



SOUTHEASTERN



FASTENER ASSOCIATION

...in an industry which "holds the world together"

# 2013 Annual Spring Conference to Meet at Evergreen Marriott Conference Center

Multiple networking opportunities to grow your company. Enjoy the shared knowledge of your fastener associates.



## Preliminary Schedule

### Tuesday-April 16, 2013

|                     |                               |
|---------------------|-------------------------------|
| 3:00 p.m.-5:00 p.m. | Board Meeting                 |
| 5:00 p.m.-7:00 p.m. | Scholarship Committee Meeting |
| 7:00 p.m.           | Opening Reception             |

### Wednesday-April 17, 2013

|                     |   |
|---------------------|---|
| 10:00 a.m.          | Golf Outing   |
| 3:00 p.m.-5:00 p.m. | Registration  |
| 6:00 p.m.-9:00      | Cocktails, Dinner, Golf Awards, Officer Recognition, Silent Auction |

### Thursday-April 18, 2013

|                       |  |
|-----------------------|--|
| 8:00 a.m.-11:30 a.m.  | Continental Breakfast, Business Meeting, General Sessions<br>Speakers/Subjects to be Announced<br>January 2013 |
| 11:30 a.m.-12:30 p.m. | Lunch  |
| 12:30 p.m.-1:30 p.m.  | Supplier Set Up  |
| 1:30 p.m.-4:30 p.m.   | Supplier Showcase & Closing Ceremony   |

Plan to attend our Conference which will provide you with information, education, networking, product options, golf, nature and social gatherings! This event allows you the opportunity to meet industry personnel you may not meet at other industry programs.

Evergreen Marriott Conference Center Room Rate \$139/Suite Rate \$154.  
Evergreen Marriott Conference Resort 4021 Lakeview Dr.,  
Stone Mountain, GA 30083 (21 miles from downtown Atlanta).

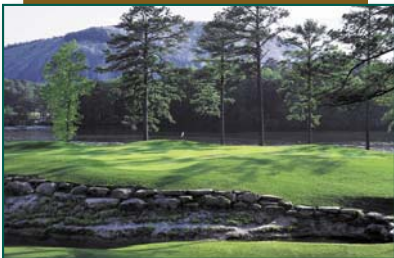
For room reservations call 770-879-9900 and refer to Southeastern Fastener Association.

Experience a Georgia Resort only 21 miles from downtown Atlanta and a million miles from ordinary at the stunning Evergreen Marriott Stone Mountain Resort in Atlanta, Georgia nestled in the delicate beauty of Stone Mountain Park. Surrounded by 3,200 acres of natural wooded splendor, this AAA 4 diamond Atlanta, GA resort allows guests to enjoy exciting recreational activities from championship golf and 4D Theater shows. Encounter pure tranquility as you indulge in rejuvenating Atlanta resort spa treatments or take in the picturesque scenery of Stone Mountain Park from spacious Georgia luxury resort accommodations. Plan accordingly and take advantage of this Atlanta Georgia Resort providing many indoor and outdoor amenities and activities. Discover a sense of personal adventure from this breathtaking Georgia Resort situated amidst the majestic beauty of Stone Mountain Park at the Evergreen Marriott Resort in Atlanta, Georgia.

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# SEFA 2013 Conference: Golf Stone Mountain



*Stone Mountain Golf Club is located in one of the most popular attractions in the southeast, Stone Mountain Park. Stone Mountain Golf Club offers 36 holes of championship golf that have challenged and delighted golfers of any skill level for over 30 years.*

*Stone Mountain Golf Club's courses serpentine through a forest of Georgia pines and hardwoods and around famous Stone Mountain and Stone Mountain Lake. While golfing at Stone Mountain golf Club you'll enjoy breathtaking views and wonderful, natural rock formations.*

## Welcome SEFA New Members

CSM Fastener Products-Elk Grove Village, IL  
Fastener Specialties Manufacturing-West Palm Beach, FL  
Martin Fastening Solutions-Jackson, TN  
Nylok LLC-Macomb, MI  
Trio Fasteners-Ashland, VA

## 2012-2013 Board of Directors

|                                 |   |
|---------------------------------|---|
| <b>President</b>                | Tony Nelson/Martin Fastening Solutions  |
| <b>1st Vice President</b>       | Jonathan Hodges/Southeastern Sales & Associates   |
| <b>2nd Vice President</b>       | Joe Pittman/Ameribolt   |
| <b>Chairperson</b>              | Joanne Bialas/International Fasteners Inc.  |
| <b>Directors:</b>               | Steve Gause/Cole Fasteners<br>Carrie Ann King/Edsco Fasteners Inc.<br>Michael Musselwhite/Hercules<br>Gary Todd/Vertex Distribution |
| <b>Secretary/<br/>Treasurer</b> | Nancy Rich  |
| <b>Executive Director</b>       | Nancy Rich  |

## Share Your News-Request Info

Members, be sure to submit your news of promotions, new products lines, hires, locations etc. so we can be sure to pass it on to your fellow SEFA members. Send your news to [sefa@thesefa.com](mailto:sefa@thesefa.com) and we'll be sure the word gets out!!

Is there a subject you'd like to learn more about? Send your requests to [sefa@thesefa.com](mailto:sefa@thesefa.com) and we'll tap into our

resources to present information to the membership via a newsletter or e-letter.

Have thoughts for upcoming spring meeting? Would you like to see SEFA add a new program? Drop a note to Nancy at [sefa@thesefa.com](mailto:sefa@thesefa.com) and we'll be happy to explore your ideas!

*As the Thanksgiving Holiday quickly approaches, the SEFA Board of Directors would like to wish our members a very Happy Thanksgiving!*



# Letter from the President



**Tony Nelson**

It's hard to believe it's been six months since our spring conference. The Board has been busy preparing for our 2013 and 2014 conferences. We've had a few discussions regarding the direction of our newly formed Education Committee and have already begun our first venture by offering the Fastener Information Directory (see additional info in this newsletter). We are in discussions regarding incorporating a more intense, than in the past, educational program in our Spring '13 conference. We are also in the beginning discussions about holding additional regional educational opportunities that will be a big benefit to your employees. Stay tuned to upcoming e-Newsletters for more information and be sure to attend the conference in Stone Mountain for details and to provide input that will help us shape the direction of this new offering.

It was great to see many of our members in Last Vegas at the National Industrial Fastener Show. Many stopped by our booth to pick up preliminary spring conference information. We will mail the brochures in January but for a sneak peak and to take care of your registration early, visit our website: [www.theseffa.com](http://www.theseffa.com)

While in Las Vegas, I had the opportunity to attend the Fastener Industry Coalition meeting. The FIC is made up of fastener associations across the country. This was my first FIC meeting and an important one as the National Fastener Distributors Association is currently the chair which gave them a great opportunity to share the news of their new structuring. I appreciated Jay Queenins (current NFDA

President) candidness in explaining the challenges of setting NFDA in the most logical direction for their members and the industry. He expressed their realization of the strengths of all the regional organizations and the sensibility of working with different groups throughout the year. The FIC group will meet again next June at Fastener Tech '13. I look forward to again participating in this meeting and will report on the progress. I look forward to the new direction that NFDA appears to be heading in and hope that we can work towards a future level of cooperation between the SEFA, NFDA, and all the other regional organizations so as to achieve a mutual benefit for our membership.

But back to the spring conference, I am very excited about the 2013 venue, Stone Mountain, GA, as it offers many opportunities for those wishing to take an extra couple of days to enjoy the park. The conference center and golf course are both located right in Stone Mountain Park offering great views!

Our membership is growing; however, we'd love to expand, especially, in the Atlanta area during these next months to allow new members the chance to participate in their first SEFA conference at a local venue. Please be sure to share our membership application (available on our website) with potential members or pass the pertinent information on to Nancy Rich ([sefa@theseffa.com](mailto:sefa@theseffa.com)) and she'll contact them with valuable SEFA information.

You recently received a brief SEFA survey. If you haven't, please complete and return to the SEFA office. A survey, regarding our education direction, is included in this newsletter. Please return that one as well. We want to be sure our membership has a voice in the plans for our organization and for furthering of our industry. This assists us in planning in your best interests. Your thoughts, ideas etc are important, please feel free to contact me at any time with your thoughts, suggestions, etc.

Best Regards,  
Tony Nelson



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# Fastener Training Week

sponsored by Fastener Training Institute



April 1-5, 2013 Fastener Training Week will be offered in the Los Angeles area.

It will also be offered in the Cleveland area, July 22-26, 2013 at IFI Headquarters.

Since SEFA is one of the sponsors of Fastener Training Week, SEFA members have the opportunity to attend this class at a discounted rate. For more details, visit: [www.fastenertraining.org](http://www.fastenertraining.org) or contact Jeannine Christensen at [jchristensen@lafa.net](mailto:jchristensen@lafa.net)



## Members May Submit Additional E-Mails

It was great to see the increased involvement of members at our spring conference. We realize our mailings may not go to more than one person in a company but other may wish to receive them.

If you have additional personnel, besides the primary SEFA contact, whom you'd like to receive our E-Newsletters, please submit them to [sefa@thesefa.com](mailto:sefa@thesefa.com). We want to be sure to reach all who are interested in SEFA News.

## Member News

**Lindstrom Metric Acquires Bossard Metrics, Inc.-Blaine, Minn., October 5, 2012** –Lindstrom Metric LLC, a Harbour Group company, acquired Bossard Metrics, Inc., Virgil Lindstrom, founder and President of Lindstrom Metric, announced. Terms of the transaction were not disclosed.

Based in Elk Grove Village, IL, near Chicago, Bossard Metrics is the U.S. master distribution business of the Swiss-based Bossard Group. A premier supplier of metric fasteners to the U.S. distribution market, it sells only to distributors, with no direct sales to manufacturers. The company will be integrated with Lindstrom, enabling the combined operation to provide 2,000 distributor customers with more than 75,000 standard and specialty metric fasteners, further solidifying its position as the leading supplier of metric fasteners to the distribution market.

Concurrent with the acquisition, Lindstrom will become the exclusive master distributor for the entire range of Bossard products in the United States, and will exclusively distribute the industry-leading Bossard Group catalog to U.S. distributor customers.

Mr. Lindstrom said, "I am extremely excited about pulling Bossard Metrics into the fold as its 'BN' nomenclature is widely recognized throughout the industry. This transaction adds to our ability to execute and continue to be the key partner to our valued distributor customers. No other supplier will be able to offer the inventory breadth, product availability, ancillary services and order flexibility on standard as well as tens of thousands of low-volume metric fasteners."

"Bossard Metrics has an exceptionally strong presence in the marketplace," said Jeff Fox, Harbour Group's chief executive officer. He continued, "This purchase marks another milestone in the 40 year history of continuous expansion and development of Lindstrom Metric, and we're committed to supporting Lindstrom as it grows both internally and through other strategic acquisitions. The combination further strengthens Lindstrom's position as the metric 'specialist,' offering customers a broad assortment of metric standard and

specialty fasteners along with specialty plating, packaging, and other valued-added services."

"Harbour Group demonstrated strong operational and industry experience throughout this process," David Dean, CEO of Bossard AG, commented. "Their experience combined with their ability to move quickly and in a straight forward manner, assured me and the management team that Harbour Group and the Lindstrom team is well-suited to support the Bossard Metrics' customers and become the exclusive master distributor of the Bossard Group products to the distributor network in the United States. We're looking forward to working with Lindstrom for many, many years to come."

Harbour Group is a privately owned company based in St. Louis, Mo. Harbour Group and its operating companies are engaged in manufacturing, distribution, and specialty services in multiple industries, including specialty LED systems, niche distribution, logistics services, decorative kitchen and bath hardware, automotive enthusiast products, abrasives, diamond-cutting products and related tools, entertainment and music products, and auxiliary plastic processing equipment. Since its founding in 1976, Harbour Group has acquired 169 companies in 34 different industries.

*For further information contact:*

Paul Wagman  
Fleishman Hillard  
(314) 982-1726

**South Holland Metal Finishing/Monee, IL** proudly announces the addition of plating lines to increase its capacity in Zinc, Cadmium, and Zinc Nickel. In addition SHMF has received approvals from Ford for WSS-M21P51-A1/A5 and been notified that MacDermid's ZinKlad 1000B finish has also been approved for GMW 16730. GMW16730 is a new General Motors finish specification for a high gloss, zinc nickel coating that will replace the current GMW 4205 specification for all new applications. Our goal is to provide the very best service and the finest quality products in the industry. For more information please visit us at [www.shmf.com](http://www.shmf.com)

# Education Survey

SEFA is planning on expanding our focus on education/training. We are very interested in your thoughts and suggestions. Please take a few minutes to review and complete this survey and fax back to 847-516-6728. Your time and efforts are appreciated.

1. What are the most pressing needs in your business today?

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2. Would you and your staff participate in programs that focus on areas that are important to you?

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3. What would you consider a fair cost for a

- a. Webinar \_\_\_\_\_
- b. Half day program \_\_\_\_\_
- c. One day program \_\_\_\_\_
- d. Two day program \_\_\_\_\_

4. Here are some possible topics for education/training. Identify your priorities (1=highest)

- a. Product knowledge \_\_\_\_\_
- b. Management training \_\_\_\_\_
- c. Negotiation skills \_\_\_\_\_
- d. Inventory Management \_\_\_\_\_
- e. Customer retention \_\_\_\_\_
- f. Supplier relations \_\_\_\_\_
- g. Industry trends \_\_\_\_\_
- h. Operating in a world economy \_\_\_\_\_
- i. Sales training \_\_\_\_\_
- j. How to use the internet \_\_\_\_\_
- k. Information systems \_\_\_\_\_
- l. Financial management \_\_\_\_\_
- m. Heat Treat/Plating-beyond basics \_\_\_\_\_
- n. Intense Social Media Training \_\_\_\_\_
- o. Other (please identify) \_\_\_\_\_

Thanks for your participation.

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## SEFA Website Passwords

SEFA members can access the membership directory and all pictures, online.

All members have received their new password to access the SEFA website. As of December 31st, the old password will not work. If you need your password resent to you, contact Nancy Rich: [sefa@thesefa.com](mailto:sefa@thesefa.com)

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# Fastener Information Directory Available



## Need a Basic Fastener Tool?

This directory is a great tool for basics on many facets of the fastener industry. The Fastener Information Directory is Available in Multiple Formats.

| Format        | Cost    | Quantity | Total   |
|---------------|---------|----------|---------|
| Printed Book: | \$39.00 | x _____  | = _____ |
| Flash drive:  | \$35.00 | x _____  | = _____ |

## Order a Bundle (both formats) and deduct 10% discount

|                           |        |
|---------------------------|--------|
| Sub Total                 | _____  |
| Shipping charge per order | \$7.50 |
| <b>Total Due</b>          | _____  |

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Check Enclosed \_\_\_\_\_

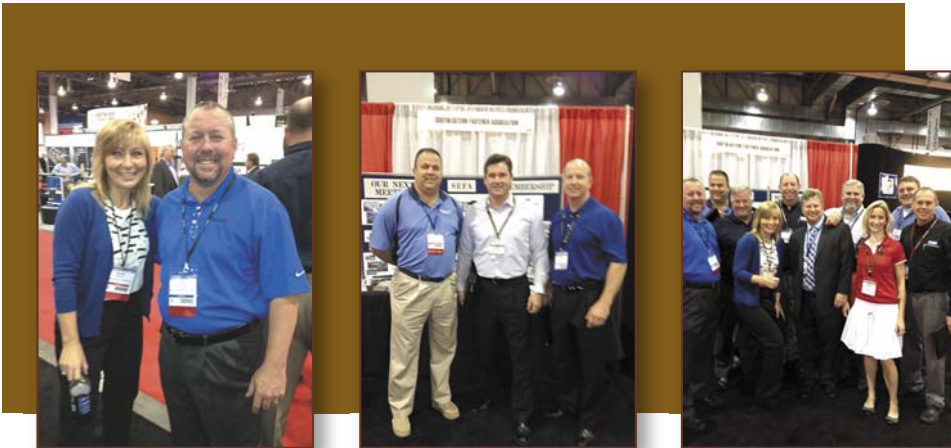
Bill credit card: MC  Visa  AmerExp

Card No. \_\_\_\_\_

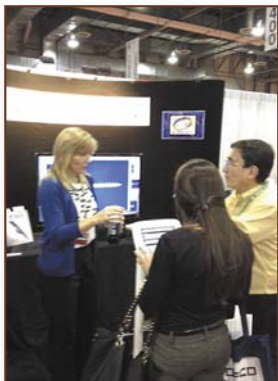
Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Please make checks payable to: Southeastern Fastener Association  
P. O. Box 473, Lake Zurich, IL 60047  
Fax 847-516-6728 E-Mail: [sefa@thesefa.com](mailto:sefa@thesefa.com)

# SEFA Members Enjoy Las Vegas!



The National Industrial Fastener & Mill Supply Expo was recently held at the Sands Convention Center in Las Vegas, NV. It was nice to have many of our members stop by the SEFA booth. We also enjoyed visits with some of our exhibiting members.



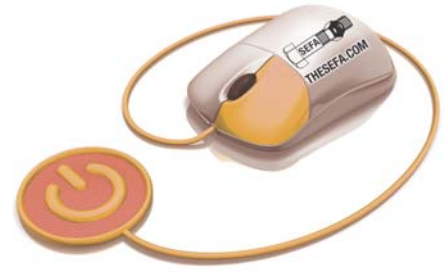
## Scholarship Applications Available Online!!

The deadline for applying is March 1, 2013.

The Southeastern Fastener Association has awarded over 125 scholarships since 1989. In addition to the Annual Gilchrest Foundation Scholarship, the Association uses funds raised to help as many as possible each year. Please consider making a scholarship donation with your upcoming dues payment.

Eligible applicants are employees of any member company, as well as spouses and children of employees.

To apply, visit [www.theseffa.com](http://www.theseffa.com) and download the Scholarship Application (pdf format). Print out the application, fill it out, and mail it to the address listed on the application. Please make sure that all applications have the signature and title of the sponsor and all required documents are complete and enclosed.



## E-News Ads

Although we only print a newsletter publication twice a year, you receive an E-Newsletters at least a dozen times a year. Why not think about taking out an ad on an E-News. To sponsor an E-News letter and have your company name across the top, the fee is only \$50 or commit to six for the year and pay \$225. Pricing for additional advertising opportunities is on our website or for a discounted price to cover all issues, contact Nancy Rich 847-370-9022.



# LinkedIn

*Join the SEFA LinkedIn group, so we can discuss upcoming conference, education programs, etc.!*



For complete report contact Nancy at sefa@theseffa.com

## **BB&TCM'S FASTENER DISTRIBUTOR INDEX (FDI) - SEPTEMBER SETTLES INTO AN UNCOMFORTABLE EQUILIBRIUM**

### **Key Points**

- **About the Fastener Distributor Index (FDI).** The FDI is a monthly survey of NorAm fastener distributors, conducted in partnership with the FCH Sourcing Network, which aims to provide insights into current trends/outlooks. As a diffusion index, readings above 50 signal strength and below 50 signal weakness. It should be directly relevant to Fastenal and broadly relevant to other distributors (W.W. Grainger, MSC Industrial).
- **September establishes its own trend: sluggish equilibrium (48.2, vs. 51.0 in August).** Technically, fastener distributors saw conditions get a little worse in September over August. Still, at this point we think taking a multi-month view is perhaps more helpful. Going back to June, what we see is that the FDI has oscillated around 50, averaging 49.0. The broader PMI has behaved similarly, straddling 50 and averaging 50.2 since June (**Exhibit 1**, next page). Sales (45.7, vs. 51.4 in August) again signaled a bit of weakening, worryingly alone in that distinction. The other three categories—Employment, Supplier Deliveries, and Customer Inventories—were mostly unchanged from August. Auto and construction markets stood out as relatively strong among end markets. *A pattern has formed the past several months of stubbornly sluggish conditions. But in as much as the step-down that occurred in June has plateaued rather than been followed by another should be taken as a positive.*
- **The 6-month outlook: similarly non-committal.** 31% of respondents expect activity to be higher six months from now, balanced against 26% that expect lower activity. ~43% of survey respondents expect business conditions to be the same as today. Strikingly, these readings are little changed from those of August. *The balance between those seeing things worsening versus improving and month-to-month stability points to a trendless environment, in our view.*
- **Pricing: any movement in September could be found in a continued mild worsening of pricing.** We suggested pricing was very marginally worse in August, and we think the same was true in September. The large majority of respondents saw no change in sequential pricing, but of those who did for the first time slightly more saw it down than up. More respondents still have higher annual pricing, but by the narrowest margin since we started the FDI. *We still see year-to-year pricing up 1%–2% in September. But the likelihood remains high it will continue to trend toward 0% over the near term as past increases anniversary.*
- **A quick question about how inside fastener sales people are paid.** This falls more under the category of curiosity, but we wanted to know how inside sales people tended to be paid in the fastener distribution industry. The answer: 63% receive a salary only, 29% receive a salary plus commission, and 9% receive a salary plus a bonus based on corporate profitability.
- **The September read-through to other distributors: should deliver an “as expected” September to finish off the quarter.** Granted, Fastenal’s August DSR wound up disappointing relative to what we thought would happen based on this survey, but with the stability that is settling in it seems September’s results should be consistent with the historical norm, maybe a touch better based on days. We think that points to a September DSR for Fastenal of up 13%–14%. That might be good enough to be in-line with to slightly above our Q3’12 forecast (\$800.3M), but is likely not good enough to meet consensus (\$805.6M). Given that distributors are highly correlated, we suspect the bias at **MSC Industrial** and **Grainger** is similar: in-line to lower than expected sales.