



KEEPING YOU CONNECTED

November 2020



The Tubing & Alloy Experts

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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!

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## CBSA Member Round Table

Lance Shelton  
CBSA President

As I mentioned in my last *CBSA Connections* article, we are stronger together. Our association offers many ways to collaborate to strengthen our industry, one of which is our virtual round table meetings, which are open to all members.

[Registration](#) is now open for our last virtual round table meeting of the year. Please plan on joining us **Friday, December 4** to share questions, best practices and thoughts about what's ahead in 2021.



I attended the virtual round table held over the summer and was pleased to make new connections. I hope to meet even more new faces in December. Again, this call is open to all employees within your company, so please pass the invite along.

As we wrap up the year, business is as fast-paced as ever. It's important to stay connected during busy times in order to best meet the needs of our customers.

I hope you all have a wonderful, and safe, Thanksgiving. I look forward to catching up with you in December during the [CBSA Member Round Table](#).

## CBSA News



### Revere Marketing and Sales Team

Effective May 1, 2021, Joe Schoeck will retire from Revere Copper Products. Schoeck has been the vice president of marketing and sales with Revere since 2007. He has been instrumental in growing Revere's "all copper" strategy through current and new accounts.

Effective immediately, Amy O'Shaughnessy is promoted to vice president, marketing and sales. In addition to having full responsibility for all aspects of marketing and sales at Revere, O'Shaughnessy will also continue her role as the lead in Revere's strategic planning process. She will continue to ensure that the "voice of the customer" is embedded in Revere's future strategic plans.

Reporting to O'Shaughnessy will be the outside sales team (Bret Morgan, Dan Weber and Tom Mastandrea), Jim Walas, the manager of architectural services and the customer support team lead by Ashley Moore.

[Tell Me More](#)



### CBSA Webinar: Permanent Mold Casting - New Date

The Permanent Mold Casting webinar will now be held on **Wednesday, December 16 at Noon Central.**

Join CBSA for a webinar on *Permanent Mold Casting* presented by Alistair Brixey and Doug Smith of Bunting Bearings, LLC. This presentation will cover:

- The casting process
- Die set
- Common alloys
- Benefits of the permanent mold process
- Markets

[Tell Me More](#)



### Alro Steel Milwaukee Moves to Former Central Steel Building

Alro Steel is moving to a new location in Milwaukee, WI, USA. Effective Monday, November 23, 2020, the long journey will be complete. Alro purchased the former Central Steel building at 4343 South 6th Street in Milwaukee in early 2019. The project began with a 100,000-square-foot addition as well as a complete renovation of the existing warehouse and office space. The completed 205,000-square-foot facility allows Alro to expand their bar and sheet product offerings and processing capabilities, as well as focus on cut-to-size metals with next day delivery to Wisconsin customers.



## CBSA Member Virtual Round Table

CBSA Members are invited to join in a virtual round table discussion on **Friday, December 4, 2020 at 11:00 a.m. Central.**

This video conference will be an open discussion for CBSA members to share questions, best practices and thoughts about what's ahead in 2021.

This virtual round table is open to CBSA Members only. There is no fee to attend, but pre-registration is required.

[Tell Me More](#)

## Industry / Partner News



**Registration Now Open  
for UID 2021**

**Univid 2021**  
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## **NAW Blog: Are Your Managers Managing Your Culture? - 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.

I've learned from many distributor leaders that a company's culture is determined not only by its values, but by the particular employee behaviors that are most aligned with achieving its ideals. A positive, well-managed culture will drive productivity, reinforce customer experiences and enable innovations. A negative culture, however, can kill strategic initiatives and demolish returns on investment. How your employees behave determines whether your business culture is a creative or destructive force for innovation.

[Tell Me More](#)

## Upcoming Events

**December 4:** [CBSA Member Round Table](#)

**December 16:** [CBSA Webinar - Permanent Mold Casting](#)

**March 14-17, 2021:** [UID 2021](#)

**April 13-15, 2021:** [70th Annual CBSA Convention](#)

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Login to the [members' only area](#) of CBSA's website to access archived webinars, convention presentations, industry reports, economic data and much more.

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