



Visit our newest Sponsor – Yates Cylinders!



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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 April poll asked member companies if they expected the disaster in Japan to impact their business.

50% reported that the situation will impact their business while 17% reported they were not sure. 33% indicated that there would be no impact on their businesses. Thank you to those members who visited the website to provide their feedback!

A new question has been posted to the site. **Tell us how you manage your sales training** – in house trainers, professional trainers, shadowing? Visit 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 or just advise us at the polling site on our website.



FPDA Key Economic Indicators

FPDA 2011 Outlook Improves for 4th Consecutive Quarter

FPDA Index Up from February – The March FPDA Index produced a reading of 81.1, up from the February reading of 77.6. This indicates the fluid power industry expanded at a faster pace compared to February. The March 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 61.2 in March, down slightly from the February reading of 61.4, marking the 20th 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 31% in March, up from the 29% growth in February, against a 1300bps more difficult comparison.

2011 Outlook Improves for 4th Consecutive Month – Strong incoming orders are supporting healthy backlogs which appear to be driving increased confidence in the sustainability of the ongoing industrial recovery as participants raised their full year outlook again. On average, participants are now anticipating full year growth of 19% for 2011 up slightly from the prior view of up 18%. This marks the fourth straight monthly increase and is up sharply from the initial view calling for 10%. To view the full report, please [click here](#). Remember, you will need your username and password to access this. Your username is your e-mail address and if you do not remember your password, just click on the password section and you will be sent a new one.

This monthly survey is open to both manufacturers and distributors and takes about 10 minutes or less to complete. You will then 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

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!
TIME IS RUNNING OUT
TO PARTICIPATE IN THE
ANNUAL PROFIT REPORT!**

DEADLINE: MAY 16, 2011

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. 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.

**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!

2011 DISTRIBUTION & MANUFACTURING SOFTWARE GUIDES NOW AVAILABLE

Evaluate ... Compare ... Analyze ...

The Distribution and Manufacturing Software Guides are specifically developed for the unique needs of the distribution and manufacturing communities. This publication is designed to assist you evaluate, compare and analyze software to determine which products fit your operation.

The Online Guide ...

The online guide includes more extensive information about each vendor, the applications and their functionality to assist you in your research project.

Utilize the Evaluation Center to compare more than 1,500 functions and features side-by-side. We hope to help you find the best solution to meet your needs. To access the guides, follow these links:

[Click here](#) for the DISTRIBUTOR GUIDE.

[Click here](#) for the MANUFACTURER GUIDE.

The Printed Guide ...

This printed Guide is distributed at no cost through distribution centric trade associations and educational institutions with distribution programs.

The printed Guide contains only a subset of the complete features list. This brief introduction can give you an understanding of the vendors and their product features to allow you to build a list of applications to include in your search. If you would like a printed guide, please contact FPDA at info@fpda.org. We'll be happy to send one to you!

Technology

This section gives you the basic fundamentals of operating system, database, presentation method and delivery method.

Customer Base

Use a pie graph to help determine how you fit compared to the other companies that use the software.

Sales Channel

Learn how and where the software is sold.

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 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.