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February 2022



Thank you to this month's sponsor:



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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!



See You at the 71st Annual CBSA Convention

Susan Avery
CBSA Executive Director

As we plow through the tail-end of winter, I look forward to seeing each one of you this spring at the Wyndham Grand Clearwater Beach for the 2022 CBSA Convention on April 12-14, 2022. We are ecstatic to announce two outstanding speakers for the convention: Connor Lokar and Kenneth Gronbach. Connor, who is back by popular demand, will share his economic insight and forecasting, as well as take a deep dive into outlooks for several of the top markets for red meta.s. We will then hear from demographer Kenneth Gronbach who will discuss labor and customer strategies for a post-COVID era. You won't want to miss either of these keynotes.



If you haven't done so already, register for the convention, book your beachside room and sign up for the exciting excursions we have planned for the convention; the CBSA Golf Tournament at the stunning Cove Cay Golf Club and a Tiki Tour to see Clearwater by boat! I look forward to seeing you all there.



CBSA News

Register for social events at the CBSA Convention!



Spend the day networking and playing golf with colleagues while admiring the stunning views of Old Tampa Bay at the [Cove Cay Golf Club](#) on April 12, 2022.



See Clearwater by [Tiki Cruise](#)! Hop aboard a floating tiki and view dolphins and manatees on April 14, 2022..



CBSA Scholarship Application Deadline is March 4

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

Revere Copper Products, Inc. launches new website!

Revere Copper Products, Inc recently rolled out a new website. There, you can read all about the history of the company, their mission statements and all the products they supply to different industries. Plus, there's an eye-catching video on the home page. [Click here to visit the new site.](#)





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



University of Innovative Distribution Registration Deadline is March 6

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. Be sure to indicate that you are a CBSA member so you can receive the discount!



NAW Blog: Do COVID-Savvy Customers Want More Than Online Shopping? - 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.

The threat of disruption and the opportunity for digital transformation are coming to distribution. The battle is already underway, and distribution needs your help. Distributors are aware of the challenge, and many are putting up modern e-commerce platforms and exploring the use of digital tools. But more is needed—and you can help!



March 21-24, 2022: [University of Innovative Distribution](#), Indianapolis, IN

April 12-14, 2022: [71st Annual CBSA Convention](#), Clearwater Beach, FL

For **Editorial Information**, contact

[Kailee Canty](#), marketing and education manager



For **Advertising Information**, contact

[Dave Blackhurst](#), director of membership and sales

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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