



KEEPING YOU CONNECTED

January 2021



The Tubing & Alloy Experts

Thank you to this month's sponsor:

[Lewis Brass and Copper Company](#)

[HOME](#) [ADVERTISE](#) [CONTACT](#)

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!

Virtual Learning Opportunity

Lance Shelton
CBSA President

The University of Innovative Distribution focuses 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 CBSA, in cooperation with the Department of Technology Leadership and Innovation of Purdue University.



While UID won't be meeting in person this year, they are offering an exceptional program in a streamlined digital format. Attendees can choose from an all-access attendance or a one-day pass. Courses are organized into educational tracks related to sales, distribution strategy, operations, leadership, marketing, management and operations. With no travel costs and a much lower registration fee, this year's UID program provides the opportunity for more of your employees to take advantage of the program and learn how to advance in today's rapidly-changing business climate.

CBSA Past President, Garret Herringdon, has this to say about UID:

"Southern Copper & Supply has been sending employees to UID for the last five years. Everyone that has attended raves about the content and ability to interact with similar companies. With this year moving to virtual, we plan on having it available to more employees that might not have had the ability to travel for the three-day course in the past. This past year has taught us to be even more open to new forms of education. We look forward to another year of valuable information that we can use on a daily basis to make our business better."

So what are you waiting for? Take advantage of this unique opportunity and register for the University of Innovative Distribution today!

[Count Me In!](#)

[Tell Me More](#)

CBSA News

United States Trade Representative: Large Civil Aircraft Dispute

On December 30, 2020, the United States Trade Representative (USTR) announced new Section 301 - Large Civil Aircraft Dispute Annex 1 tariff revisions. These active tariff list revisions are procedural and need to be made no later than every 180 days (until the dispute is resolved). The next revision was expected to come on or slightly before February 8, 2021. However, it appears that the USTR wanted to get this revision in early due to the change in administrations.

The products subject to the additional tariffs include aircraft manufacturing parts from France and Germany, certain non-sparkling wine from France and Germany and certain cognac and other grape brandies from France and Germany. Copper and copper alloy mill products remain on Annex 2 and are not subject to any tariffs. The new tariffs went into effect on January 12, 2021. Due to this early revision announcement, the next revision is expected to come in late June.

[Tell Me More](#)



HusseyCopper

KPS Capital Partners Complete Acquisition of Hussey Copper

KPS Capital Partners, LP announced that, through a newly formed affiliate, it has completed the acquisition of Libertas Copper, LLC (Hussey Copper) from Zohar III, Ltd. and Ark II CLO 2001-1, Ltd. KPS acquired Hussey Copper as part of an ongoing monetization process conducted by Zohar III. The United States Bankruptcy Court for the District of Delaware formally approved the transaction on November 30,

2020. Hussey Copper is the third acquisition completed by KPS Special Situations Mid-Cap Fund. Financial terms of the transaction were not disclosed.

[Tell Me More](#)



Cambridge-Lee Industries LLC

Former CBSA President Retires from Cambridge-Lee Industries LLC



Dan Erck, former CEO of Cambridge-Lee Industries LLC and CBSA past president, retired in 2020. Erck was with Cambridge-Lee for 35 years and served in various roles including the executive vice president of the Industrial Metals Divisions.

He served the red metals industry faithfully and was president of CBSA from 2008-2010.



Last Chance to Apply for a CBSA Scholarship

The deadline for the 2021 CBSA Scholarship program is **February 15**. Students in accredited undergraduate or graduate programs (including high school seniors) are eligible to apply if they are:

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

[Tell Me More](#)

Industry / Partner News



Registration Now Open for UID 2021

Learn from 23 renowned wholesale-distributor thought-leaders who include university professors, industry experts, authors and consultants.

Unsure what courses are right for you? Grouped in one of six education tracks

based on topic, you can easily choose the track and/or course that best meets your needs and interest. Course tracks include:

- **Distribution Strategy:** Courses in this track will help distributors evaluate performance and identify opportunities for improvement. In addition, learn how to grow profit by aligning your pricing structure with your company's overarching goals to improve the bottom line.
- **Leadership/Professional Development:** Courses in this track will teach the skills needed to become effective leaders in a diverse workplace. Participants will learn how to respond to crises and economic disruption effectively and efficiently.
- **Management:** Courses in this track are intended to help managers build a culture of success— creating healthy work environments that encompass trust and respect. Learn how to identify gaps in productivity, successfully onboard and train new hires, and clearly define realistic expectations for the future.
- **Marketing:** Courses in this track will teach you how to become a more effective marketer — creating stories that resonate with your customers. Additionally, you will learn how to implement new and emerging sales and marketing technology to grow revenue for your company.
- **Operations:** Courses in this track will teach you how to build profitable operations and a well-rounded customer service experience. Move the needle on operational performance by learning how to select, implement and apply technological advances that work.
- **Sales:** Courses in this track will teach you how to perfect your sales and negotiation skills. Learn the key elements of sales management, how to reach the right people with the right message and how to implement effective go-to-market strategies.



NAW Blog: NAW Podcast Series: INNOVATE TO DOMINATE - 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.

In the digital age, the battle for customers is not just about putting up a web store or leveraging artificial intelligence for optimal pricing or effective selling. The real struggle is about ideas. The NAW Podcast Series: INNOVATE TO DOMINATE helps distributors access and create new ideas as they follow the roadmap to innovation



Upcoming Events

March 15-17, 2021: [UID 2021](#)

April 13-15, 2021: [70th Annual CBSA Convention](#)

For **Editorial Information**, contact

[Courtney Karr](#), director of marketing and education



For **Advertising Information**, contact

[Sean Moore](#), sales executive

Login to the [members' only area](#) of CBSA's website to access archived webinars, convention presentations, industry reports, economic data and much more.