

### KEN ACKERMAN NAMED STAFDA WAREHOUSING CONSULTANT

» The Specialty Tools & Fasteners Distributors Association (STAFDA) is pleased to announce **Kenneth Ackerman, Ackerman Company**, as its Warehousing Consultant upon the retirement of **Robert Footlik, Footlik & Associates**.



ACKERMAN

Ken has been active in logistics and warehousing his entire career, including as chief executive of **Distribution Centers**, as part of the management consulting division of **Coopers & Lybrand** and then forming the Ackerman Company. He is editor and publisher of *Warehousing Forum* and the author of several books including *Warehousing Profitability*, *Lean Warehousing*, *Auditing Warehouse Performance* and *Warehousing Tips*.

He will write STAFDA's quarterly *Warehouse Advisory* and provide members with 30 minutes of free phone consultation each year.

### NEW CONCIERGE CUSTOMER SERVICE HANDBOOK ANNOUNCED

STAFDA is continuing its series of educational training manuals by working with **Dr. Jeanne Hurlbert** who will author a detailed handbook on *Concierge Customer Service* for members in 2017.



HURLBERT

As with past STAFDA manuals, Dr. Hurlbert will be conducting in-depth research into how STAFDA members currently handle this critical business function and it will involve input from STAFDA's distributor, associate and rep agent members. Customer service touches all STAFDA categories!

To initiate her research, Dr. Hurlbert is inviting members to answer some brief questions on their company's current customer service. This will allow her to craft a STAFDA-specific book.

The *Manual* will be available in late 2017. All members will receive a complimentary book with additional copies available for a nominal fee.

For more information on these programs and STAFDA membership, please contact Catherine Usher, member services director, at (800) 352-2981 or e-mail [cusher@stafda.org](mailto:cusher@stafda.org).



### BENCHMARKING REPORTS TO OFFER MEMBER INSIGHT

This spring, STAFDA and the **University of Arizona** will partner again to gain insight into members' business operations, financial performance and company composition.

Distributors will have two opportunities to provide detailed information for the *Distributor Profile Report* and the newly revamped *Financial Analysis Report (FAR)*. Both Reports look at operations but from different angles.

The *Profile* is a non-financial snapshot of distributors' product mix, inventory and SKUs, customer break down, operations, technology and more. All STAFDA members receive the final copy of the *Profile*.

The *FAR*, formerly the *Performance Analysis Report*, is a financial report to include sales volume, gross margin, asset productivity, return on investment and more. Only *FAR* participants receive a free copy of the results.

The *Rep Profile Report* will analyze sales volume, commission policies, manufacturer contracts, distribution channels, technology and other operational details. Only STAFDA rep members who participate in the survey will receive a free copy of the final *Report*.

The *Associate Report* will survey STAFDA manufacturers on sales policies, training, import competition, discounts/terms, product policies, technology and more. STAFDA decided to move this formerly in-house survey/report to the University of Arizona. Only manufacturers who participate will receive a copy of the results.

All four surveys will be conducted online and the data is **strictly confidential**. Once entered into the University of Arizona's system, it becomes aggregated data. Results will be e-mailed to participating companies from the University of Arizona.

These four reports are conducted in odd-numbered years, while the *Distributor Compensation Report* is conducted in even-numbered years.

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