Trakita

PURPOSE-BUILT BRUSHLESS MOTORS PART OF THE LXT° ADVANTAGE

Purpose-built means "designed and built for a particular use", and Makita has followed this engineering philosophy for over 100 years. For Makita, purpose-built engineering has always started with its motors, a legacy that continues today through the ongoing development of a range of powerful, job-specific brushless motors. Makita created brushless motors in 2003 for the defense and aerospace industries. Each Makita tool is designed and built from the ground up for performance and efficiency. By combining these motors with application-specific features, Makita continues to deliver performance that exceeds the demands of professional tool users worldwide.

It's just another part of the LXT® Advantage.



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WELCOME

40TH ANNUAL CONVENTION & TRADE SHOW

for Contractor
Supply in 2016
is very different
from writing it in
2009, the last
time STAFDA met in Atlanta.
That year marked the height
of the recession. Company
closings, laid-off employees,



ORGIA H. FOL AFDA EXECUTIVE DIREC

and few sales opportunities plagued the construction and industrial channel. It was a tough time for STAFDA members, but they persevered.

Now here we are, seven years later, back in Atlanta, but it's a different story. Business has been strong the last few years, and while 'cautious optimism' continues to prevail, nearly all STAFDA members have retooled their businesses to account for both good times and bad.

Just like STAFDA members have rebounded, so did Atlanta. After General Sherman's infamous March to the Sea during the Civil War in the 1860s, burning everything in his wake including Atlanta, the locals banded together and rebuilt the city. Look at modern Atlanta today — a premier U.S. city and home to hundreds of Fortune 500 companies. Cranes dot the skyline and the city continues its urban sprawl. Always growing and expanding!



STAFDA's November 6-8 Convention & Trade
Show allows its members to also grow and expand –
grow their knowledge through our seven exceptional
educational workshops on important business topics,
and expand their line card by visiting more than 800

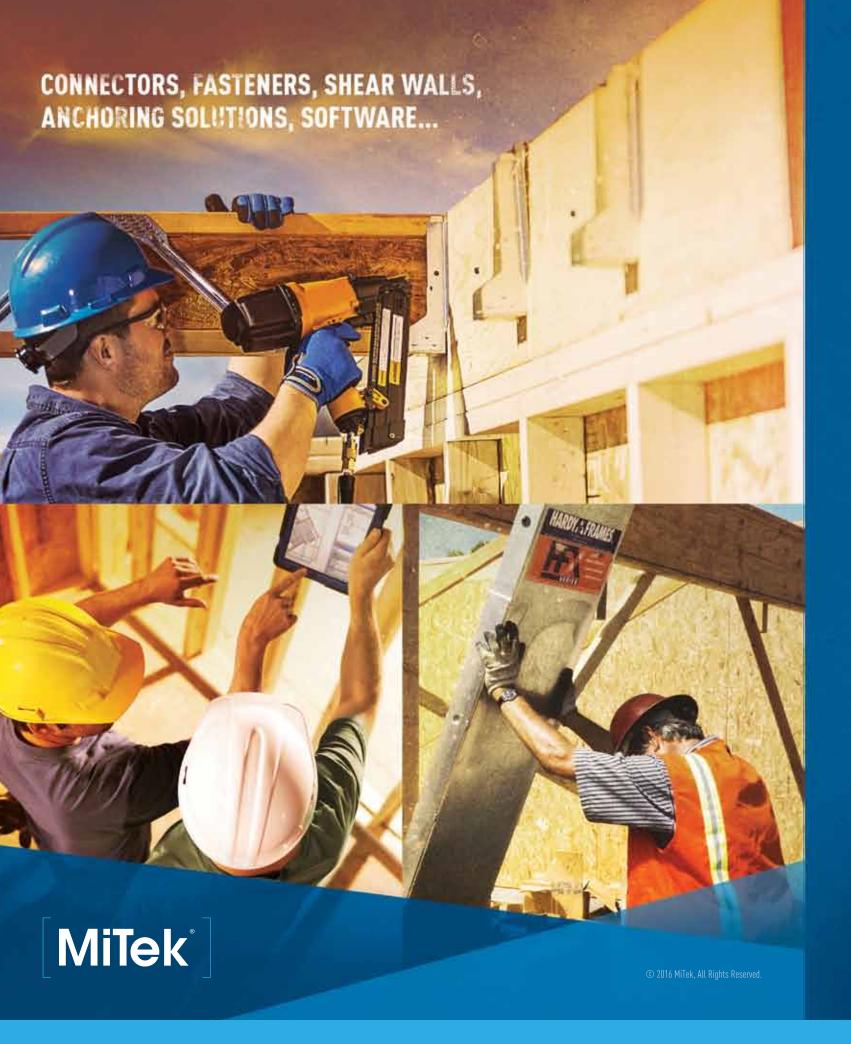
booths at the Trade Show. Our General Session features former football coaching legends and commentators, Jimmy Johnson and Herm Edwards, who will address the importance of leadership, teamwork and how to motivate people to achieve their maximum potential. What a perfect way to follow up STAFDA's Opening Party at the College Football Hall of Fame, that is adjacent to the Georgia World Congress Center.

This year's Trade Show brings distributors the *most diverse product mix we've had to date* — from core STAFDA product lines (power tools, hand tools, anchors, fasteners etc.) to more options in electrical, welding, safety, concrete and everything in between. Manufacturers who dropped out of STAFDA in the past because they didn't have the 'right' product for our market are back!



Plus, there are more international companies exhibiting who recognize if they want to break into the U.S. construction market — the STAFDA Show is the best place to start! We appreciate all exhibitors' strong support so distributors need a solid game plan before setting off on the show floor.

This issue of Contractor Supply highlights
STAFDA Atlanta activities in detail and I encourage
you to use this publication as you prepare. A final
reminder to our U.S. members, before you board a
plane or hop in a car, please be sure to absentee
vote beforehand! The Presidential Election is
Tuesday, November 8 and your vote matters!
Please visit your local municipality to take care of
this important civic duty in advance of our Atlanta
Convention & Trade Show. See you soon! cs



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STAFDA'S 40TH ANNUAL CONVENTION **XTRADE SHOW**

NOVEMBER 6-8, 2016 | ATLANTA, GEORGIA









AGENDA

SATURDAY, NOVEMBER 5

7:00 a.m. - 5:00 p.m. STAFDA Registration 7:00 a.m. - 6:00 p.m. Exhibitor Move-In

SUNDAY, NOVEMBER 6

7:00 a.m. - 6:00 p.m. STAFDA Registration

7:00 a.m. – 5:00 p.m. Exhibitor Move-In

Continental Breakfast, 8:00-8:30 a.m. before workshops

8:30 a.m. – noon

Concurrent Educational Workshops

(Programs run 8:30 – 10:00 a.m., break from 10:00 - 10:30 a.m., Programs repeat 10:30 - noon) 1. Work Foundations of Leadership: **Building a Culture of Success**

2. Sales Compensation Plans **Brent Grover**

3. Concierge Customer Service Jeanne Hurlbert

4. The Art of Negotiating Barry Wright

Lunch on Own

Noon - 6:00 p.m.

Manufacturer Meetings (Various)

CONTINUED ON PAGE 40

More Innovative Tools From (APEX)





















1:00 - 3:00 p.m. **Targeted Workshops**

1. Today's HR Environment Nancye Combs

2. Manufacturing and Distribution Outlook: Beyond 2016

Eric Skie

1:00 - 3:00 p.m. Spouse/Companion Program

The Art of Holiday Hors d'oeuvres with chef Kevin Rathbun

6:30 - 9:30 p.m. **Opening Party**

College Football Hall of Fame

MONDAY, NOVEMBER 7

7:00 a.m. - 6:00 p.m. STAFDA Registration

8:00 - 8:30 a.m. **General Session Seating**

(Thomas Murphy Ballroom)

8:30 - 11:00 a.m. **General Session/Keynote**

General Session: State of the Industry reports

Terry Earle, STAFDA President Brandon Moss, Southwire

Keynote Speakers:

Herm Edwards and Jimmy Johnson on "Winning in Business . . . and Llfe!"

11:00 a.m. – noon

Exhibitors/Reps in Hall for final show prep (Halls A1-A2)

Lunch on Own

12:00 - 6:00 p.m. **Trade Show**

Evening Open to Associate

Hospitality

TUESDAY, NOVEMBER 8

8:00 a.m. - 3:00 p.m. STAFDA Registration

Continental Breakfast, 7:30-8:00 a.m. before workshops

8:00 - 10:00 a.m. **Economic Recap and**

2017 Forecast

Alan Beaulieu, ITR Economics

7:30 a.m. – 5:00 p.m. **Spouse/Companion Tours**

10:30 a.m. - 4:00 p.m. Trade Show

Closing Party (Thomas Murphy Ballroom)

Exhibitor Move Out 4:30 - 11:45 p.m.

WEDNESDAY, NOVEMBER 9

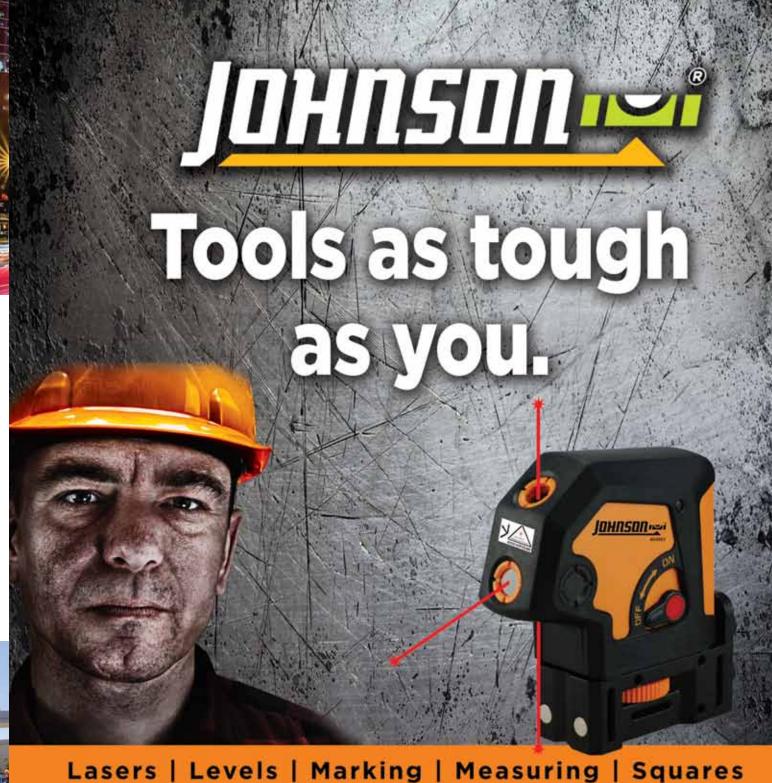
7:00 - noon **Exhibitor Move Out**



5:00 - 6:30 p.m.







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EXHIBITORDIRECTORY

The following list contains STAFDA 2016 Trade Show exhibitors and booth assignments as of September 19, 2016.

Please note: More exhibitors are signing up so please check at the show for additions.

Codes:

S = Show Special

P = Prize Drawing

N = New Product

AccuTec Blades, Inc. .

Company	Booth
3M - Industrial Adhesive & Tape	1400-1402
3M Fall Protection Business	1401-1403
A	
ABC Hammers, Inc	458
AEG Electric Tools GmbH	1618-1620
AZ Lifting Hardware	542
Abbott Rubber Co. Inc	1056
ABCO Industries, LLC	257
Abesco Fire LLC	1907
Accuform	1947

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Advantage Sales & Supply	1807
Aeropro-USA	
Aervoe Industries, Inc. (S,N)	1418-1420
Air King Ventilation Prods	1808
Airmaster Fan Co. (N)	
Ajax Tool Works	1435-1437
Akdeniz Nail Wire	
Akkim Sealants & Adhesives	
Albion Engineering Co. (S,P)	105
Alfa Tools	1738
All America Threaded Products, Inc	
All Material Handling, Inc	
Allen Engineering Corporation	
Alliance Construxion Group	
Allied International	
Alpha Professional Tools	1545
Aluminum Fastener Supply Co., Inc	2010
Amana Tool Corp	2012
American General Tool Group	601-603
American Wire Tie, Inc	1557
The AMES Companies, Inc	826-828
Anderson Metals Corp. Inc	953
Angel-GUARD Products, Inc	
Anglo American Tools	1552
Ann-Chain Enterprise Co., Ltd	1727-1729
Apache Technologies, Inc	948
Apex Tool Canada, LLC	

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CMT U.S.A., Inc	
CS Unitec, Inc.	
CTG International LLC	
Cable Tie Express, Inc	
Cendrex, Inc. (N)	
Centipede Tool, LLC	
Central Fastener Co., Ltd	
Certified Safety Manufacturing	1610-1612
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Chongqing Hybest Tools Group Co., Ltd.	
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Construction Electrical Products	
Construction Electrical Products Canada	a 423

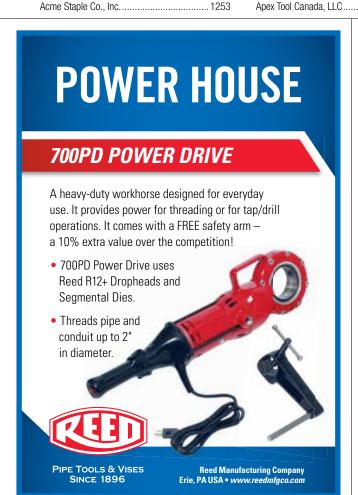
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Booth

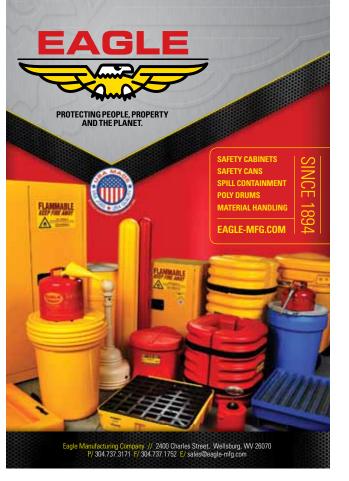
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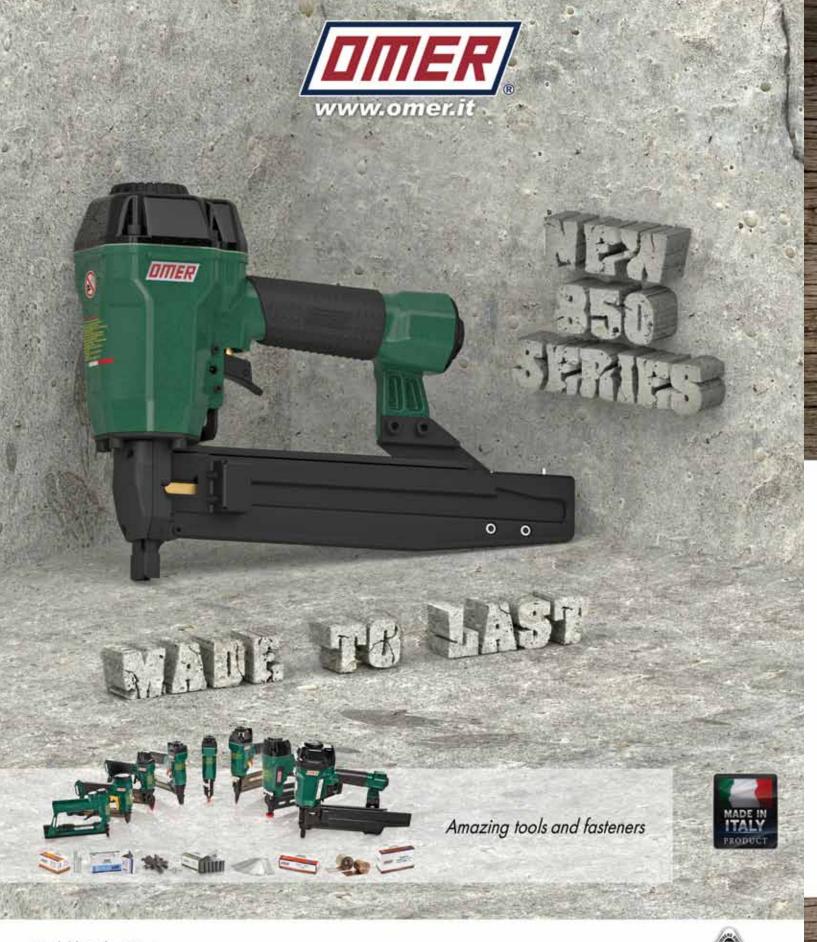
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2 5	Elite Sales, Inc.	
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CONTINUED ON PAGE 48





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Midwest Tool		
Mijin System, Inc		
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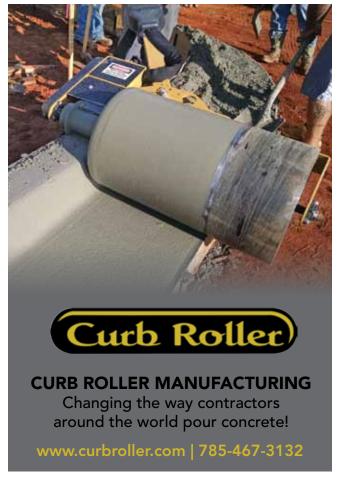
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Trend Routing Technology (S,P,N)	1943

Grow Your

Business

Company	Booth
Trimaco	801-803
Triumph Twist Drill	1857
Tru-Cut/Galaxy Industries/NEC, Inc	1145-1147
Truper, S.A. de C.V	1207-1209
Tsurumi Pump	509
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Tyrolit Industrial Abrasives	1927

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	Wood Industries Inc1652-1654	
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Zip-Up Products, LLC555-5	557
Zormot International, Inc. (S.P.N)1519-15	521

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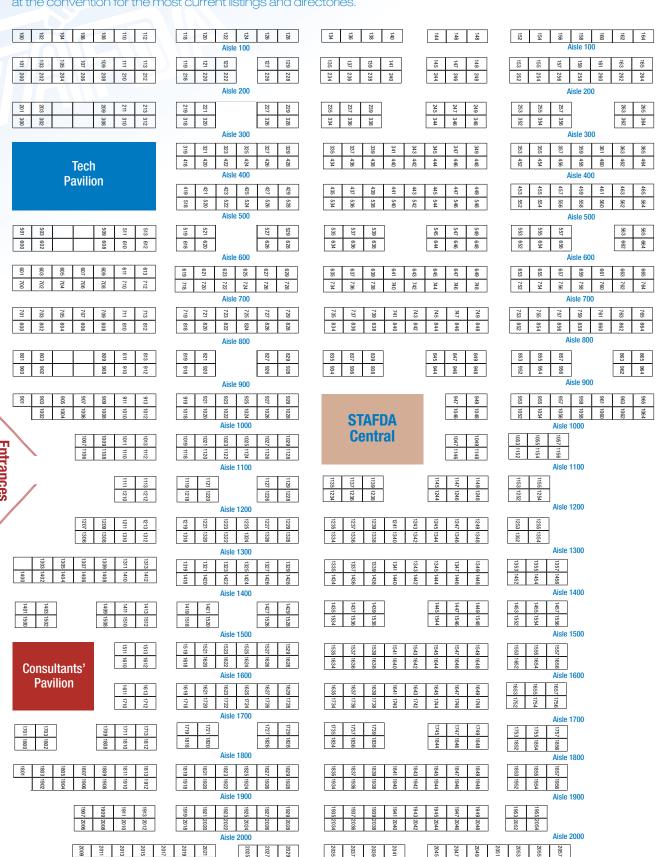


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2016 STAFDA CONVENTION GEORGIA WORLD CONGRESS CENTER

This Trade Show map was accurate as of press time but changes and additions are common right up to show time. Again, please check at the convention for the most current listings and directories.





TECH CONSULTANTS' PAVILIONS

MONDAY, NOV. 7: NOON TO 6:00 P.M.

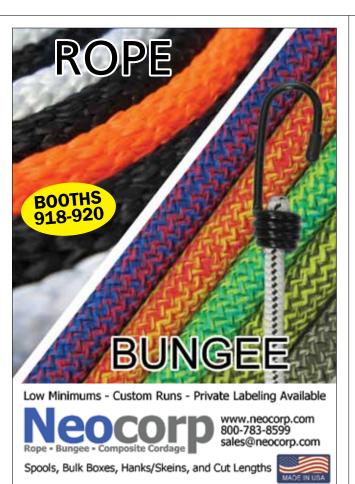
TUESDAY, NOV. 8: 10:30 A.M. TO 4:00 P.M.

his year, the STAFDA Tech & Consultants' Pavilions will again be located in special areas inside the Trade Show hall. As you enter the Trade Show hall, the Tech Pavilion will be on your left and the Consultants Pavilion will be on your right. The following companies were

signed up to exhibit as of press time. Check at the convention for a complete listing. cs



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CS

ATLANTAGUIDE

CITYGUDE ATLANTA GEORGIA

tlanta is a supercharged fusion of history and high energy business. It is home to 18 Fortune 500 companies, including Coca-Cola, UPS, Inc., Home Depot, Inc., and HD Supply, Newell Rubbermaid, Aflac and Delta Air Lines. Inc. It is also the site of The Fox Theatre, Margaret Mitchell's home and Oakland Cemetery, the final resting place of golf legend Bobby Jones, famous citizens and Civil War soldiers.

Convention & Trade

returns to Atlanta,

a vibrant city with a

Show, STAFDA

tantalizing mix of ultra modern, avant-garde and antebellum charm.

LODGING

STAFDA has three hotels for this year's Convention and Trade show:

- Westin Peachtree Plaza, (404) 659-1400
- Omni Atlanta at CNN Center, (404) 659-0000
- Doubletree Atlanta Downtown, (404) 688-8600

When booking your rooms, be sure to call the hotel directly and ask for the STAFDA Show room rate.

DINING

Atlanta and its environs, notably Buckhead (where carnivores go to heaven), the Old Fourth Ward and Virginia Highlands offer a bounty of dining options. But Downtown also throws down mightily with STK Atlanta (404) 793-0144, Morton's (404) 577-4366), and the stunning views of Nikolai's Roof (404) 221-6362 and Polaris (404) 460-6425. And those are just four of more than 300 restaurants in the Downtown area alone. Oh, and did we mention ribs?

STEAK

- Kevin Rathbun Steak: (404) 524-5600
- Bone's Restaurant: (404) 237-2663
- Marcel: (404) 665-4555

- Cabernet: (770) 777-5955
- McKendrick's: (770) 512-8888
- Chops Lobster Bar: (404) 262-2675

ΙΤΔΙ ΙΔΤ

- La Tavola: (404) 873-5430
- Sotto Sotto: (404) 523-6678
- La Grotta: (404) 231-1368
- Valenza: (404) 969-3233

RIBS

- Fat Matt's Rib Shack: (404) 607-1622
- Fox Bros. BBQ: (404) 577-4030
- Bone Lick BBQ: (404) 343-6574
- Grand Champion BBQ: (404) 467-4427

FORE!

With more than 20 courses within 30 minutes of downtown Atlanta, golfers can find courses ranging from congenial neighborhood courses to the skill-challengers like Cobblestone and Royal Lakes.

• Stone Mountain Golf Course – Lakemont: (770) 879-9900

- Cherokee Run Golf Club: (770) 785-7904
- Cobblestone Golf Course: (770) 917-5151
- Royal Lakes, (770) 535-8800
- Bobby Jones Golf Course: (404) 355-1009

SHOPPING

From art galleries and funky boutique shops to upscale malls, Atlanta has enough shopping venues to satisfy even the most demanding tastes. These are just a few.

- Atlantic Station, Midtown
- Underground Atlanta, Downtown
- Lenox Square, Buckhead
- Phillips Plaza, Buckhead
- Little Five Points, near Downtown

) –



STAFDA veterans will remember Atlanta's number one attraction from a few years ago, the Georgia **Aquarium**, the Western Hemisphere's largest aquarium. It has more than 10 million gallons of water; 6.3 million alone in the massive Ocean Voyager habitat. The Fox Theatre is considered by many to be the grand dame of American movie palaces. It contains the 3,622-pipe "Mighty Mo," the largest Moller pipe organ in the world. Atlanta has the distinction of being the only America city destroyed in an act of war; General Sherman burned it down during the Civil War. Only about 400

PEACHTREE!



buildings survived the conflagration. Pray you don't need to find an address on "Peachtree." Atlanta has over 65 streets with "Peachtree" in their names. And not one was named for an actual peach tree. However, the Buckhead neighborhood is in fact named for an actual buck's head, which was once displayed in a general store.





ANTA CONVENTION AND VISITORS BUREA

60

STATE OF THE INDUSTRY

GOOD HELP HUNTING AND FOLLOWING THE CUSTOMER



DISTRIBUTOR PERSPECTIVE



TERRY EARLE,
CHIEF OPERATING OFFICER/
SALES MANAGER,
FORT WORTH BOLT & TOOL

"While attending the convention in Phoenix last year, I mentioned wanting to impress upon STAFDA members the importance of relationships in all aspects of the distributor's business. I feel that the industry is seeing the effects of this as larger members of the industry associations consume the smaller companies.

"The topic of acquisitions and mergers has been circulating around the industry for years and continues to be a subject of concern for smaller supply houses. It seems to be successful for both parties in business transactions where like-minded owners with good relationships have been involved.

"In areas where the economy is good and business is growing for STAFDA distributors, the need for quality help is a major issue. Finding, attracting, and retaining employees top the list of concerns for many business owners in their day to day struggles. Low unemployment numbers, a lack of interest in the smaller-scale private industry, and the largest segment of employable workers being from a

younger generation all seem to be major factors for this battle. Many industry leaders have told me that when losing long-term, experienced employees to retirement, their attempts to find suitable replacements have not been successful. Distributors will need to look at new ways to hire, train, and adapt the Generation X and Millennial workers to their company culture."

> SUPPLIER PERSPECTIVE



BRANDON MOSS,
PRESIDENT,
TOOLS & ASSEMBLED PRODUCTS
DIVISION, SOUTHWIRE COMPANY

"I am fortunate to have had the opportunity to meet with many distributor partners, contractors and manufacturers this past year. In recent years and particularly this year, I have found the labor market to be fiercely competitive for contractors. This is leading to some interesting trends. Contractors that are winning business are able to overcome this labor shortage or the heighten competition for skilled labor by becoming more efficient. More than ever, there is a need for labor saving products and involvement in the planning phase and prefabrication phase of construction projects. This is changing the way many manufacturers and distributors go to market.

"Along with increased planning and prefabrication, more contractors are now doing business outside of their core geographic area and are competing for business thousands of miles away. This provides an interesting conundrum for their partner distributor and manufacturers that typically support that contractor. Many of these contractors would prefer to do business with the same distributor they have always worked with, because they are used to a cer-

tain type or level of service. This is driving a new level of creativity and sophistication on the part of the distributor and the manufacturer to be able to service that contractor. It is also driving geographic expansion opportunities for distributors and some of the consolidation in the market place. Even though the markets are a bit uncertain, one thing we can count on is that all of our businesses will continue to change."

WHEN AND WHERE

The distributor and supplier State of the Industry addresses will take place during the General Session, **8:30 to 11:00 a.m., Monday, Nov. 7** in the Georgia World Congress Center. The Session hall doors will open at 8:00 a.m. for seating.



SESSIONSPEAKERS

All sessions, *except* Alan Beaulieu's economic forecast, take place **Sunday**, **Nov. 6** in Building A of the **Georgia World Congress Center**. Session locations will be posted at the show.

MORNING WORKSHOPS

JEANNE HURLBEF CONCIERGE CUSTOMER SERVICE

9:00 to 11:00 a.m.

Jeanne Hurlbert, Ph.D. is an expert in

survey research, social networks, and social media. She has served on the faculty of Louisiana State University for more than 20 years surveys and directed the Louisiana Population Data Center Survey Research Lab. She helps businesses harness the power of surveys.

MORE INFO: www.linkedin.com/in/jeannehurlbert See a preview of Jeanne's presentation on page 78.

GAIL ALOFSIN



THE FOUNDATIONS OF LEADERSHIP: BUILDING A CULTURE OF SUCCESS 9:00 to 11:00 a.m.

Gail Alofsin, president of Authentic

Measurable Performance (AMPI), is an internationally recognized speaker, author, seminar leader and professor with the University of Rhode Island since 1999. She has participated in the internationally renowned IEG Annual Conference for over two decades.

MORE INFO: www.gailalofsinspeaks.wordpress.com See a preview of Gail's presentation on page 84.

BARRY WRIGHT

NEGOTIATING FOR SALES... AND PROFIT

1:00 to 2:30 p.m. & 3:00 to 4:30 p.m. Los Angeles-based Barry Wright is

director of Grosvenor USA, a division of Grosvenor Training, one of Great Britain's leading training and organizational development consulting firms, with an emphasis on helping organizations achieve their full potential through their people.

MORE INFO: www.grosvenortraining.co.uk

See a preview of Barry's presentation on page 66.

BRENT GROVER



SALES COMPENSATION PLANS: INCENTIVES TO CREATE VALUE FOR CUSTOMERS AND PROFIT FOR THE DISTRIBUTOR

1:00 to 2:30 p.m. & 3:00 to 4:30 p.m.

Brent Grover, founder of Evergreen Consulting, has been CEO and co-owner of National Paper & Packaging Co. He is also an adjunct professor at Case Weatherhead School of Management.

MORE INFO: www.evergreenconsultingllc.com See a preview of Brent's presentation on page 70.

AFTERNOON WORKSHOPS

ERIC SKIE

MANUFACTURING & DISTRIBUTION OUTLOOK: BEYOND 2016

1:00 to 2:30 p.m. & 3:00 to 4:30 p.m.

Eric Skie is managing principal, manufacturing and distribution at CliftonLarsonAllen

LLP. For the past 23 years, he has helped business owners and leaders improve profitability, reduce business and ownership risk, build value and plan for succession.

MORE INFO: www.CLAconnect.com

See a preview of Eric's presentation on page 90.

NANCYE COMBS



TODAY'S HR ENVIRONMENT

1:00 to 2:30 p.m. & 3:00 to 4:30 p.m.

Nancye Combs, AEP/SPHR, principal of HR Enterprise Inc. is an executive management consultant, college instructor,

national speaker, writer and expert witness in employment practices, including discrimination and termination issues. She is also STAFDA's HR consultant.

MORE INFO: www.hrenterprise.com

See a preview of Nancye's presentation on page 88.

TUESDAY, NOVEMBER 8

ALAN BEAULIEU



ECONOMIC FORECAST
Tuesday, Nov. 8, 8:00 to 10:00 a.m.
STAFDA's economic guru, Alan Beaulieu,
president of ITR Economics, will look at
recent economic trends and use his

knowledge of historic patterns, the construction and industrial markets, and financial indicators to predict where the U.S. and global economy is headed in 2017. His program is a perennial must-attend Convention event.

MORE INFO: www.ITReconomics.com

See a preview of Alan's presentation on page 76.





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