

STAFDA ATLANTA EDUCATIONAL WORKSHOPS ANNOUNCED

» On Sunday, November 6, six business experts will lead educational sessions for members attending the Specialty Tools & Fasteners Distributors Association's **November 6-8 Convention & Trade Show** in Atlanta. All STAFDA events, except for the Opening Party at the adjacent **College Football Hall of Fame**, will be held in Building A of the **Georgia World Congress Center**.

The four morning sessions run concurrently from **8:30 – 10:00 a.m.** and repeat to a different audience, following a 30-minute break, from **10:30 – Noon**. Two afternoon workshops, from **1:00 – 3:00 p.m.**, feature two **very targeted workshops** on specific topics.

MORNING WORKSHOPS

The Foundations of Leadership: Building a Culture of Success, Gail Alofsin: This workshop will help cultivate leadership skills to build a culture of success in the workplace. It includes inspiring a culture of productivity, contribution and positivity between the company and its most valuable asset – employees. Alofsin will focus on internal and external leadership, perception and “best practices” in communication.



ALOFSIN

She has been an adjunct professor at the **University of Rhode Island** since 1999 and is the author of *Your Someday is NOW – What are YOU Waiting For?*, which focuses on work/life integration and building a personal brand through leadership and positivity. She is also a faculty member of the **University of Innovative Distribution (UID)**.

Sales Compensation Plans: Incentives to Create Value for Customers and Profit for the Distributor, Brent Grover: No longer the gatekeeper of information and the main entry point for orders, the old lone wolf, territory-for-life, sales generalist is nearing an end. The transition is to team-based selling, data-driven account targeting and specialized consultative selling.



GROVER

The self-directed salesperson is most often paid sales commissions based on gross margin dollars, or salary plus incentive based on gross margin dollars. His incentives are geared to gross margin (before expenses) instead of actual profit (after expenses). “Best practices” in sales compensation today means keeping pace with changes in the distributor’s value proposition, the shift toward online research and ordering, mobile computing and data analytics. Explore sales compensation options that are flexible to capture the lifetime value of the most profitable customers.



No matter where you are from, kick-off STAFDA'S gala 40th annual Convention & Trade Show with a home team advantage at the College Football Hall of Fame during STAFDA's Opening Party, November 6, in Atlanta.



Grover founded **Evergreen Consulting, LLC** in 2001 after having been CEO/owner of a paper and packing wholesale distribution company. He has written several books, is a Fellow with the **National Association of Wholesalers (NAW)**, a regular speaker at the **Advanced Profit Innovation Conference (APIC)**, **UID**, and became **STAFDA's Profitability Consultant** earlier this year.

Concierge Customer Service, Dr. Jeanine Hurlbert:

Concierge customer service represents a differentiated, distinct, exceptional experience that gives customers **MORE: Mindset, Ownership, Referability and Experience**. It means giving customers *more* than the competition and *more* than what customers expect.



HURLBERT

To maximize the conversion, penetration and retention benefits of concierge customer service, it should embed the company's culture and business DNA. It's about executing the fundamentals, executing them well, and executing them consistently.

It's also about identifying, empowering and training the right personnel — the ones who can and will give customers **MORE**. By putting the system and process in place “back stage” — it'll ensure the “front stage” interactions with customers will not only go smoothly, but delight them.

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Dr. Hurlbert is an expert in survey research, social networks and "big data." She taught marketing at **Louisiana State University** for 25-plus years and is a regular APIC speaker.

Negotiating for Sales...and Profit, Barry Wright: Data, demanding clients, internal challenges and the Internet. With so many people and situations commanding more time and energy, negotiating has taken on an even more important role. Everyone negotiates something every day and whether it's big or small, time can't be wasted! Use negotiating to not only get what you want, but leverage it to generate more income.



Further hone negotiating abilities by learning the 10 most common mistakes made during the process and how to avoid them. Focus and sharpen skills to become more savvy when negotiating terms with suppliers or distributors to differentiate yourself from the competition.

Also an APIC speaker, Wright relocated to the U.S. from his native England in 1981 after his success as one of the U.K.'s top salespeople. With years of quota-busting sales in the office equipment/supplies industry, he transitioned his skills to become a senior partner at **Grosvenor Training & Consulting**, teaching sales management, negotiation and leadership training.

AFTERNOON WORKSHOPS

Human Resources 101, Nancye Combs: With the recent and significant changes in labor and employment law, it's hard to keep up with the issues impacting hiring, firing and managing employees. **STAFDA's HR Consultant, Nancye Combs**, will present a concise, focused session on overtime pay, employees rights, independent contractor status, flexible work arrangements and a host of other issues impacting today's diverse workplace. Learn what needs to go in writing, what to avoid and how to protect the company should a lawsuit arise.



Combs has over 35 years of HR experience and is a frequent expert witness in court cases. She also writes **STAFDA's Human Resources Advisory** and consults with members.

A Look at Manufacturing & Distribution Issues, Erik Skie: As the managing principal at **CliftonLarson-Alen LLP's (CLA)** Chicago office, Erik Skie oversees their manufacturing and distribution practice, a group of professionals who serve more than 4,500 small- to medium-sized privately held manufacturers and distributors.



The practice's goal is to help business owners and leaders achieve their dream through improved profitability and reduced business and ownership risk, while building business value and developing a succession plan.

CLA's 14-page **2016 Manufacturing and Distribution Outlook Report** is on STAFDA's members-only home page and addresses four key areas: leadership, execution, growth and financial. Skie will delve into the Report's findings and how 2016's results will impact 2017 and beyond.

Skie has 20-plus years of experience in facilitating strategic and long-term business planning, profitability, growth incentives, and supporting buyers and sellers on M&As while helping leaders plan for succession.

NEW BENCHMARKING PARTNERSHIP FORGED

STAFDA has partnered with the **University of Arizona** to conduct its **2016 Employee Compensation Survey and Report**. The University has produced a number of benchmarking surveys and reports for corporations and not-for-profit organizations. STAFDA has worked with them to create its own **Compensation Survey and Report** customized to members' needs.

The survey will be completely online and the results will be available electronically in a reader-friendly format. Distributor members should expect the survey to reach their inboxes in early summer. All questionnaire answers will be safeguarded and kept in complete confidence.

For more information on **STAFDA's 40th Annual Convention & Trade Show** and membership, please contact Catherine Usher, member services director, at (800) 352-2981 or e-mail cusher@stafda.org. Or visit STAFDA's website, www.stafda.org.

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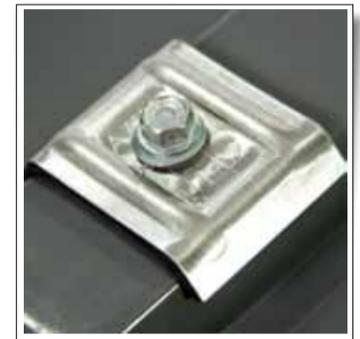
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