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THE FPDA 
MOTION & CONTROL NETWORK

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FPDA's Web Poll Results!

The FPDA website features a monthly poll **designed to provide our members with quick access to timely information.** The February poll asked members if their company planned on **hiring in 2011**. 43% of the respondents indicated they were definitely going to hire; 43% of respondents indicated they were probably going to hire; and 14% indicated they did not plan on hiring in 2011. Thank you to those members who visited the website to provide their feedback!

A new question has been posted to the site. With all the attention on social media these days, we'd like to know if your company uses **social media**. Visit www.fpda.org and tell us if you are using Facebook, Twitter, or LinkedIn or if you are thinking about it or do not use social media. We will publish the results in our next FPDA Express.

You will find FPDA's poll if you scroll down the FPDA home page – on the bottom left. Please take a moment to give us your feedback.

If you have an idea for a poll question, please let us know! Pass along your ideas to Trish Lilly at FPDA at plilly@fpda.org



FPDA Key Economic Indicators

FPDA Monthly Economic Indicators Report Shows the Industry on Good Pace

FPDA Index Surges to New High—The January FPDA Index produced a reading of 78.3, a notable improvement from the December reading of 64.6. This indicates the fluid power industry expanded at a faster pace compared to December and this is directionally consistent with the broader ISM Purchasing Managers' index. The ISM index posted a reading of 60.8 in January, up from the December reading of 57.0, the highest reading since June 2004.

Sales Growth Accelerates—Sales growth among participating FPDA members remains surprisingly robust despite facing increasingly difficult comparisons. On average, members reported sales growth of 32% in January, an acceleration from the robust 28% growth in December.

2011 Outlook Improves Again—The order and backlog strength appears to be driving increased confidence in the sustainability of the ongoing industrial recovery. On average, participants are now anticipating full year growth of 15% for 2011, up from the prior view of up 12%. Within this, manufacturers' outlook is up sharply to 18% versus a prior view of 10% while distributors are now looking for 13% growth versus prior expectations of 14%.

This monthly survey is open to both manufacturers and distributors and takes about 10 minutes or less to complete. We would like to see 100% participation! When you participate, you will receive the monthly 28-page report which contains important information on end market trends, commodity price trends and more. To learn more, please [click here](#). To participate, please contact Molly Thompson at mthompson@fpda.org.

UPCOMING FPDA EVENTS

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 ANNOUNCES SALES PROFESSIONAL TRAINING CAMP

September 6-8, Dayton, Ohio

Your Sales Managers will receive 2-1/2 days of practical skills, tools and fundamental disciplines that are essential for sales professionals and a productive sales team This course will focus on the Four Pillars of the Sales Profession created by workshop leader Dot Buttrey:

Pillar I - Personal Disciplines

Learn the 24 disciplines needed as a professional sales person.

Pillar II - Relationship Skills

People buy from people that they like and trust. This course will sharpen core communication skills and drive home the importance of active listening!

Pillar III - Strategic Selling

Attendees will gain a clear understanding of the big picture and the full range of responsibilities expected of sales professionals.

Pillar IIII - Tactical Selling

Includes a full day, target account workshop where each person selects an actual customer and will pre-plan for the next call with that customer.

This training will inspire immediately and have significant long term impact - changing behaviors and building consistent professional selling disciplines!

To learn more, click here: [2011 Four Pillars Brochure & Registration](#)

JOIN FPDA IN LAS VEGAS

At IFPE – Visit Booth 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.

LATE BREAKING NEWS...

World economy is nearing a "breaking point," World Bank's Zoellick says

Commodity prices are driving the global economy to the "breaking point," World Bank President Robert Zoellick told finance ministers from the Group of 20 nations. Central banks throughout the world are under pressure to raise interest rates as surging commodity costs increase inflation. [Business Day \(South Africa\)](#) (2/21)

MAPI: Manufacturing is forecast to grow 5.5% in 2011

The growth in the manufacturing industry will outperform the overall economy, according to the Manufacturers Alliance/MAPI Quarterly Economic Forecast. "Manufacturing production will improve because economic growth is strongest in the goods sector," said Daniel Meckstroth, chief economist at Manufacturers Alliance/MAPI. MAPI forecasts manufacturing will grow at 5.5% in 2011 and 4.6% in 2012. [IndustryWeek](#) (2/18)

HAVE YOU MARKED YOUR
CALENDARS FOR THE
2011 ANNUAL FPDA CONFERENCE
HELD IN CONJUNCTION WITH ISD?



SEPTEMBER 6-9
FAIRMOUNT SCOTTSDALE PRINCESS
SCOTTSDALE, ARIZONA

SEE YOU THERE!

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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.