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December 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!



Announcing the 71st Annual CBSA Convention

Susan Avery, CAE
Executive Director

We are thrilled to announce that registration is now open for the 71st Annual CBSA Convention. It will be April 12-14, 2022 at the Wyndham Grand Clearwater Beach.



You might notice some changes to the schedule for this convention. We received feedback from many people who stopped attending the convention because they could not justify so much time out of the office.

Therefore, CBSA leadership agreed to move the golf tournament to the afternoon of the first day of the convention and the optional tour to the afternoon of the last day. If you want the full convention experience, arrive early and enjoy all of the planned activities. If your time is limited, you can attend just for the business and educational programming scheduled, and still enjoy networking with your peers. We will share more details in the coming months.

In the meantime, please join me in congratulating Diego Davila from Tecnofil SA for being the very first person to register. We look forward to seeing you all there -- in person once again!



CBSA News



Alro Steel Acquires Ace Steel

Alro Steel has acquired Ace Steel in Roanoke, VA. Ace Steel was founded in 1992 as a steel distributor serving the Roanoke Valley. In addition to stocking metals, Ace Steel can burn, drill, saw and shear custom pieces.



It's Scholarship Season

Applications are now being accepted for the 2022 CBSA Scholarships. CBSA members, the college-bound children of CBSA members and students in an industrial distribution program are eligible to apply. This program benefits both deserving students and academic institutions while also helping to channel outstanding personnel into employment within the copper and brass industries. The application deadline is March 4, 2022, so apply today!

[Tell Me More](#)

Industry / Partner News



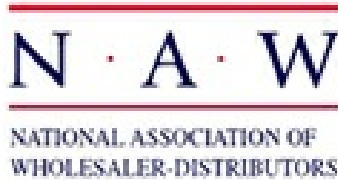
MARCH 21-24, 2022 // JW MARRIOTT // INDIANAPOLIS, IN

uid
2022

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. Register by January 31, 2022 to receive the early bird discount.



NAW Blog: Viva la revolucion: A Movement for Distributor Dominance - 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 adopting a [new mindset](#), distributors have the opportunity to break free of the chains that bind them to meager margins and feeble brands. That mindset is about believing that they can do more than survive. Distributors can dominate! To do so, they must master the forces of change that enable disruption and offer game-changing customer experiences. Distributors must act not as outsiders, but as real-world insiders committed to helping their customers embrace the future of business. Above all, distributors must create a tidal wave of business model innovation that captures the imagination of customers and suppliers. For distribution to dominate, every distributor needs to join the movement.



Upcoming Events

March 21-24, 2022: [University of Innovative Distribution](#), Indianapolis, IN
April 12-14, 2022: [71st Annual CBSA Convention](#), Clearwater Beach, FL

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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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