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JANUARY 2011 FPDA "KEY INDICATOR" REPORT POSTED ON FPDA WEBSITE

FPDA, in conjunction with Cleveland Research Company, has released the January 2011 FPDA Key Indicator Report based in part on data collected from FPDA Distributor and Manufacturer Members. Highlights of the January report include:

FPDA Index Steady – The FPDA Index reading for the month of December is 64.6, unchanged from November and modestly lower than October's reading of 65.6. This indicates the fluid power industry expanded at a consistent rate compared to November. This is generally consistent with the broader ISM Purchasing Managers' index which accelerated very slightly to a reading of 57.0 in December from 56. in November.

Sales Growth Robust – Sales growth among FPDA members remains robust despite facing increasingly difficult comparisons. On average, participants reported sales growth of 24% in December. While this represents a slower pace of growth compared with October and November, it is better-than-expected against year ago comparisons that are roughly 15% more difficult.

More Optimistic 2011 Outlook – Confidence in the sustainability of the ongoing industrial recovery appears to be improving helped by better visibility due to growing backlogs and a more business friendly federal government following the mid-term elections. On average, members are now anticipating full year growth of 12% for 2011 up from the prior view of 10%. Within this, distributors are now forecasting 14% growth versus prior expectations of 10% growth and manufacturers' outlook increased to 11% also from a prior view of 10%.

Graphs and analysis on monthly sales growth, sales growth outlooks, end market performance, pricing and inventory environments, and key manufacturing sector indicators are provided in the Report. To view the report, go to www.fpda.org – FPDA Key Economic Indicators. You will be prompted for your user name and password. **Remember that your username is your email address. If you do not remember your password, just click on "Forgot Password" and you will be sent a temporary password which you may update.**



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THE FPDA 
MOTION & CONTROL NETWORK

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JOIN FPDA IN LAS VEGAS At IFPE – Visit our Booth at -S13020

That's right! Please stop by FPDA's Booth March 22-26 at the IFPE 2011 Show in Las Vegas, Nevada. We will have a strong focus on our new certification program, the M&CSP. This certification focuses not only on sales and business knowledge, but incorporates hydraulic, pneumatic *and* motion control technologies. It is designed to:

- support overall sales effectiveness,
- develop well-rounded sales professionals in the fluid power industry,
- integrate both the technologies *and* sales strategies needed to enable better consultative selling,

ultimately enhancing your company's credibility with customers.

This is an excellent employee development tool. Key materials widely available in our industry have been identified which provide the basic knowledge tested in this exam.

The exam process is simple. Exams are all on-line, hosted by NOCTI, and participants access the exam via the internet from their offices. Exams are ordered on-line from FPDA by the candidate's manager; access information and passwords are sent directly to the manager, followed by exam results once the exam has been completed. Candidates successfully completing the exam are awarded an M+CSP Certificate.

A new on-line ordering process is available at [FPDA | Certification](#), along with additional information regarding the exam such as how to set up the computer used to access the test, recommended study resources, Frequently Asked Questions, etc. Special introductory pricing is being offered through the rest of this calendar year.

The well educated sales professional excels. Please consider taking advantage of this excellent new program from your association.

For more details, please go to www.fpda.org and click on the M+CSP logo.

FPDA Online Polls – Visit www.fpda.org

Did you know that the FPDA website features a real-time online poll, changed regularly to gauge your interest in a variety of topics? If not, visit www.fpda.org.

Our most recent poll asked what you expected for sales in 2011. And the answer is...

Increase	67%
Decrease	4%
Stay the Same	29%

Visit the FPDA website now and tell us what your hiring plans are for 2011!

UPCOMING FPDA EVENTS MARK YOUR CALENDARS!

February 10, 2011

FPDA Webinar: Mobile Marketing

March 7-10, 2011

University of Industrial Distribution, Indianapolis, Indiana

March 22-26, 2011

IFPE, Las Vegas Nevada

September 6-8, 2011

Four Pillars of Sales Success, Dayton, Ohio

September 6-9, 2011

FPDA-ISD Joint Industry Summit, Scottsdale, Arizona

PLUS, be sure to participate in FPDA's valuable benchmarking offerings:

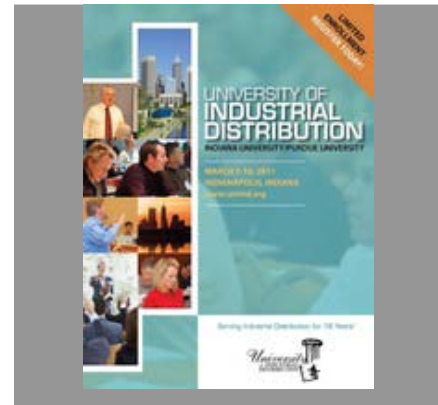
- Monthly Snapshot Survey
- Monthly Survey on Industry Economics
- Annual Profit Report

FPDA AWARDS TOM RAILS SCHOLASHIP TO ANGEL HALL WESTERN INTEGRATED TECHNOLOGIES

Each year, FPDA offers the Tom D. Ralls Scholarship. One scholarship may be awarded for full tuition to the University of Industrial Distribution. Applicants must be an employee of an FPDA Distributor Member Company, be a member of the FPDA Young Executives (YES), provide a letter of recommendation from a company principal, and provide an essay detailing his or her desire to attend the University of Industrial Distribution.

Angel is a degreed engineer (B.S. Bioengineering) and co-founded a 501(c)3 business in 2007 to create, design and distribute a low cost hand-powered irrigation pump for third world countries. Additionally, she applied for and received a \$300,000 grant from the Bill & Melinda Gates Foundation to support her business. Today, the business continues with her as an advisor.

In submitting his recommendation, Steve Schwasnick noted, "This type of drive, ingenuity, enthusiasm, and ability is simply wonderful. I want o see her potential fully reached, and I want to see that energy focused on our mutual industry."



CLASSES ARE FILLING UP FOR THE 2011 UNIVERSITY OF INDUSTRIAL DISTRIBUTION!
MARCH 7-10, 2011
INDIANAPOLIS, INDIANA

Register Now to Ensure Your Participation!
Indiana University/Purdue University Indianapolis Campus

The 2011 University of Industrial Distribution is filling up fast! Don't miss out! Sponsored by leading industrial distribution professional associations like FPDA, the University of Industrial Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry.

For those of you who participated in the UID-in-a-Day workshop programs at the FPDA/ISD Joint Summit, you experienced first-hand the in-depth programming and exceptional faculty presenters. This program provides four full days of education designed to meet the unique needs of industrial distribution! Visit www.univid.org for details.



THE 2011 FPDA-ISD JOINT INDUSTRY SUMMIT
IRMONT SCOTTSDALE PRINCESS SCOTTSDALE, ARIZONA
SEPTEMBER 6-9, 2011

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ACTIVANT – Activant provides technology solutions and services to more than 350 Fluid Power distributors, making Activant a leading technology provider to the Fluid Power industry. Our enterprise software solutions, Internet trading network, and professional services help distributors increase sales, improve customer service, and reduce operating costs. Activant has a long-range vision for distribution technology and the industry experts to make it happen. Find out more at <http://distribution.activant.com> or call 1-800-776-7438, press 1.

Peninsular Cylinder Company
Peninsular is an ISO 9001:2000 registered company providing world class steel and aluminum Pneumatic cylinders and high and low pressure hydraulic cylinders designed to survive in the most destructive applications imaginable. Peninsular also provides custom engineered cylinders to suit a wide variety of special customer applications. All Peninsular cylinders, cylinder accessories, and pneumatic thrusters can be manufactured to either NFPA or Metric dimensional standards. Also available is our cylinder configurator which produces 3-D solid model downloads and 2-dimensional prints including dimensions and corresponding part numbers, thus, simplifying the ordering process. Find out more at www.peninsularcylinders.com or call us Toll Free at 1-800-526-7968

Tribute - provides industry leading enterprise-wide distribution management software for the fluid power industry. Our innovative product helps distributors increase profits along with their customer service levels and is all backed by our award-winning real time support. We've been FPDA members for over 20 years and our software company is more focused on your industry and dedicated to your success. Check us out today to find out more. Tribute - the software for successful distributors. 1-800-TRIBUTE. www.tribute.com

Yates Industries , Inc. , DBA Yates Cylinders is a manufacturer of hydraulic and pneumatic cylinders as well as one of the largest and most complete cylinder repair facilities in the Midwest. Our manufacturing capabilities are cylinder designs of NFPA, tie-rod, welded mill type, welded construction, bolted head and specials per customer requirements. We have the ability to manufacture and repair cylinders with bore sizes up to 40" in diameter. Yates Industries has an in house engineering department, CNC machining department, manual machining department, welding department, assembly and test departments. We also have a complete inventory of raw materials and an extensive seal inventory. Our two locations (St. Clair Shores, Michigan and Decatur, Alabama) each have an every day, 24 hour emergency service which can be reached at (800) 340-6024. www.yatesind.com