

NAHAD Executive Update



Dear NAHAD Members and Industry Colleagues:

Wow. What a year it has been. I know it's brought many challenges to our members and to our industry, but with challenges comes many opportunities. NAHAD is

no different – we have undergone quite a transformation as NAHAD's board and staff have worked together to reevaluate the association to ensure we are bringing you, our members, programs and services that benefit the future of your business – especially during times of economic and political uncertainty.

Before sharing specifics related to this year's initiatives, I would be remiss if I didn't offer a world of gratitude to NAHAD's leadership, especially our Executive Committee. Led by the strategic vision of NAHAD President Sam Petillo, this year's board has executed a pretty extensive agenda in a dedicated and forward-thinking manner. Our goal has been to look at everything NAHAD offers to ensure it makes sense in today's evolving marketplace. As a result, some programs have been scrapped, some completely revamped, and some new initiatives launched. Change often can be a painful process but hopefully, the results make it worth it.

NAHAD | Safety, Quality
HOSE SAFETY INSTITUTE & Reliability

Hose Safety

Nothing is more synonymous with NAHAD than a commitment to hose safety. Our members of the Hose Safety Institute are the most professional in the business and NAHAD continues to focus on expanding the reach of our safe hose assembly message. In 2019, we launched NAHAD Academy, NAHAD's e-Learning program, to ensure all member organizations have access to affordable and relevant educational content. NAHAD Academy offers Hose Safety Institute training through an online portal, so your employees can learn applicable industry knowledge conveniently at a pace that works for

them. We are pleased to announce that in addition to the HSI Handbook, all five fabrications guides are now digitally available through NAHAD Academy. Keep an eye out for new customized industry content to be added later in 2020.

I am also pleased to report that NAHAD relaunched its Regional Training program last September in Cleveland. This two-day, hands-on training program promoted and encouraged the adoption of Hose Safety Institute guidelines and best practices in hose design, manufacturing, and fabrication. We continue to build on the success of this program, hosting NAHAD's 2020 Regional Training October 5-6 in Houston, in conjunction with Hose & Coupling World.

Networking

NAHAD is an organization built on relationships, and networking is paramount to what each of us do every day. NAHAD's Annual Convention is the pinnacle of networking opportunities, and I know we have built a program in 2020 that exceeds your expectations. From our opening party to speed networking to networking at the pool, there is something for everyone this year at Atlantis.

NAHAD also provides networking opportunities through our other events like Regional Training as well as the University of Innovative Distribution (UID). UID is a powerful, four-day educational experience specifically designed for distributors. In addition to exceptional educational sessions that are unique to the wholesale-distribution industry, UID offers attendees the opportunity to network with like-minded peers across industries to understand challenges facing distribution.

Public Policy

I think it's safe to say that in today's political climate, the more information we have, the better it is for our businesses. As a result, NAHAD has focused efforts on generating relevant content related to regulatory and legislative changes. In 2019, NAHAD announced NAHAD Issue Alerts, a series of briefs on key regulatory topics affecting the hose and hose accessories industry. From tariffs to trucking changes to Section 199A, these briefs covered key developments affecting the profitability of NAHAD member

companies. In 2020, NAHAD also launched Industry Updates in partnership with Cleveland Research, an independent research firm focused on ground-level intelligence within industrial industries and the field of distribution.

Data Insights

In my opinion, providing relevant industry data is one of the biggest benefits of NAHAD membership. In 2020, NAHAD built on its program offerings, providing industry leaders with the latest news, innovations, trends, and information about the industry. These include the Monthly Industry Trends Study, the Bi-Annual Compensation Report, the National Association of Manufacturers' Weekly Economic Report, MDM's Markets Monitor Quarterly, and NAHAD's Financial and Operational Benchmarking Study. All are included with your NAHAD membership, but some do require participation to receive the reports.



Communication Services

Bringing industry news and information to our members is something that is vitally important. As a result, NAHAD offers multiple communication platforms to ensure information is reaching the right people, in a format that works best for them. As our world continues to digitize across channels, so will NAHAD. In 2020, we enhanced our online communications, including nahad.org, video production, our online newsletter *HoseConnections*, and our social media platforms. While our printed publications are still important, this year NAHAD will decrease *NAHAD News* from six publications annually to four. We have also combined our Show Guide and Membership Directory into one publication, streamlining the process and providing a vehicle for online updating and maintenance. Our goal is to move more and more of our products online while still providing communication vehicles that are valued by our members.

NAHAD ACADEMY | Skill, Knowledge & Competence

Education

I hear time and time again that workforce development and training is paramount to the success of NAHAD's member companies. Finding, training, and, most importantly, retaining employees occupies much of our time. During the past year, NAHAD launched multiple tools to help our members navigate this process. Through NAHAD Academy, members have access to a wealth of training tools covering everything from workplace safety to marketing to supply chain to warehouse management. Additionally, NAHAD hosted six webinars this past year on relevant industry developments, ranging from regulatory updates to hose safety and more. Combined with Regional Training and the educational content provided through the Annual Convention and other events, valuable industry content is available for anyone who is interested.

Involvement

I saved this one for last as I think it's the most important. The value of your NAHAD membership increases exponentially the more you get involved. So, join a committee. Volunteer to serve on the board. Bring your ideas to the table. I don't want to speak for our current leadership, but I believe virtually each individual would say their business has been enhanced by their time on the NAHAD board. Relationships are strengthened; new partnerships are created; lifelong friendships are born. I encourage you to reach out to me to learn more about how you can get involved. I promise you it's not too heavy a lift and we definitely have some fun along the way.

So, with my sincerest gratitude, I want to thank NAHAD's incredible leadership and each of you for the opportunity to serve as NAHAD's Executive Vice President. I look forward to where 2020 takes us, as an association and as an industry, and welcome your feedback at any time at mmullins@nahad.org.

Sincerely,

Molly Alton Mullins

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NAHAD EXECUTIVE VICE PRESIDENT