

June 2020



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The monthly e-newsletter exclusively for CBSA members keeps you informed about CBSA events, association updates, member news, industry happenings and more. Do you have a facility opening or are you hiring a new employee? [Send us](#) your company's news announcements and press releases for added exposure to CBSA members. It's free publicity!

The Value of Virtual Networking

Susan Avery, CAE
CBSA Executive Director

On Wednesday, June 10, CBSA was pleased to host a virtual round table discussion via Zoom. After so many months of travel restrictions and limited opportunities to network, those who participated in the round table enjoyed the chance to reconnect with their colleagues.



If you didn't have the opportunity to attend, here's a quick recap of the topics discussed:

- Current business conditions
- What they're seeing with regard to the economy opening up again
- How they have been using this time to train employees
- Adapting to having some employees working from home

There was a rich discussion about the supply chain and how customers are now looking for assurances that their supply of materials won't be interrupted. All agreed that belonging to CBSA can mitigate the risk of supply disruption. You are well connected to your business partners thanks to your membership, which can help you reassure your customers that you -- or one of your partners -- will be able to serve them.

This lively exchange of information was a reminder to all about just how much work has changed, but also how resilient we all are. Even if these conversations aren't happening at a cocktail reception at the convention, they can still be rich exchanges when done virtually.

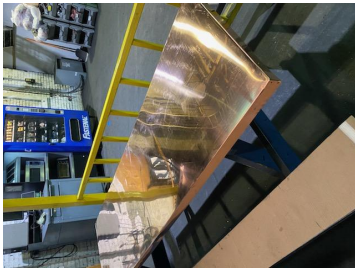
And, just a reminder that the CBSA COVID-19 resource page is being updated frequently, so please refer to it as you have questions:

CBSA COVID-19 Resources

CBSA News



Revere Copper Products, Inc. Protects Employees with Copper Cladded Tables



Revere Copper Products, Inc. is going the extra mile to keep their employees safe with the addition of copper cladded break room tables. The antimicrobial properties of copper are helping to prevent the spread of the COVID-19 virus.

www.reverecopper.com.

Invite Your Team: Guidance in an Uncertain Economy Virtual Keynote from ITR Economics



Friday, June 26, 2020
11:00 a.m. - 12:30 p.m. CDT

Never has it been more critical for company leaders and key decision makers to have a clear, impartial and data-driven perspective of how factors such as COVID-19 and oil price volatility will impact the economy moving forward, and what they should be doing in response. This session from ITR Economics will help you determine the best course of action for the most important part of the economy – you and your business. We will:

1. Look at a system of leading indicators proven to signal cyclical turns in the

economy and markets.

2. Present the outlook for the market segments most important to your industry.
3. Assess interest rate and other financial market trends, including the latest information on stock market performance.
4. Consider your 3, 5 and 7-year planning needs and talk about the 2020s and how you should prepare for challenges and opportunities.
5. Cut through the noise and present our expectation of both the human and the business impact of these black swan events.



Tariff Retaliation List to be Reviewed Every 180 Days

Approximately one year ago, it was brought to CBSA's attention that many copper and brass materials from mills located in the European Union (EU) had been added to a list of products under consideration for tariffs of up to 100 percent. This trade dispute originated as a U.S./Boeing vs. EU/Airbus dispute through the World Trade Organization (WTO) and then grew to an EU/Airbus vs. U.S./Boeing dispute through the WTO. Both parties are working to resolve these cases and/or establish a new trade agreement.

Following an investigation and nearly 15 years of litigation, the U.S. Trade Representative (USTR) determined that the EU denied U.S. rights under the WTO Agreement and failed to implement WTO Dispute Settlement Body (DSB) recommendations concerning subsidies to the EU large civil aircraft industry. Similarly, the WTO has also ruled that the U.S. has denied EU rights under the WTO agreement and failed to implement WTO DSB recommendations concerning subsidies to the U.S. large civil aircraft industry.

What this means for CBSA members

On February 14, 2020, the USTR announced a revised retaliation tariff list. Most of those products fell into the aircraft, aircraft parts, agricultural and textile categories. While copper and brass products were not included in that announcement, the USTR is required to revise the retaliation list of products every 180 days unless certain trade conditions – such as settling the dispute or a new trade agreement -- are met.

The USTR is expected to begin accepting public comments about what products should – or shouldn't – be considered for additional tariffs on or around June 23, 2020. Unless both parties settle the dispute or develop a new trade agreement, the next 180-revision is required on or about August 12, 2020. Therefore, even though copper and brass were not included on the list of products subject to tariffs that was published on February 14 of this year, there remains the possibility that they will be included in future decisions.

[Click here for the Federal Register Notices](#) that apply to this situation and for the form you can use to submit your comments to the USTR during the comment period that will begin shortly.



2020 CBSA Annual Service Center Training Event - Registration Open

The 2020 CBSA Annual Service Center Training Event is scheduled for **October 8, 2020**.



CBSA service center member company employees are invited to attend CBSA's 2020 Service Center Training Event hosted by [NGK Metals Corporation](#) on Wednesday, October 8, 2020 in Sweetwater, TN. For added value to attendees, a networking dinner will be held on the evening of Tuesday,

October 7.

This unique on-site learning opportunity allows CBSA service center personnel to meet with an industry supplier for a one-day hands-on training experience including a tour of their operations and classroom-style presentations from company experts.

Attendees will see the various processes within the NGK Metals mill, as well as a technical presentation. CBSA Service Center employees won't want to miss out on this opportunity to meet with an industry supplier and see their capabilities first-hand!

[Tell Me More](#)

Industry / Partner News



NAW Blog: Offering Virtual Over Human Services is a False Choice - Distributors in the Digital Era

The below excerpt is from the NAW Blog, Distributing Ideas. Additional posts can be found [here](#). This article is by Mark Dancer, NAW Institute for Distribution Excellence Fellow.

As distributors imagine business after the COVID-19 pandemic, there is a growing consensus that the crisis will lock in a trend toward customer preferences for

virtual experiences. While a sustained shift in buying habits is very likely, that outcome does not reflect the full impact on the future of business. Yes, social distancing has forced remote working and online ordering. However, the crisis also reveals that we are all members of cherished communities, and the path forward is about people working with people to solve problems.



Upcoming Events

June 26, 2020: [CBSA Virtual Keynote: Guidance in an Uncertain Economy](#)

October 7-8, 2020: [Annual Service Center Training Event](#)

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