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November 2021



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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!

Taming the Transportation Blues

Lance Shelton
President

As much as we all enjoy getting together to network at events such as the CBSA Convention and the new Red Metals Summit, another valuable benefit of being a CBSA member is having access to resources that our individual companies might not have access to. For example, one of the things on many CBSA members' minds these days has to do with transportation: the high costs, the delays, the headaches, I could go on. CBSA has arranged for some help in the form of a free webinar by Brent Hutto and Noel Perry of Truckstop.com, titled "The New Normal for Freight Transportation." If you attended their webinar in March, you'll know that you will get solid information about the freight transportation marketplace in the United States. This webinar will look at how the U.S. economy will grow out of these pandemic years and provide the tools to understand how the North American freight transportation data can help you plan for, budget and adjust your



business to survive and thrive as the U.S. Market adapts. The webinar is on Wednesday, December 15 at 3:00 p.m. EST and it's free to attend. Click below to register.

[CLICK HERE TO REGISTER!](#)

CBSA News



Alro Steel Plans New Facility in Cedar Rapids, IA

Alro Steel plans to build a US\$20 million office, warehouse and distribution facility in Cedar Rapids, IA. This 199,200-square-foot facility will be the first location for the company in the state of Iowa. This project qualifies under the city's high-quality jobs program, based on the creation of 10 or more jobs at or above Iowa's High Quality Jobs threshold of US\$24.20 per hour, said Caleb Mason, the city's economic development director.

[Tell Me More](#)

Aurubis Aurubis Teams Up with SMS to Build Recycling Plant

Aurubis AG and the SMS group will construct a multimetal recycling plant in the United States. As Aurubis announced on November 10, construction of the new Aurubis recycling plant will start in mid-2022 in Augusta, GA. Upon commissioning (scheduled for the first half of 2024), the plant will process about 90,000 tons of complex recycling materials annually. Aurubis is creating more than 100 jobs in the region as part of this project.

[Tell Me More](#)

Industry / Partner News



MARCH 21-24, 2022 // JW MARRIOTT // INDIANAPOLIS, IN



Up Your Game with Training for Distributors by Industry Thought Leaders

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Since its inception in 1994, UID has become known worldwide for excellence in education. UID is sponsored by the Association Education Alliance (AEA) a consortium of 40+ distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Working together, these groups take great pride in providing a superior learning experience for you. CBSA members receive the "AEA Association Members" discount.



NAW Blog: Do You Have a Plan to Dominate or Are You Just Catching Up? - 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.

More than ever before, distributors have the opportunity to break free of the chains that bind them to meager margins and feeble brands. But, there is a problem. The prevailing distribution mindset is that the forces of disruption and digital transformation highlight the weaknesses in the distributor’s business model. Distribution is threatened, but distributors can do more. The forces of change that are enabling disruption are also available to distributors. Breaking free requires a new mindset: Distributors can dominate!



December 15, 2021: [The New Normal for Freight Transportation](#), webinar

March 21-24, 2022: [University of Innovative Distribution](#), Indianapolis, IN

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