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March 2023



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The monthly e-newsletter exclusively for CBSCA members keeps you informed about CBSCA 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 CBSCA members. It's free publicity!

The Copper and Brass Supply Chain Association

Susan Avery

CBSCA Executive Director



Hello Copper and Brass industry professionals!

We are less than one month away from the 72nd Annual CBSCA Convention in Lost Pines, TX on April 18 – 20, 2023. If you haven't registered yet, click [here](#) to sign up for this three-day opportunity to create vital business connections, learn from red metals market leaders and maximize your investment in CBSCA.

The CBSCA Board and staff have lined up an excellent educational program for attendees. I am so excited for our keynote speakers, Connor Lokar, ITR Economics, and Jeff Tobe, CX Edge. Additionally, joining us for one of the two industry round tables is Erica Lasdon, ClimeCo.

Economic Update presented by Connor Lokar, ITR Economics

The highlight of every convention is our annual economic update from CBSCA's chief economist, Connor Lokar. Few economists can present their insights with the authority, accuracy and humor that Lokar brings. As a millennial, Lokar brings a new perspective to the world of economics, delivering ITR's industry-leading accuracy to current C-suite executives while forging connections with the next generation of business leaders.

Becoming the Employer and Vendor of Choice presented by Jeff Tobe, the CX Edge

Certified Speaking Professional Jeff Tobe's credentials are impressive. Insider Magazine dubbed him "The Guru of Creativity" and readers of *Convention & Meetings Magazine* chose him as one of the top 15 speakers in North America. He is a creativity and customer experience expert, professional speaker and bestselling author who works with companies and organizations who want to increase their bottom line by changing their customer experience and retaining great talent.

Industry Roundtable: Environmental Social Governance (ESG) facilitated by Erica Lasdon, ClimeCo.

Erica Lasdon is the Senior Director of Capital Markets for ClimeCo, a global sustainability company advancing the low-carbon future with market-based. Erica will guide a discussion on the Environmental Social Governance (ESG) questionnaires and audit requests that CBSCA providers are or will be soon getting from their customers.

The convention is a place to grow both personally and professionally, and often times the best connections are made outside the business and educational sessions. I encourage you to also join us at the social events offered during the convention.

Sign up for the CBSCA Golf Outing on Tuesday, April 18, 2023, to play at an award winning, beautiful course with your colleagues.

The second social event is a first for the convention, an Iron Chef Cooking Competition! Participants will be divided into teams to cook up the best dish. Each team will be given ingredients and additional instruction to create their own guacamole, salsa and margaritas. Once your team is done cooking, a panel of judges will determine which team are the "Iron Chefs"!

Lastly, I want to emphasize the importance of contributing to the Copper and Brass Industry Roundtable discussions on Tuesday and Wednesday. These roundtables give us all the opportunity to discuss timely issues in the industry and encourage collaboration among our association for the greater good.

I look forward to seeing you at the gorgeous Hyatt Regency Lost Pines next month!

CBSCA News

Don't miss out!

Register for the 72nd Annual CBSCA Convention!



Join the Copper and Brass Supply Chain Association in-person at the 72nd Annual CBSCA Convention in Lost Pines, TX where we will enjoy:

- Keynote speakers and round table discussions
- Opportunities to make and renew vital business connections
- The opportunity to learn more about the association and its members, grow professionally and personally and maximize your investment in CBSCA

The CBSCA Annual Convention offers something for everyone, from learning to networking to fun. We can't wait to see you again this April 18-20, 2023, in Lost Pines, TX!

[Count Me In!](#)

Industry / Partner News



Alro Steel Celebrates 75 Years

On March 16, 2023, Alro Steel celebrated 75 years in business. Al Glick began Alro Steel with his brother Robert, the "RO" in ALRO, with one location in Jackson, Michigan in 1948.



Since then, Alro has grown to over 75 locations in 15 states with 3,000 teammates.

[Tell Me More](#)

wieland chase

Wieland's solar park strengthens regional power generation

Less than six miles away from Wieland's headquarters in Ulm, one of the largest contiguous solar parks in southern Germany will be built by 2024. The 24-hectare site lies in the neighboring town of Erbach. The expected electricity yield of 26 gigawatt hours per year corresponds to six percent of the annual requirements of Wieland Werke AG. In addition, the planned solar park will help reduce annual CO2 emissions by around 18,000 tons.



[Tell Me More](#)



Sequoia Brass and Copper produces a 90-second factory tour video

Watch Sequoia and Brass' new 90-second factory tour video!



[Tell Me More](#)



Dick Swan Celebrates 30 Years at Revere Copper Products, Inc.

Swan joined Revere's IT Team as a programmer in 1994 following a career in the United States Airforce. In his almost 30 years of service to Revere Copper Products, Inc., he has spent over twenty years as IT Manager. Congratulations to Swan for a successful career so far!



[Tell Me More](#)



Data-Driven Distributor Transformation: The Metrics That Matter

The below excerpt is from the NAW Blog. Additional posts can be found [here](#). This article is by David Bauders.

Over the thirty years since starting the company now known as SPARXiQ, I've worked with over a thousand industrial B2B distributors across a broad diversity of vertical markets. What has struck me across these many years is the surprising variability of business and financial performance within industry sectors.

[Tell Me More](#)



ITR ECONOMICS

First In Forecasts Worldwide

How Bad Will the 2024 Recession Be?

ITR Economics is forecasting that a macroeconomic recession will begin in late 2023 and persist throughout 2024. Business leaders recently had to lead their

companies through the recession during the COVID-19 pandemic, and some were even in leadership positions back in 2008, during the Great Recession. It is common and understandable to be wary about next year's downturn. We know that recessions vary in severity – just how bad will the 2024 recession be?



Upcoming Events

April 18 - 20, 2023: [72nd CBSCA Convention, Lost Pines, TX](#)

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