

May 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!

CBSA Virtual Meeting

Lance Shelton
CBSA President

Hello CBSA Members,

This is truly an unprecedented year in our country and the whole world. Our lives have been disrupted for months, and I sincerely hope that you, your families and your employees are staying safe and healthy. I look forward to more states easing their restrictions safely. From a personal standpoint, I haven't seen my mother in person since January. She received a heart transplant in 2017, so has to limit who she can see. She's doing great and we have video calls with her as much as possible. She recently said, "Everyone needs to get back to work quickly and safely." I'm glad she's doing well, and I hope all who need to continue social distancing do so for the time being. I also hope that all who can go back to work will be able to do so soon based on their local state and government guidelines.



Because we are all dealing with so many unknowns right now, CBSA is organizing a video call for members to discuss what we're doing to reopen and ramp up business again. This call will be on Wednesday, June 10 at 11:00 am.m CDT / 12 noon EDT. You can [click here to register](#). Be prepared to share what your company is doing and learn from your peers. It's not quite grabbing a drink at the bar during convention, but it is a good way to learn from each other virtually.

With so much going on and so many in need, I am pleased to share some very good news with you. I am honored and happy to announce that CBSA is awarding a

record number of scholarships this year. See below for the list of recipients and their parents' member companies. As I look at the names on this list, I realize that I've met many of these kids over the years because of our great industry. Some because we have worked together and others because they attended a CBSA convention with their parents. I am honored to be part of an association that can give a little something back to them for their hard work. I look forward to seeing all of you at next year's CBSA convention in Coronado, CA (near San Diego) on April 12-16, 2021.

Thank you to the Scholarship Committee for their hard work and the CBSA staff in Kansas City for getting this all done remotely.

And, just a reminder that the CBSA COVID-19 resource page is being updated nearly every day:

[CBSA COVID-19 Resources](#)

CBSA News



100th Anniversary of Farmer's Copper Commemorated with Plaque



Farmer's Copper is celebrating its 100th anniversary in 2020. To commemorate their first century in business, CBSA created a plaque that was going to be presented to the Farmers at the convention. Click above to see a short video of Dicky and Bob Farmer accepting the plaque.



Alro Steel Opens New Facility in Oshkosh, WI



Alro Steel opened its Oshkosh facility on Monday, March 16, 2020. The new 194,000 square-foot-facility is located at 3970 Poberezny Road, Oshkosh, WI. In addition to expanded product offerings, the Oshkosh location added new processing capabilities and equipment including shearing, large capacity saw cutting, shot blasting for material up to 60 inches wide, as well as new automated equipment to clean and prepare flame and plasma cut parts for shipment. The expanded inventory and processing services allow the Oshkosh facility to focus on cut-to-size metals and next day delivery to Wisconsin customers. [See the news story on alro.com.](#)

Virtual Keynote: Guidance in an Uncertain Economy

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.

Count Me In!

Congratulations 2020 CBSA Scholarship Recipients

The Copper and Brass Servicer Association (CBSA) is pleased to announce that 30 recipients have been awarded a 2020 CBSA Scholarship through the CBSA Educational Foundation in a record-breaking year. Annual CBSA scholarships are awarded based on a student's academic achievement, extracurricular activities and financial need. CBSA member company employees, children of member company employees and students enrolled in an undergraduate degree program for industrial distribution are eligible to apply.

The following students have been awarded a 2020 CBSA Scholarship:

- Brandon Adams, son of Richard Adams, an employee of Revere Copper Products
- Irma Avdic, daughter of Mirza Avdic, an employee of Wieland Rolled Products North America
- Jordyn Bishop, daughter of Don Bishop, an employee of Revere Copper Products
- Griffin Casella, son of Michael Casella, an employee of KME America
- Jacob Casella, son of Michael Casella, an employee of KME America
- Colton Davis, son of Bradley Davis, an employee of Revere Copper Products
- Andrew DePasquale, son of Kelly DePasquale, an employee of Wieland Metal Services
- Colin Glick, son of Brian Glick, an employee of Alro Steel and recipient of the Frank Brown Scholarship
- Easton Jackson, son of Dale Jackson, an employee of Materion Corporation
- Trinity Jopp-Parmentier, daughter of Troy Parmentier, an employee of Aurubis Buffalo Inc.
- Haley Key, daughter of David Key, an employee of NGK Metals
- Gage Kilborne, son of Carl Kilborne, an employee of Revere Copper Products, Inc.
- Lukas Ladekarl, son of Stefan Henne, an employee of Traxys North America
- Sebastian Lasher, son of Scott Lasher, an employee of Aurubis Buffalo Inc.
- Lezel Legados, daughter of Limuel Legados, an employee of Sequoia Brass and Copper
- Isabella O'Donnell, daughter of Timothy O'Donnell, an employee of Aurubis Buffalo Inc.
- Reilly O'Shaughnessy, daughter of Ryan O'Shaughnessy, an employee of Revere Copper Products, Inc.
- Maheen Qureshi, daughter of Kashif Qureshi, an employee of Revere Copper Products, Inc.
- Kate Riley, daughter of Brian Riley, an employee of KME America
- Hailey Roether, daughter of Steven Roether, an employee of Alro Steel
- Paige Rohrbach, daughter of John Stipa, an employee of Cambridge-Lee Industries, LLC
- Hannah Rotenberry, daughter of Cecil Ray Rotenberry, an employee of Revere Copper Products, Inc.
- Adrianna Roth, daughter of Charles Roth, an employee of Wieland Chase
- Laila Ruffin, daughter of Kelton Ruffin, an employee of Aurubis Buffalo Inc.
- Jacob Salisbury, son of Sam Salisbury, an employee of Concast Metal Products Co.

- Christopher Sauvageot, son of Christopher Jason Sauvageot, an employee of Alro Steel
- Rachael Smith, daughter of Douglas Smith, an employee of Bunting Bearings, LLC
- Autumn Waters, daughter of Jamie Waters, an employee of Wieland Copper Products
- Elizabeth Wieland, daughter of Caleb Wieland, an employee of Mueller Industries
- Olivia Wombacher, daughter of Chad Wombacher, an employee of KME America

“The COVID-19 pandemic has exacerbated an already challenging economic climate for the copper and brass industry. Parents who want the best possible education for their children may be struggling. The CBSA Scholarship Committee and the association leadership hopes that by increasing both the number of scholarships awarded this year and the total dollars awarded that we can help as many promising young people as possible to achieve their educational goals,” said David Goad, chair of the CBSA Scholarship Committee.

“On behalf of the CBSA Board of Directors, I congratulate all of the 2020 CBSA Scholarship recipients on their achievement and wish them much success, academically and in all future endeavors,” said CBSA President Lance Shelton.

[Click here for more information about the CBSA Scholarship program.](#)



2020 CBSA Annual Service Center Training Event - NEW DATE

The 2020 CBSA Annual Service Center Training Event has been rescheduled 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!



Industry / Partner News



NAW Blog: Unbundle and Rebuild Your Sales Force - 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.

Many distributors are reporting that the Coronavirus crisis is leading to an increase in online ordering and virtual interactions with their customer service reps and inside salespeople. As this trend takes root, it may shift customer interactions away from a distributor's field salespeople. As a result, salespeople may be defensive or uncomfortable. However, if customer behaviors are changing, there is a huge opportunity for your sales force around creating new value for customers.



Upcoming Events

- June 10, 2020:** [CBSA Virtual Round Table](#)
- June 26, 2020:** [CBSA Virtual Keynote: Guidance in an Uncertain Economy](#)
- October 7-8, 2020:** [Annual Service Center Training Event](#)

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