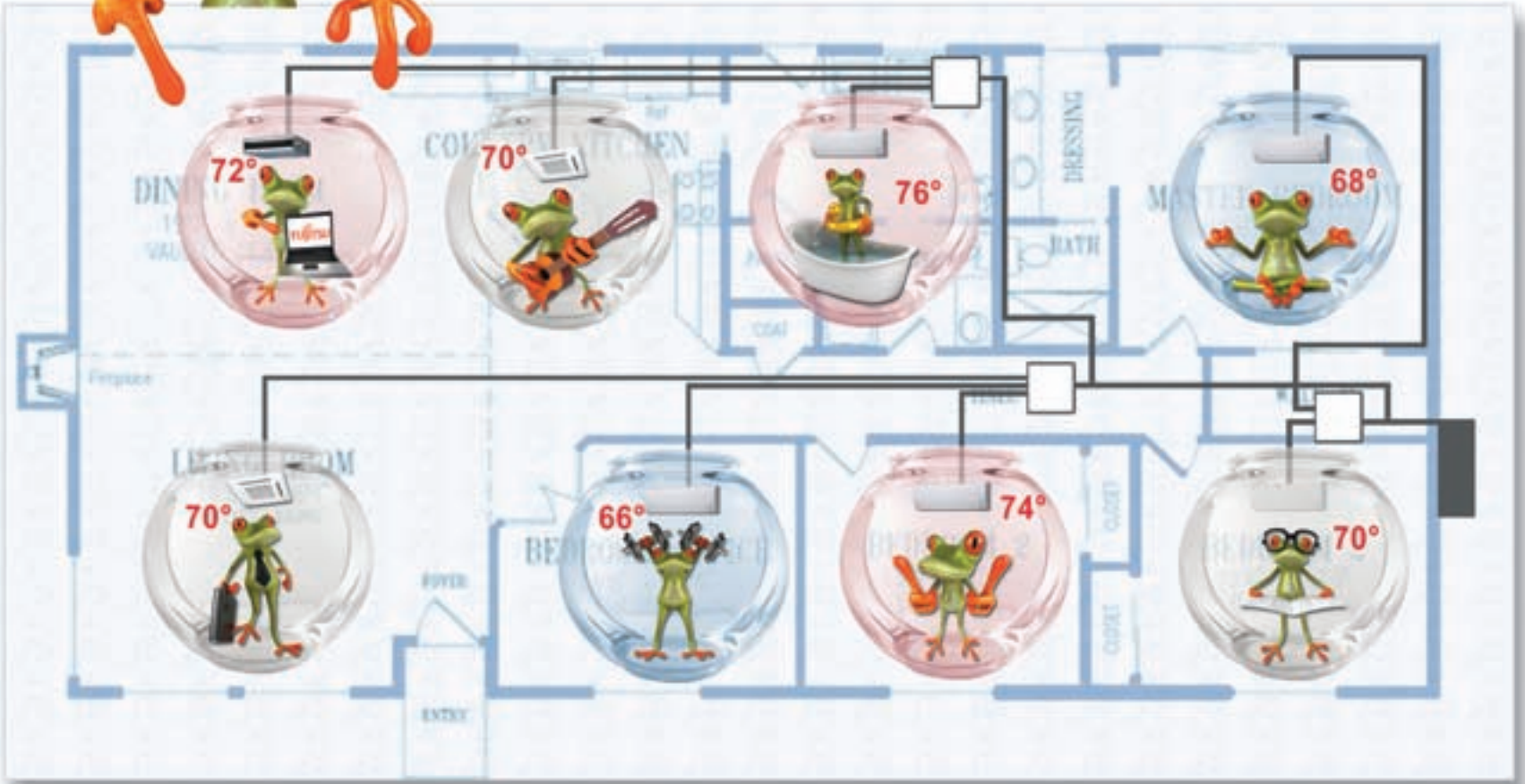


American Standard

The American Standard *Water Efficient Products* brochure offers plumbers, showrooms and end users detailed and well-organized information to help them educate both commercial and residential buyers about the benefits and beauty of a Responsible Bathroom from American Standard. Attractive photos of WaterSense-certified faucets, showerheads, and toilets are interspersed with details about product specifications and special features. The special technologies used to create these high-performance, low-flow products is also highlighted. Additional information and calculators are available at:

www.americanstandardpro.com/literature

Who Says You Can't Please Everyone?



Fujitsu's new Hybrid Flex Inverter line provides individual comfort to up to 8 zones at once.

Let's face it, one temperature does not please all, which is why Fujitsu's new line of Halcyon Hybrid Flex Inverter (HFI) models allows up to 8 indoor units to be connected to one outdoor unit, providing 8 individual zones of heating or cooling.

- Up to 17 SEER energy efficient operation lowers utility bills
- Flare connections make HFI models easier to install
- One Group Remote Control can control all 8 zones
- Long piping lengths of up to 230 feet increase installation options
- Inverter technology regulates the compressor speed to its optimum energy usage, producing higher refrigerant performance with less power consumption



With Fujitsu's line of Halcyon Hybrid Flex Inverter systems, you really CAN please everyone.



To find out how you can please everyone and how to become a Halcyon Dealer visit www.fujitsugeneral.com

(Continued from page 90.)

company's former president and CEO, recognizes an employee whose excellence in community service reflects the legacy of leadership and sustained community involvement he demonstrated. Dexter, who is manager of Asia Technical Support, has dedicated his life to service.

Engineered Software Inc. named *Steven Stoyles* its new software development manager. Stoyles has more than 30 years of experience in software development, business analysis, database modeling and project management.

Chuck Campbell joined the **Friedrich Air Conditioning** executive team as VP-marketing and sales. Campbell will oversee a nationwide sales force as well as product management and marketing. Campbell had been general manager for the commercial dehumidification business of Munters AB, Sweden.

GRAFF named two new executives to its team:

- *Jody Rosenberg* is VP-sales & marketing. Rosenberg brings over 24 years of experience, including national sales & marketing manager at Sonia America. He has also served as a member of the board of directors of the DPHA and in 2007 received its President's Award.

- *Paul Greenspan* is sales manager.



Paul Greenspan

Greenspan has more than 25 years of experience in the decorative plumbing industry. He worked for 10 years at Community Home Supply in Chicago and owned his own decorative plumbing showroom in Milwaukee for 10 years.

Granby Industries promoted *Brian Cullity* to VP-sales and marketing. Cullity has more than 26 years of experience in the plumbing and heating industry, most recently as

Granby's director of sales-New England.

Grand Hall announced two promotions:

- *Paul Home* is VP-product and marketing. Home joined Grand Hall in 2003 and managed brand positioning and product development during the initial launch of the Eternal Hybrid water heater. He will execute marketing strategies with the outside sales team, provide quality assurance and actively promote the benefits of Eternal Hybrid water heaters to the industry.

- *Yolanda Perteet* assumes the role of VP-operations. Perteet has been with Grand Hall for 10 years, beginning as an accounting manager. Perteet will be responsible for daily operations, including finance, sales administration and human resources.

Tommy Avery has joined **John Guest USA** as its new West Coast regional sales manager. Avery's sales territory will cover eight Pacific and Western states, to include Washing-



Tommy Avery



Nicolas Grohe

ton, Oregon, Idaho, California, Nevada (minus Clark County), Utah, Alaska and Hawaii. He is a 10-year veteran of Western Nevada Supply, where he held a wide range of positions from operations to sales.

Hansgrohe North America announced several major changes:

- After serving for close to 10 years in North America, most recently as director of marketing and product development, *Nicolas Grohe* will return to Europe this summer, to bring his extensive expertise to the Hansgrohe headquarters. One of four (Turn to Moving Up, page 94.)

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The strength of steel.

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Deeper. Roomier. Soakier.

Introducing the Maui - 60" x 30" x 16 5/8"

At last...a 15" deep tub with the practical elegance of porcelain enamel steel. The Maui is a generous 2" deeper than a standard recess bath, just perfect for soaking. The advanced thermal and sound insulation mean a quieter, more serene bathing experience than ever before. Made exclusively by Bootz in the U.S.A. Complies with ASME A112.19.1-2008/CSA B45.2-2008

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Also available in Mauicast 8/1/10.



See contact information on page 130



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You'll Be Glad you Switched to CCC

See contact information on page 130

(Continued from page 92.)

grandsons of company founder Hans Grohe, Grohe has spent the last two decades learning the business from the ground-up. He followed a distinguished educational career with hands-on training in the plumbing trade and on-the-road sales experience. He then went on to lead the North American marketing and product development teams where he made lasting contributions to Hansgrohe USA's organization.

His experience with and appreciation for the subtleties of Canadian and U.S. mindsets allowed him to successfully direct product development and completely revamp the collections and offerings across all categories in both the bath and kitchen.

- *Lars Christensen* was promoted to director of product development. Christensen has more than 25 years experience in the plumbing industry, a Master Plumber certification and a technical degree in Water, Heating

and Air. He has been with Hansgrohe since 1997, holding various management positions.

- *Claudia Mueller* was appointed director of marketing. Mueller has been with Hansgrohe for more than 14 years, beginning as an intern and going on to hold various management positions. She will oversee all marketing initiatives for the North American market and will focus on the two-brand strategy and implementation of new programs for the Hansgrohe and Axor brands.

Casey Hayes, **Haws Corporation's** director of engineered solutions, presented a workshop titled ANSI Z358.1-2009 Emergency Eye-wash/Showers-Tepid Water in the Workplace at the Voluntary Protection Programs Participants' Association Conference. The presentation



Casey Hayes

Bob Davis

included information about the newly updated Z358.1-2009 standard, studies on tepid water and solutions for market needs.

Bob Davis joined **HeatLink Group Inc.**'s as its South regional sales manager. Davis has more than 30 years of experience in sales and management,

underscored with a history of sales and territory growth. He will be responsible for developing, managing and supervising all heating and plumbing sales in 10 southern states.

Hyde Tools named *Corey Talbot* VP-marketing. Talbot will direct all marketing operations, brand vision and management, as well as advertising and communications. Previously director of new product development, he will also continue to drive Hyde's long-term commitment to product innovation and will oversee channel sales support and the Hyde Tools customer service department.

Hydrotech promoted *Brad Dureau* to Western Canada sales representative. Dureau has more than eight years experience in the customer service department and order desk, where he assisted customers across Canada. He is a certified water technician (CWT) and is working toward RO certification through CWQA.

InSinkErator® added *Manivone Kitzke* to its Water Products Division marketing team. Kitzke will lead product marketing efforts and serve as a liaison with engineering, manufacturing and quality assurance. She joined the company in December 2006 as assistant product manager with the Household Disposer Group.

Elvir Kolak was named president for U.S. and Canada operations for **Moisture Control Services**, a division of **Munters AB**. Kolak has 15



Elvir Kolak

years of management experience with MCS, most recently serving as business unit manager-Australia. Prior posts included area president Asia, area president Central, managing director Germany and area president Continental Europe.

North American Technician Excellence (NATE) *Peter Schwartz* president and CEO. Schwartz replaces *David R. Pannier*, who has served as NATE's interim president since January. Schwartz has 30 years experience working with associations in the home building and design industries, most recently as president and CEO of the Construction Financial Management Association. He also served as CEO of American Supply Association.

Mike Douglass, manager of faucet engineering for **Elkay Manufacturing Company**, was named co-chair of the Plumbing Manufacturers Institute's Fair Trade Committee. He will serve alongside co-chair, Dale Gallmann, product compliance manager for Bradley Corporation.

(Turn to CONGRATS! page 123.)

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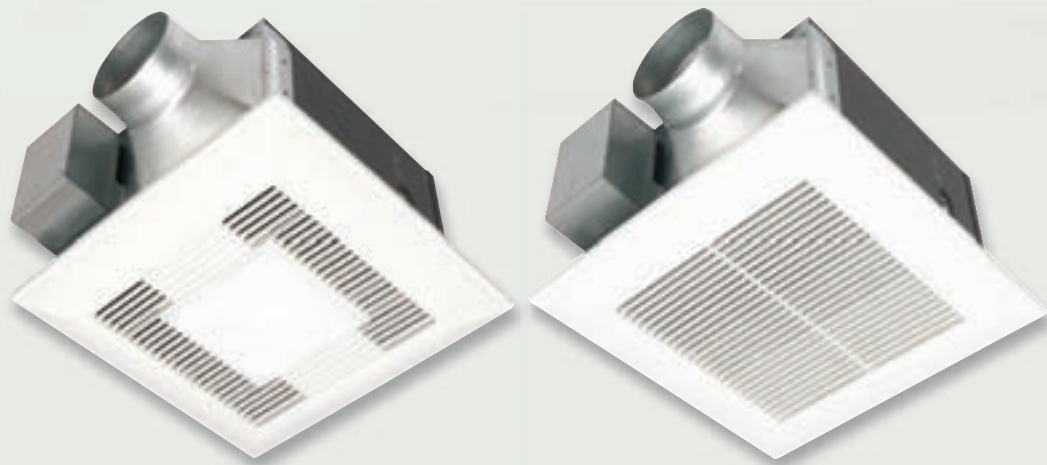


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Matco-Norca launches innovative new faucet program

BREWSTER, N.Y. — In business for nearly 60 years, Matco-Norca serves the plumbing & heating, industrial and waterworks & irrigation markets with valves, fittings & nipples, faucets & plumbing specialties. Recently, the privately held company decided it was time to give their existing Faucet Program a serious “facelift” to drive customers’ business. While they believed they had a solid program in place, it wasn’t structured in a way that was conducive to seriously competing in the residential new construction channel.

Matco-Norca’s new Faucet Program, which launched this month, features several complete and unique families that encompass multiple designs and price points. They are also offering matching bathroom accessories to complete the suite, along with pressure balanced rough-in valves (with and without stops) and Roman tub rough-in valves that are universal across all of the company’s faucet families.

“We initiated this project with the premise that we needed to continue to provide our customers with the quality, price points and service they have grown to expect from Matco-Norca, while at the same time removing as many arguments as possible as it relates to the single-family and multi-family residential new construction side of the business,” said Fred Grewen, director of Faucets & Plumbing Specialties.

“All of our families will now have a single rough and common valve message, while five out of our seven families will offer ceramic valve technology. Furthermore, more than 90% of our faucets and select showerheads are WaterSense certified, and we have transitioned to a lead free platform across all families to meet the requirements of California AB 1953. Lastly, every family will come complete with ADA-compliant options to simplify the selection process in applications that specify this requirement.”



Fred Grewen, director of Faucets & Plumbing Specialties for Matco-Norca.

Another new offering through Matco-Norca’s Faucet Program is a “Build Your

Own” tub and shower option that allows customers to create their own look based on what’s important to them rather than what comes in a box. In addition, they still offer all configurations that incorporate “rough-in” components in finish pack and job packs.

“Again, we are determined to give our customers the most options, with the best service and value possible,” according to Grewen. “Two of our families, ‘Positano’ and ‘Crescendo,’ have undergone a complete re-design in order to enhance the styling and overall value to our customers. These families are proven designs and a great value for any customer looking to hit an aggressive mid price point.”

The program is launching this month with seven faucet families that range from the entry level “Value Engineered” family to the high-end modern showroom-grade “Padova” family. A number of price points and variations of styles can be found throughout Matco-Norca’s faucet lineup.

Based on the changes made to the program, Matco-Norca expects its numbers to double inside of the first year. With this launch, they hope to service market segments that they have never fully competed in before.

“This program has been over a year in the making and has been very well thought out,” Grewen explained. “We have 26 world-class rep agencies that are well-positioned for this launch. During the first seven months of this year we trained our rep agencies on the features, functions and benefits of our new program. We have listened to our customers and implemented drastic improvements across the board. And equally important, we have accumulated deep inventories in our four strategically placed distribution centers to ensure our customers are covered as the new program launches.

“Also, the state of our economy over the past few years has forced our industry to pursue superior values that allow stronger margins. People who might not have thought of us as a solution are finding out that our faucets are every bit as good as our competitors.”

Among the other changes that customers will notice are new packaging configurations and model numbers to present a more professional appearance and make it easier for customers to conduct business with Matco-Norca. The company is also transitioning to



Matco-Norca’s new Faucet Program features seven faucet families that range from the entry level ‘Value Engineered’ family to the high-end modern showroom-grade ‘Padova’ family. Twenty-six top rep agencies are poised to handle the launch and to service segments the company hasn’t yet reached.

quick connect installation features on several of its products to simplify and enhance the installation process.

“We have added a new product family that targets the entry level to mid-price point builder,” Grewen noted. “This product family, ‘Builder Light,’ offers a high-end design at a very competitive price point. Builder Light will feature several configurations that will allow the builder to present upgrades at a competitive price point without compromising quality, style or margins. In order to add value to what is already a very comprehensive and inviting program, we now offer a Limited Lifetime Finish and Function Warranty. We believe in the quality of all of our products equally and you will not find Matco-Norca ‘cherry picking’ different products with varying warranties.”

Grewen has a great deal of experience that has prepared him well to take on this program for Matco-Norca and serve its customers. He has been involved in the plumbing industry since 1986, when he started as a truck driver for Home Pipe & Supply in Gardena, Calif., while completing his college degree.

He went on to work for two rep agencies specializing in faucet sales working directly with builders. In 1994 Grewen earned the prestigious “All American Team” award by Delta Faucet Company as a “Builder Specialist.” He was recruited by Black & Decker/Price Pfister in 1996 as the Western regional builder sales manager. In 1998 he was promoted to national sales manager for Hospitality and Manufactured Housing, and in 2000 was promoted to national ac-

counts manager before taking on the role of director of wholesale sales East for Black & Decker in 2004. Grewen joined Matco-Norca as director of Faucets & Plumbing Specialties in July 2009 to define and refine the faucet and plumbing specialties program.

“I am proud to work for a company whose culture promotes excellence, integrity, and teamwork,” he said. “Our senior leadership is second to none and I am excited about where this company is going and proud to be a part of it.”

Matco-Norca began in 1952 as a pioneer in sourcing valves. Since then, they have grown to be one of the largest independent suppliers of valves, fittings & nipples, faucets & plumbing specialties in the U.S. Throughout the decades, Matco-Norca has become an established leader for products of superior quality offered at a competitive price. With corporate headquarters in Brewster, N.Y., Matco-Norca also operates distribution centers in California, Texas and Georgia. ■

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A candid conversation with Lion Supply execs

Welcome back to "Martin's Corner" y'all. I took off from writing for a couple months (prior to the current September "Corner") to catch up on a lot of things around Anvil, the industry, and at home. I am pleased to advise that I had a lot of calls and e-mails from around the country asking me, "where's your article this month", or "Did you quit writing", etc., etc. No, I'm simply feeling good about not only helping our company maintain and/or grow market share, but taking a bit of time to reflect on issues to report on as we close out a very very tough and rough 2010 calendar.

In prior "Martin's Corner" articles, I have stated numerous positive opinions concerning the national chain wholesalers, the marketing & buying



These two gentlemen are the current owner/partners of the company. Paul Gentile is the gentleman in the background and up front is the founder, Mr. Charles (Chuck) Steele.

groups, the large regional wholesalers, and the local independent wholesalers as a whole that make up our fine industry.? Now, for the fourth calendar quarter of 2010, I want to focus on three independent wholesalers (one a month) from around the country that I feel truly represent what the two words (independent wholesaler) should really mean to all of us and the industry at large.

You are about to read about a great company by the name of Lion Plumbing Supply Co. operating out of and with headquarters located in Miami, Fla. A company founded some 56 years ago as a plumbing contractor, has made marketing decisions and rolled with all the punches that have been handed them and our industry during their start-up time and remains today a very strong and

important force in not only the general Miami market that they serve, but in all special areas of service they are active in for the industry in their market place. Mr. Paul Gentile joined the company in 1972 as a counter salesman. I've known Paul for a few years now along with Sheri Newman.

Lion is a very active member of The Omni Services Group. Both Paul & Sheri can be seen at most all Omni gatherings and together are responsible for the majority of all purchasing decisions made at the company. Being one of the key employees for Paul at Lion for some time now, she is also part of the lead team of employees that are responsible for all inside sales activity at the company. I caught up with Paul and Sheri a month or so ago at an Omni meeting in Chicago. When I kicked around the idea with him of sharing their story with *The Wholesaler* readers, both of them warmed up to the idea pretty quick. My dad always told me to strike when the iron was hot, so without further words from me, ladies and gentlemen, please settle in with a cup or glass of your favorite beverage, and meet Lion Plumbing Supply.

JM: Paul, it is really a great pleasure and honor for me to be able to do this Q & A session with you about Lion Plumbing Supply. Thanks so much for taking the time out of your busy schedule to do this. Now, would you share some information with the readers on the history of Lion Plumbing Supply, including when and where it was founded, by whom, original products and the customer base, etc.?

Gentile: You bet, John. We were founded in 1956 by Charles Steele & Leo Oulette as a plumbing contracting firm with a 600 sq foot retail plumbing sales counter. In 1972, Charles (Chuck) Steele hired me as a young counter salesman and to be trained to help and support the contracting division. In 1983 the contracting & service repair division was sold off in order to pursue the wholesale side of the industry. In 1985 I became partners in ownership with Chuck Steele. In 1984 we changed our name from Leo's Plumbing to Lion Plumbing Supply. In the beginning, our counter catered to the service repair and small plumbing contractors. Being a former contractor ourselves, we understood the needs and value of purchasing from a one-stop supply house. It really paid off for us. Today we are a full

service supply house, and a distributor for over 250 manufacturers. Our primary plumbing lines include: American Standard Brands, Toto, Rheem Water Heaters, Elkay, Delta, Charlotte Pipe and Foundry, Watts Regulator, Ridgid Tool and Chicago Faucet just to name a few.

JM: Wow, from "Leo" to "Lion." No pun intended, but a great progression in names. You guys have come a long way since 1956! Could you give us a snapshot of the company today, including territory, facilities, management team (including their backgrounds and responsibilities), number of employees and product segments carried (domestic vs import product)?

Gentile: I sure can. Today, LPS comprises a 3.4-acre facility here in Miami including a 35,000-square-foot warehouse, a 5,000-square-foot state-of-the-art high-end showroom and a 30,000-square-foot pipe yard. We maintain six full time counter-men, five inside salespeople, three outside salesmen, five office/administrative personnel, nine warehouse and shipping employees and two showroom consultants. We have a combined total of over 550 years of industry experience.

JM: That is very impressive, Paul. Please continue.

Gentile: Thanks, John. Our trucks run twice daily, logistically managed by software that we co-developed

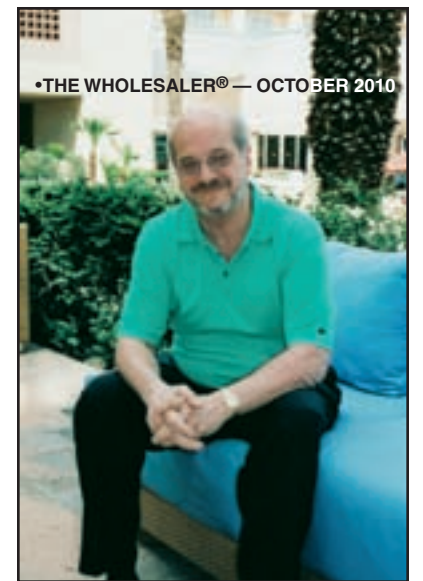


Lion's very nice and busy City Will Call Counter.

with United Parcel Service, servicing a quad-county area that includes Dade, Broward, West Palm Beach and Monroe counties. This software directs us on how to load, route, and have our trucks back before closing. Each driver is monitored via a UPS phone. If the customer wants to know when he is getting their delivery, this program will allow us to pinpoint that time for them within a 15 minute time slot with one quick phone call!

Our inventory and product offering is primarily domestic but when requested we will sell imported goods.

JM: Thanks for waving the U.S. flag for all those domestic vendor com-



•THE WHOLESALER® — OCTOBER 2010

BY JOHN E MARTIN
PVF industry veteran

panies out there and those U.S. produced product. We need more of that. I just had to get that plug in there for the "Red, White, & Blue," so I hope you don't mind. Now sir, can you share with us how your sales are split up among product categories and between residential and commercial?

Gentile: About 35% of our total sales are catered to the commercial and residential service and repair plumber. New construction, primarily commercial in this economy, is comprised of about 35% of our sales as well. If you reviewed the mix of our extensive inventory, you would see that it is indeed structured to take care of such a mix of markets as well. The balance (approx. 30%) divides itself between industrial, new residential, export, and hospitality and showroom sales.

JM: Being focused on exact markets as you described has worked well for you and the company it seems. Are there any special or major projects in your area that you have been involved in that are a particular source of pride for you and your people?

Gentile: Great question, and yes, there have been many. We have been a part of some local iconic projects such as the newly renovated Fountainbleau Hotel, Dolphins Stadium and Miami International Airport. Other points of interest include the Epic Hotel, The Met, The Met II and Brickell Financial.

(Turn to Lion... page 100.)

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Lion Supply: 'Listen to customers, then react'

(Continued from page 98.)

JM: Have you had to change the focus of your business, Paul, or do anything differently during this ongoing economic slump? Could you describe the situation in your area, and when you see it improving?

Gentile: Yes we have to the first part of your question John. We have found it necessary to micro-manage our purchasing while continuing to maintain our superior inventory levels. We have also unfortunately had to cut overtime hours and reduce staff.

Now, to the last part of your question, I would tell you that the first half of 2010 was very challenging for the entire construction industry in South Florida. Fortunately we have begun to see an upswing in activity and we hope this trend continues!

JM: How have your customers' expectations changed over the years, and how has Lion Plumbing Supply adapted to those changing needs/wants?

Gentile: Our philosophy is to make our customers part of our family. We listen, then react.

JM: What a quick, direct, and refreshing answer to that question Paul! I like it. Imagine the idea of making your customers feel like they are part of your family! That's absolutely great. Congratulations to you and your people for standing tall with that idea!

Now, do you have any special

"Being a former contractor ourselves, we understood the needs and value of purchasing from a one-stop supply house. It really paid off for us. Today we are a full service supply house, and a distributor for over 250 manufacturers."

events/activities that Lion sponsors to help build customer loyalty and relationships?

Gentile: Absolutely. We sponsor many local recreational and charitable organizations that are requested by our family of customers. We also support the local PHCC and continuing education classes and trade shows.

We also hold a few counter days per month to introduce new products and trends to our customers and to help build relationships between the vendor and end user. As an example, this month we are also hosting the American Standard Responsible Bathroom tour along with a Rheem water heater presentation to educate our customers about water sense fixtures and energy star high efficiency appliances.

JM: Would you please describe the leadership philosophy at Lion Plumbing Supply, such as accessibility to customers and employees,

and hands-on activity by the owners and key employees?

Gentile: Chuck and I have a hands-on approach on every aspect of the company. As an example, Sheri Newman & I handle about 90% of the purchasing. We are also both liaisons on the vendor committee for Omni Corporate Services (the buying group which Lion Plumbing Supply is a member of). Lion's philosophy is to partner with our vendors and develop long term relationships.

Rick Sharp, along with Sheri Newman and Nelson Rubio, head up our inside sales team. I am also involved with daily sales and job quotations. Fernando Hernandez manages our shipping, receiving and warehouse duties with co-manager Dennis Hudson. Ken Ramos leads our sales counter, while Larry Gentile and Armando Gonzales run our parts department. Joyce Birth is office manager, accounts payable and Human resources. Stacy Soto is in charge of accounts receivable and Pauline Levesque takes care of computer operations and finances. Loly Becerra and Melen Vega take care of showroom duties.

JM: Paul, the pride you have in the company and all the people really shows. You can hear it (and see it) in the way you have just listed everyone's name and job description. Seems it is just one big happy family taking care of industry business.

You mentioned that Lion is a member/owner of the Omni Services Group, a buying/marketing group of independent wholesalers across the country. Would you take a couple moments to share your thoughts on a group like Omni and what they offer or have done for an independent like Lion?

Gentile: I'd be glad to comment on Omni as our success via the Omni structure is a definite plus for us in a lot of ways. When we were asked to join Omni in the beginning of 2001, I felt I had an opportunity to be on the ground floor of an upcoming buying group that was well organized, friendly, and with a business philosophy that makes sense. What I found that makes Omni special is its group of well diverse members. Omni relies on its members to "get involved" with vendor relationships and I had the opportunity to meet the "powers to be" of the manufactures that I do business



Among Lion's team are (front row) Sheri Newman and Rick Sharp; (middle row) Pauline Levesque, Stacy Soto and Larry Gentile (back row) Nelson Rubio.

with every day. When attending my first Spring meeting, I was impressed with the attendance of Omni's vendors and members. I was able to get most of my business done with the majority of my vendors for the entire year. The networking with my fellow members proved to be priceless and still does today. I asked Sheri to join me in both the vendor Invitational and Spring meetings from then on to season her for our purchasing duties. Today, she and I are both liaisons on a few of Omni's vendor committees and we look forward to each meeting. Omni has been an asset to Lion Plumbing Supply from day one, and I would say if it weren't for Omni, we wouldn't be where we are today.

JM: One more question. With so many competitors in the marketplace (large national chains and larger independents), how does Lion Plumbing Supply, a focused single independent from Miami differentiate itself while truly making a difference?

Gentile: Very easily! We have 96% fill rates, same day delivery, diverse inventory, outstanding customer service and last but not least, We listen!

JM: There you go again, with those quick right to the point answers that really says it all about Lion's total marketplace commitment in good and not so good times.....You truly do strive to make a difference!

That's it for now. Many thanks to Mr. Paul Gentile for sharing the story of Lion Plumbing Supply, Miami, Fla., with "Martin's Corner" in this edition. Thanks to Sheri Newman for helping me out with the pictures and some of the story line. This writer appreciates both Paul & Sheri very

much, and of course getting to know more about a strong "independent wholesaler" that continues to take care of "business" the way Lion apparently does. This story is a solid tribute to what really made/makes this country and industry strong, and will be a solid contribution going forward in the recovery of our country & industry.

Keep up the good work all of you, and keep reading the "Corner!" See ya next time.....

Blessings,
John E Martin

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

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A clear mission

Sloan Valve's leadership takes their responsibility seriously

BY MARY JO MARTIN
Editorial director

The Mission Statement of today's Sloan Valve is simple: "Passionately Preserve the Environment." And it is clear that passion and focus come directly from



William Elvis Sloan apprenticed as a pipefitter at an early age, and founded Sloan Valve Co. in 1906.

the three brothers that together are leading the company through a uniquely established Office of the President.

Kirk, Graham and Jim Allen — fourth-generation descendants of company founder William Elvis Sloan — are successfully continuing the long-standing traditions of quality that Sloan Valve is known for, while also blazing a trail in the water conservation movement.

It would undoubtedly please W.E. Sloan that the company he founded in 1906 — and put his heart and soul into until his death in 1961 — is being so capably and responsibly led by his great-grandsons.

W.E. Sloan began working in the plumbing industry at a young age, originally serving as an apprentice pipefitter, and later working as a foreman, superintendent, and then independent contractor. By combining this experience with his creativity, Sloan was able to look at the limitations of toilet systems in a unique way, which led to his invention of the Royal Flushometer. He continued experimenting and inventing, earning a number of patents, including multiple versions of the original Flushometer,

vacuum breakers and showerheads.

Even in those early years, water conservation was at the core of Sloan's designs — something that today's Sloan Valve leadership wholly embraces. Sloan Valve continues to broaden its scope with new technologies to ensure that commercial plumbing systems operate efficiently. And as an indication of their true commitment to the environment, Sloan's green efforts go much further than just their products. In recent years, a team at Sloan did a re-evaluation of the company's own sustainability efforts, not only in terms of products, and production, but also how the company gets its energy. These efforts led to the creation of a number of new partnerships for the procurement and the use of solar and wind energy technology.

Recently, editorial director Mary Jo Martin sat down with Sloan's leadership trifecta of Kirk, Graham and Jim Allen at their 450,000-square-foot headquarters in Franklin Park, Ill., to candidly talk about the grand traditions of Sloan and their vision for the future.

MJM: What was behind your father Chuck Allen's decision to move into the role of chairman several years ago and create the office of the president that is held by the three of you?

Kirk: There has been a history of co-leadership that pre-dates us. Our dad and our Uncle Bill Sloan shared the leadership of the company until Bill passed away in 2001. While they had different titles, they really shared the decision-making process. Dad

then served as president and CEO until July 2008.

The three of us all worked in the industry as manufacturers' reps before coming into the business. As we joined Sloan Valve, we very much wanted to strive for a leadership partnership. It had been ingrained in us since we were very young that we were to be humble stewards of Sloan Valve. We knew that the one thing that would ruin this plan for our even-



Sloan is a leader in designing sensor-operated faucets for public washrooms that promote water conservation and contribute to public health.

tual leadership would be if the three of us couldn't get along. We joined the company at different times and took on different roles, developing through our business experiences.

In implementing the Office of the President, we consulted with Loyola University and their Family Business Group on how to navigate the landscape of shared leadership in a family business and how to optimize our chance for success. They were very excited about being involved in the process and assigned a number of grad students to our project. They worked with us on governance documents, as well as the formal structure for the way the three of us operate and interface with businesses, vendors, banks etc.

It has been important for us to effectively communicate this philosophy to employees throughout the organization. They need to know that an answer from any one of the three of us is the final answer. There is no such thing as going down the line to try to get a different response. We take this very seriously.

Jim: The transition has been an evolutionary process. Dad is now ex-

ecutive chairman and he still participates in strategic planning, as well as high level business development.

I think he came to the decision to transition to chairman because he felt it was time for the three of us to take the leadership roll. I have to say that dad has done a great job with the process. He acts as a mentor and advisor for the three of us; but he has made it clear to the organization that the decisions are ours and that they

are final. It's been challenging for him, but he's handled it very well.

Graham: A lot of folks here literally watched us grow up. When we were small we would sit on the receptionist's lap and answer the phones; when we were in high school, and our friends were getting tans working as lifeguards, we were members of the United Steel Workers working on the plant floor.

From very early on dad worked on our development as executives. We



Brothers (from left) Graham, Jim and Kirk Allen are fourth-generation descendants of founder William Sloan and continue the company's tradition of quality.

have had the privilege of sitting in on, and participating in, many key decision making meetings from our early years with the company. Dad wanted to make sure the transition was handled properly; meaning that he wanted the transition to be smoother than the one between his father and himself — our grandfather had a heart attack at the age of 69 right here in his office on a Friday afternoon, he died on Saturday and our dad became CEO Monday morning. That's not "transition," that's abrupt change. And that's not the way our dad wanted things to go for us, or for him for that matter.

Jim: From the age of 16, each one of us has been in the plant and knows how to make a flush valve. We've also been in front of our customers and suppliers from a very young age, and have a tremendous amount of hands-on experience. It's a family (Turn to 'Underlying... page 104.)



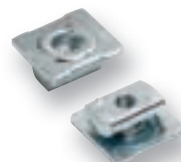
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COOPER B-Line

'Underlying commitment' to customers drives Sloan Valve

(Continued from page 102.)

business and by that I mean more than just in ownership. Our employees have 18 years of average service with Sloan. If you go out to the shop floor, you'll see multi-generations of employees and family members working together. It is something that we are very proud of.

MJM: Describe how you share the duties of Office of the President, and the attributes/background that each of you bring to your role?

Kirk: One of the first things the three of us worked on was moving away from a functionally organized



business, toward one that is oriented around end to end business processes. Shortly after our transition, we began to implement organizational change to support the process initiative. The broadest of these moves was to insert a layer of vice presidents. Each one of the VPs also carries the title of executive process owner for the process they oversee; which include business development, supply chain and operations, human resources, finance, and IT.

Each of the three of us seemed to naturally gravitate toward one of those areas, although big decisions involve all of us. Graham loves to spin a wrench and be on the shop floor, he's a hands-on technical-minded person, so supply chain and operations oversight really fit him well. Jim has a number of patent applications, he's a lot like our father and very involved in engineering, so he has oversight over R&D, along with finance. I spend most of my time with our sales organization and had been a regional sales manager and product lines manager, so I lean toward business development and IT.

MJM: Were you always interested in becoming part of the Sloan Valve leadership or did you ever consider other careers?

Jim: We all went to different colleges and got different degrees, and we all worked outside the industry for a while. I think there is a natural desire as a young man to get away from the family business, but then we all gravitated back. We've been fortunate that we have a great relationship with each other and with Dad, both at work and outside, which makes it easier. We've always felt that this is a great family asset.

Graham: As a kid Sloan was where dad went to work. I didn't

have a sense for the significance of the business in the industry, or how it has contributed, in its own way, to the evolution of construction in this country since 1906. The innovation and products from Sloan Valve have meant something to the health and sanitation of the country, and allowed for much of the commercial building styles we know today. That's a humbling realization.

Kirk: There were some summer time jobs we held in the factory where it was 100° and we were in protective suits scraping nickel off the walls of the plating tanks and saying 'I don't ever want to come back here.' But deep down, I always felt I was going to end up at Sloan.

We cannot be accused of not being passionate about this business. We're a bit over the top with our love for this place.

MJM: Describe the importance that you place on your relationships with wholesalers, and how you are working with them to ensure that the Sloan brand continues to be one that inspires confidence?

Jim: It's part of our core values. We have an undying commitment to our customers, and to distribution. It's like that old saying about 'Who brought you to the dance.' With Kirk overseeing business development, he is most frequently involved with listening to our wholesalers. And we all

"Sloan endeavors to buy locally, which minimizes our carbon profile. It also has the added benefit of a greater efficiency in the supply chain. The way it all comes together is what the green building movement is all about...We do a lot of this at great cost because it is the right thing to do."

like to participate in industry events related to distribution. At least one of the four of us — including dad — attends our buying group meetings, and visits national and regional accounts on a regular basis.

We work very hard to support the demand creation process for distribution. Wholesalers make a wonderful commitment to us by putting our products on the shelf, and we take that responsibility very seriously. We also participate in contractor groups and work with our wholesaler customers to develop demand for our products. We will continue to listen to the wholesale community and ensure they are getting the most value out of Sloan Valve's products.

Graham: Each one of us was nurtured in this business by Ren Owen,



At left is the standard Flushometer that was so well designed in the early 20th century that it changed little over the years. It launched Sloan on the path to worldwide recognition as a manufacturer of top-quality products. At right is the company's latest offering, the SOLIS® solar-powered, dual-flush water closet Flushometer, the industry's first solar-powered, sensor-operated Flushometer.

our longtime national sales manager and later our vice president of sales. He taught us how to go to market. Ren was an institution in the business. He was a soft touch but he really listened to the customers.

As vice president of business development, John Aykroyd has done a lot to help Sloan carry on the traditions that Ren established. You learn more from customers when you really listen to them. We listen to our wholesalers, understand what we need to do to evolve the business and then re-engineer the process to best meet their needs.

MJM: Customer service is such

an important part of any business. What are some of the key elements of your customer service focus?

Kirk: We are a customer-focused company. Among our customer support processes in the macro sense are providing distributors the opportunity to use EDI or other forms of electronic ordering, web-based ordering, even VMI. We have joined our customer service group with tech support, so that now all of our customer service people are cross trained on technical support so they can answer questions rather than having to pass them on to someone else. It allows our reps and our customers to get answers much more quickly.

Jim: We have to give credit to our reps. We've been very demanding of them, and we have the very best rep

firms in the industry. We stand behind our products and our philosophy is to do whatever it takes to satisfy customers. Our reps are very good at supporting that in the field.

Graham: Their knowledge of our product line alone is a tremendous strength. Our reps are not just out there with a catalog and price sheet. They are proud to be Sloan reps and they take their responsibilities very seriously. Many of our reps are multi-generational firms as well. One office has been our rep since 1914, and are on their fourth generation of serving Sloan and our customers. It comes down to doing what you say you will do. That carries you far in any business.

MJM: What would you describe as the strengths of your brand?

Jim: I like to ask our customers that all the time. One of the key attributes they cite is our quality. We are a multi-generational, family-owned business making products in America for over 100 years and people can rely on our brand. We are very committed to our business, to innovation, and take great pride in our quality.

Graham: Being a leader and having the expectation of constant innovation by our customers is difficult. It's expensive, and can be risky at times when you are constantly pushing the envelope. But we assume that risk and take pride in our successes. When you have an innovation that the industry embraces it is very rewarding.

MJM: How have green building and sustainability guided your new product development efforts?

Jim: It has been a transformation in the industry and Sloan has been on the front end of that wave. Graham (Turn to Sloan Valve... page 106.)

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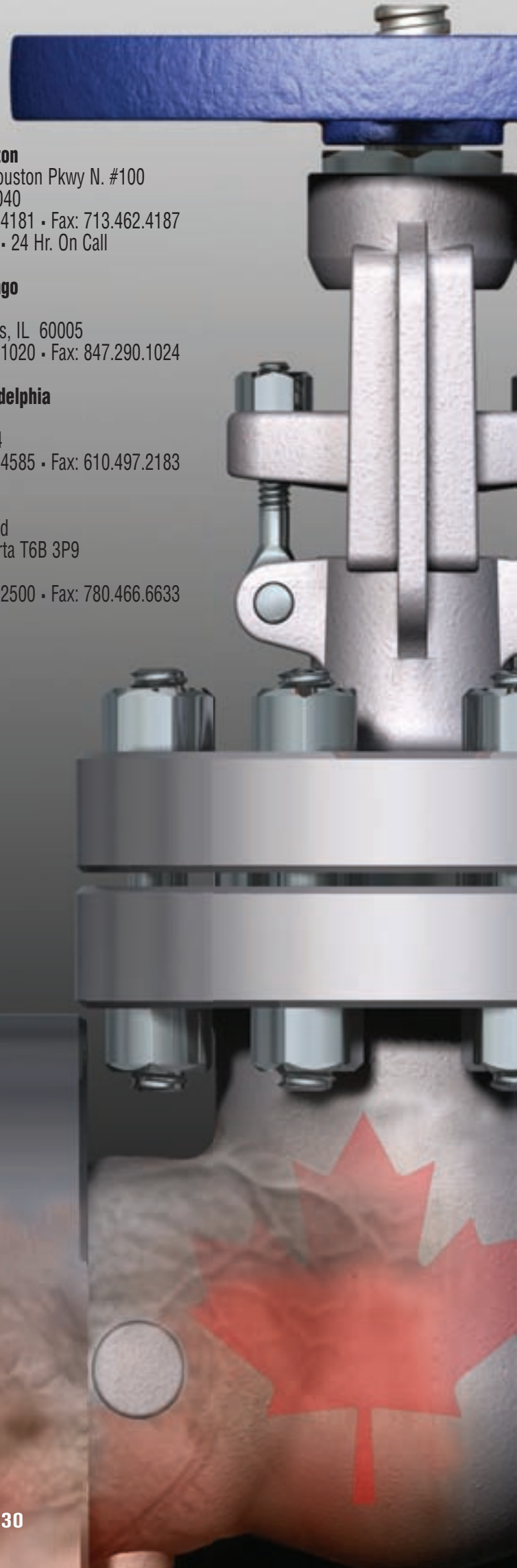
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Alternative joining systems for copper offer proven benefits

NEW YORK — In today's economy, educational districts and facilities are facing tough choices in providing programs and facilities that offer better educational opportunities at lower costs. When it comes to facilities construction and maintenance, that decision doesn't have to come at the sacrifice of quality. Lower overall construction materials costs and new technologies can deliver reliable facilities that will serve long into the future.

Copper has long been a preferred piping material chosen to deliver safe, potable water for drinking fountains and many other uses within a school building. For new construction or repairs, copper is still a benchmark for plumbing and heating systems, due to its reliability, long life and overall value. With today's new joining methods, copper can continue to offer school districts a lifetime of safety and value while cutting down on installation, labor and future repair costs.

Alternative "solderless" joining systems rely on push-connect or press-connect fittings, which are suitable for most plumbing applications

and are capable of withstanding the pressure and temperature ranges common to both residential and commercial building systems. Another advantage of solderless joining systems is the ability for "wet repairs," which can be done immediately, without draining the system.

"When it's time to install a copper system, it's not just soldering and brazing anymore," said Andy Kireta Jr., vice president of the Copper Development Association. "Between the quality of copper and the advantages that these alternative joining systems offer, it's hard not to choose copper for any construction project, especially for facilities as valuable to our communities as schools. We want these facilities to last a lifetime or more, and we need to use quality materials like copper piping to insure that they do."

Robert Hall, who is the national technical consultant for Viega, which specializes in plumbing and heating technology, acknowledges the role of copper in commercial buildings, including educational facilities. "Copper has the track record, and it's still a mainstay in construction in the

U.S.," Hall said. "Copper has always been known for its performance."

The principal advantage of solderless joining for many commercial projects, especially educational facilities, is faster installation. When a scheduled project deadline is quickly approaching, copper can offer the quick high-quality fix.

"Alternative joining systems bring projects in on time, and there are very few callbacks after the installation," Hall said. "Contractors learn pretty quickly that callbacks hurt the bottom line. Solderless joining systems are attractive to them and to engineers when they are looking for value that will reduce the overall costs."

Glen Urquhart Private Elementary School, in Beverly, Mass., broke ground in November 2006 and had problems completing the plumbing and heating portion of the project by October 2007 — the scheduled deadline. They turned to an alternative press-connect joining system for speed of installation, while feeling assured that the overall copper system was a product they can rely on for decades to come.

"When you have a flameless system, there is no need for burn permits, especially in renovation and repair applications," Hall said. "It's fast, clean and green. These are highly engineered systems but, at the

same time, they are very simple. It revolutionizes joining technology."

The longevity, sustainability and workability of copper remain unmatched when talking about alternative joining systems. "When designers want a building to last 100 years," Hall said, "copper will be their product of choice."

Visit www.copper.org.

OBITUARY

William J. Abeling co-founder of Consumers Pipe

COVINA, CALIF. — William J. Abeling, 83, passed away on September 7 at Intercommunity Hospital in Covina, Calif.

As co-founder of Consumers Pipe and Supply, Abeling had a long, successful career in the PVF industry.

A Funeral Mass was held on September 13 at Sacred Heart Catholic Church in Covina, which was immediately followed by a celebration of his life luncheon at Villa Tepeyao in West Covina.

In lieu of flowers, the family asks that any donations go to the Doheny Eye Institute, 1450 San Pablo Street, Los Angeles, CA 90033-4666.

Sloan Valve sticks to ethical belief in doing the right thing

(Continued from page 104.)

and I are both LEED accredited. It was clear to us that even though it was just a small portion of the new construction community at the time; it was an important avenue for us because it aligned with our core values. I immersed myself in this opportunity and have become a real advocate for the green movement.

Graham: Sloan has positioned itself well. Developing a product that uses less water and calling it green isn't enough. We are testing renewable energy and improving efficiency throughout the organization. We off-



set 100% of our energy usage at our main manufacturing facility with renewable energy. Those kinds of things are expensive but they are an investment in our future. Our products are made in a responsible way that greatly reduces the negative impact on the environment, and on the health of people who work here. Sloan endeavors to buy locally which

minimizes our carbon profile. It also has the added benefit of a greater efficiency in the supply chain. The way it all comes together is what the green building movement is all about.

Kirk: We do a lot of this at great cost because it is the right thing to do. We would do it irrespective of the effect on the business world, because we as a family feel it is important.

MJM: What are your projections for economic recovery and the near-term for Sloan Valve?

Kirk: Construction forecasts are not good, so we don't anticipate a swift recovery in new construction. Fortunately we are boosted by the renovation, remodel and repair segments of our business, and are benefiting from the stimulus money available for retrofits. I would say that we are going to start seeing some better activity by the middle of next year with commercial construction. We'd love to see commercial construction start to improve sooner but we don't think that is realistic.

Graham: There is more optimism today. As Kirk said, the opportunities

go far beyond new construction, and staying closely aligned with our industry partners has allowed us to remain in front of the downturn and act in a responsible manner.

MJM: What do you believe sets Sloan Valve apart from its competitors?

Kirk: Very simply the things the brand represents. We give confidence to the supply chain. Whether it's the building owner, his maintenance person, the installation contractor,

but satisfying the customer is more important than making a sale. We will give them our honest assessment, based on our expertise, so the new system will be the right one for them.

Graham: We're also set apart by our passion and commitment to our market sector. This is all we do. We're not dabbling. We're three brothers in Chicago working with the United Steel Workers trying to do it right, competing against some very large and well capitalized companies.

"Our products are made in a responsible way that greatly reduces the negative impact on the environment, and the health of people who work here."

wholesaler, or engineer, they know who Sloan is and trust us. We have a solid reputation in the marketplace.

Plumbing systems are very sensitive and doing a water conservation retrofit in an 80 year-old building sounds easier than it is. When you start reducing the flow of water or making major changes to the plumbing system, it's very important to do an assessment up front. We consult with the value chain in these assessments. Sometimes that means that the latest Sloan product is not the right choice,

It's very challenging and very expensive to do it right. But when you believe it's the right thing to do, you make those trade offs. You have to be passionate and committed to succeed. We stick to the fundamentals and concentrate on serving our customers. But at the same time, we're not afraid to be a market leader. When it comes right down to it, we want to help our wholesalers be successful. ■

For additional information, visit www.sloanvalve.com.

INDUSTRY NEWS

Online pump selector offers users new features

LACEY, WASH. — PUMP-FLO Solutions, an Engineered Software business, has released PUMP-FLO Premium, a major update to their web-based pump selection software. The new program is a subscription-based web version of its popular PUMP-FLO software.

PUMP-FLO Premium features a secure cloud computing technology and a refined user interface and coincides with a completely redesigned website. New collaborative sharing tools, the saving of pump search lists and the ability to search through multiple manufacturers' catalogs at one time top the list of new highlights.

PUMP-FLO Premium is a subscription-based service meeting the needs of pump users, specifying engineers, pump resellers and manufacturers for sizing and selection, showing dynamic pump curves and aiding purchasers and suppliers in the quotation process. Over 80 pump manufacturers support the program by making their pump performance catalogs available in electronic format. The program searches from over 135,000 digitized pump curves.

"One new feature that I am sure will please many current users is the ability to search from more than one manufacturer's catalog at a time. This has been a request for some time now, and we wanted to provide a tool that isn't available in any single program right now in the market," said Carolyn Popp, president and chief technical officer of Engineered Software Inc. "Listening to customer feedback is what has made PUMP-

FLO the industry standard, and this is another example of listening to our customers to provide the best tools available. With over 200,000 registered users of the PUMP-FLO software, we are fortunate to have a vast database of customer ideas to draw from."

One goal of PUMP-FLO Premium is to create a community of pump users where collaboration is simple



and easy. Utilizing the latest in cloud computing technology, PUMP-FLO Premium stores pump projects on secured web servers and enables sharing of the pump selection between users. The new List Manager feature makes this possible, allowing users to save their Selection Lists, add project notes, customize the view and rename columns. The List Manager also lets users share saved search results with anyone having an e-mail address and Internet access, including non-subscribers. The user has the ability to allow full access or a view-only status to whomever they are sharing with. Non-subscribers can view the Selection List for free on the PUMP-FLO Premium collaboration website as View Only.

Visit www.pump-flo.com.

Birdsall Bath Design recognized by LEED

NORTH PLAINFIELD, N.J. — Birdsall Bath Design, a subsidiary of W.A. Birdsall & Co., received the silver LEED certification by the U.S. Green



Building Council in a recent presentation in its showroom. Birdsall is the only showroom of its kind in the U.S. to receive this honor.

LEED Certification is awarded by achieving performance in key areas of human and environmental health such as water savings, energy efficiency, materials selection and indoor air quality. Started in 1998, LEED is a rating system that provides a suite of standards for environmentally sus-

tainable construction. To date, more than 14,000 projects in the U.S. alone follow the standards.

"This is a tremendous achievement and honor for Birdsall Bath Design," said Michael Murphy, vice president of W.A. Birdsall & Co. "This showroom is a testament to what is possible today — less waste, lower costs, higher performance and attractive materials."

The award was presented by Florence Block, the executive director of the U.S. Green Building Council of New Jersey at Birdsall's 6,500-square-foot showroom. Congressman Leonard Lance (R-7th District) presented a proclamation from the U.S. House of Representatives to Birdsall.

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See contact information on page 130

1875-2010

I.D. Booth Inc. marks 135 years

ELMIRA, N.Y. — Through the capable leadership of five generations of Booths, I.D. Booth Inc., founded in

1875, continues to prosper after 135 years.

Irving Denman Booth (1843-1914)



Three generations of I.D. Booth leadership include (front row, from left) Seeley Booth, Peter Booth, Walter Booth; and (back row) John Booth III.

was the founder of what would become I.D. Booth Inc. As an industrious young man, at the age of 19, Irving moved from Candor, N.Y., to Elmira, where he took a job as a hardware store clerk. Always improving his lot, he next spent six years as a member of Ayrault, Rose & Co., followed by three years with Booth, Dounce, Rose & Co. In 1875, at the age of 32, he started his own “heavy hard-

ware” business as The Jobbinghouse of Irving D. Booth. To accommodate his expanding business, in 1878 he built a new brick building at 611-613 Railroad Avenue (now part of Hilliard Corp.). As a jobber for iron, nails, horseshoes, horseshoe nails, steel, wire, tin plate and windows, Booth was instrumental in bringing the hardware business forward into the 20th century.

In 1903, his son Irving Dennison Booth (1884-1957) — having completed his studies at Mercersburg Academy in Pennsylvania — joined his father in business. In 1914, the year of his father’s death, Irving Dennison Booth became head of operations. This is the same year that the company was incorporated. During the time Irving Dennison headed the company, in 1925, I.D. Booth Inc.

moved to its present location at 620 William Street.

Irving Dennison Booth’s sons, John S. (1909-1991) and Irving D. Booth Jr. represented the third generation of Booths to be involved in the family business. After their father’s death in 1957, John and “Denny” became president and vice president in 1958. Both men prepared at the Choate School in Connecticut. During John and Denny’s time with the business, I.D. Booth began expanding to other communities.

The fourth generation at I.D. Booth Inc. is represented by John Booth’s sons, Peter S. and John Seeley Booth Jr., who both continue to be involved with and informed of daily business. In their capable hands, expansion of I.D. Booth continued. Both men prepared at the Choate School and graduated from St. Lawrence University.

The family business is currently under the leadership of the fifth generation of Booths, represented by J.

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See contact information on page 130

Walter Booth, the son of Peter, and John S. Booth III. Walter graduated from Canton College with a degree in Data Processing and Elmira College with a Business Administration degree. John is a graduate of Lehigh University with a degree in Mechanical Engineering and earned a Masters of Business Administration degree from Rutgers and Binghamton University.

It is most impressive to see a business prosper for 135 years, through five generations of the same family. Credit must be given not only to the capable leadership of the Booth family the past 135 years but also

to the many loyal and dedicated employees who have labored hard for I.D. Booth Inc. during this same time.

Recognition is given to one long-time employee, Dan Murphy, who has been with the company through four of those generations.

Today I.D. Booth covers central New York State from the New York Freeway to the northern tier of Pennsylvania. From Elmira, N.Y., I.D. Booth Inc. supports its branches each and every day.

There's an old saying that the "first hundred years are the hardest." As I.D. Booth Inc. moves toward its second hundred years, the boys point out with pride to a statistic they recently uncovered: Only 2% of all businesses have survived for more than 100

years.

1875 marked the first year of business for I.D. Booth in Elmira, N.Y. Now, in 2010, the business has 11 branches serving the complete southern tier and the northern tier of Pennsylvania. The company looks toward to the future with great anticipation and gratitude for the past years that



In 1890 on Railroad Avenue in Elmira, N.Y., five blocks from Booth's current location at 620 William Street.

they have served the area.

I.D. Booth's 135th anniversary was celebrated at their home facility in Elmira in August. The event was a fun-filled day for more than 500 guests. It featured a pig roast, entertainment and vendors.



The company was already 50 years old when it bought new pickups like this Model A Ford for deliveries.

Since 1875, Booth has moved forward

1875 — Irving D. Booth starts his "heavy hardware" business.

1878 — Moves into new building at 611-613 Railroad Ave.

1900 — Neighboring Booth, Mills & Barker Broom Factory is destroyed by fire.

1914 — The company is incorporated.

1925 — I.D. Booth moves into its present location at 620 William Street.

1956 — Adjacent Elmira Oil Company, at 616 William Street, is acquired.

1957 — Irving Dennison Booth dies. The company acquires the Stempfle Building at 614 William Street.

1958 — John Seeley Booth purchases the business from his mother and is elected president.

1960 — Peter S. Booth joins the firm.

1963 — John Seeley Booth joins the firm. The Elmira showroom opens.

1970 — Cortland, N.Y., store opens.

1972 — Tropical Storm Agnes devastates Elmira, inflicting a half-million-dollar loss at I.D. Booth. The Precht Properties are acquired.

1973 — Century Oil Company, Baccorn Coffee Mill and New York Electric

and Gas headquarters complex on Madison Avenue are acquired.

1982 — Assets of Miller Hardware in Homer, N.Y., are acquired.

1983 — Ithaca plumbing branch is started on Meadow Street.

1984 — Walter Booth joins the firm.

1989 — I.D. Booth opens its first wholesale electrical business in Elmira, N.Y., which today accounts for one-third of sales.

1991 — John S. Booth Jr. is elected president of the firm. Computer system is implemented.

1993 — Electrical branches open in Ithaca and Bath, N.Y.

1995 — John Seeley Booth III joins the firm.

1997 — Booth Electric opens in Corning, N.Y.

2000 — Brady Building, adjacent to 620 William Street, is acquired.

2002 — Assets of the Wellsville-based Harris Supply are purchased. Four New York locations are added: Wellsville, Batavia, Olean and Dansville.

2008 — Booth Electric and I.D. Booth in Ithaca, N.Y., merged into newly expanded Meadow Street location.

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See contact information on page 130

Marking 150 years Lyon Conklin flourishes as part of Ferguson organization

BY MARY JO MARTIN
Editorial director

Lyon Conklin is celebrating a remarkable milestone this month — 150 years in business — an achievement that is certainly rare in distribution. The company has survived the repercussions of some very significant events in U.S. history, including the Civil War, two World Wars, the Great Depression, several major recessions and 9-11.

With roots as a sheet metal manufacturing company, founded in 1860 by William L. Lyon and Daniel E. Conklin, the company actually holds a patent on an iron ore metal that was used in the



Lyon Conklin's delivery fleet has always kept busy. A note on this photo of a 1940s delivery truck says 'We washed this one especially for this picture.'

Capitol Building in Washington, D.C. They transitioned into HVAC distribution after World War II.

"Lyon, Conklin was a large player in the HVAC market, and the most significant acquisition Ferguson had made at that time," explained Stan Allen, vice president of HVAC/R. "The unparalleled success and expertise they exhibited in their market helped drive Ferguson's future strategy towards focused and dedicated



HVAC operations across the country."

Ferguson Enterprises acquired Lyon Conklin in 1995, when the latter operated five locations in core markets in the Mid-Atlantic. "The acquisition really gave Ferguson a foothold into the HVAC business," said general manager David Brown. "Ferguson basically launched their HVAC business through the Lyon Conklin acquisition. Lyon had a top name,



Lyon Conklin is a one-stop shop for customers, carrying Trane and American Standard equipment; its brand of PROSELECT grilles and registers; supplies, tools and parts; sheet metal and related equipment — anything 25 tons and under.

and had just acquired the Trane brand. When you combine Lyon Conklin's reputation with Ferguson's strengths, it was a great match."

Unlike typical acquisitions made by Ferguson, they chose to keep the Lyon Conklin name because of its great reputation in the marketplace. Early on, Ferguson retained many of the business processes and management team that had made Lyon Conklin so successful. And in the ensuing years, Lyon Conklin has been able to gain from Ferguson's IT system, HR department, passion for success, management training program, purchasing power and financial assets.

Since that time, this operating division of Ferguson has grown to 24 locations throughout Pennsylvania, Delaware, New Jersey, West Virginia, Maryland and Virginia. There are seven main locations, and 17 smaller

ones, with the larger facilities serve as a hub for two to three satellite branches. Ferguson's Lyon Conklin business employs approximately 250 people. Predominantly considered a residential supply house, the majority of their sales are for the replacement market.

As Brown explained, "One of the unique things about us is that we are a full one-stop shop for customers. We carry Trane and American Standard equipment; our own brand of PROSELECT grilles and registers; supplies, tools and parts; and sheet metal and related equipment. Basically, anything that is 25 tons and under can be sourced from us."

The division primarily manages their equipment inventory in house, and uses the Ferguson purchasing department for other items, conforming to all Ferguson guidelines on inventory and working capital.

A century and a half of Lyon Conklin

- Oct. 1860 — William L. Lyon, a young man of 28, borrows \$85,000 on a handshake from Baltimore merchant and financier Enoch Pratt and opens the firm of Lyon Conklin & Co., at Light and Water Streets in Baltimore, Md., where the first production of pipe, furnace pipe and elbows are made. Lyon Conklin occupies this building until 1904. Daniel E. Conklin is William Lyon's silent partner.
- 1860 — Abraham Lincoln is elected President of the U.S.
- 1861 to 1865 — Civil War
- 1880 — Charles A. Conklin joins as a partner.
- 1891 — Charles A. Conklin moves to Atlanta, Ga., and establishes the firm Conklin Tin Plate & Metal Co.
- 1904 — Lyon Conklin factory is destroyed in the Great Baltimore Fire.
- 1905 — Lyon Conklin builds a new factory at 13-19 Balderston Street in Baltimore, Md.
- Dec. 31, 1906 — Lyon Conklin & Co. is incorporated.
- 1907 — Lyon Conklin president William L. Lyon passes away after 47 years of service. His son Edgar Lyon becomes the second president of the firm, and Robert H. Lyon becomes vice president and treasurer.
- 1913 — Lyon Conklin opens a "satellite" branch at 930 E. Street N.E. in Washington, D.C.
- 1917 to 1918 — Because of W.W.I., the company works almost exclusively on government orders, which taxes its production capacity to the limit.

- 1922 to 1923 — By 1922 Lyon Conklin's volume of output has grown so much that they are compelled to seek larger quarters. It moves its modern plant to Race and McComas Streets where the office and warehouse are opened.
- 1943 — Edgar L. Lyon, president of Lyon Conklin, dies, and Osborne F. Murphy is elected president.
- Oct 15, 1951 — A new office and warehouse is opened at 711 Edgewood Street N.E. in Washington, D.C.
- 1960 — Lyon Conklin celebrates 100 years of service.
- 1960 — Osbourne Murphy retires as the third president of Lyon Conklin and is replaced by Ryland Brostow.
- 1965 — David Boggs becomes Lyon Conklin's first official management trainee.
- Sept. 1, 1978 — The company is sold by the Lyon family to Richard J. Powers, an attorney from New York. Dick Powers was previously a mergers and acquisitions attorney who rose to be CEO of Indian Head, Inc., a Fortune 500 company. Roger Cannon is named the fifth president of Lyon Conklin.
- 1981 — Ron Walker named the sixth president of Lyon Conklin. Walker embarks the company on the expansion trail shortly thereafter. The company opens a branch in Salisbury, Md., in 1981 to better serve its existing customers on the Eastern Shore.
- Lyon Conklin is positioned for the building boom of the mid-to-late 1980s. With four branches blanketing the Mid-Atlantic

area, the company grows quickly from \$18 million sales in 1978 to \$45 million in 1988.

- 1989 — Lyon Conklin goes back on the expansion trail, this time purchasing Dunbar Metal & Supply Co. in Nitro, W.Va. This purchase expands the company's scope of operations to include West Virginia and portions of Ohio and Kentucky.
- 1990-91 — Lyon expands presence in Virginia, Maryland, the District of Columbia, Delaware, southern New Jersey and southern Pennsylvania.
- 1991 — Lyon Conklin becomes the exclusive distributor for the Trane Company's residential products in the Baltimore — Washington market, allowing the company to focus its HVAC marketing efforts on a single brand of HVAC Equipment.
- 1995 — Lyon Conklin is purchased by Ferguson Enterprises. Jerry Allen, formerly general manager of Peebles Supply in Newport News, Va., is named the seventh president of Lyon Conklin. Lyon Conklin finishes the fiscal year with \$71 million in sales.
- 1999 — Lyon Conklin hits \$100 million in sales for the first time.
- 2005 — David Brown is named the general manager of Lyon Conklin.
- May 2005 — Ferguson acquires U.S. & D., a Rheem Distributor located in Baltimore, Md. The new acquisition also has locations in Herndon, Va., and Capitol Heights, Md., and will trade as Ferguson Heating and Cooling. It adds approximately \$14 million in sales to the Mid-Atlantic HVAC region.
- July 2009 — Lyon Conklin ends the fiscal year with more than \$200 million in sales with 23 locations in seven states.

“It says a lot that we have grown from five locations to 24 since the acquisition,” Brown noted. “Our infrastructure has really taken off in the last five years in particular. For the most part, the business model is very similar to all of Ferguson’s brands. We are fortunate to be able to take advantage of the many opportunities that being part of the Ferguson organization affords us, especially when it comes to their leadership and management programs. That is one of our biggest strengths, and it’s taking Lyon Conklin to a whole new level.”

Brown started his career with Ferguson in 1992 after graduating from Virginia Tech. Under his guidance over the past four years, Lyon Conklin has won two “Supply House of the Year” awards from Ferguson, which is a pretty impressive achievement during such an economic slump.

All of the key general managers at Lyon Conklin bring a high level of experience to their positions, ably leading the branch employees and focusing on providing the highest in customer service. In addition to his duties as division

“Personal relationships are more important today than ever before. Trust is absolutely crucial. The contractors have to trust the people and companies they are doing business with. Distributors have to stand behind product at all times.”

GM, Brown serves as one of two general managers of Lyon Conklin’s Central Region with Tony Farina, a 22-year Ferguson and seven-year Lyon Conklin veteran. Between the two they handle seven branches in Maryland and one in Virginia.

Tim Gilbride, the GM of the Northern Region, has worked for Ferguson in the HVAC/R industry for 29 years,



Lyon Conklin’s first headquarters, opened in 1860, shown here circa 1900, was destroyed in the great Baltimore fire of 1906.



Lyon Conklin offers training facilities at most of its locations, providing technical and business training to customers. Held primarily in fall and spring, these sessions teach customers to install and service new equipment. A service rep is on staff who talks with customers over the phone to troubleshoot problems.

and currently manages three locations in Pennsylvania, two in Delaware and one in New Jersey. Serving as GM of the Southern Region is Troy Kingsbury, who has a total of 22 years in the industry. He currently covers five branches in Virginia. And Western Region GM Ray Loughry has been with the organization four years after serving six years with Dunbar Metal & Supply, which is now part of Lyon Conklin. He oversees three locations in West Virginia.

“A lot of our managers come through Ferguson’s management training program,” said Brown. “We try to promote from within to reward employees for their merit, but we also hire locally when the situation requires it. We ask a lot of questions and are very particular about who we hire. This is a demanding environment with a strong work ethic. We spend a lot of time conducting internal town hall meetings during which I meet with every locations’ employees and ask questions, gather feedback and try to find ways when (Turn to Combining... page 112.)

Celebrations planned

Each branch of Lyon Conklin is planning special events with their employees to celebrate the organization’s 150th anniversary.

Among the activities planned are:

- West Virginia White Water Rafting trip for associates
- A special recognition dinner at Phillies stadium in Philadelphia for associates and spouses
- A paintball event for SVA for all SVA associates
- A dinner aboard a old style riverboat named “the Black Eyed Susan” for the Baltimore associates and their spouses

In addition, there will be a special dealer meeting later in the year for customers to recognize Lyon Conklin’s 150th anniversary.

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Combining strengths: Lyon Conklin + Ferguson

(Continued from page 111.)

possible to implement their thoughts and suggestions. Communication with our people is one of the secrets to our success.”

Lyon Conklin also offers training facilities at most of its locations, providing technical and business training to customers — in addition to having a service rep on staff who talks with customers over the phone to trou-

bleshoot their issues. They offer technical training programs primarily in fall and spring, during which they teach customers to install and service new equipment. And on the sales and business management side, Lyon Conklin utilizes the services of a few partners who help train contractors’ field sales forces on how to up-sell and offer financing, along with business courses to help them be better

business people.

“We probably brought more dealers through training in 2010 than any other year,” Brown revealed. “The economy has forced businesses to look at things that they normally wouldn’t look at. Contractors have been used to a booming market where they could fix any problem by just adding sales. That is not going to cut it now. They’ve got to be better businesspeople.”

“Adding new dealers is a huge part of what we do. People go out of business, pass away, change lines of equipment. That is a huge priority for our salespeople. We track that on a monthly basis. Our program is really hard for dealers to turn down because we have so much to offer them.”

Over the years, customer expectations have changed, and Brown believes that training is of key interest to them: “HVAC contractors tend to be pretty sophisticated. We also developed a very informative B2B web-



Lyon Conklin's facility circa 1959-60.



Taking just a quick break from their responsibilities, all of Lyon Conklin's employees gathered to pose for a company portrait in 1923.


site and have invested heavily in the training of our dealer base. We’ve spent a lot of money helping our customers be better salespeople, run their businesses more profitably and collect their money. Contractors are really focused these days on generating leads. The economic environment is challenging them to compete with retail giants. As a whole, the HVAC industry is getting smarter and investing more in its people than ever. Competition has a tendency to do that.”

The company’s greatest passions are taking care of its customers and associates — and Brown believes the company does it very well.

“We put a lot of time and effort into serving our customers and associates,” he described. “We try to have a major dealer meeting once a year with over 500 dealers so they can see products and we can educate them on programs. We’ve had these events at pretty major locations including Ravens Stadium and Camden Yards. We also put on thank you lunches and counter days, and offer a trip incentive to our dealer base.”

“I would add that personal relationships are more important today than ever before. Trust is absolutely crucial. The contractors have to trust the people and companies they are doing business with. Distributors have to stand behind product at all times. We instill this in our associates and demand they work hard to build personal relationships with our contractors. One thing I’ve learned is that you’ve got to manage customer relationships the same way you do associates — individually. Everyone is different, so you have to adapt and give each one something that is important to them. We have the HR talent, capital and people to do that. Today’s customers have a lot of options and you have to maintain flexibility in dealing with them.” ■

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See contact information on page 130

Connecticut wholesaler test-drives energy-saving circulator at home

DANBURY, CONN. — When it comes to bringing new products to their contractor-customers for the first time, plumbing and heating wholesalers tend to tread very carefully.

New products with breakthrough technologies can carry the promise of increased sales and profits, as well as perhaps greater job-site productivity

or application efficiency. But breakthrough technologies are also, by definition, uncharted waters for contractors. Most tradespeople understandably fear that any departure from the tried-and-true will lead to installation mistakes, callbacks and returns from angry customers, and a consequent loss of time and money.

Better to leave the risk-taking to more adventurous souls with deeper pockets, cautions conventional wisdom: If a new product ultimately lives up to its marketing claims, there will be plenty of time to capitalize.

As a former contractor-turned-successful-wholesaler, 56-year-old T.J. Hunt of Danbury Plumbing & HVAC Supply (Danbury, Conn.) is well versed in the “hazards of the trade” with regard to new products. But when he recently had an opportunity

to champion a new circulating pump from one of his company’s better, long-time suppliers, he opted for a third way — somewhere in between “jump-right-in” and “wait-and-see.”

As a result, he found himself standing on much firmer ground when it came time to promote the energy-saving benefits of this breakthrough product to his customers.

Over the past couple of years, Hunt and his team had been following positive reports about a new generation of energy-saving, variable-speed circulators for hydronic applications. Developed and successfully used for the better part of a decade in Europe, these new Grundfos Alpha pumps automatically adapt their outputs to current demand — no matter how often conditions change — while incorporating a permanent magnet motor design that sharply reduces electric power consumption.

“Grundfos Pumps was the first to bring this successful technology to the U.S.,” Hunt remarked. “They are a good vendor of ours and we have always worked well with the folks at Urell, their independent rep in our territory. The product seemed to be an excellent fit.”

But while Hunt saw the new ALPHA circulator from Grundfos as a prime opportunity to help his customers perform more energy-efficient hydronic installs, he also thought he needed something more than a brochure and a counter day to launch the product credibly. To persuade a contractor to make the jump to the new-generation technology, Hunt believed that he first needed to take that leap himself. That is why, in November 2009, he chose to install eight ALPHA units in the radiant floor heating system in his own home, replacing an equal number of conventional circulators, made by a rival manufacturer, that were part of the home’s original equipment.

“When contractors hear this new circulator will cut power consumption by half or more, most are bound to have their doubts,” said Hunt, explaining his strategy. “And when they hear about the higher price point of the new technology versus a conventional circulator, our selling job turns even tougher.

“I just wanted to be able to say to my customer: ‘Hey, this pump really will do X, Y and Z, just as the manufacturer claims. That performance will fully justify the larger price tag. How do I know? Because I’ve used it myself and saved money. I even have the lower utility bills to prove it.’”

The Application

Hunt himself served as the in-
(Turn to Putting... page 116.)

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If a high efficiency, gas-fired boiler can heat a home reliably, even in the harshest of Alaskan winters, it can heat a home anywhere.

Substantial savings and proven performance, year after year, make the modulating, condensing Baxi Luna the preferred sustainable heating solution. No bigger than a kitchen cabinet, this whisper-quiet wallhung appliance saves valuable living space. It also reduces fuel consumption by up to 50% and greenhouse gas emissions by up to 90% over conventional boilers.

- **Range:** Up to 98% thermal efficient, Baxi Luna is ideal for new construction or retrofit applications – from in-floor radiant, heated towel racks and snow melt systems to forced air with a hydronic air handler. In addition to heating-only models, Baxi offers a combination heating and domestic hot water boiler, the first of its kind in North America. The modulating, condensing Baxi Luna HT 380 satisfies a heat load up to 113 BTU/hr, fully modulating to 32 MBTU/hr. The unit prioritizes to domestic hot water demand, producing endless hot water at a rate 3.9 gallons per minute ($\Delta T 80 F$) – enough for two concurrent showers.
- **Quality and Safety:** Baxi Luna is CSA and Energy Star approved. The boiler’s nickel chrome stainless steel pre-mix burner (AISI 316L) bears the ASME H-Stamp.

Other Baxi residential boiler built-in safety features include: electronic, gradual ignition (no open flame); flue high limit, central heating high limit, fan pressure and differential pressure switches; flame sensing electrode; back flow prevention; circulator pump with integrated air vent; expansion tank; automatic self-diagnostics; frost protection and a Legionella prevention function.

Baxi Luna wallhung boilers are only available through Baxi-Certified Plumbing and Heating Contractors who are supplied by authorized regional Baxi Distributors. The manufacturer is committed to quality and safety and, therefore, does not authorize the sale of Baxi units directly to consumers or over the Internet.

www.wallhungboilers.com

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Metropac expands range by adding factory authorized replacement parts

FOXBORO, MASS. — National HVAC/R master distributor Metropac is now stocking several OEM product lines including Goodman, Lochinvar, Reznor,



Teledyne Laars and York. Rheem and others will be available soon.

Metropac has also increased its on-hand quantity of some of its most common items including Honeywell zone valves, thermostats, actuators, combustion products and zoning products, and then went on to expand their inventory of products from Johnson Controls, White Rodgers and Maxitrol.

Metropac stocks 15,000 SKUs from more than 50 vendors — a number that has grown 50% in the last 10 years. Metropac will increase its number of

SKU's with the addition of the OEM lines. Among Metropac's major lines are Honeywell, Johnson Controls, White Rodgers, Invensys/Robertshaw, ITT/McDonnell & Miller, Schneider/TAC/Erie/Barber-Coleman, Asco, Fir-eye and Grundfos.

Metropac guarantees all in-stock orders will ship the same day when placed by 5:45 p.m. EST (winter hours), 4:45 p.m. EST (summer hours). Plus you can have your order, 10lbs or less, shipped via UPS Next Day to anywhere in the continental U.S. for a flat rate of \$15.00 with a \$50 minimum order. Metropac also offers discreet drop shipping, discounts on orders placed through web order entry, technical support, cross referencing and more.

Metropac sells exclusively to

wholesalers, OEMs, and manufacturer reps, throughout the United States, Canada and Mexico. Visit its website at www.metropac.com to see its complete product offerings, or call the Metropac sales department at 800-852-HEAT(4328).

Franklin Electric adds mobile training

BLUFFTON, IND. — Franklin Electric has added a mobile training facility to its technical toolbox of service and training options, providing mobile, hands-on customer support opportunities to the water systems industry.

This new mobile training facility is the latest tool added to Franklin's already extensive training portfolio, which includes Franklin TECH factory training, on-the-road seminars, Field Service support and a technical service hotline. The mobile training facility focuses on two major product

areas for Franklin Electric drives for constant pressure applications and sump, sewage and effluent pumps. This mobile unit can easily be converted to showcase one or the other of these product lines, allowing Franklin to take products and training directly to the distributor, contractor or installer.

This easily maneuverable truck trailer combination allows Franklin Electric to participate in a wide variety of events within the continental U.S. Franklin Electric personnel preset all training and demonstration in this rolling showcase.

Franklin Electric is a global leader in the production and marketing of systems and components for the movement of water and automotive fuels. Franklin Electric serves customers around the world in residential, commercial, agricultural, industry, municipal and fueling applications.

Visit www.franklin-electric.com.

Putting new circulator to the test

(Continued from page 114.)

staller on this home project, which is no surprise, given his lifelong industry background. His grandfather, Thomas Hunt, and his father, Vincent J. Hunt, both worked as independent plumbing and heating contractors for decades, each ushering the next generation into the family trade (as opposed to "family business," since each man preferred to start his own, eponymous company).

Following a youthful apprenticeship under his dad, the third generation launched T.J. Hunt Plumbing at the tender age of 22 in the mid-1970s. Several years later, T.J. came in from the field to teach plumbing in a local vocational technical school before his professional life took yet another interesting turn.

As a boy accompanying his father on the job, Hunt got to know Danbury Plumbing Supply and its long-time owner Phil Edelstein. Some years after their first handshake in the 1960s, the latter offered the 25-year-old T.J. a part-time position managing his radical-for-the-times, retail-parts counter operation. That initial experience ultimately led to a full-time position one year later in 1982. The employer-employee relationship with Edelstein evolved into mutually beneficial professional partnership that spanned the better part of two decades, with Hunt acquiring controlling interest in the firm from the retiring Edelstein in 1994. The new owner subsequently added "& HVAC" to its name "to reflect his own skills and interests."

In short, an industry veteran of more

than 40 years, Hunt knows his way around a circulator: Changing out the old pumps for the eight new ALPHA circulators took only a half-day, he says. "The electrician who did the boiler wiring when the house was built put in pigtailed and used plug-in circulators, so I did not have to create any new wiring," adds Hunt. "That saved me a considerable amount of time."

Built in 1997 with radiant floor heating throughout, Hunt's Danbury residence was "not the ultimate challenge" for ALPHA, he acknowledges. For one, the low water temperatures of his radiant system would be less demanding on the pumps than a conventional hydronic baseboard setup. In addition, the home's eight heating zones are each controlled by a dedicated circulator that maintains a constant pressure. As a result, Hunt didn't necessarily need the ALPHA's AutoAdapt feature, which automatically adjusts pump speed and pressure to meet changing demand.

"The eight separate, dedicated pumps in my system are not constantly ramping up and down, opening and closing zone valves, as would be found in a system with a single circulator that was accommodating multiple zones," Hunt explained.

To set the system properly, Grundfos senior product manager Bob Reinmund traveled from company headquarters in Olathe, Kan., to spend a day on the installation site. He subsequently put two of the pumps in the AutoAdapt mode, while the other six were given one of two different fixed-pressure settings.

System operations subsequently went just as smoothly as the installation. "Even before Bob's visit, I knew the system was performing well from a comfort standpoint," said Hunt. "My floors were warm, my house comfortable, and my family perfectly content."

"We especially like the quiet. Our main living area sits directly above the boiler room. With the old pumps, you always knew when the system was kicking on, because of the motor hum. But with the ALPHA, we hear nothing. Any cut in the decibel level of your home's mechanical systems is a very big deal."

The payoff

With the comfort side of the equation in order, Hunt now awaited the verdict of his monthly utility charges for a more quantifiable assessment of the pumps' performance. Since the first electric bill arrived in December, he has not been disappointed.

"Over this past winter, the wattage of the ALPHA circulators ranged from a low of 7 to a maximum of 23 in the coldest weather," for a total of 112. That represents a substantial improvement over 80 watts for each of the eight previous circulators, or 640 watts total, according to Hunt, who describes the recent cold season as "a typical New England winter," albeit with considerably less snow.

Thanks to an ongoing savings in power consumption of between 70% and 84%, the Hunt family's monthly electrical bill has been consistently down 12% to 14% versus the same month of the previous year. That translates into an annual savings in the neighborhood of \$575, according to Hunt's calculations. While he

prefers to wait a full year before arriving at a final payback on the extra investment for the ALPHA circulators, he expects to recoup his money "within three years, give or take a month or two."

"Because of our home's tight construction and especially with its gypcrete floors for the radiant system, it takes relatively little thermal energy to maintain warmth. But with the old pumps, the heat load didn't matter: they still consumed the max in energy 24/7. The ALPHA gives me the ability to lower the wattage without any sacrifice in comfort."

True to his plan, Hunt has been sharing his successful personal experiences with contractor-attendees at several workshops that Danbury Plumbing & HVAC Supply has recently hosted with the help of Urell's Kevin Crean. The company also displays the ALPHA in its Degrees of Comfort showroom, which presets a variety of energy-saving heating products — boilers, pumps, air handlers, a heat recovery system — for contractors to use to educate their customers on the virtues and benefits of conservation. Once again, the response to these marketing efforts has been much more enthusiastic than skeptical.

"Any new product that lowers energy consumption and puts money into people's pockets is going to draw serious attention and interest," Hunt remarks. "But with the ALPHA, we have an even stronger, more believable story to tell, because we can point my own real-life experiences with the product and the hard dollars that I've been saving and will continue to save." ■



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of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

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of outside sales people: 8
Industry Orientation: Plumbing

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Lines: Alsons, American Standard,

Bemis/Church, Bradley, Campbell, Charlotte Pipe, Crane Plumbing, Eemax, Elkay, Fiat Products, InSinkErator, Jado, Mission Rubber, Mr. Steam, Myers, Norwesco, Porcher
of outside sales people: 29
Industry Orientation: Plumbing, Piping, Valves & Fittings
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Delco

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Website: www.delcosales.com
Territory: S. CA, S. NV, HI
Lines: AB&I Foundry, Anaco Couplings, Aqua Glass, B-Line, Bemis, Blucher, CTS Flange, Dormont, Eemax, Fiat Products, Frank Pattern, Gastite, Imcoa, Insinkerator, Just Manufacturing, Metcraft Industries, Multi Fittings, North American Pipe, Plumberex, Safe-T-Cover, Sloan Valve, Turbo Torch, Watts Water Technologies, Liberty Pumps, Merit Brass, Trim to the Trade
of outside sales people: 14
of warehouses: 2
Industry Orientation: Plumbing, Water Works and Fire Protection

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website: www.dolan-traynor.com
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R. Smith Mfg. Co., Jay R. Smith/ACO, Jay R. Smith Rainwater Harvesting products, Hay R. Smith Ultracept, J.L. Industries, Inc., JRS Products, Laboratory Enterprises/Denix, Lavanto (Corian) Lav Bowls, Leonard Valve Company, Liena Bay Stainless Steel Sinks, Metpar Corp, Orion Fittings, Potter Roemer, Inc., ProSet Systems, Santana/Comtec/Capitol Partitions
of outside sales people: 9
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

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Toll Free: 800/342-3102
Fax: 781/337-8623
e-mail: Fii1949@aol.com
Territory: New England, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Lines: Aircraft HVAC, Allen Company, Century/Heat Controller, Clarion Bathware, Coast, Cozy Gas Heating Equipment, Crown Industries LLC, Francer industries, Inc., Marco Products, A.Y. McDonald Mfg Co., Tigre USA
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration and Sheet metal

Futura Sales Inc

Principal Contact: Kenneth H Wilensky
PO Box 1634
Farmington, MA 01701-1634
Phone: 508/788-9257 Fax: 508/788-9258
Territory: MA, NH, CT, RI, VT, ME (All New England)
Lines: Americh Corp, Atlantic Tanks, Bootz, Brasstech-Newport Brass, Central Brass-Pioneer, Easyheat/Warm Tiles, Foremost Grouts, General Wire Spring, Ginger, Jones Stephens/Comfort Seats, Mustee, Plastic Trends, Red/White Valve, Whitlam, Zylem/Zoli
of outside sales people: 4
Industry Orientation: Plumbing, Piping, Valves & Fittings

Inman Sales Agency, Inc.

Principal Contact: Rudy Inman
312 Howell Street
Thomaston, GA 30286
Phone: 706/575-7396 Fax: 706/648-2332
Territory: GA, South AL, Panhandle FL
Lines: Braxton Harris Co., Century Sales & Mfg., Fine Fixtures, Coast WCP, Leisure Whirlpools Inc., Thrift Marketing Inc., Stone Tools
of outside sales people: 2
of warehouses: 1

KWA Marketing

Principal Contact: Kevin White
5461 N Kenwood Ave
Indianapolis, IN 46208
Phone: 317/726-5200 Fax: 317/726-5235
e-mail: kwhite@kwamarketing.com
website: www.kwamarketing.com
Territory: Indiana, Kentucky, Ohio
Lines: Gatco Fine Bathware, Houzer Sinks, Barclay Products, Precision Plumbing Products, IBP Glass Block & Floor System, Mr. Steam, Kingston/Scott Fetzer Co., Franz Viegener Faucets
of outside sales people: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings

Major/Lozuaway & Associates

Principal Contact: Dave Sheehy, CPMR
1117 W Grand Blane Rd
Grand Blane, MI 48439
Phone: 810/234-1635
Toll Free: 800/474-1635
Fax: 810/234-8389
e-mail: mosmithingell@lozuaway.com
Territory: Michigan
Lines: A O Smith, Aqua Glass, Bemis Seats, Bootz Industries, Cash Acme, Fernco, Gastite, InSinkErator, Keeney Manufacturing, Little Giant Pumps, Mansfield Plumbing Products, Plastic Trends, Price Pfister, Prier Products, State Water Heaters, Takagi Tankless Water Heaters
of outside sales people: 8
of warehouses: 2
Industry Orientation: Plumbing

MDN Sales

Principal Contact: Brian Nielson
1701 American Business Boulevard East Suite #11

Bloomington, MN 55425
Phone: 952/854-7070 Fax: 952/854-9040
e-mail: bnielson@mdnsales.com
website: www.mdnsales.com
Territory: MN, ND, SD, WI
Lines: Oatey, Hercules Chemical, Dearborn Brass, Cherne Industries, William H Harvey Co, Little Giant Pumps, Aqua Pure-3M Purification Inc, Metal Fab, John Guest, Anderson Metals, Easy Heat, Strasser Woodenworks
of outside sales people: 3
Industry Orientation: Plumbing, Piping, Valves & Fitting

Metropolitan Industries, Inc

Principal Contact: John Kochan Jr.
37 Forestwood Drive
Romeoville, IL 60446
Phone: 815/886-9200
Toll Free: 800/323-1665
Fax: 815/886-6932
e-mail: sales@metropolitanind.com
website: www.Metropolitanind.com
Lines: Viessman Solar & Boilers, New York Boiler, Meyers Pump, Hydromatic Pump, Grundfos Pump, Paco Pump, Niles Tank, Navien Tankless Water Heaters, American HomeTec Tankless Water Heaters, Topp Basins, Spirotherm, SUMPRO, StormPro, Ion Digital Level Control, Ion Genesis
of outside sales people: 20
of warehouses: 1
Industry Orientation: Piping, Hydronic Heating

R.D. Kincaide, Inc.

Principal Contact: Timothy Kincaide, Jeff Kincaide
2085 West Ave 140th
San Leandro, CA 94577
Phone: 510/614-4300 Fax: 510/614-4310
e-mail: office@rdkincaide.inc
Territory: Northern CA, Northern NV
Lines: New Age Cast Iron, Conrac China, A.Y. McDonald
of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Sales Marketing & Service, Inc

Principal Contact: Dave Stearns
146 Tosca Drive
Stoughton, MA 02072
Phone: 781/341-0404
Toll Free: 800/633-0052
Fax: 781/341-0419
e-mail: dstearns@salesmarketingservice.com
Territory: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Lines: Triangle Tube, Laars Heating Systems, ECR/International-Olden Division, First Co., Haydon Baseboard, Maine Tank Co.
of outside sales people: 5
of warehouses: 2
Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration and Sheet Metal

Woods & Jaye

Principal Contact: Stephen Jaye
3309 37th Ave
Long Island City, NY 11101-2115
Phone: 718/786-8260
Fax: 718/786-5393
Email: sales@woods&jaye.com
Territory: New York, Nassau County, Suffolk County, Westchester County, Northern New Jersey, Queens, Brooklyn, Staten Island
Lines: Jay R Smith, Armstrong, Haws, PPP Inc, Clamp All, Miro Industries, Metcraft, First Smart Sensor, Crete Sleeve, Pipe-Tytes, Inc., Pro Set Intersan, Fumagalli, Conine, Flow

Mid-Continent Marketing

Principal Contact: Vince England
1275 Lakeside Drive
Romeoville, IL 60446
Phone: 630/953-1211 Fax: 630/953-1067
e-mail: midcontinent@mcmsl.com
website: www.mcmsl.com
Territory: Illinois and Northern Indiana
Lines: American Standard, Blucher, Dormont, Febco, FIAT, Insinkerator, IPS, Just Mfg., Normac, Oasis Whirlpool, Oasis Watercoolers, Powers, Rheem, Thermasol, Tile Redi, Turbo Torch, WATTS Water Tech, WATTS Drainage
of outside sales people: 7
of warehouses: 2
Industry Orientation: Plumbing, Piping Valves & Fittings, Hydronic Heating

 <p>Davenport Associates A Northeast Marketing & Sales Team for Plumbing Manufacturers</p>	<p>75 Parker Street Wallingford, CT 06492 Phone: (203) 265-2389 Fax: (203) 269-5941 www.davenportassociates.com</p>
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 <p>Bradley Wash Fountains Emergency Wash Stations Bathroom Accessories</p>	 <p>mr. steam Residential and Commercial steam units, sauna units and rooms, and towel Warmers</p>
 <p>Campbell Quality Water System Products Well Water Systems Products</p>	 <p>NORWESCO High density polyethylene septic tanks and water storage tanks</p>
 <p>CHARLOTTE Cast iron no hub and service weight pipe and fittings, PVC pipe and fittings, ABS pipe and fittings, schedule 40 PVC, schedule 80 PVC, schedule 80 CPVC, CPVC Flowguard Gold</p>	 <p>Myers Pestair Water Sump, Sewage, and Effluent Pumps</p>
 <p>in sink erator Residential and Commercial garbage disposal Hot water dispensers</p>	 <p>MISSION Regular and heavy duty no-hub couplings, flex seal & specialty couplings, end caps, test plugs, stoppers</p>
 <p>FIAT PRODUCTS ACQUA PLUMBING COMPANY Terrazzo Shower Basins and Map Service Basins Molded Laundry Tubs and Map Service Basins</p>	 <p>Eemax Electric instantaneous Hot Water Heater</p>
 <p>ELKAY High end residential Stainless Steel Sinks Custom and Institutional Stainless steel Sinks Commercial Stainless Steel Sinks Water Coolers and Drinking Fountains</p>	

Hardcast Sealants meet UL 181 safety standards

WYLIE, TEXAS — Hardcast, a leading manufacturer of HVAC sealants, hardware and adhesives, offers products that are UL 181 approved. This



safety standard, included in the newest version of the International Mechanical Code, ensures mold resistance, structural integrity and improved flame resistance in duct sealants. A growing number of state, federal and local jurisdictions throughout the nation have updated to this newest version and require UL 181 approval.

San Antonio is the most recent city to highlight the code requirement of UL 181 approval for duct sealants, tapes and mastics used in construction. "As per code section 603.9 of the 2009 International Mechanical Code, all tapes, mastics, and closures must be UL Listed and 181 approved," said Jesse Vasquez, chief mechanical inspector for the city of

San Antonio. Vasquez also stressed the importance of "keeping the industry aware of what products and materials are in compliance."

While many jurisdictions have recently moved to adopt the UL 181 into their codes, it has been a standard for duct safety for more than 30 years. The Hardcast products that carry the distinction were subjected to some of the most demanding strength and flammability tests in order to be UL listed and 181 approved.

The Underwriters Laboratory safety standard establishes minimum

requirements for mold resistance, tensile strength, adhesion, burning characteristics and other qualities of duct sealant products. Hardcast manufactures the following UL 181-approved sealants: Iron-Grip® 601, SureGrip™ 404, Flex-Grip™ 550, Versa-Grip™ 102, Duct-Seal™ 321, CCWI-181, Versa Grip 181, Spray-Seal™ Sealant, and Foil-Grip™ 1403 181BFX. Hardcast sealants are also subjected to additional testing methods in order to meet EPA, FDA and USDA standards.

Visit www.carlislehvac.com.

A.O. Smith plans earns environmental recognition

CIUDAD JUAREZ, MEXICO — The A. O. Smith Water Products Company plant in Juarez, Mexico, was one of the first manufacturing operations to be certified as part of the State of Chihuahua's Volunteer Program for Environmental Regulation offered through Chihuahua's Secretary of Urban Development and Ecology. The 263,000-square-foot facility, which

manufactures residential water heaters, was one of just 55 facilities in the Juarez region to earn certification.

The process involved an initial audit from government authorities, which focused on four areas:

- **Emissions** — The plant was audited on all operating permits, emission reports, operating conditions, maintenance equipment logs, and controls.

- **Non-hazardous waste management** — Auditors looked at the plant's waste management and classification process, storage area conditions, 2009 waste material generation reports, non-hazardous disposal reports and the disposal provider's registration.

- **Environmental impact** — This audit included environmental impacts, locations where the company disposed of non-hazardous material and the disposal company.

- **Additional environmental processes** — Auditors reviewed internal and external noise studies, control measures to protect employees from noise, water discharge permits and environmental control improvement projects and processes.

A special environmental control team that included all staff managers at the facility tackled a series of improvement projects throughout the operation. The State of Chihuahua has officially recognized the plant as an Environmentally Responsible Company. The plant is now focusing on obtaining its 2010 certification and environmental practices recognition.

Emerson Climate Technologies launches new program

ST. LOUIS — Emerson Climate Technologies Inc. launched a new program designed to increase contractor competency by rewarding technicians and firms for completion of Emerson Educational Services courses. The Contractor Recognition Program helps technicians improve their knowledge base and reduce field problems and callbacks.

The recognition program began in March 2010 and has more than 400 contractors enrolled, representing 316 contracting firms. The program allows technicians and firms to accumulate credit for courses completed, with recognition for levels attained, plus discounts on future training.

Emerson Education Services offers a full menu of instructor-led and distance learning, including the following courses: Compressor Operation & Service Seminar, White-Rodgers Seminar, Scroll Technology, Refrigeration Troubleshooting, Ref/AC Simulator Technology, Flow University, Belt Drive Energy & Tensioning and more.

Courses included in the Contractor Recognition Program offer IACET continuing education units, valid for licensing states requiring annual continuing education hours for contractors. The courses also offer NATE credit for recertification.

Visit www.emerson.com.

Building a Pipeline Towards a Cure

"CHAMPIONS FOR CHAD"
RESEARCH FUND

Please allow us to introduce our remarkable teenager, Chad. He has a rare type of mitochondrial disease.

Chad has faced challenges that no child should have to endure. He has had feeding tubes, skin and muscle biopsies, MRI's, MRS's, blood work and countless other tests. He has had many hospital stays and emergency room visits, which continue today.

Because of this disease, Chad is intellectually delayed, speech and language impaired, and suffers from seizures and debilitating migraines. In spite of all his setbacks, Chad is a happy kid who can give you the brightest smile and the biggest hug.

Mitochondria produce more than 90 percent of the body's energy. When these tiny parts of the cell can't do their job, the body doesn't get the energy it needs, resulting in a wide range of debilitating and sometimes fatal symptoms. Every thirty minutes, a child is born who will develop a mitochondrial disease by age 10. Most of these affected children will not survive beyond their teenage years.

Supported by

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In honor of Chad and his fight against this disease, the Cooper family has established "Champions For Chad" Research Fund through the United Mitochondrial Disease Foundation. The money donated to the United Mitochondrial Disease Foundation goes to mitochondrial research in Chad's name.

Mitochondrial dysfunction is at the core of many other diseases such as Alzheimers, Dementia, Parkinson's Disease, Diabetes, Autism and more.

We need your help. Please, consider Champions for Chad as your personal or corporate Charity for 2010. No child should have to suffer the fate of this devastating disease. Let's give them hope for the future, by building a pipeline towards a cure. Thank you.

Sincerely toward a cure,
Bob and Linda Cooper

www.umd.org/championsforchad

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Motivating your people for change

(Continued from page 8.)

want to perform but cannot. Continued attempts at getting them to do something that they cannot do will agitate and frustrate them so much that they may growl at co-workers and their supervisor.

b. When they cannot perform, they may try to distract and entertain you with the trick they already know how to do.

This is the inventory manager who, with the economic downturn, is tasked with trimming inventory and getting higher turns. So he just stops ordering product. Predictably the fast-moving inventory adjusts quickly to QOH=0 while the slow-moving inventory remains. The sales team soon forms a lynch mob after he runs out of some bread-and-butter fittings and announces that he won't have 40-gallon water heaters for three weeks. If he escapes the angry mob, he immediately reverts to filling the bins to the brim and keeping the warehouse clean and neat since that is what kept him in good standing during the boom times. Over the years, I have noted that some of the cleanest, neatest warehouses had the worst inventory turns because the person in charge thought that "inventory management" was related to housekeeping rather than cash flow and asset management.

c. It could be a salesperson who is challenged to get higher margins from his bigger accounts. Customers have taken advantage of this salesperson over the years and, frankly, enjoy the game. The customers say, "jump" (your price is too high) and the salesperson asks "how high" (or I guess he really asks "how low"). The worst salespeople don't even ask "how low" — they just give it all away without a fight. In these situations, you often find that a smaller price reduction would have been sufficient to appease the customer. (A side note: Whenever you determine that the customer is smarter than his assigned salesperson, the odds are stacked against you and over time you will lose more games than you will win.)

2. Clarity of purpose. You cannot expect people to read your mind. Without clarity, there can be legitimate misunderstandings even when all parties want to move forward. Plus you must provide specifics and details. Everybody is certain that "great customer service" is the objective but might be uncertain or confused about what it is and how to do it.

There is a huge gap between the documented procedures and reality of a job. This gap allows or requires each individual to concoct the details

of how to do their job. I said "allows" since some individuals might take advantage of this ambiguity to their advantage. They remain in full compliance with the "letter" of the procedure since it is so vague while actually circumventing the intent of the process altogether. I said "requires" since other individuals will have to ad-lib their daily job duties when frankly, most people are not very good at ad-libbing.

• **Include "how-tos" in your guidance** — Years ago when I worked for a major aircraft manufacturer there

You cannot expect people to read your mind. Without clarity there can be legitimate misunderstandings even when all parties want to move forward. Plus you must provide specifics and details. Everybody is certain that "great customer service" is the objective but might be uncertain or confused about what it is and how to do it.

was a move to connect the aircraft designers with the aircraft assemblers. Over the years, the engineers had apparently designed beautiful planes that were physically impossible to manufacture. One story, that might be true, had the assembler asking the engineer how he was going to get his arm through a 3-inch opening and then 30 feet into a plane's wing to install a fitting. It seems that the engineer's assembly instructions had the fitting installation scheduled *after* the wing was fully enclosed. The engineer's response was something to the effect, "It's my job to design them and your job to assemble them." When the company's owner heard about the episode, he had the designer's desk moved, in the middle of the night, down to the factory floor so that engineer could personally work through the realities faced by assemblers. It worked so well that the engineers' desks were moved to the factory during any major design change.

How does this apply to our industry? Many managers and supervisors "bail" when someone asks the simple question, "How do you expect me to do it?" It is easy to say, "Install the fitting" but impossible to do. It is easy to say, "Get your margins up" but very difficult to do without some guidance as to how it can really be done. Note to executives and sales managers: Saying, "You're the sales pro, you figure it out," is a cop-out and you can expect very little progress.

• **Overriding principles** — While I like processes with details, I think general overriding principles can provide guidance in undefined situations. A simple statement that employees are expected to operate ethically, morally and fairly covers a lot of situations that may arise. A fur-

ther statement that employees are to use their talents productively and to benefit the company can defend you whenever someone "interprets" a procedure to the company's disadvantage. When one of your people interprets "great customer satisfaction" as giving the product away you can point out the overriding principle that does not allow that interpretation.

• **Measures** — The best way to objectively monitor progress or lack of progress is to establish schedules, deadlines, milestones, rates, goals and then track performance to those meas-

ures. In many cases, you will find your people are working to excel without supervisory involvement.

• **Motivation** — Communicating the importance of change and creating a sense of urgency. Years ago at a trade show, a medium-sized wholesaler's owner told us that he was struggling. Since we help companies through "turnarounds," he asked for suggestions. After a brief conversation, we suggested several urgent actions that included immediate expense cuts, quickly fixing or closing a location, letting the team know about the situation and getting them involved in the solutions. In our discussion, it became clear that the ship was sinking but the owner had hidden the problems from his family and the team. Whenever he asked them to change, they saw no reason or urgency to comply. So we also suggested that it was critical to stop sending the team mixed messages. We told the owner to:

a. Meet with the other family members to discuss the situation so they could be part of the solution.

b. Turn in his expensive Bavarian company car even with the associated penalties. Financially, it only saved a little money but it would send a clear message to the team.

c. Stop all discretionary travel and expenses. The company-paid family vacation/buying group meeting at an

exotic location would need to be canceled. Only the owner and buyer would go for the vendor meetings to solicit help from vendors but there wouldn't be time for golfing and relaxing this year.

d. Discontinue all 401K matching to save money and to send a clear message.

e. Get the unprofitable location trimmed immediately and to shutter it in 30 days if substantial progress had not been made.

f. Raise the price or stop selling to certain customers who did not achieve break-even margins.

Several months later, we were talking to someone in management who had worked for the company until the bank took over. The owner took the family on vacation acting like things were great. The vendors, to whom he owed lots of money, were persuaded to pressure him instead of helping him which sealed his fate. The owner didn't have the heart to do all the "tough-love" suggestions we had made. The manager brought in by the bank certainly used a lot more "tough" and none of the "love" in his very brutal approach to getting the business right-sized. Many of the people in the trenches thought that everything was going well until the day they were let go.

Change is always tough but it is possible when you:

• Have people who are good enough to do what you need them to do

• Create clear objectives with enough details

• Communicate how important and urgent the change is. ■

For reprints on people and leadership, e-mail me at Rich@go-spi.com

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

Rich is also the co-owner of Schmitt ProfitTools Inc. (SPI), a business producing print, CD-ROM, web and palm-based catalogs as well as pricing management and analysis software for wholesalers.
www.go-spi.com

Schier Products relocates to Kansas

EDWARDSVILLE, KAN. — After nearly 40 years in Wisconsin, Schier Products has moved to Edwardsville, Kan. (just outside Kansas City). Schier's new property provides needed increase in production space and will help improve shipping times to virtually all points throughout the U.S.

Schier would like to thank their customers and sales reps for their patience in this process and for making the move possible with positive sales growth.

Schier Products can now be reached at 9500 Woodend Road, Edwardsville, KS 66111; phone 800/827-7119; fax 800/827-9664.

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See contact information on page 130

CONGRATS!*(Continued from page 94.)*

Rinnai Corporation announced three recent changes to its corporate leadership team:

- General manager *Phil Weeks* was named COO. Weeks will continue to oversee the sales, marketing and operations functions of Rinnai's U.S., Canada and Mexico operations.

- *James York* was promoted to VP-engineering. As director of engineering, York consistently demonstrated proactive approaches to strategic planning and excellent leadership qualities.

- *Carmella Ross* is director of human resources. Ross will manage the day-to-day operations of the human resources department at the company's corporate headquarters and will oversee the organizational development of more than 130 corporate and sales positions within the company.

Streamlight Inc. announced two promotions:

- *Ray Sharrah* was promoted from COO to president and CEO. He replaced C. Bradford Penney, who recently retired. Sharrah began his Streamlight career in 1976 as a part-time employee while still attending college and joined the company full time in 1978 as sales manager. He held a variety of positions in the sales, marketing and manufacturing departments before being named VP in 1985, with responsibility for all company operations and new product development.

- *George Collier* was promoted to executive VP and retain his current title of CFO. Collier joined the company in 1988 as VP-finance.

Superior Boiler Works Inc. named *Gabriel Dauphin* national sales manager. He most recently worked as quality systems and safety coordinator for Power Flame Inc.

T&S Brass named *Jona Thomas* Southeast region sales manager. She will be working directly with plumbing distributors and engineers, as well as foodservice consultants and dealers. Additionally, she will train and manage 13 rep agencies in the Southeast region. Most recently, Thomas served as Southeast region sales manager at Uponor.

Triangle Tube announced two appointments:

- *Gerry Clisham* was named director of marketing. He has more than 20 years experience in the mechanical components industry and was previously employed as global products director for SOUTHCO Inc.

- *Dr. Lou Vorsteveld* is VP-engineering and QC. He has more than 20 years experience in the boiler industry and was previously president and CEO of Buderus/Bosch.

Victoria & Albert hired *Javier Korneluk* as VP-sales for the U.S. and Canadian markets. Korneluk has more than 15 years of sales experience in the plumbing manufacturing and distribution industry. He has a consistent track record of increasing sales and strong customer relations for a number of leading kitchen and bath manufacturers over his career.

WaterGroup named *Arthur Bochert* the new U.S. director. He brings over 25 years of sales and leadership experience with companies including Electrolux and Whirlpool to his new position, most recently as national account executive for Whirlpool Corporation.

Watermark Designs hired *Greg Libbey* as national sales manager. For the last 19

*(Turn to**CONGRATS! page 125.)**Greg Libbey***Beschloss***(Continued from page 54.)*

could shape America's economic future for much of this century. This in turn will also have a lasting effect on America's global role as the font of exceptionalism and its tottering position as the world's only superpower.

The best that can be hoped for from the November 2 elections is political balance. This would stem the tide of the unrestrained spending spree that has been the earmark of the Obama Administration during the period that first came into existence on January 20, 2009.

Even the outlandish price tags pinned on such major expenditures as the February 2009 stimulus plan are found to be inadequate. The ostensibly impartial Congressional Budget Office now tells us that the \$780-billion estimate has to be upgraded well into the \$800-billion category, which I already assumed in previous columns. The recent departures of former Budget Director Peter Orszag and chief economist Christina Romer are no coincidence.

The governmental healthcare takeover, which was passed as a money-saver, as well as better provider of care for all, will change the complexion of private business for the worse, in addition to adding trillions to an already unsustainable U.S. debt and budget deficit.

And these are only starters, if the White House is able to jam through its 'wealth redistribution' agenda, with the assistance of a compliant Senate

and House of Representatives during the next two years. Those who hope that the Administration will limit its gargantuan appetite for the most Draconian changes since the 1930s Roosevelt Administration are living in a dreamworld.

It has become crystal clear that the Obama Administration has no interest in bi-partisanship or what it perceives is desired by the majority of Americans. The growing opposition to the massive healthcare overhaul and the government's suit against Arizona's controversial attempt to assert border control attest to that.

Of equal concern is a foreign policy direction that appears to coddle apparent antagonists, while distancing itself from proven allies, such as Israel and the United Kingdom.

Although this may not have a direct bearing on the economic short-term, it weakens America's energy policy immeasurably, placing greater dependence on sworn enemies, such as Venezuela, and undercutting domestic energy development by putting all of the U.S. bets on yet unproven renewables, such as wind, solar and geothermal.

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

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Elkay/Water Cooler Parts
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Fluidmaster
Franke
Gerber
Grohe Current/Obsolete
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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
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Union Brass
Universal-Rundle Parts/Ballcocks
Valley Current/Obsolete
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Zurn (Commercial)/Flush Valves

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See contact information on page 130

REP RAP

Allison Sales & Marketing Inc. of Kernersville, N.C., added *Micheal Britt* to its sales team. Britt, who has 15 years of sales and management experience in the plumbing industry, will cover South Carolina.

Banks & Head Agency now represents **Basco Shower Enclosures** in Alabama and the Florida Panhandle. The agency has been serving plumb-

ing wholesalers in these territories since 1992

Eemax Inc. selected two new sales representative firms:

- **Advant Edge Marketing** of Missoula, Mont., handles the Montana territory. "We are pleased to represent Eemax in Montana," said *Dave Morgan*, president of Advant Edge Marketing. "Their energy efficient



•THE WHOLESALER® — OCTOBER 2010

Elkay presented its Rep of the Year Award to the Bongard Corporation. From left are Ted Hamilton (channel marketing director), Steve Rogers (COO), Tim Jahnke (Elkay Companies president and CEO), Ron Bongard (principal, Bongard Corporation), Mark Whittington (senior VP-sales), Pete Mayer (principal, Bongard Corporation) and Tom Beyer (president of Channel Marketing).

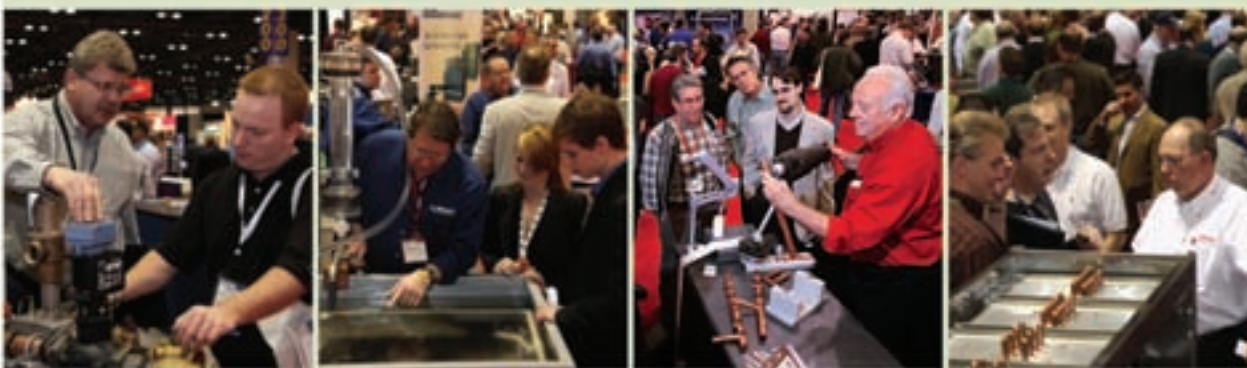
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tankless water heaters are a welcome addition to our roster."

- **Billingsley and Associates Inc.**, Kenner, La., is the company's primary distributor for the Louisiana territory. "Our team is excited about this new venture with Eemax," said *Michael Billingsley*. "We are motivated to extend their reach throughout Louisiana."

Elkay Manufacturing Company named the **Bongard Corp.** of Forest Lake, Minn., the winner of its 2009 Rep of the Year Award. The Bongard Corporation received this award based on their history of steady growth of the Elkay line, especially in the past five years. Bongard has worked with all Elkay divisions and created new market channels for Elkay with fabricators and unique wholesalers, while continuing to develop strong relationships with Elkay's current wholesalers.

Hastings Tile & Bath extended their reach within the U.S. bath market with the hiring of three new representative firms:

- *Mickey Preston* and **Vision Marketing** represent Hastings in Arizona and Southern Nevada.

- *Cathy Beauchesne's* firm, **Beauchesne and Associates**, covers the Northwest Territories, including Oregon, Washington, Idaho and British Columbia.

- *Jerry Williams* and **WMS Decorative Solutions** cover Northern California and Northern Nevada.

TCB Sales & Consulting Inc. will cover the New York City metro area for all of **JACLO Industries'** products, both commercial and residential. TCB will work with JACLO national sales manager *T. J. Mullally* to present its products to showrooms, architects, designers and builders in this geographic area.

JEBCCO Marketing Inc. and **Seamon Sales Associates Inc.** have merged. JEBCCO is a Louisville-based rep group celebrating 28 years in business, covering Indiana south of Highway 50 and the entire state of Kentucky. Seamon Sales, an established 40-year-old rep group led by *David Seamon*, will continue coverage in the entire states of Indiana and



Seamon Sales Associates Inc. and JEBCCO Marketing Inc. announced their partnership effective August 1. The combined companies will operate as JEBCCO Marketing Inc. Pictured are (front row, from left) Chuck Young, John Eberhardt, Dave Seamon, Tom Smith and Greg Nichols; (back row, from left) Wayne Stacy, Kristen Marshall, Joel Urwin and Carl Ratterman.

Kentucky. The new company will operate as JEBCCO Marketing Inc. Sales reps for Indiana are *John Eberhardt, David Seamon, Tom Smith and Chuck Young*. For Kentucky, the sales reps are *John Eberhardt, David Seamon, Chuck Young, Joel Urwin and Greg Nichols*.

Master-Bilt announced that **Dynamic Equipment Solutions** will service the southern California and southern Nevada markets.

In more news, Master-Bilt pre-

sented 2010 sales achievement awards at its national sales meeting. Winners of new Sales Plateau Awards, recognizing sales reps who reach specific sales levels were: **Bill Smith Marketing**, Alberta, Canada; **Finn Marketing**, Tampa, Fla.; **Heartland Reps**, Kearney, Mo.; **Rooker Marketing**, New Albany, Miss.; **Jay Mark Group Ltd.**, Elk Grove Village, Ill.; **First Source Marketing**, Lake Kiowa, Texas; (Turn to RE RAP, page 126.)

CONGRATS!

(Continued from page 123.)

years, Libbey has worked as an independent manufacturers' representative in the greater Midwestern market for companies such as Newport Brass, Rohl LLC and, most recently, Watermark Designs. His family owned a retail plumbing showroom, so Libbey grew up in the industry and has been involved in some aspect of the business since 1977.

Western Suppliers Association elected a new slate of directors and officers at its annual meeting in Napa, Calif. They are:

- President *John Mills*, **WHCI Supply**

- VP *Tom Smith*, **TW Smith Co.**

- Treasurer, *Charlie Heieck*, **Heieck Supply**

- Secretary, *Gannon Myall*, **Meyer Supply**

- Directors *Sharilyn-Christiansen-Hoon*, **Hajoca Corp.**; *Dennis Bush*, **Western Nevada Supply**; *Ted Green*, **Pace Supply**; *Glen Lynch*, **Cupertino Supply**; *Pat McQuillan*, **Bay Plumbing Supply**; *Chris Chapman*, **Preferred Sales**; and *Brad Mackey*, **Paramount Sales**. WSA has made a contribution to the Karl E. Neupert Endowment Fund in the name of four retiring directors: *Jim Brennan*, **Bay Area Plumbing Supply**; *Glenn Kunishige*, **Ashby Plumbing Supply**; *Matt Moran*, **Moran Supply**; and *John Wood*, **J.W. Wood Company**.

Xylem Group welcomed *J.T. Stewart* national sales manager for the Xylem and Zoli brands. He most recently was national sales manager at Mountain Plumbing Products. Prior to his career in the kitchen and bath industry, Stewart practiced corporate and commercial litigation for a New Jersey law firm. ■



J.T. Stewart

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REP RAP

(Continued from page 125.)

Food Equipment Marketing, Parsons, Tenn. and **Tom Redditt Sales Agency**, Denver, Colo.

Winners of 2010 sales awards were: Most Improved Territory, Sales Representative and Sales Representative Group of the Year — **Bill Smith Marketing**, Alberta, Canada; Sales

Representative/Dealer Productivity — **Food Equipment Marketing**, Parsons, Tenn.; Top Sales Volume — **First Source Marketing**, Lake Kiowa, Texas; Regional Manager of the Year — *Richard Burrows*; Extra Miler Award — *Steven Frasier*, customer service representative; Special “Rose to the Challenge” Award —

Gary Hall, New Albany, Miss.

Noble Company announced the expansions of its representation:

- **EDOS Manufacturers’ Reps Inc.** (Granby, Mass.) will represent Noble in New York, excluding New York City and Long Island. EDOS has been a Noble representative for 20 years and has established an excellent reputation in the New England market with wholesale distributors and their customers.

- **SISTO Products** (Bay Village, Ohio) is the new Division 15 representative in the states of Ohio, Indiana and Kentucky. SISTO will now represent Noble Company brands in their respective markets to plumbing, fire protection and HVAC distributors and their customers.

Heritage Marketing, located in Frisco, Texas, will assume representation for **Tasman Sinkware’s** Oliveri sinks for the states of Texas, Oklahoma and Louisiana.

DME Marketing received **Steamist’s** Rep of the Year award. Based in Western Canada with offices in Calgary, Edmonton, Winnipeg and Vancouver, DME Marketing was selected from Steamist’s 26 North American sales representative agencies as a result of their ongoing commitment to outstanding product representation, market development and customer service. Founded in 1995 by president *Denis Emond*, DME Marketing is comprised of a team of professionals dedicated to providing the highest standard of excellence within the kitchen and bath industry.

Supply New England presented a Manufacturer’s Rep of the Year award to *David Marcotte* of **Slant/Fin Corporation**. Employees at Supply New England’s 14 branches vote on the Manufacturer’s Rep award, which can be given to either an independent manufacturers’ rep agency or to a manufacturer’s representative. Their votes are based on the level of personal interaction, service and product assistance provided to them during the course of a year.

Sweeney-Rogers Corp. of Raynham, Mass. and **Frederick Geraghty** of Franklin Mass. announced a merger. The new corporation, **Sweeney Rogers Geraghty Corp.**, combines the assets, strengths, and high quality product offerings of the two companies. Prior to the announced merger, both companies served the New England plumbing, heating, and HVAC market, spe-

cializing in sales, marketing, technical support and training in high quality energy-conserving products.

Under the agreement, Sweeney Rogers Geraghty Corp.’s New York division, located in Syracuse, will be called **Sweeney Rogers Hartwell** and run under the direction of company VP and partner *Dan Hartwell*. The organization’s New England location will be the current Sweeney-Rogers Corp. facility in Raynham, Mass. *Peter Sweeney* will assume the role of company president, with *Mike Rogers* as VP-commercial product sales and *Kevin Geraghty* as VP-sales and marketing. *Jack Frederick* will become VP-business development.

Jeff Woods joined Sweeney Rogers Geraghty as business development manager for the Mestek Products division. After starting his career at Sweeney Rogers in 2000, he has held positions including Northeastern regional manager for RBI Boilers and national sales manager for SpacePak Central Air Conditioning. Woods was most recently employed in the business development department at Emerson Swan.

Watermark Designs announced two new manufacturers’ reps:

- **Reznitech International Inc.** is now representing the company’s products and services in the hospitality industry throughout the world, excluding the New England market. Reznitech will coordinate Watermark’s marketing and project development with major hospitality corporations as well as with architectural and design firms in the luxury hospitality industry.

- **Amorello Sales Company** is representing Watermark exclusively in the New England market. With 30 years of sales experience and more than 13 years representing companies in the kitchen and bath industry, *David Amorello* and his team bring vast sales, customer service and New England area showroom experience to the Watermark sales team. The Amorello team includes *Rick Arikian*, *Bill Nicholson*, *Donna Amorello* and *Jason Baisch*, who works with Amorello Sales on a part-time basis.



Among the executives with the newly merged Sweeney Rogers Geraghty are (from left): *Blake Rivas*, *Dennis Mezzapesa*, *Carrie Sullivan* and *Tom Handschuh*.

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a. Total Number of Copies (Net press run)	31,050	31,081
b. Paid and/or Requested Circulation	29,361	29,380
(1) Paid (Include advertiser's proof and exchange copies)		
(2) Paid In-County Subscriptions (Started on Form 3541 (include advertiser's proof and exchange copies))		
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution		
(4) Other Classes Mailed Through the USPS		
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))	29,361	29,380
d. Free Distribution by Mail (Samples, complimentary, and other free)	1,177	1,190
(1) Outside-County as Stated on Form 3541		
(2) In-County as Stated on Form 3541		
(3) Other Classes Mailed Through the USPS		
e. Free Distribution Outside the Mail (Carriers or other means)		
f. Total Free Distribution (Sum of 15d and 15e)	1,177	1,190
g. Total Distribution (Sum of 15c and 15f)	30,538	30,570
h. Copies not Distributed	512	511
i. Total (Sum of 15g and 15h)	31,050	31,081
j. Percent Paid and/or Requested Circulation (15c, divided by 15g times 100)	95.1%	95.3%

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17. Signature and Title of Editor, Publisher, Business Manager, or Owner
Tom M. Brown, Jr.
Date: 09/22/2010

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).

OBITUARY

Alton H. Huneycutt, former Halsey Taylor VP

NEWPORT NEWS, VA.— Alton H. Huneycutt died Wednesday, September 22. He was born April 29, 1942, in Richmond, Va.

Huneycutt worked with Noland Co. prior to retiring from Halsey Taylor in 2005 as vice president-sales and marketing. He loved riding his motorcycle and sailing. Huneycutt supported and believed in the mission of Menchville House and the local Food Bank.



Preceding him in death were his

parents, William Henry and Mary Ruth Huneycutt; and a son, Donald Huneycutt.

Survivors include his wife, Susan Wells Huneycutt; Maggie, his canine friend of 13 years; sister and brother-in-law, Bonnie and Gardner Snead; good friends, Mary and Billy Crozter; his dear granddaughters, Madison and Cassie; sister, Virginia Martin; two children and several grandchildren.

In lieu of flowers, memorials may be made to the Virginia Living Museum, 524 J. Clyde Morris Blvd., Newport News, VA 23601.

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- Review customer sales
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- Manage commodity sales
- Manage customer relationships
- Prepare sales targets and budgets
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- Manage project sales process
- Manage sales quotation process

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We have an immediate opening for an AS400/ I series Programmer Analyst. Only resumes with salary requirements will be considered.

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 - * identifying strengths and weaknesses of the Company's sales and business development strategies and recommending changes.

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HARDI members prepare to gather for Conference



BY MARY JO MARTIN
Editorial director

Forging New Frontiers in Sales, Growth and Profits is a particularly apt theme for this year's HARDI Annual Fall Conference. The theme was chosen to reflect the new options and opportunities to the basic challenges faced by every business, according to HARDI executive VP-COO Don Frenberg.

Scheduled for October 23-26 at the Hilton Americas in Houston, the conference agenda is fast-paced and jam-packed with great content. It is a great opportunity for HVACR peers and channel partners to share ideas and best practices, attend a variety of valuable educational sessions, as well as network. The Conference Booth Program will be held on Monday, October 25 from 2 until 5:30. The event gives suppliers a great one-on-one opportunity to share information about new products and offerings with key decision makers from HVACR distribution firms.

Several keynote presentations are scheduled that are sure to draw interest from all attendees. Jeffrey Gitomer kicks things off with his workshop on "Principles of Sales Greatness" Monday morning from 7:30-9:30. Later that day, Michael Marks will keynote the Lunch Program, focusing on "Value Creation Strategies for Distributors." And Tuesday's Lunch Program will be anchored by Jeff Dietrich of the Institute for Trends Research, who will give attendees some insight into "Reading Those Economic Tea Leaves." Also on Tuesday, Al Bates will share a few secrets on "Loving Some Customers More Than Others."

Throughout the event, HARDI's many committees will hold their own meetings, while there will also be a General Membership Meeting on Tuesday morning.

As always, a number of networking opportunities will be available, including several receptions and vendor hospitality events. The HALO organization — which has adopted a new slogan of "Helping All Live On" — will also host several special events, including a Silent Auction, Welcome Reception and a 1-hour walk with proceeds benefiting the American Cancer Society.

I hope to see many of you there! ■

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