



**Western Association of Industrial Distributors**

**Special points of interest:**

- > **2013 convention dates set**
- > **Educational speaker secured**
- > **Convention photos**

# The Distributor

## WAID Joins Facebook!

Social media has arrived at the WAID headquarters! Ok, we may be a little behind the times, but we're here now. Like us on Facebook and follow along with convention updates and other happenings in the industry.

Post on our wall and help promote WAID to other industry professionals. Find us by searching, "Western Association of Industrial Distributors."



## 2013 DUES INVOICES MAILED

The 2013 membership dues invoices were mailed out in March. Make sure to pay your dues and help support WAID. Your dues helps keep the office running all year long.

If you did not receive an invoice, contact Connie at the WAID office 916-850-5658 or [connie@waidonline.org](mailto:connie@waidonline.org). A membership application is available online at [www.waidonline.org](http://www.waidonline.org). Print this form, complete it and mail, fax, or scan and email to the WAID office.

WAID accepts checks, Visa, MasterCard, and now American Express.

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**Todd Carroll**  
**2012-13 President**

## President's Message

**H**appy Summer to all WAID members! I can't believe that the year is already half gone...where does the time go? If you are like most people, you keep trying to cram more things to accomplish in a day knowing that there are only 24 hours. We are all doing more with less people and wearing many hats so we need to make sure that when we get involved in taking on a new task or attending a meeting, we need to ask ourselves, "what tangible benefit am I going to take a-way from spending time doing this?" Time is a precious commodity that we don't have enough of, therefore if we decide to commit to something, we need to make sure it is a good use of our time.

**"...proper  
planning  
prevents poor  
performance..."**

With the Internet, B2B, sales calls, B2C, Facebook, open houses, Twitter, industry conferences, email, texting, conference calls, webinars, video conferencing, Google, trade shows and many more, we are being pulled in many directions as we try to navigate our businesses. How do you choose what you should be focusing on and how do you balance all of these business tools in order to stay on top of your business? This is a tough task for most of us. I personally struggle with managing everything on a daily bases due to time constraints.

One of the things I learned from my father is that proper planning prevents poor performance...if you plan your work then you can work your plan. One example that helps me is when I attend industry conventions or trade shows, I make sure that I sit down and THINK about what I want to accomplish while I am at the event. I make notes for discussions with manufacturers/distributors that I will meet with and will include items such as current issues and/or opportunities. I schedule my attendance at educational tracts that are relevant to my responsibilities and highlight all other goals I want to accomplish. This process becomes my plan/road map for the event and it allows me to focus on my objectives and accomplish them! Having a pre-determined plan enables me to walk away after the event with a feeling of success and a good return on my investment in time and dollars.

I also never discount the value of networking at these events. It is remarkable how much information you can gather during a simple conversation that allows you to understand a market, get a different perspective, gain ideas, etc., all which may help you with your business. This networking can take place anytime and anywhere...during the receptions, walking

## **President's Message—continued**

the halls, eating, working out, etc. I mention all this to you because too many people show up at industry conventions, trade shows or meetings without a plan and they expect just because they showed up, something will happen. No plan of action will usually result in unmet expectations and leave the individual feeling that the event was a waste of his or her time and money when the real reason was because he or she did not properly prepare themselves to take advantage of the opportunities presented at the event.

All of this is applicable to you because you choose where you will spend your time and money! WAID is a 58 year-old networking association where industrial MROP distributors and manufacturers are coming together to discuss current and relevant issues happening in the market today and to learn from each other. We have heard each one of your comments that you enjoy coming to WAID (who would not like coming to Monterey, CA), and that you enjoy the camaraderie, but would like an improved educational section related to business today. I can tell you that your WAID BOD has worked hard to secure one of the best blocks of industry relevant educational content that will definitely have a positive impact on your business.

In closing, if you have heard about WAID in the past, but decided not to become a member and attend the convention I strongly encourage you to take the opportunity to check us out...it will be worth your time. If you are a past member of WAID and have not renewed your commitment, I strongly encourage you to do so...you will not want to miss the upcoming meeting in September (9/15-9/17) held in Monterey California. For the "tried and true" WAID members who show up consistently, I look forward to connecting with you in three short months...it is shaping up to be one of the best!

*~ Todd T. Carroll ~*



## Tom Gale Slated as Convention Speaker



**W**e are looking forward to having Tom Gale, president of Industrial Market Information and publisher of Modern Distribution Management, as our educational speaker at the 2013 Convention. Tom’s company is spearheading a PTDA size of market research project in 2013, and he will have some interesting comments on the research results tailored to WAID members as part of his presentation.

Tom’s presentation is “Staying Relevant: New Rules of Engagement.” His core message is this: PT markets are shifting quickly with outside competitors (both traditional distribution and e-sellers) taking market share from customer bases that are shrinking in many cases. Not a good equation! Tom is passionate about the value of traditional distribution and the power of relationships, but argues that every company has to do some rewiring to retain existing customers, develop new markets, and stay profitable in the process.

While the 800-pound gorilla is Amazon, Tom will go beyond the hype to look at the bigger picture of emerging digital threats and opportunities, and share some real-world examples of how traditional distributors are responding effectively.

The other overblown subject Tom likes to poke holes in is “Big Data.” He feels it is getting in the way of distribution executives addressing the more important need of getting “Smarter Data.” Part of his presentation will touch on how to extract better information about your customers, prospects and markets to outperform competitors.

You’ll take away some actionable tips on how to focus your company’s resources to identify opportunities, engage more deeply with customers and rewire your company to operate more profitably in today’s markets.

**WAID Special**

WAID members receive a 10% discount on an annual subscription of Modern Distribution Management.  
Visit [www.mdm.com](http://www.mdm.com) and click “Subscribe Now.”

Use the discount code: **WAID10**

## 2013 Convention Information

**WAID** will be returning to the InterContinental—The Clement Hotel for the 2013 convention **Sunday, Sept. 15 through Tuesday, Sept. 17, 2013.**

**Hotel Reservations** can be made by calling **888-666-5734.**

**Group ID: WAID** (or Western Association of Industrial Distributors)

**Rates:** \$249 Inland View Friday 9/13/13 and Saturday 9/14/13  
\$199 Inland View Sunday 9/15/13—Tuesday 9/17/13

Reservations must be made by **Wednesday, August 14, 2013** to receive the group rate.

The convention brochure will be available this month. Online registration will be available along with the traditional paper registration form.

Plan to attend Sunday's opening reception and mingle with old friends. This is a great time to meet new people and arrange a dinner outing for later that night. Monday will begin bright and early with the business meeting, educational session, Spouses' breakfast, culinary event, and a reception and dinner. Tuesday is the traditional golf tournament with a few exciting changes. Watch for more details in the brochure!



We're on the Web!  
www.waidonline.org

## Mission Statement

Western Association of Industrial Distributors is a distributor and manufacturer organization that seeks to bring value to its members by providing education, networking opportunities and the promotion of our industry.

Western Association  
of Industrial  
Distributors

*Doing Business: People to People.*



## About WAID

The organization was founded in 1955 as Associated Bearing & Power Transmission Distributors (AB&PTD). In 2000 our name was changed to Western Association of Industrial Distributors (WAID) in order to encompass more than the "bearing and power transmission" aspect of the industry. WAID members are the distributors of industrial bearings, and mechanical and fluid power transmission products in the Western United States and Canada. Associate members are the suppliers, manufacturers and manufacturer's representatives of industrial products.

As a non-profit organization, WAID offers to its members educational and networking opportunities in a comfortable atmosphere. The Annual Convention is attended by nearly 100% of its members!

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## 2013 Convention Dates Set

WAID will be returning to the InterContinental—The Clement Hotel.

Mark your calendars now and plan to attend!

**Sunday, Sept. 15  
through Tuesday,  
Sept. 17, 2013.**

## 2013 Officers & Directors

### President

Todd Carroll  
IDC-USA

### Vice President

Kevin Storer  
Motion Industries

### Secretary/Treasurer

James Webster  
DXP Enterprises Inc.

### Sergeant-At-Arms *open*

### Immediate Past President

Gary Thompson, Jr.  
Thompson Industrial  
Supply

### Director

Bob Giuntoli  
Martin Sprocket &  
Gear

### Director

John Christian  
Emerson Power  
Transmission

### Director

Don Fountain  
Linn Gear

### Director

John Purstell  
Bearings Limited

## Committee Chairs

### Membership

Jeff Welsch  
Hitachi Maxco LTD

### Golf

Bill Wood



**Mark Your Calendar  
for 2013  
September 15-17**