



KEEPING YOU CONNECTED

January 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 Convention is Around the Corner!



The CBSA Annual Convention offers something for everyone, from learning to networking to fun. Join us March 24-26 2020 in Lost Pines, TX, USA for the association's 69th Annual Convention.

There are only 62 days left until the convention! Make sure to register so you don't miss out! Early bird pricing expires **February 28th!**

[Count Me In!](#)

### Find the Good

Lance Shelton  
CBSA President

A good friend of mine has a terrific philosophy that I've tried to adopt throughout my life: When times are tough, he says "find the good" in the situation. I bring this up because we all need to find the good. After all, we can't always control the things that happen to us, our businesses, our families, etc., but we can control how we react to them. I'm inspired by Dan Gable, a 1972 Olympic gold medalist who had a stellar amateur sports career but tragedy in his personal life, as his



sister was murdered. I saw him speak many times and he always says, "How we react to adversity defines who we are and become."

Over the past six months, CBSA has faced some tough issues and I think we are going to come out of it stronger than before. I can't thank the current Board of Directors enough for their guidance and support. The fact is our industry is changing quickly, with possible tariffs in play with the European Union and some high-profile buyouts and mergers. It's more important than ever for CBSA members to come together and find the good as we look to the future of our association.

I look forward to seeing all of you at the [69th Annual CBSA Convention](#) in Lost Pines, TX, near Austin. During our time together, we'll reconnect, recharge and find the good in our industry and our partnerships. The convention is a little earlier than usual this year, so remember to register and book your hotel before February 28, when the early bird discount expires.

P.S. Let's also find the good with one of the most popular CBSA member benefits, the [scholarship program](#). If you or your colleagues have college-bound kids, you will want to check out this program. The application deadline is January 31.

## CBSA News



### Concast Receives AS9100:2016 Certification

Concast Metal Products Co. has been AS9100:2016 certified. Concast's systems have been formally recognized as conforming to the AS9100:2016 standard. Concast has, throughout its history, been fully committed to consistently providing quality products and services, and the AS process and certification formalizes those commitments.

This important designation ensures that Concast has implemented the best possible processes to supply the quality copper bronze alloys required by the aerospace, and oil and gas markets, as well as other industries.



### Alro Steel New Oshkosh Location Opening Early 2020



Alro Steel is pleased to announce construction of a new 194,000 square foot facility in Oshkosh, WI to be completed by February 2020. The new building will replace their current 66,000 square foot facility in Oshkosh in early 2020. This will allow Alro to expand their product offerings and processing capabilities and focus on cut-to-size metals with next day delivery to Wisconsin customers.



## Deadline Approaching: 2020 CBSA Scholarship Program



**COLLEGE IS  
EXPENSIVE**



The CBSA Educational Foundation was established to develop and administer the annual scholarship program at the undergraduate level to promote studies in fields helpful to copper and brass and/or industrial distribution.

Through the CBSA Educational Foundation, CBSA offers annual scholarships to:

- Employees of CBSA member companies
- Children of employees of CBSA member companies
- Students enrolled in an undergraduate industrial distribution degree program

This program benefits both deserving students and academic institutions while also helping to channel outstanding personnel into employment within the copper and brass industries.

**All scholarship applications are due by Friday, January 31, 2020**



## Industry / Partner News



**Save US\$1,000 on UID registration**

A promotional banner for UID 2020. The top section is light blue with the "uid2020" logo in purple and blue, and the text "MARCH 8-11, 2020 • JW MARRIOTT INDIANAPOLIS • INDIANAPOLIS, IN". A purple diagonal banner on the right says "EARLY REGISTRATION ENDS JANUARY 12". Below this is a dark blue section with a circular photo of Ed Shultz on the left and a quote on the right. The bottom section is purple with white icons of a lightbulb, a graduation cap, and a group of people.

**uid2020**  
MARCH 8-11, 2020 • JW MARRIOTT INDIANAPOLIS • INDIANAPOLIS, IN

**EARLY REGISTRATION ENDS  
JANUARY 12**

*"I enjoyed the UID program for the opportunity to go back to the theory of how to be better and also the discussions of reality with other attendees. There's nothing easy about the distribution world, and UID pushed me to think far beyond what I normally do. I am glad that I was there."*

**- Ed Shultz, Hillman Brass & Copper, Inc.**

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry.

Sponsored by CBSA, the University of Innovative Distribution (UID) annual four-day program offers a strong value for professional continuing education for the wholesale/distribution industry.



## NAW Blog: Are You Ready for the Millennial Invasion? - 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.

By the year 2025, 75 percent of the workforce will consist of Millennials. With this rapidly growing demographic, many employers are finding themselves face to face with an evolving work culture: What once motivated Baby Boomers and Gen Xers doesn't quite fit the bill for today's working Millennials. Across many industries, employers are finding challenges in innovative and effective ways for both how they recruit Millennials and how to retain them in the workplace. Are you ready for the Millennial Invasion?



### Upcoming Events

**March 24 - 26, 2020:** [69th Annual CBSA Convention](#)

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