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Save the Date!

Energy Efficient Hydraulics and Pneumatics Conference
November 15-17, 2011
Sheraton Chicago O'Hare Airport Hotel, Rosemont, IL

FPDA, along with the International Fluid Power Society (IFPS) and the National Fluid Power Association (NFPA), will be hosting an educational conference on energy efficient hydraulics and pneumatics on November 15-17, 2011 at the Sheraton Chicago O'Hare Airport Hotel in Rosemont, IL.

This first-of-its-kind event is targeted to and will attract engineers and technicians from many fluid power end-use markets, both mobile and industrial, who seek information on how to design and maintain energy efficient hydraulic and pneumatic systems.

FPDA members are welcome to attend this conference. In addition:

- Sponsorship opportunities will be available for fluid power manufacturers and distributors, and other companies interested in supporting this event and connecting with engineers and technicians from a wide array of fluid power's end-market industries.
- The conference schedule will include breakthrough presentations from fluid power component manufacturers, distributors, and system integrators, showcasing innovative approaches and emerging technologies in energy efficient fluid power design and maintenance.
- Networking events are being organized to help participating engineers and technicians engage with technology providers from fluid power manufacturing and distribution companies.

Watch for further updates and announcements regarding these opportunities. More information can be found at www.nfpa.com/events/eehpc.htm.



FPDA Key Economic Indicators

FPDA MEMBERS REPORT 2011 OUTLOOK CONTINUES TO IMPROVE

Each month, FPDA Distributors and Manufacturers participate in an online survey conducted by Cleveland Research. Based on data provided by members, a report is prepared and published by Cleveland Research providing a summary of industry conditions and end-user market activity. The May report was published incorporating April Data. Here's a quick summary:

FPDA Index – The April FPDA Index produced a reading of 58.0, down from the peak March reading of 81.1. This indicates the fluid power industry expanded but at a slower pace compared to March. The broader ISM index also posted a slower reading of 60.4 in April, down from the March reading of 61.2, marking the twenty-first consecutive month of growth.

Sales Growth Holds Up Well – Sales growth among fluid power participants remains surprisingly robust despite facing increasingly difficult comparisons. On average, participants reported sales growth of 28% in April, down from 31% growth in March.

2011 Outlook Improves for 5th Consecutive Month– Members have raised their full year outlook for the fifth consecutive month. On average, members are now anticipating full year growth of 20% for 2011 up slightly from the prior view of up 19%. Both distributors and manufacturers are now looking for 20% growth versus prior expectations of 19%.

To read the full report, [click here](#). You will be required to sign in to review the report. Remember that your user name is your email address. If you do not recall your password, just click on “Did you forget your password?” and you will be sent a temporary password. You may then reset your password.

ONLINE REGISTRATION OPEN FOR FPDA/ISD SUMMIT! Act NOW to Reserve Your Space September 6-9, 2011 Fairmont Scottsdale Princess Scottsdale, Arizona

The second FPDA/ISD Summit is scheduled for September 6-9, 2011 at the Fairmont Scottsdale Princess in Scottsdale, Arizona. As a matter of fact, some FPDA Members have already signed up for the Supplier Showcase!

Be sure to register early for this event! A great program has been lined up providing a wide variety of educational and networking content. This year's theme, “Taking Charge of Change,” is designed to provide you the take-home tips and tools you will need to succeed in our challenging marketplace.

Here are the links to help make your registration process an easy one. Just click to reserve your space now.

Review the Meeting Schedule [Here](#)

Register Your Delegates [Here](#)

Sign Up for Your Supplier Showcase Table Top Display [Here](#)

Reserve Your Accommodations at the Fairmont Scottsdale Princess [Here](#)

Check out Sponsorship Opportunities [Here](#) – a great way to spread your company's message!

Advertise in the FPDA/ISD Joint Convention Guide and Membership Directory [Here](#) – this publication includes both the full Convention Guide AND the FPDA Annual Membership Directory (data forms have been sent to all members, so be sure to update your information to ensure a detailed, up to date listing!) [Explore the Opportunities Here](#).

If you have any questions, be sure to contact FPDA at 410-940-6347.

We look forward to seeing you in Scottsdale!

ATTENTION MEMBERS! 2011 PROFIT REPORT NOW AVAILABLE FOR PURCHASE

FPDA Members have long extolled the value of the annual Profit Report prepared by Profit Planning Group. This year's report, based on 2010 data, is now available for purchase for non-participating members. Priced at just **\$100** for members, you will find a wealth of information in this report.

Most firms are breathing a sigh of relief that the worst of the recession can now only be seen in the rearview mirror. Better times clearly are at hand and even better results seem likely over the course of the next year. It is at just this point in time when too many firms become complacent or even derelict in their financial planning.

Some important guidelines as to how good profitability really can be are contained in the recently completed **2011 FPDA** financial benchmarking study. As always, the primary benefit of the report is that it highlights the distinction between the performance of the typical firm and the high-profit firm. The differences generally tend to become magnified as the economy recovers.

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 is a report you should have on hand to help you compare your company's performance against the industry.

To order your copy, simply [click here](#) . Or, visit www.fpda.org and click on Bookstore.

Register for free, 1-hour webinar: "Facing the Forces of Change®"

[Register](#) for a free, 1-hour webinar: "Using Facing the Forces Of Change® to Impact Your Wholesale Distribution Business," Tuesday, June 28, 1 p.m. EDT. You'll hear an overview of the research, hear from executives about how they are applying the lessons learned, and you'll have the opportunity to ask questions live.

[Buy the research study](#) to review before the webinar.

FPDA OFFERS 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 have significant long term impact - changing behaviors and building consistent professional selling disciplines! To learn more, click here: [2011 Four Pillars Brochure & Registration](#)

UPCOMING FPDA EVENTS

September 6-8, 2011

Sales Training Boot Camp, Dayton, Ohio

September 6-9, 2011

FPDA-ISD Joint Industry Summit, Scottsdale, Arizona

November 15-17, 2011

**Energy Efficiency Hydraulics and Pneumatics
Conference
Rosemont, Illinois**

March 5-8, 2012

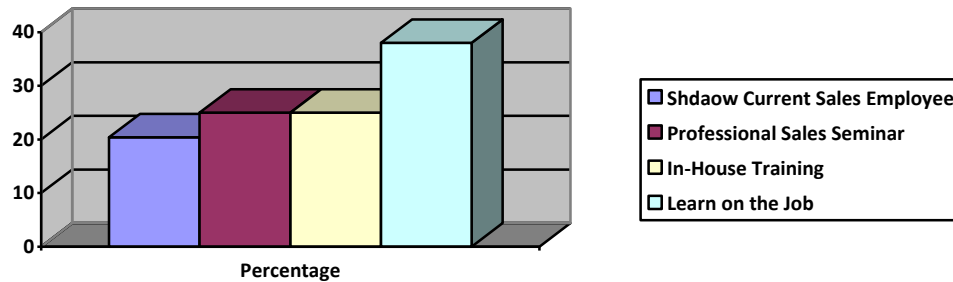
**University of Industrial Distribution,
Indianapolis, Indiana**

In our May online poll, we asked members how they handle sales training.

Your response is below.

Visit fpda.org to answer our new poll: *How has your business done in the first half of 2011?*

Just scroll down to the bottom left of the home screen and you will find our poll.



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.