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October 2021



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Red Metals Summit Recap - Staying Power: How to Keep Employees Longer

Susan Avery, CAE
Executive Director

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Workforce Retention Strategist Shelonda Darling from Magnet Culture shared insight on why staffing is so challenging today and additional ways to gain greater staffing stability. She showed attendees how to slow the revolving door, more effectively manage the impending shorter-term workforce and maximize the time you have with each employee.



Some takeaways from the retention action plan include:

- Genuinely checking in with your employees

- Communicating expectations
- Not assuming why people quit
- Texting applicants if leavings voicemails isn't working

Are you doing this with your employees? During the pandemic, three million women left the workforce and two million Baby Boomers retired **early**. Recruitment and retention efforts are more important than ever.

CBSA News



IBC Advanced Alloys Names Chief Technology Officer to Explore Production of New Advanced Alloy Products



*Ben Rampulla,
IBC's New Chief
Technology Officer*

IBC Advanced Alloys Corp. has named Ben Rampulla as its chief technology officer. The company also named Mark Doelling, a 30-year veteran of the specialty alloy industry, to lead its engineered materials (EM) division. The EM division produces IBC's high-performance beryllium-aluminum alloy products for defense systems and commercial applications such as semiconductor chip manufacturing. Rampulla, a 40+ year veteran of the investment casting industry, has served as president of IBC's EM division since 2018. As chief technology officer, he will lead a team charged with developing new applications and markets for beryllium-aluminum, beryllium-copper and other strategic alloys.

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Aurubis Commissions Largest Environmental Protection Installation in Hamburg Since the 1980s

Aurubis AG inaugurated a new system for reducing diffuse emissions (RDE) in primary copper production at its Hamburg, Germany site. The construction work was carried out over 18 months during ongoing operations. For example, roof openings on the building housing the primary smelter were closed and connected to a new, high-performance exhaust system with state-of-the-art, ultra-fine filters and automated installation technology. Diffuse emissions are suctioned off and cleaned in the system, and the residual quantities are redirected to the production

cycle.

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Industry / Partner News



NAW Blog: Is Storytelling the Missing Link for Leveraging Distributor Data? - 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.

Virtually every distributor understands that mastering data, analytics and artificial intelligence (AI) is essential if distributors are to survive and thrive in the digital age. However, few leaders have a comprehensive game plan for turning their company into a data-driven business.

The two most common approaches to mastering data, analytics and AI are hiring data analysts and buying digital tools that are ready-made to implement turnkey AI solutions. These approaches may be useful, but they do not address the most fundamental challenge for distributors: distributors are people businesses. Without a strategy that addresses human barriers and aspirations, data initiatives will fall far short of their game-changing potential for dramatically improving distributor competitiveness.

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Upcoming Events

Stayed Tuned for upcoming event information!

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