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THE FPDA   
MOTION & CONTROL NETWORK

105 Eastern Avenue, Suite 104  
Annapolis, MD 21403  
[www.fpda.org](http://www.fpda.org)

E: [info@address.com](mailto:info@address.com)  
P: 410-940-6347  
F: 410.263.1659

## FPDA's Web Poll Results!

The FPDA website features a monthly poll **designed to provide our members with quick access to timely information.** The March poll asked members about their social media usage.

21% reported they are on Facebook. 29% use Linked In. 14% reported they are thinking about using social media. No members reported they are using Twitter. And, 36% are not using any social media.

Thank you to those members who visited the website to provide their feedback!

A new question has been posted to the site. With attention focused on the disaster in Japan, we'd like to know if your company will be impacted by this disaster. Visit [www.fpda.org](http://www.fpda.org) and give us your insight. 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](mailto:plilly@fpda.org)



## FPDA Key Economic Indicators

### FPDA Monthly Economic Indicators Report Shows Robust Sales Growth

**FPDA Index Down but Still Strong** –The February FPDA Index produced a reading of 77.6, down slightly from the January reading of 78.3. This indicates the fluid power industry expanded albeit at a modestly slower pace compared to January. The February results suggest the fluid power industry continues to grow at a faster pace than the broader manufacturing economy as measured by the ISM Purchasing Manager's index. The ISM index posted a reading of 61.4 in February, up from the January reading of 60.8, marking the 19<sup>th</sup> consecutive month of growth.

**Sales Growth Accelerates** –Sales growth among fluid power participants remains surprisingly robust despite facing increasingly difficult comparisons. On average, participants reported sales growth of 29% in February, a modest deceleration from the robust 32% growth in January, against a 400 bps more difficult comparison.

**2011 Outlook Improves for 3<sup>rd</sup> Consecutive Month** – Strong incoming orders are supporting healthy backlogs which appear to be driving increased confidence in the sustainability of the ongoing industrial recovery. On average, participants are now anticipating full year growth of 18% for 2011 up from the prior view of up 15%. This marks the third straight monthly increase and is up sharply from the initial view calling for 10%.

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](mailto:mthompson@fpda.org).

## UPCOMING FPDA EVENTS

September 6-8, 2011

Sales Training Boot Camp, Dayton, Ohio

September 6-9, 2011

FPDA-ISD Joint Industry Summit, Scottsdale, Arizona

March 5-8, 2012

University of Industrial Distribution,  
Indianapolis, Indiana

**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 IV - 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](#)

**ATTENTION DISTRIBUTORS!  
ANNUAL PROFIT REPORT UNDERWAY!  
FPDA NOW OFFERS AN EXCEL REPORTING DOCUMENT**

FPDA Members have long extolled the value of the annual Profit Report prepared by Profit Planning Group. Now, we are making this even easier for distributors to participate with the addition of an Excel spreadsheet to aid in submitting data to PPG. This report is offered to members free of charge. Many associations charge a fee for participation, but FPDA feels this report provides a valuable member service and your Board elects to offer this to Distributor Members without cost.

**Why should you participate?** The era of automatic profits has come to a sudden halt. The industry has moved from trying to keep up with demand to battling sales, pricing, expense control and every other aspect of operations.

In turbulent times, financial benchmarking information is more important than ever before. The best source of financial benchmarks for the industry is the FPDA PROFIT Survey. The information in this report provides answers to questions such as "Are the most successful firms in a down market placing more emphasis on gross margin management or expense control?"

In short, this report presents a wealth of financial and operating guidelines. In addition, it provides direct comparisons between your firm and other participating firms. This valuable information is, however, **only** available to firms that participate in the study.

For more information, please contact Molly Thompson at [mthompson@fpda.org](mailto:mthompson@fpda.org).

**MARK YOUR CALENDARS FOR THE  
2011 ANNUAL FPDA CONFERENCE  
HELD IN CONJUNCTION WITH ISD**



**SEPTEMBER 6-9  
FAIRMOUNT SCOTTSDALE PRINCESS  
SCOTTSDALE, ARIZONA**

**SEE YOU THERE!**

## NEWS YOU CAN USE

(In case you missed these in recent NAW Smart Briefs...)

### **Is Facebook making it harder for brands to stand out?**

The near-ubiquity of Facebook marketing is starting to make brands look too similar, Rick Gardinier writes. To avoid looking and sounding like your competitors, it's vital to find a distinctive voice, to provide tangible value to existing fans wherever possible and to challenge industry conventions on a regular basis, Gardinier writes. [The Business Insider](#) (3/24)

### **Companies struggle with shortage of skilled workers**

Companies in a range of industries are finding it harder to attract skilled employees, a trend that could threaten growth in areas such as manufacturing. The problem is partly the result of new technologies and a dearth of well-educated workers. Strategies for coping with the shortage include offering more competitive wages and partnering with institutions for worker training programs. [CFO Magazine](#) (3/2011)

### **Climate fight could be good for business, executives say**

Two-thirds of executives polled by the Economist Intelligence Unit say they believe that adapting to climate change could provide opportunities to grow their core businesses. Only 30% of leaders have begun to implement climate-adaptive strategies, but 20% of respondents said they'd already discovered revenue streams. [BusinessGreen](#) (3/23)

### **15 tips to make meetings worthwhile**

Meetings can be productive if ground rules are put in place, such as everyone agreeing on key goals beforehand, writes Thomas Kayser, a Xerox veteran and author of "Building Team Power: How to Unleash the Collaborative Genius of Teams for Increased Engagement, Productivity, and Results." Participants should agree to support diverse opinions, record off-topic issues to discuss at another time and assess the meeting's effectiveness at the conclusion, Kayser wrote.

[SmartBrief/SmartBlog on Leadership](#) (3/21)

## VISIT OUR SPONSORS!

**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](http://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](http://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.