

THE WHOLESALE

News of Plumbing • Heating • Cooling • Industrial Piping Distribution



**Incorporating our
2010 -11 Listing of
Manufacturers'
Representatives!**
Section begins on page 34.

Among the Executive Committee of the Association of Independent Manufacturers Representatives are (front row, from left): Alan Guidish, CPMR, Preferred Sales; Ken McGregor, CPMR, McGregor & Associates; Mike Parham, Pepco Sales; (and back row) Steve Fleming, CPMR, Reid Pacific Co.; and Mark Creyer, L&R Associates. See Mary Jo Martin's Q&A with AIM/R president Mark Creyer beginning on page 89.

LENOX opens its Institute of Technology

EAST LONGMEADOW, MASS. — The grand opening ribbon cutting for the new LENOX Institute of Technology took place on June 7. The institute is located within the company headquarters in East Longmeadow.

The 1,500-square-foot training center is designed to provide hands-on training with LENOX tools and
(Turn to 'L.I.T.' open... page 95.)

Rinnai extends warranty on condensing units

PEACHTREE CITY, GA. — Rinnai Corporation has extended the heat exchanger warranty from three years to 12 years on RC98HPe, RC98HPi, RC80HPe and RC80HPi condensing tankless water heaters used in recirculating applications. The new warranty pertains to recirculating systems that are controlled through an aquastat/thermostat, a timer or an on-demand system.

*"We originally implemented a re-
(Turn to Better warranty... page 95.)*

To offset emissions from transport...

TOTO adopts carbon neutral shipping

MORROW, GA. — TOTO USA has further expanded its sustainable logistics initiatives by adding UPS's new carbon neutral shipping program to its energy-efficient

supply chain.

Adding this program to its sustainability practices enables TOTO to offset the carbon dioxide emissions generated by the transport of its small package shipments within the U.S. A deciding factor in the company's decision to adopt the new initiative is the fact that the program is verified and certified by independent third-party

testing companies. TOTO expects to ship 75,000 carbon neutral packages in the first year.

TOTO continually strives to reduce its carbon footprint and exceeds many standards for green manufacturing in all of its facilities. Not only are these plants approaching "Water Neutral" status, they have also used the following methods to reduce all waste streams to nearly zero:

- Imperfect and damaged china is crushed
(Turn to Serious about... page 95.)



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- Feeds and retrieves 3/8" cables at 16 feet per minute.
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- Clears 1-1/4" to 4" lines of rust, grease, sediment and scale.
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- Ideal for cleaning drum traps and long narrow lines in trailer homes.
- Self-contained pump and pressure gauge.
- Optional toilet attachment available.

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"My workhorse!"

Carl Helt, Helt Plumbing, Charleston, MD

"We used the Speedroooter on four separate jobs in one day and it came through every time!" says Carl Helt.



Speedroooter 92 – Job Tested Tough

Contractors like Carl know that the Speedroooter really can take a beating – from its frame braced at key stress points, to General's exclusive Flexicore™ cable with an integral wire rope center and the industry's best warranty.

"I'm from the old school," Helt continues, "we stand behind our work – and expect the same from the tools we use."

The Speedroooter's field tested design offers easy handling. One person can load it onto a truck.



"It's great for one-man operation," Helt contends.

"I'm certainly not as young as I used to be, and I can handle Speedroooter with no trouble!"

With the power to handle long tough jobs, the Speedroooter's power cable feed takes the muscle work out of drain cleaning.

The Speedroooter remains Carl Helt's favorite. "It's so reliable," he concludes. "I can just send the guys out – and know we'll get the job done!"

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See contact information on page 98

Wolseley brightens lives through Special Olympics

BURLINGTON, ONT. — As a proud national sponsor of Special Olympics Canada, more than 125 Wolseley Canada employees from Oakville and



Special Olympian Bill sends Wolseley CEO Keith VanderVennet into the dunk tank.

Burlington came together on June 23 to brighten the lives of those in need locally and across the country.

The event was an outdoor barbecue featuring fun-filled activities such as a bake sale, a raffle for a mountain bike and grill, and a dunk tank, where the company's CEO and CFO took the plunge. Almost \$3,000 was raised for Special Olympics, to help Canadians with an intellectual disability realize the universal power of sports. On hand to participate in the festivities were three of the area's Special Olympics athletes, along with representatives from Special Olympics Canada.

"At Wolseley, we believe strongly in giving back to the communities where we live and do business, and our ongoing partnership with Special Olympics



Wolseley Canada CEO Keith VanderVennet, Special Olympians Bill, Emily and Sarah, and Wolseley CFO and Special Olympics board member Mike Lamontagne.

is an important part of that belief," said Mike Lamontagne, Wolseley's chief financial officer and board member of Special Olympics Canada.

In June, each of Wolseley's 225 locations held its own events to raise awareness and funds for this great organization. As a proud national spon-

sor, Wolseley Canada has donated more than \$1.5 million to Special Olympics Canada. Wolseley employees across the country volunteer countless hours to organize and participate in a wide variety of Special Olympics events.

Visit www.specialolympics.ca.

Legendary football coach Stallings addresses Trane distributor meeting

TYLER, TEXAS — The football-coaching legacy of Gene Stallings has touched countless athletes and millions of fans over the years and now his reach has expanded to Trane's independent wholesale distributors (IWD). Stallings was a surprise guest speaker at Trane's recent Distributor Alliance Program meeting here. The bi-annual meeting provides opportunities for leaders of Trane IWDs to meet with the company's senior leadership. In addition to being one of the best coaches in football history, Stallings is an active philanthropist

and highly awarded supporter of those with special needs.

Stallings spoke about his experiences and shared both professional and personal lessons for life. Some of his key points were as follows.

- Success is all about relationships and how you treat your dealers
- Don't worry about the competition, just go out there and do your best
- Know your products inside and out like no one else
- Don't confuse activities with achievement

Integrity cannot be legislated, it's too important

- Have a strong work ethic and

team completed a 13-0 season with a win in the Sugar Bowl over Miami and was named the consensus na-



Hal Bissell, president of Air Engineers (left), Coach Gene Stallings (center) and John Butcher, president of Butcher Distributors.

make sure you instill it in your kids.

"Coach Stallings is a man of deep character; on top of all the accolades he has received during his career; it's his passion and concern for others that truly exemplify his definition as a champion," said Kevin Carlile, vice president of Trane Sales for Residential Solutions.

A native and resident of Paris, Texas, Stallings played college football at Texas A&M University and later served as the head coach at his alma mater. He was also the head coach of the St. Louis/Phoenix Cardinals of the NFL and at the University of Alabama. His 1992 Alabama

tional champion.

Visit www.ingersollrand.com or www.trane.com.



Coach Gene Stallings (left) with Kevin Carlile, vice president of Trane Sales for Residential Solutions.

McKeough hosts successful golf tourney



McKeough Supply held their 12th annual Bill Porteous Memorial Golf Tournament on June 3 at the Burford Golf Links. The tournament was a tremendous success, with \$32,500 being raised in support of Camp Trillium. This donation will enable more than 40 families affected by childhood cancer to spend a week at camp.

The company wishes to thank its customers and vendors for their ongoing support of this event as well as to McKeough Supply employees and volunteers. Pictured are (front) Bruce Passmore, GM, McKeough Supply; Sandra McDonald, Camp Trillium; Rhonda Craft, tournament coordinator and (back) tournament platinum sponsors Jean-Guy Marchand, Venmar; Brent McFadden, Deflecto; Scott Waters, ICP/Keeprite/Tempstar; Rick Little, York/Luxaire; Richard Simpson, Rheem; Warren Berlin, Honeywell; and Michael Kurawski, Wardflex.

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THE WHOLESALER

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The Executive Committee of the Association of Independent Manufacturers Representatives graces the cover of this month's issue, which includes our annual Directory of Manufacturers' Representatives, a valuable resource for distributors and manufacturers alike. Beginning on page 34, the listing contains hundreds of representatives covering all regions across the country.



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An up close look at SWA's Convention, plus...

Valuable tips on succession planning

Jen, my daughter and director of sales and marketing for our catalog/web storefront company, just returned from the annual Southern Wholesalers Association meeting in Myrtle Beach, S.C. I have attended their meetings for years because SWA continues to focus on meaningful programs and building vendor/wholesaler relationships. This year some pressing deadlines required that I keep my nose to the grindstone and let Jen take the "tough duty" in Myrtle Beach. (Maybe she can finally forgive me for last year when we were double-booked to meetings. She attended meetings in a Chicago blizzard while I endured the brutal 78° heat of Palm Desert.)

Jen reports that SWA continues to provide high-value, worthwhile time for both wholesalers and vendors. Last year, in the worst of the downturn, their board revamped the program to create sessions where attendees could brainstorm and discuss topics ranging from performance improvement to the challenges faced by the next generation. My only suggestion regarding last year's program was to allow more time for those action-oriented discussions. From what I have heard, that was a common theme from last year's at-

- SWA continues to provide high value
- Focus on succession
- Customer contact is paramount
- Next generation needs mentoring by the current generation

tendees and, in response to that feedback, this year's program did allow additional time for these participative discussions. SWA also evolved their vendor meetings to ensure that the vendors/sponsors are able to use the meeting time more effectively. Finally, the SWA organization at all levels put on a full-court press to get attendance up to pre-recession levels.

According to Mike Larkin of Win-Wholesale, the retiring SWA president, "Our attendance was strong. We worked hard, over the last year, to get our members to participate and also to grow our membership. In the end, the attendance actually mirrored our 2007 meeting."

Reggie Hickman of Brock McVey in Lexington, Ky., is the incoming president of SWA. He sees both challenges and opportunities for SWA and its members in the coming year. "As tough as our economy is and has been, our members still see opportunities for sales growth, especially in the maintenance, repair and replacement markets. We will need to carefully balance inventories to meet market demand in these areas while growing our sales and profits. We all need new customers, and this is a great time to build new relationships. At the same time, we must continue to develop our old relationships. The biggest challenge of all may be the unknown length of the downturn because that will determine how we manage our businesses going into 2011 and 2012. The greatest opportunities will be realized by avoiding distractions, not getting discouraged and through a strong focus on the task at hand."

A tip of the hat to Terry Shafer, SWA executive vice president, his team, the SWA leadership and its membership.

A look inside succession planning

I also believe that SWA's ongoing focus on succession is a good one. Of course, most family and closely-held businesses have done proper legal and tax planning to protect and pass along the business to the next generation as we in the current generation fade into the sunset — some of us with grace and some of us kicking and screaming. If you are an owner or a successor and your family has not gone through this exercise, it should be at the very top of your action list. (In our consulting, we help with the family, organizational, staffing and other transition issues but for legal and tax planning you will need specialists in those areas.) Succession is difficult even when there is complete agreement and a unified front. When one of the parties wants to sabotage the process, it can be darn near impossible. Over the years, we have witnessed situations where the owners apparently intended that one of the following occur:

• They never intended to step down.

Their apparent plan was to die with their boots on, selling that last toilet to an eternally grateful plumber. Their life's movie would fade to black as the surviving family rode into the sunset. (Most of us assumed that this meant there was a happy ending. The problem with a lot of those old movie endings is that if you connect the dots, there was going to be a lot of misery, suffering and hard work in the family's future as they sorted out their next steps. Dad was gone, the family faced an unplanned tax hit, buy/sell agreements were triggered and company performance was bad since during dad's final years he had reined-in the business to match his slowing personal pace.)

• **They never intended to die.** Many have tried but none have succeeded in this approach. (Some are so disturbed by their mortality, they refuse to discuss or plan for this reality. Worst case, the company treads water or sinks as they wait out the owner or best case, no planning occurs and the survivors get to scramble when the inevitable does occur.)

• **Their ego cannot allow "their" company to survive them.** The very thought that someone else could run or even grow their baby is disturbing to them. So they, consciously or subconsciously intend that the company will die with them. My memory of ancient history is pretty bad, but I think this is like the ancient Pharaohs of Egypt. When they died, they took everything with them. That included their possessions, food, horses, dogs and servants. I can picture the conversation with a servant and his supervisor, "We have good news and we have bad news. The good news is that you have been promoted to the top servant. The bad news is that the Pharaoh has been feeling sick for the past couple days...so don't make any long-term plans."

• **They fiendishly intend to leave the company in disarray as "pay-back" to the "lazy, good for nothing, unappre-**



BY RICH SCHMITT
Management specialist

ciative, disrespectful" next generation. Unlike #2, many have tried and succeeded in this gambit, but I sincerely recommend against it for a host of reasons — not the least of which is that most companies are filled with a bunch of not lazy, good in a lot of ways, appreciative, respectful employees who deserve better from the owners. There are a lot of ways to get even without the collateral damage to so many innocent bystanders.

• The family situation was so complex and had the potential to create such ill-will, they never get around to it. Like #3 and #4, many have tried these and the re-

As tough as our economy is and has been, our members still see opportunities for sales growth, especially in the maintenance, repair and replacement markets. We will need to carefully balance inventories to meet market demand in these areas while growing our sales and profits. We all need new customers, and this is a great time to build new relationships."

sults are often difficult for the company and devastating to the family and next generation. "I don't want to tell son Bobby that he doesn't inherit a share of the business. He left after college to pursue his dream while his brother Tommy spent 25 years working his tail off to grow the business. So I'll let them sort it out when I die. I hope they can work it out."

If you see yourself in any of these situations, I strongly urge you to work to get into the most constructive approach possible for your situation. If you are an owner, consider asking an outside professional like me to take a hard look at your situation and to make suggestions. What makes our approach different is that we think, "The family comes first," as we develop our recommendations. Those recommendations can involve organizing the company for succession, using non-family management in key roles and preparing the next generation for their role in the company. If you are interested in the process that I use, e-mail me at rich@go-spi.com.

While we are on the subject of next generation, I have an assignment for both the current and next generation owners — go out together and visit your customers. (Turn to SWA... page 95.)

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See contact information on page 98

DDI System's annual user conference a huge success

SANDY HOOK, CONN. — DDI System users converged in National Harbor, Md., this past May, excited to learn more about their inform software system, to network with fellow wholesale distributors, and to take back new ideas and techniques to improve company operations. User comments

were overwhelmingly positive.

Steve Epner's dynamic keynote address and breakout sessions sparked creative ideas across the board. Extensive training and open sessions gave DDI users the opportunity to dig deep into their business operations and workflows using their



DDI analytics. Distributors of all sizes from across the U.S. and Canada realized the power behind the business system that runs their everyday operations and were excited at the opportunities to take it to the next level.

Adam Waller, president of DDI System, started off the second day with multiple "top-secret" announcements. Thunderous applause was heard across the room as he unveiled DDI's latest innovations and features.



In the subsequent training sessions, distributors not only learned their system in greater depth but also made significant contributions towards the development ideas that will better their businesses in 2011.

DDI System is already planning the 2011 user conference, to be held next fall. "We encourage all of our customers to join us. Their success is our success, and we want to support them with all of the tools necessary to continue to progress in the future," said DDI executive vice president Barbara Jagoe.

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Triangle Tube hosts customer trip to Europe



A group of 50 Triangle Tube wholesalers and sales representatives recently returned from an eight-day trip to Belgium and France. In Belgium, the group toured ACV International's manufacturing facilities of high efficiency stainless steel heating equipment. ACV is Triangle Tube's parent company. The group traveled to Paris and the Normandy coast in France.

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Gerber, GreenPlumbers retrofit Ronald McDonald House

WOODRIDGE, ILL. — The Ronald McDonald House in Tucson, Ariz., is dedicated to improving the health and well being of children within the community. The organization's newest home, however, had a recurring problem — broken toilets. To ensure that families could focus on their children instead of their bathrooms, Gerber Plumbing Fixtures LLC and the Arizona GreenPlumbers joined together to retrofit the home with quality, water-conserving plumbing products.

"Ronald McDonald has always been integral to the Tucson community. They do incredible work, and we were thrilled to team up with Gerber to provide the house with water efficient plumbing products that perform," commented John Smith, president of ROOTER 2000 Plumbing & Drain—the Arizona GreenPlumbers. "From day one, Gerber has delivered on everything we've asked. I truly cannot say enough good things about Gerber and their plumbing products."

With capacity for 28 families in the newly established house, the plumbing products originally installed were not meeting the needs of the residents. Instead of simply replacing the poorly performing fixtures with standard products, GreenPlumbers appointed Gerber to retrofit the new home with WaterSense certified toilets and faucets, including Maxwell® Dual Flush toilets, Allerton™ kitchen faucets and Wicker Park™ bathroom faucets. Moreover, due to the 20% water savings associated with the newly replaced plumbing fixtures, the City of Tucson declared the Ronald McDonald House a Water Smart Business.



Gerber retrofitted the new Tucson Ronald McDonald House with WaterSense certified toilets and faucets, including Maxwell® Dual Flush toilets. The 20% water savings from the new plumbing fixtures allowed the City of Tucson to declare the facility a WaterSmart Business.



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PSDA Convention sees gain in attendance

SCOTTSDALE, ARIZ. — Attendance at the 43rd annual PSDA Convention in Indian Wells, April 29-May 2, took a very welcome jump of some 18% as compared to the registration for last year's annual meeting.

Following is a breakdown of the registration this year:

- 57 distributor personnel
- 39 manufacturers

the buying and selling process, as well as promoting the identity and solidarity of the industry as a whole." The PSDA Convention represents the flagship event in addressing this membership benefit within our region.

Special thanks go to Dominic Solis of Symmons Industries and Jerry Priest of Red-White Valve, who made exceptional presentations during Friday morning's business and education ses-



The turnout for the 43rd annual PSDA Convention increased some 18% as compared to the registration for last year's annual meeting, with 57 distributor personnel attending.

- 26 manufacturer reps
- 6 "Other Category" personnel
- 41 spouses.

A total of 645 industry firms were represented. Research shows that the number one reason that both distributor and vendor members join and maintain membership in PSDA is that "PSDA provides networking opportunities with industry colleagues in environments that further

Likewise, kudos go to Marcie Leoff of Smdan Supply for once again superbly hosting the spouse breakfast and Bingo.

Dates for the next two PSDA Conventions in Indian Wells are April 28-May 1, 2011 and May 3-6, 2012. The ASA annual convention is scheduled for October 12-15, 2010, at the Marriott Chicago Downtown Magnificent Mile.

Visit www.asa.net to register online.

Affiliated Distributors holds annual meeting

WAYNE, PA. — Affiliated Distributors annual spring network meeting for the HVAC division took place last spring in Manchester, N.H. .

In addition to a variety of business and social networking events, affiliates enjoyed a presentation and facility tour of F.W. Webb Company, given by F.W. Webb president Jeff Pope. Talbot H. Gee, vice president of HARDI, gave an overview of HARDI programs, economic data and legislative issues central to the HVACR industry.

One of the highlights of the meeting was a presentation by supplyFORCE, a sister company of Affiliated Distributors. Representatives of the supplyFORCE Government Solutions Division announced that supplyFORCE had received a five-year General Services Administration 51V Hardware Superstore contract and reviewed the key opportunities that this new development presents to meeting attendees.

A-D's annual network awards identify individual af-

filiatees who have demonstrated outstanding performance and/or leadership. The 2010 HVAC division's award winners are as follows"

- Remittance Growth — Peirce-Phelps Inc., Robert Madden Industries
- Participation — Standard Supply, S. Franklin & Son Inc.
- Conversion — The Habegger Corporation, C. C. Dickson Co.



Pictured are Justin Dunscomb, Affiliated Distributor's VP-Plumbing & HVAC Divisions, with Lance Malone, COO, and Bill Shaw, president, both of Standard Supply.

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NuTone heat pump contributes to savings in high-efficiency home

DAYTON, OHIO — With the help of a NuTone 22 SEER heat pump system, a model home in the Springwater Homes Turtle Creek development in Rockledge, Fla., easily beats the average energy performance for new homes built to code and the target score on the U.S. Department of Energy's EnergySmart Home Scale.

The Florida Solar Energy Center (FSEC) at the University of Central Florida in Cocoa has tested the house and says that the NuTone system, along with other efficiency measures, is directly contributing to the reduction in the Home Energy Rating score to 53. That's considerably better than the average of 100 for new homes built to code. The home surpassed the DOE Builders Challenge target score of 70.

The scale allows homebuyers to quickly see how the energy performance of a particular home compares with others. The lower the score, the more energy efficient a home is. A typical existing home scores 130 on a scale of 0 (best energy performance) to 150 (poor energy performance.)

Noland Company's Longwood, Fla., location supplied a NuTone 3-ton heat pump with iQ Drive technology and variable speed air handlers for installation in the "Fontaine," a 3,200-square-foot

model home. Comfort Experts USA in Melbourne installed the heat pump. Craig Marcelle of Comfort Experts USA said that he likes NuTone's construction, quietness and the fact that it fits well in installation spaces.

The Fontaine model home has solar electric panels, a solar hot water heater, energy efficient windows, all hardwood or tile floors, R30 and R7 insulation and a light-colored exterior. A family of four should be able to save \$1,200 on the annual energy bill, said Jim Clevenger of Springwater Homes.

Springwater plans to build 48 homes in the Turtle Creek development, with the goal of making them all highly energy efficient. Either a NuTone iQ Drive unit with the highest SEER rating or a 16 SEER unit will be available, depending on the home buyer's preference.

Building more energy efficient homes is part of DOE's Builders Challenge. The department has posed a challenge to the homebuilding industry to build an increasing number of high performance homes achieving a 70 or better on the Home Scale.

The Challenge is a voluntary effort in which participating builders have a way to differentiate their best energy-performing homes from others in the market and to make the benefits clear to buyers.



Steve Queen (left), manager of Noland Company in Longwood, Fla., and Craig Marcelle of Comfort Experts USA in Melbourne discuss the installation of NuTone Heating and Cooling Products air conditioner at a residence. The unit is rated 3-ton, 22 SEER with iQ Drive® technology. Comfort Experts is installing NuTone heat pump systems distributed by Noland in the Turtle Creek home development in Rockledge.

Race fans rejoice: more bathrooms at N.H. track thanks to F.W. Webb

LOUDON, N.H. — New Hampshire Motor Speedway is coming clean, thanks to F.W. Webb. The speedway has opened the Frank Webb Bath Center, a massive new bathhouse for race fans, boasting 30 shower stalls and 30 toilets, along with a giant new water reservoir. Fans who decide to spend their weekend camping on NHMS property can take a few min-

utes to freshen up in the most expensive bathroom in New Hampshire.

"There are three Ts in racing: Traffic, Tickets and Toilets. With this new bathhouse, we are making sure our Ts are definitely crossed," said Jerry Gappens, executive vice president and general manager of NHMS.

F.W. Webb, the sponsor of the bathhouse, is now the official distrib-

utor of all plumbing, heating and HVAC supplies at the speedway. The multi-year deal brings F.W. Webb into the fast-paced world of motor sports at the largest sports and entertainment complex in the Northeast.

"This is a tremendous opportunity for the F.W. Webb brand," said John Pope, company owner. "We are proud to enhance your racing experience by adding some new improvements to

the speedway, including the new Frank Webb Bath Center."



Murray Supply hosts sporting clay event

WINSTON-SALEM, N.C. — On May 19, Murray Supply Company hosted a sporting clay event at Drake Landing in Fuquay Varina, N.C., with customers from Cary Plumbing.

The event attendees enjoyed an afternoon of shooting clays, followed by a lunch.

Murray Supply Company is a family owned and operated company that was founded in 1965 by C.V. Murray in Charlotte, N.C. The company is engaged in the wholesale distribution of residential and commercial plumbing, PVF, HVAC, industrial, along with maintenance, repair and operations

products. Murray Supply Company serves their customers from one showroom and six locations in North Carolina.

Visit www.murraysupply.com.



MSC associates and Cary Plumbing customers enjoy the sporting clay outing at Drake Landing in Fuquay Varina, N.C.

Mid-Way Supply announces partnership with Daikin Industries

CHICAGO — Mid-Way Supply Inc., a distributor of HVAC products, has formed a partnership with Daikin Industries Ltd. Mid-Way will be the sole distributor of Daikin mini- and multi-split air conditioning systems in Chicagoland, southern Wisconsin and northwest Indiana.

Ductless split-system air conditioners provide homeowners and multi-family building owners with a multitude of benefits, as they are a flexible add-on air conditioning solution and easy to install. More importantly, these systems avoid the energy losses associated with the ductwork in central forced-air systems. According to the U.S. Department of Energy, such ductwork can account for more than a 30% loss of energy when cool-

ing a space.

While split-systems are a common air-conditioning choice overseas, the U.S. has been slow to adopt these systems. According to Dennis Wierzbicki, COO of Mid-Way Supply, Chicagoland in particular offers a great opportunity for split-system air conditioners.

"The region's plethora of multi-unit developments and older buildings in need of updated mechanical systems make this an ideal region for dealers to introduce these systems and grow their market share," said Wierzbicki.

Intensive dealer training sessions on the Daikin split-system product line, proper application and installation began in July.

Visit www.mid-waysupply.com.

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MARINE – marine industry requirements for specialized fittings in a variety of materials suited for marine applications.

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Clodagh/Watermark Designs host event at Davis & Warshow

NEW YORK, N.Y. — Watermark Designs and renowned designer Clodagh hosted a presentation and cocktail reception on June 3 in Davis & Warshow's SoHo showroom.

More than 60 architects, designers and design aficionados came to hear Clodagh speak about her work and inspiration and got a chance to see her most recent projects and creations. Particularly inspired by water, Clodagh explained how its movement, fluidity,

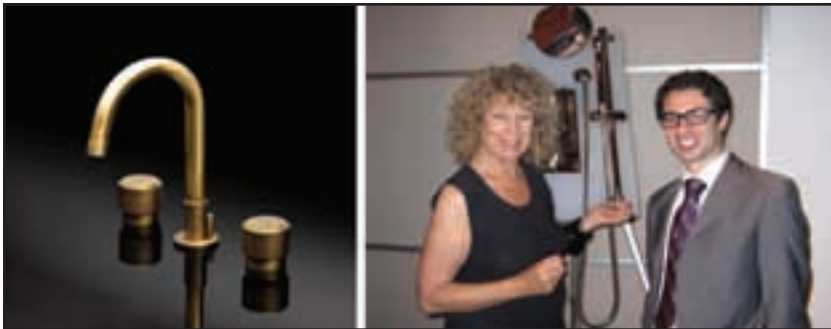
sensuousness and tactile expression influence her designs.

Before and after the talk, attendees viewed Watermark's Sense27 faucet collection designed by Clodagh Signature. Known for collections based on the principles of feng shui, the Chinese art of creating harmonious surroundings, Clodagh fuses these disciplines into sleek modernism that is truly timeless.

In the Sense27 collection, clean

shapes are emphasized, with unique hammered accents. A proximity faucet, a dynamic water-saving addition, was recently introduced to the collection. Featuring ultra-modern capacitive sensing capabilities, allowing convenient hands-free control while

incorporating functional design, the proximity faucet is available in a single-lever option with a preset water temperature or as a widespread, with handles that allow temperature control while water flow is sensory activated. Visit www.watermark-designs.com.



Watermark's Sense27 faucet (left), designer Clodagh and Avi Abel.

OBITUARY

Fred Taggart, manufacturers' rep


FARMINGTON HILLS, MICH. — Fred W. Taggart passed away on June 11. Taggart, who was 86 years old, was a licensed plumber and a 65-year member of Plumbers Local 98.

Taggart began his selling career in 1958, which culminated with his starting the manufacturers' representative firm, The Taggart Company Inc., in 1974. Taggart was a member of numerous trade associations and gave of his time and sup-

port to the industry.

Taggart was born July 10, 1923 in Hopedale, Ohio. He graduated from high school and attended the U.S. Merchant Marine Academy as a cadet midshipman. Taggart served in the Atlantic and Mediterranean during World War II.

He and his wife June were married for 65 years. Together they have four children, eight grandchildren and 12 great-grandchildren.



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GRUNDFOS 

See contact information on page 98

Banner Plumbing's Greenspon honored by City of Chicago



Lee Greenspon, Banner Plumbing CEO, at Banner Plumbing Supply Drive.

CHICAGO — To acknowledge his contributions to the Chicago business community, the City of Chicago honored Lee Greenspon, Banner Plumbing CEO and son of company founder Charles Greenspon, with the unveiling of two signs, Lee Greenspon Way and Banner Plumbing Supply Drive. The special ceremony, complete with speeches by notable Chicago dignitaries, took place on June 24.

Lee Greenspon has successfully grown the company by remaining

committed to ensuring outstanding service and high-quality products at competitive prices to small and large customers alike. Under Greenspon's leadership, Banner has grown from a small business in a three-flat building on Chicago's South Side to a prominent fixture in the plumbing trade. The company has expanded to more than 80 employees, 20 delivery trucks and two locations, including a 25,000-square-foot warehouse in Chicago and a 100,000-square-foot warehouse in suburban Buffalo Grove, featuring a 15,000-square-foot state-of-the-art showroom.

Visit www.bannerplumbing.com.

Special ceremony marks opening of A.O. Smith plant in India

BANGALORE, INDIA — A special ribbon cutting ceremony on June 30 attended by company officials, dealers and customers marked the official opening of A. O. Smith's newest manufacturing operation, a residential water heater plant in Bangalore.

A. O. Smith chairman and CEO Paul W. Jones and A. O. Smith Water Products Company president Ajita G. Rajendra hosted the event, which included more than 150 dealers and customers from throughout India. A. O. Smith is the first U.S. water

heater company to establish a manufacturing presence in the country.

The 76,000-square-foot plant, located in the Harohali Karnataka Industrial Area, will manufacture glass-lined residential water heaters for the Indian market in sizes ranging from six liters up to 100 liters. The plant, located on 20 acres just outside of Bangalore, will also serve as the headquarters for A. O. Smith's Indian business.

A. O. Smith began researching the Indian market five years ago, Rajendra said, and its efforts in establishing the business included developing a series of products specifically designed for the Indian consumer, building a distribution network, stocking warehouses throughout the country and hiring a strong local team. Rajendra also acknowledged the importance of the company's strategic partnership with Jaquar, one of the largest suppliers in the sanitary ware channel in India.

"Bangalore's location is ideal, strategically located in the midst of one of our key markets, with good infrastructure to meet our long-term distribution needs," he said. "The city also has a well-educated work force with tremendous exposure to the latest technology, which we also felt was essential to our success. As is the case with any A. O. Smith operation in the world, the plant combines a balanced mix of technology and well-trained employees. This potent combination allows us to build products of consistently high quality."

In addition to water heater assembly, the plant includes a production line to apply its exclusive Blue Diamond® glass lining to water heater tanks.

In the initial phase, the plant will purchase pre-painted steel components for water heater jackets. Plans call for plant expansions as the business grows to include jacket and tank fabrication and painting.

ITT publishes hydronic balancing bulletin

MORTON GROVE, ILL. — ITT has published a new bulletin, A-509, that provides a comprehensive summary of its Bell & Gossett brand solutions for hydronic balancing. Included in the bulletin is a *Balancing System Selection Guide*, which allows users to identify the valves most suitable for their specific projects, from manual valves to field adjustable, automatic temperature control valves.

The bulletin helps users select the most efficient balancing solutions for reducing energy and operating costs while increasing comfort. Also included is detailed information on Bell & Gossett coil kits. A PDF of the bulletin is available at www.bellgossett.com/literature/files/7532.pdf.

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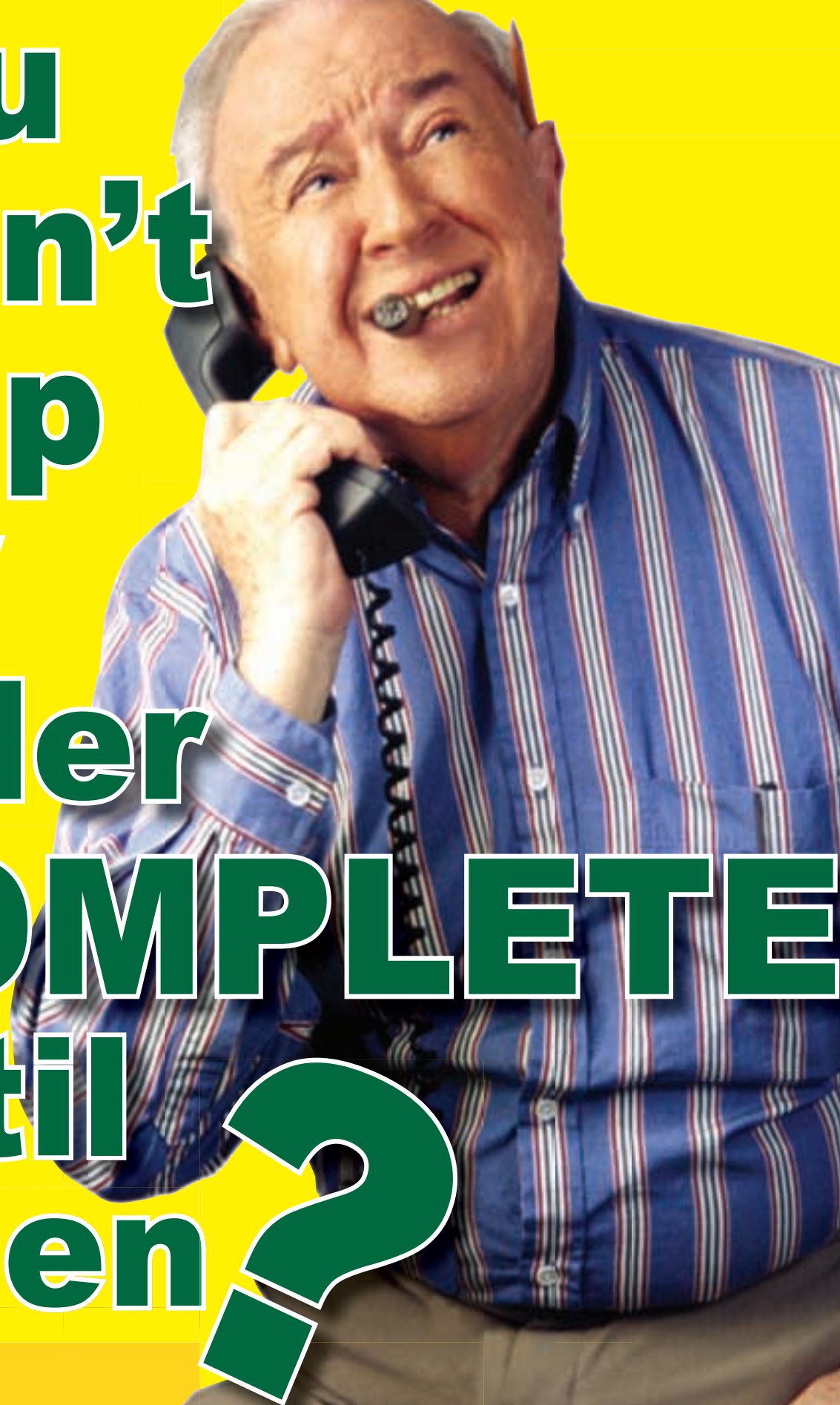
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A photograph of an older man with grey hair, wearing a blue and white striped button-down shirt and grey trousers. He is holding a black corded telephone receiver to his ear with his right hand. He has a wide-eyed, open-mouthed expression of confusion or surprise, looking upwards and to the left. The background is a solid, bright yellow.

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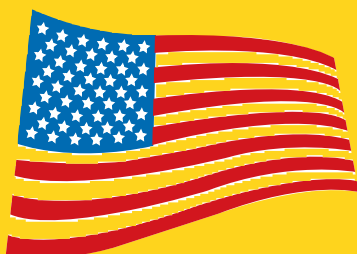
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Shoddy PVF components could have triggered Gulf Coast explosion

About a decade ago, the late great founder and CEO of Weldbend, James Coulas Sr., called me into his office to complain that the media had been derelict in not determining the cause of an explosion in a Texas-based refinery. This had been one of several 'accidents' that had occurred in energy-re-

- *Suspicious date back several years*
- *Gulf disaster can benefit quality PVF manufacturers*
- *Aalberts new powerhouse supplier*
- *Walworth aggressive in rebuilding brand*

lated facilities in the wake of the Texas City disaster years before.

Although I subsequently wrote several articles about these unfortunate happenings, I was unable to penetrate the news blackout that had cloaked the cause of this rash of mishaps. Although there were unsubstantiated rumors at the time, pointing a finger of failure at sub-standard flanges or fittings, there was no proof to push this suspicion further. On advice of counsel, we dropped our investigation, and nothing further came of it.

Mr. Coulas never gave up on his suspicion, especially since these malefactions occurred at various BP locations in the Southwestern U.S. Coulas couldn't understand how offshore products competitive to his

could be sold at prices less than the cost of the raw material from which they were fabricated.

He prophetically prognosticated that some day this negligent indifference to sub-standard PVF products would eventually cause a calamity that would dwarf what had happened up to that point.

Mr. Coulas would have been the last one to want to have his suspicions confirmed under such horrific circumstances as the Gulf of Mexico oil spill. But since we know that an explosion, caused by a malfunctioning shut-off valve and the drilling rig system's supportive pipe fittings may have played a role, Coulas could very well have been on to something a decade ago.

What has become obvious is that if



BY MORRIS R. BESCHLOSS
PVF and economic analyst emeritus

buyers subverted specified standards, they should be liable for punitive action. It would behoove purchasing influences, especially in sensitive applications, to rethink their buying strategies, especially if they are not now familiar with the point of their purchased products' origin. This is particularly germane if they are imported, without an approved manufacturing location.

It's my prediction that the current state of affairs will rebound to the

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See contact information on page 98

Aalberts positioned to consolidate position as a broad-spectrum valve and fitting force

benefit of quality products, whether made in America, or under tight supervision elsewhere. Thousands of purchasing agents and other ordering influences should now have become aware of the consequences of beating low-ball bids on price alone.

At this point, no buyer anywhere would want to be the focus of future investigations — if and when another calamity were to occur in the foreseeable future.

Aalberts Industries emerges as a potentially dominant PVF sector force

With the surprise acquisition of Conbraco, heretofore relatively unknown Dutch multi-national Aalberts Industries is emerging as a potential new powerhouse in the U.S. pipe-valve-fittings firmament.

Not that this U.S. participation is innovative or even of recent vintage, since wholly-owned subsidiaries Elkhart Brass and Lasco plastic fittings and affiliated products have already provided Aalberts a solid base of operation in the American market for more than a decade. However, these companies, which are reportedly doing well as independent manufacturers and marketers could

With Conbraco's massive contractor and industrial ball valve market penetration, a coordination with Aalbert's valve and fittings units should give Aalberts Industries a potential growth position, establishing the Dutch-based corporation as a major factor to be reckoned with.

become part of an overall juggernaut that would catapult the new combo to the top of the heap in the commercial, residential and light industrial markets.

But even these formidable acquisitions are dwarfed by the purchase of Conbraco, one of the PVF industry's largest privately-owned manufacturing companies, with sales in excess of \$200 million in annual revenues. Fast-growing 35-year-old Dutch flow control conglomerate Aalberts is now positioned to solidify its brandnames and take its place as a broad-spectrum valve and fitting force. It could join in the leadership of the U.S. manufacturing-marketing scene in that sector

of pipe-valve-fittings where ball valve giant Conbraco predominates.

With Conbraco's massive contractor and industrial ball valve market penetration, a coordination with Aalbert's valve and fittings units should give Aalberts Industries a potential growth position, establishing the

Dutch-based corporation as a major factor to be reckoned with. Conversely, Aalberts will provide the conduit to open new markets for Conbraco in Europe, where Aalberts' holdings are firmly established.

It will be interesting to see what steps founder Jan Aalberts will take

to capitalize on the combination of U.S.-based PVF assets he has aggregated.

With corporate sales of more than \$1.5 billion in 2009 as listed on the Amsterdam Stock Exchange, it would seem that Aalberts Industries will be on the prowl for additional U.S. acquisitions, synergistic with its present product line development. The emergence of this new, primarily family-owned valve and fittings be-
(Turn to Walworth... page 28.)



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Walworth commits to re-establishing U.S. market

(Continued from page 27.)

hemoth would certainly create a new power balance in America's PVF sector's infrastructure.

Walworth rebirth proceeding apace

"The re-establishment of Houston-based Walworth as a major line of upstream, as well as downstream, heavy duty valves for all aspects of global energy development is off and running," noted Ron Drews, long-time industry veteran, and now executive vice president of marketing & sales for the once-dominant U.S. major bronze, iron and steel valve factor, established in 1842.

Drews, who enthusiastically took on his current status in June, is happily surprised at the prodigious response that Walworth's commitment to re-establish itself in the U.S. has received. He admitted that he underestimated the strong brand preference Walworth has maintained, especially in light of

a more than 30-year absence as a U.S. based management entity. For that he gives much credit to such fine master distributors as Industrial Valco, AIV and Sunbelt Marketing, who have made available much of Walworth's broad industrial line to the nation's leading distributors. Wilson Supply, the massive Houston-based PVF giant, has also played a continuing role in Walworth's continued American presence.

Although Walworth will maintain an expanded inventory in their huge warehouse operation in Houston, Drews will also be working with the master distributors. Drews expects to spend most of his time in the foreseeable future setting up a cadre of nationwide representatives, who will be selecting outstanding PVF distributors in given areas, as well as working with the end users and specifying influences. Drews is particularly excited at the number of inquiries for Walworth

specialties like plug valves and the wide gamut of large-sized steel valves that are already coming his way. He is even more amazed at the "live" Walworth specifications, and the high es-

"The re-establishment of Houston-based Walworth as a major line of upstream, as well as downstream, heavy duty valves for all aspects of global energy development is off and running," noted Ron Drews, executive vice president of marketing & sales for the once-dominant U.S. major bronze, iron and steel valve factor, established in 1842.

team in which they're held.

Ron tells me that the owners, the Waisburd family, are a joy to work with. "They realize that the rebuilding job takes time if it's done right. Both CEO Jacobo Waisburd and his father, Salomon, realize that to do this Walworth reintroduction properly, they've got to accomplish this in a way that maintains the fine reputation the company employed when it was fully operational in the U.S. for 130

years." Drews firmly believes that a solid approach will assure the success of repositioning Walworth again as one of the nation's top full lines of industrial and waterworks valves. While almost all major U.S. valve companies depend on at least partial

offshore sourcing, Walworth manufactures the bulk of its valve products in Mexico, under its in-house jurisdiction. The rest of the product line, although manufactured in China, is under the supervision of full-time Walworth employees. ■

Morris R. Beschloss, a 54-year veteran of the pipe, valve and fitting industry, is PVF and economic analyst for THE WHOLESALER.

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What's it worth?

Ray Kottner had driven a cab on New York City's streets for more than 60 years when he decided to stop charging people. Ray drove a Checker Marathon cab, one of those classic New York vehicles that are but a memory now. When I was a boy, my biggest thrill was to be able to sit in one of the jump seats that folded up and down. We rarely took cabs, but I can remember every ride that we did take. Five or six people fit in the back seat of those beauties.

In 2006, Ray removed the meter from his cab but kept prowling the streets of New York. When someone flagged him down and asked where the meter was, Ray would tell them that the ride was free. He'd take them anywhere they wanted to go. No charge. People could tip, of course, and they did, often for much more than what the normal fare would have been. People can be that way sometimes, especially when confronted with an unusual situation.

I read this story in the newspaper back then and I cut it out and carried it in my wallet for a few years. It made me think about what things are really worth.

Early last spring, The Lovely Marianne and I were traveling off on some seminar trip. When we returned to the Isle of Long, we saw the results of a huge Nor'easter that had blown through two days before. A bunch of shingles that used to be on our roof were now laying on our lawn. Not good.

Now, I'm of an age where I've gained the wisdom to know that men of a certain age do not belong on the top of tall houses that have steep roofs. This is a job for younger men who see themselves as being both bulletproof and immortal.

I looked up at my roof for a while and then decided how much it was probably going to cost me to have it all made right. I arrived at this figure by thinking about what the job was worth to me. It was all about how much I was willing to pay not to have water dripping through the ceilings,

- *New York cabbie made more giving free rides*
- *Professionals charge what they think other pros will charge.*
- *Customers often glad to pay more than pros are willing to charge*

and not to have to ride in an ambulance. I also didn't want The Lovely Marianne giving me that look. You know the one.

So I called a couple of guys I know who do this sort of work. They're a father-and-son team and they get by okay on their small business. I don't think they'll ever be rich, or ever be able to retire comfortably. They go from job to job, just making it. They do wonderful work but the problem is that they base their prices on what their competitors charge. And those competitors are just like them. These guys all walk around warily. They create this condition called, What The Market Will Bear. And then I think they see the market as each other. If they can't afford it, nobody can.

Anyway, the father and the son arrived right on time and the son gam-

I paid them what I thought it was worth. I gave them three times what they had asked for. They looked at me like I was nuts, but they took the cash.

boled up the extension ladder and onto my injured roof. I stayed on the ground and drank coffee with the father. Every now and then, we looked up at the son. The father was also wise. Let the kid do the tough stuff.

When they were finished, I asked them what I owned them and they looked at each other for a while, and then at me, and then they decided on a price that was exactly one third of the number that I had arrived at in my head, and all on my own, when I had first seen the damage.

You know why? They were charging me based on how easy it was for them (the son, actually) to do the work. It was just shingles and labor. It wasn't like they were ever going to have to replace their truck or their tools or retire someday. It was just a couple of hours work and some shingles. How could they possibly charge a lot for that?

But here's the thing: I was willing to pay based on what it meant for me to have the work done. I didn't want to do it myself, but even if they had understood what the work was worth to me, I think they still would have charged the lower price because, in their minds, that's what the market will bear.

I paid them what I thought it was worth. I gave them three times what they had asked for. They looked at me like I was nuts, but they took the cash. Then they looked at each other and I could see something in the son's eyes that was not in the father's eyes.

That was good.

Ray Kottner drove his free cab around New York City for a year and a half and got lots of press for what he was doing. The guy was a delight to see on the TV. He was great at the chat and he was smiling his way down every street, giving it all away, and doing better than he had ever done when he used to charge for the rides. Go figure.

Then, in July, 2007, an investigator from the Taxi and Limousine Commission spotted Ray taking a \$10 tip from a grateful passenger. They pulled him over, seized his cab, and made him to post a \$1,500 bond to get it out of impound. They also hit him with \$585 in fines because they said that he was no better than a thief for giving away rides for which other cab drivers were charging. He was allowing his customers to decide what his services were worth, and in New York, that's apparently against the law.

In May, 2010, Panera Bread

opened a new store in Clayton, Mo., just outside of St. Louis. Everything in that new store is free. There are no prices on the menu, but customers are encouraged to pay what they feel the food is worth. A nonprofit foundation is running the program, and if it's successful, Panera says they will expand the program.

So far, most of the customers (a mix of well-to-do and lower-income folks) have paid full price for the food, or they've taken a couple of bucks off what would be the full price. A few have paid half-price, but most have come up the cash for what they think the food and drinks are worth. Some even pay more, and everyone seems to like having the choice.

So here's a question for you: If you didn't post prices, and someone came into your place of business, would they pay what you think is the correct full price for what you have to offer? Would they pay more? Or perhaps less?

What's it worth?

And the products that you sell, if you could name the price to own those products, not for resale, but for your own personal use, would you pay what you're charging others? And if not, why not?

What's it worth?

An interesting way of looking at things, isn't it?

What is something worth? And if you had the opportunity to decide the price, where would you place it?



BY DAN HOLOHAN
Wet head

Give it some thought.

Would you make the price What The Market Will Bear, whatever that means, or would you make the price representative of what that product or service does for you, and means to you?

I didn't want to go up on my roof to fix those shingles. I'm too old for that sort of adventure. I knew what the job was worth to me. Trouble was, the guys doing the work didn't know the true value of what they were selling, and that's often the problem. It's also the reason why we all beat each other over the head in our never-ending quest toward the lowest common denominator and the lowest possible price.

We're not spending nearly enough time thinking about what things are really worth to our customers. Given a free choice, most customers will pay more than you think they will pay, and even in New York.

On a lovely June evening in 2008, Ray Kottner was sitting in his taxicab, waiting to give someone a free ride, when his heart stopped beating.

I like to think he was smiling. ■

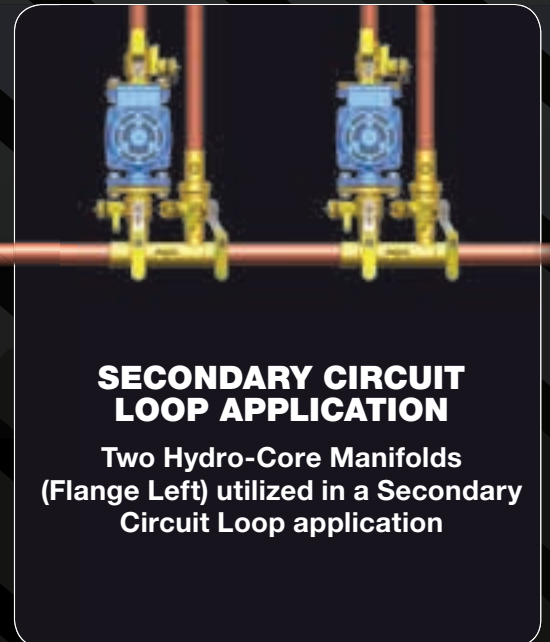
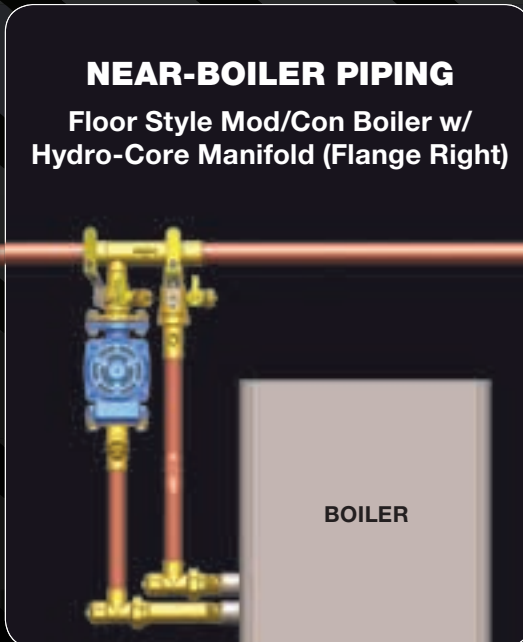
Dan Holohan began his love affair with heating systems in 1970 by going to work for a New York-based manufacturers representative that was deeply involved in the steam and hot-water heating business. He studied hard, prowled many basements and attics with seasoned old-timers, and paid close attention to what they had to say. Today, Holohan operates the popular website, www.HeatingHelp.com. He has written hundreds of columns for a number of trade magazines, as well as 15 books on subjects ranging from steam and hot water heating, to teaching technicians. His degree is in Sociology, which Holohan believes is the perfect preparation for a career in heating. Holohan has taught over 200,000 people at his seminars. He is well known for his entertaining, anecdotal style of speaking. Holohan lives on Long Island with his wife, The Lovely Marianne. They have four incredible daughters, all out in the world and doing wonderful things.

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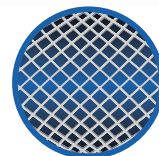
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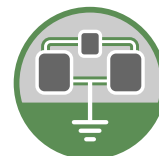
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david.berger@sbcglobal.net


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Fax: 860/668-7480

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of warehouses: 1

Industry Orientation: Plumbing, Valves & Fittings

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Principal Contact: Paul Anderson

596 N Mountain Rd, Newington, CT, 06111

Phone: 860/882-0213 Fax: 800/783-1664

email: akrassociates@aol.com

website: www.akrassociates.com

Territory: New England & Upstate New York
Lines: Acryline, Arrow Industries/ Backstop, Buderus, Bradford White, Canplas, Carlin, Caroma, Cool Air Inc./ Solar Air, Lasco / New York, Kindred, Schwank, Zurn PEX, Allanson / New York, Walrich / New York, Champion Arrowhead Brass

of outside sales people: 9

of warehouses: 2

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

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Principal Contact: Scott Cooper

38 Lancaster Dr.,
Beacon Falls, CT, 06403

Phone: 203/720-7161

Fax: 203/720-7535

email: cnesmail@att.net

Territory: CT, MA, RI, ME, VT, NH

Lines: Basco Shower Door, Jomar International, National Pipe & Plastics, Lasco Fittings, Canyon Bath, Bow Industrial, Integrity Fusion, Liberty Pumps, Stanley/Virax, Sage Hill, Produits Neptune, Garvin Strainers, Mestek/Argo Baseboard, Schulte Storage, Krowne Metals, GPK Products, Indiana Seal, General Tool, Riobel Faucet

of outside sales people: 7

of warehouses: 1

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Ryan Davenport, CPMR

367 Washington St.,

Wallingford, CT, 06492

Phone: 203/265-2389

Fax: 203/269-5941

email:

ryan@davenportassociates.com

Territory: CT, MA, ME, NH, RI, VT

of outside sales people: 29

Industry Orientation: Plumbing,

Piping, Valves & Fittings

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Principal Contact: Barbara Jagoe

75 Glenn Road, Suite 204

Sandy Hook, CT, 06470

Phone: 203/364-1200

Fax: 203/364-1400

email: sales@ddisys.com

website: www.ddisys.com

Territory: United States and Canada

See ad on page 38**Debsco**

Principal Contact: David E. Berger

Box 307, Cheshire, CT, 06410

Phone: 203/272-4144

Fax: 203/272-5828

email: david.berger@sbcglobal.net

Territory: CT, W. MA, VT

Lines: Atlantic Tanks, Charman Mfg,

Debsco Sales, Elcoma Metal, Prier

Products, SOS Products,

Wal-Rich Corp.

of outside sales people: 2

Industry Orientation: Plumbing,

Piping, Valves & Fittings

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P.O. Box 371, Moodus, CT, 06469

Phone: 860/873-8691 Fax: 860/873-8693

email: mleonard@ewleonard.com

website: www.ewleonard.com

Territory: New England

Lines: Modine, Myson, Heatlink, Utility, Kerr

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Reco, Bacharach, Powerflo, Topp

Industries, Protech, Bonomi, Axeman-

Anderson, Winters, Ultra-fin

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

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Principal Contact: Joseph Koss

PO Box 636, Ellington, CT, 06029-0636

Phone: 860/896-0531 Fax: 860/896-0351

email: jkoss@flowequipinc.com

Territory: New England states

Lines: Circo Energy, K F Industries, Contro-

matics, Triseal Valve

of outside sales people: 1

Industry Orientation: Piping, Valves & Fittings

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Principal Contact: Gary Fappiano

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Phone: 203/284-0080 Fax: 203/294-9226

email: gijglobal@sbcglobal.net

website: www.get-corp.com

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Harmsco, Matrix Separations, Hm Digital,

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of outside sales people: 11

of warehouses: 3

Industry Orientation: Plumbing

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Principal Contact: L Rosenfield, Onr

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 email: larry@rosenfield.net
 Territory: New England States
 Lines: Alcove Style & Design, Chatham Brass, Jumbo Manufacturing, Kingston Brass, Kissler & Co., Hydro Systems International, Cb Supplies Ltd., Seymour Industries, Torrey S. Crane Co., Suncraft Industries, Uniprise International, Ove Decors
 # of outside sales people: 3
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Pendleton Associates, Inc.
 Principal Contact:
 Arthur R. Pendleton
 P.O. Box 657, Manchester, CT
 Phone: 860/646-4411
 Fax: 860/646-1162
 email: art@pendletonassoc.com
 Territory: CT, MA, RI, NH, ME, VT
 Lines: American Plumber Filters, ABS Pumps, AK Industries Inc, Camco Mfg Company, Cimberio Press Ball Valves, Cello Copper Fittings, Fast-

lock Press Fittings, John Guest Fittings, Pensotti Boilers, Rectorseal Corp, Rheem Mfg Co, Seekonk Mfg Co, SJE/Rhombus Tech, Turbomax Inst. Indirect W/H s, Turbonics Inc.

of outside sales people: 4

of warehouses: 5

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

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 website: www.dandavissales.com
 Territory: MN, NH, VT, MA, RI, CT

Lines: Amtrol, Caleffi, Charter Plastics, Fralo Plastech, Intellidyne Lic, Boyertown Furnace, Aqua Mark Pressure Boosters, Kalas Wire, New Yorker Boiler, Biasi Boilers, Water-soft, S&J Instruments

of outside sales people: 5

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Massachusetts

David Gooding, Inc.

Principal Contact: James M. Partridge
 173 Spark Street

Brockton, MA, 02302-1620

Phone: 508-894-2000

Fax: 508-894-2001

email: jpartridge@goodingd.com

website: www.goodingd.com

Territory: New England, New York and mid-Atlantic States (Maine to Virginia)

Lines: Nibco Inc, Delta Faucet, Anvil International, CMC Howell Metal, Granby Steel Tanks, North American Pipe Corp, Vaughn Manufacturing, Navien America Inc, Hansgrohe Inc., Panasonic, Endot Industries, Ideal Coupling, Fernco Inc, Aqua-

glass, Selkirk - Heatfab, Armstrong Pumps, NY Thermal Inc, Vitra Usa, Liberty Hardware, Test Products Inc., Tigre Usa Inc., Source 1 Environmental

of outside sales people: 22

of warehouses: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 40

Edos Manufacturers Reps

Principal Contact: Robert Os

PO Box 378, Granby, MA

Phone: 413/467-9161

Fax: 413/467-7824

email: robert@edosonline.com

website: www.edosonline.com

Territory: MA, CT, VT, RI, NH, ME, NY

Lines: Åker By Maax, Centoco Toilet Seats, Climastar Heaters, Crown Boiler Co, Firomatic Products, Flexure Solar, Gastite Flexible Gas Pipe, Gerber Plumbing Fixtures, Honeywell, Houzer Sinks, Hydrolevel Controls, Maax Collection Doors, Noble Antifreeze, Noritz Tankless Water, Pearl Baths, Roneow Bathroom Furn, Smedbo Accessories

of outside sales people: 17

of warehouses: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Edward B Lingel Company

Principal Contact: Edward Lingel

16 Prescott Street Ste 230

Wellesley, MA, 02481

Phone: 781/235-8044 Fax: 781/237-8999

Territory: ME, NH, VT, E. MASS, RI

Lines: Brass Craft, Carpenter Hangers, CS & B, Prier, Duc-Pac, Rectorseal, Highfield Mfg, Westwood Products

of outside sales people: 2

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Fiskio Inc

Principal Contact: Steven Fiskio

370 Paramount Dr Ste 1

Raynham, MA, 02767-5419

Phone: 508/823-4044

Fax: 508/823-4330

email: sfiskio@fiskio.com

Territory: New England

Lines: Boston Valve & Fitting Inc, Clamp All, Dunkirk, Haws, Inner-Tite, Josam, Nevco, Pioneer Inc, Plumberex, Soudure F.M. Welding, Star Pipe Products, Amtekco

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

See ad on this page

Futura Sales Inc

Principal Contact: Kenneth H Wilensky

PO Box 1634, Framingham, MA, 01701-1634

Phone: 508/788-9257 Fax: 508/788-9258

Territory: MA, NH, CT, RI, VT, ME (All New England)

Lines: Americh Corp, Atlantic Tanks, Bootz, Braistech-Newport Brass, Central Brass-Pioneer, Easyheat/Warm Tiles, Foremost Grouts, Central Wire Spring, Ginger, Jones Stephens/Comfort Seats, Muster, Plastic Trends, Red-White Valve, Whitlam, Xylem/Zoli

of outside sales people: 4

Industry Orientation: Plumbing, Piping, Valves & Fittings

J-L Sales Company

Principal Contact: Joel Katz

17 Avery Square, Needham, MA, 02494

Phone: 781/444-8622 Fax: 781/444-8722

email: info@1800jlsales.com

website: www.1800jlsales.com

Territory: MA, RI, CT, ME, NH, VT, New England



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See contact information on page 98

NEW ENGLAND

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of outside sales people: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

K Ross Co

Principal Contact: Kevin Ross
29 Main St, Kingston, MA, 02364
Phone: 781/422-2273 Fax: 781/422-0128
email: sales@krossco.com
website: www.krossco.com

Territory: Massachusetts, Maine, New Hampshire, Vermont, Rhode Island, Connecticut
Lines: Advance Tabco, American Whirlpool, A & J Washroom Accessories, Anchor Architectural, Aquarius Bathware, Comfort Designs Bathware, Elcoma, Froet Industries, General Partitions, Hamilton Bathware, Hydrotek, Intersan, Isimet, Ketcham Medicine Cabinets, Kr Specialties, Mapa Products, Rockford Separators, Sure Seal

of outside sales people: 3

Industry Orientation: Plumbing

Kasten & Company, Inc.

Principal Contact: Robert Kasten 904 Stony Hill Road, Wilbraham, MA, 01095-2253
Phone: 413/599-0209 Fax: 413/596-5004
email: robert@kastencompany.com
Territory: New England States plus parts of up state NY (Bard Only)

Lines: Bard Manufacturing Inc, Drake Refrigeration Inc, Jackson Systems Llc, Klenk In-

dustries Inc, Marathon Heater Company, Radiant Electric Heat, Renewaire Llc, Ultra-vention Inc.

of outside sales people: 2

Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Morris Merchants Inc

Principal Contact:

Joe McCarthy CPMR

77 Green St, Foxboro, MA, 02035-2865

Phone: 508/203-2010

Fax: 508/203-2020

email:

jmccarthy@morrismerchants.com

website: www.morrismerchants.com

Territory: New England States

Lines: Bock Water Heaters, Bosch

Tankless Water Heaters, 3m / Aqua-

pure, 3m / Commercial Filtration,

Jetglas Water Heaters, Iplex Industrial

PVF / Acid Waste, Floodmaster

Valves, Luxpro Thermostats, SOS

Products, Springhouse Specialties,

Union Brass Faucets, Watco Bath

Drains, Woodford Wall Hydrants,

NTI Boilers, Comfortpro Systems,

Meibes Solar Technology

of outside sales people: 8

of warehouses: 1

Industry Orientation: Plumbing, Pip-

ing, Valves & Fittings, Hydronic

Heating, Warm-Air Heating, Ducted

Air Conditioning, Refrigeration &

Sheet Metal

See ad on this page

R Lewis Company

Principal Contact: Richard Lewis
124 Crescent Rd, Needham, MA, 02494-1442
Phone: 781/444-9650 Fax: 781/444-9658

email: rlewis.ralco@verizon.net

Territory: Six New England States

of outside sales people: 1

Industry Orientation: Plumbing

Raven Products Inc.

Principal Contact: Les Pellet
173 Flanders Rd.

Westborough, MA, 01581-6186

Phone: 508/836-3707 Fax: 508/366-5158

email: sales@ravenproducts.us

website: www.ravenproducts.us

Territory: 6 New England States, NY, NJ, PA,

FL, Mid Atlantic, NC, SC, MD, VA

Lines: E-Z Header Manifold, Hydro Flex Con-

nectors, Raven Faucets & Valves, 1/4 Turn

Valves, Cast Copper Fittings, Header As-

sembled, Copper Headers, Ez Grip Circula-

tor Flanges, Pex Fittings and Tools, Lead

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of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating

RST Thermal

Principal Contact:

Richard S Trethewey

372 University Ave.

Westwood, MA, 02090-2311

Phone: 781/320-9910

email: mehickey@rstreps.com

Territory: MA, NH, ME, RI

Lines: Wilo, Unico, LBC, Heat Flo,

Hbx, Crete-Heat, Mytemp, Jaga, Nts-

Solar, Heliodyne, Niles-Steel Tanks,

Axiom, AIC

of outside sales people: 4

of warehouses: 1

Industry Orientation: Hydronic Heating,

Warm-Air Heating, Ducted Air Condi-

tioning, Refrigeration & Sheet Metal

The Serpa Corporation

Principal Contact: Gary Serpa
1504 Providence Hwy., Norwood, MA, 02062
Phone: 781/769-9988 Fax: 781/769-9985

email: serpa.corp@verizon.net

website: www.theserpacorp.com

Territory: New England

Lines: Fluidmaster, Inc., Keeney Mfg., Mans-

field Plumbing Products, Saniflo, Sioux

Chief Mfg., Tyco Thermal Controls

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating

New Hampshire

Green Sales, Inc.

Principal Contact: Brian Green

2 Townsend West, Unit 1, Nashua, NH, 03063

Phone: 603/880-6123 Fax: 603/880-0962

email: brian@greensalesinc.com

Territory: Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, Vermont & Upstate New York

Lines: Bilco, Brenelle Co., Crane Valve Group, Erico, Hayward Flow Control Systems, Holyoke Fitting, Oc Keckley Co., Pasco Specialty & Mfg., Resun, Smith-Cooper, Sharpe Valves, Stockham Valve, Tylok, Watson Mcdaniel

of outside sales people: 4

Industry Orientation: Plumbing, Piping, Valves & Fittings

J & K Sales Associates

Principal Contact: Karl Grabowski

101 A E. Industrial Park Dr.

Manchester, NH, 03109

Phone: 603/62-6-19 Fax: 603/625-2842

email: karl@jandksales.com

Territory: Maine, New Hampshire, Vermont,

Massachusetts, Rhode Island, Connecticut

and Upstate New York

Lines: Oatey SCS, Spears Manufacturing,

Hubbard Industries, Mill-Rose, Eternal

Grand Hall USSA, Old Castle Precast, Leg-

end Valve and Fitting, Marathon Baxi Boil-

ers, Turbo-Torch, E Instruments, Nomaco,

Benjamin Heating Products, QMI Manufac-

turing Co, Simpson Dura Vent

of outside sales people: 7

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating

Tower Hill Sales

Principal Contact: Andy Bettez

PO Box 457 320 Rockingham Rd

Auburn, NH, 03032-0457

Phone: 603/644-5554 Fax: 603/644-3338

email: abettez@towerhillsales.com

website: www.towerhillsales.com

Territory: New England, Upper State NY

Lines: American Valve, Anaco / Husky, Elbi,

Lawler, Oasis, PVI, Proceptor, Proset,

Riverside Hydronics, Speakman Company,

T-Drill, Thermon Manufacturing, Tracpipe by

Omegaflex, Truebro, Tyler Pipe, Wade,

Willoughby Industries

of outside sales people: 7

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating

Rhode Island

Professional Dynamic Sales

Principal Contact: Michael Jaffa

P.O. Box 8497, Warwick, RI, 02888

Phone: 401/461-0652 Fax: 401/461-0654

email: pds100@cox.net

Territory: RI, NH, VT, MA, CT, ME

Lines: American Brass and Aluminum

Foundry, Matco-Norca, Warwick Hanger,

Price Pfister, Cash Acme, Shook Manufac-

tured Products, Duro Crafts, Federal

Process, Jb Products, Wal-Rich, Master-

craft, Kozy Kollar, Bruco

of outside sales people: 2

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Warm-Air Heating, Ducted Air

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See complete listing on page 38

MIDDLE ATLANTIC

Maryland

Cathell Associates Inc.

Principal Contact: Edward K. Cathell

6609 York Road, Baltimore, MD, 21212

Phone: 410/323-9881 Fax: 410/433-1548

email: sales@cathell.com

website: www.cathell.com

Territory: MD, DC, VA, DE

Lines: Dahl Valve, Keeney Mfg., Maid-O-Mist,

Myson, Prier Products, Sioux Chief Manu-

facturing

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Hydronic

Heating

Citation Marketing

Principal Contact: Ernest N. Soter

P.O. Box 245, Millersville, MD, 21108

Phone: 410/987-5115 Fax: 410/987-0946

email: esoter@att.net

Territory: MD, Washington DC, N. VA,

Lines: JB Products, Div. of Federal Process

Corp., Central Brass, Greenfield Manufac-

turing, Elcoma Metal Fabricating, Silver-

Line Plastics, Primary Steel

of outside sales people: 1

Industry Orientation: Plumbing

Cummins Wagner Co

Principal Contact: Britt Kirby

10901 Pump House Rd.

Annapolis Jct, MD, 20701-1206

Phone: 410/792-4230 Fax: 301/490-7156

email: bk Kirby@cummings-wagner.com

website: www.cummings-wagner.com

Territory: MD, VA, DE

Lines: Bell & Gossett, Bryan Boiler, Cemline,

Domestic Pump, Dianorm, Hoffman Spe-

cialty, Kramer Refrigeration, Lochinvar, Mc-

donnell & Miller, Marley, Oventrop, Russell

Refrigeration, Recold, Neptune, Wessels,

Watts Radiant, Weksler, Goulds

of outside sales people: 10

of warehouses: 3

Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating, Warm-Air

Heating, Ducted Air Conditioning, Refrigera-

tion & Sheet Metal

Dominion Marketing, Inc.

Principal Contact: Tom Mckew

913 Ridgebrook Rd., Ste. 302

Sparks, MD, 21152-9457

Phone: 410/472-1788 Fax: 410/472-1789

email: tom@dominionmarketing.com

website: www.dominionmarketing.com

Territory: MD, DE, DC, VA



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Carbon Steel Floaters ANSI 150 – 2500



API 5000 Trunnions



Low Temperature Service



API 6D Checks



See contact information on page 98

Stainless Steel Floaters



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MIDDLE ATLANTIC

Lines: Basco, Falcon Stainless, Neptune, Spears Manufacturing Company, Therma-sol, Zurn Industries, LLC
 # of outside sales people: 5
 Industry Orientation: Plumbing, Piping, Valves & Fittings

E.J. Dwyer Co.

Principal Contact: Ned Dwyer
 10910 Pump House Rd.
 Annapolis Jct, MD, 20701-1203
 Phone: 240/553-0112 Fax: 240/553-0135
 email: ndwyer@ejdwyer.com
 website: www.ejdwyer.com
 Territory: Virginia, Maryland, Washington DC

Lines: Aquarius Bathware, Bradley Corporation, Blucher Drainage, Chicago Faucets, Comfort Design Bathware, Chromomite, Just Sinks, Engineered Brass Co., Miro Industries, Powers, Stern Williams, Watts Drainage

of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing

J.S. Thompson Sales Inc

Principal Contact: J S Thompson
 12503 Rambling LN, Bowie, MD, 20715-3213
 Phone: 301/464-5979 Fax: 301/262-9083
 email: jst.sales@mail.com
 Territory: DE, MD, DC, VA

Lines: Air King, Builders Best, Dust Free, Fluke, Heat Controller, Summitt/ Mortex, Peco Fasteners, Spectroline
 # of outside sales people: 2
 Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

J.S. Thompson Sales, Inc.

Principal Contact: Jim Thompson
 Box 426, Bowie, MD, 20715
 Phone: 301/464-5979 Fax: 301/26-2-90
 email: jst.sales@mail.com
 Territory: MD, DC, VA, DE
 Lines: Builders Best, Fluke Corp., Peco Fasteners, Air King Ventilation, Dust Free, Summitt / Mortex Products, Spectronics, Heat Controller

of outside sales people: 2

N.H. Yates & Co., Inc.

Principal Contact: Jon Thomas, CPMR
 117-C Church Ln.
 Cockeysville, MD, 21030-3401
 Phone: 443/589-1620 Fax: 443/589-1621
 email: jon.thomas@nhyates.com
 Territory: MD, PA, VA
 Lines: Taco Inc., A.O. Smith Water Products Co., Burnham Hydronics, Thermal Solutions, Wohler, Van Packer, Stiebel Eltron, Hydronic Modules Corp., Miljoco, Thermaflo Engineerin, Schott/Kimax, Flexhose Co., Maxitrol, Holby Valve, Skidmore, Barnes Pump Co., Deming Pump Co., Highland Tank, Flowtrone, Alderon Industries, Axiom, Pennant International, Future Tools, CTS Fabrication, Cash Acme, Carlon Meter, O.C. Keckley, Burnham Commercial, Elasto-Valve, Hayward Manufacturing, Columbian Tec Tank, Bdk, Kitz, John Wood,

New Yorker, Tekmar, Danfloss Flomatic, Watson McDaniel, General Partitons
 # of outside sales people: 25
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

New Jersey

Altherm, Inc.

Principal Contact: Thomas Gallagher, CPMR
 255 Humphrey St.
 Englewood, NJ, 07631-4013
 Phone: 201/871-0500 Fax: 201/871-0314
 email: info@altherm.com
 # of outside sales people: 13
 # of warehouses: 1
 Industry Orientation: Plumbing

Dnj Sales Assoc

Principal Contact: D B Narvell
 154 Muirfield Ct.
 Mays Landing, NJ, 08330-3610
 Phone: 609/407-1244 Fax: 609/407-1244
 email: dnj1988@comcast.net
 Territory: New Jersey, Delaware, Eastern PA, Maryland

Lines: Energy Saving Products Ltd, Clearwater Enviro Technologies, Floodmaster Controls, Hi-velocity systems Ac/Htg, Ultra- sun technologies, Free Hot Water solar pannels, Venmar Erv Hrv, Hydronika packaged Boiler Chiller 6 -25 tons

of outside sales people: 2
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Focus Sales, Llc

Principal Contact: Jay Schechter, Cpmr
 117 Mountain Ave., Middlesex, NJ, 08846
 Phone: 732/302-0091 Fax: 732/302-9501
 email: jschechter@focussales.us
 website: www.focussales.us
 Territory: New Jersey, Lower New York State
 Lines: Bradford White, Chicago Faucets, Church Seats, Fluidmaster, Foremost, Hydromatic, Insinkerator, Just, Laars, Powers, Stern Williams

of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic Heating

Thermco

Principal Contact: Philip R. Giubardo
 228 Scoles Ave., Clifton, NJ, 07012
 Phone: 973/777-6700 Fax: 973/777-1540
 email: phil@thermcoreps.com
 website: www.thermcoreps.com
 Territory: Northern NJ, Lower NY

State, Metropolitan NY City including Long Island and Westchester
 Lines: Absolutaire, Aerco, Airtherm, Bootz, Crete-Heat, Erie, Heatfab, Holby, Hydrolevel, I.C.E., Laars, Macon, Mars Air Systems, Ouellet Electric Heating, Reznor, Selkirk, Airmate, Slant/Fin, tekmar, Triangle Tube, Unilux, Velocity Plus, Watts Radiant, York-Shiplely Global

of outside sales people: 13
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
 See ad on this page

Wales-Darby, Inc.

Principal Contact: Stephen Darby
 5B Powderhorn Dr,
 Warren, NJ, 07059
 Phone: 732/560-1001 Fax: 732/560-0353
 email: infonj@walesdarby.com
 website: www.walesdarby.com
 Territory: N. NJ, Metro NY, LI, 6 Lower Counties of NY

Lines: A.O. Smith Water Products, Alyan Pump, Beacon Morris, Flexcon, Fujitsu, Hydrotherm, Jaga, Keflex, Lifebreath, Lux Products, Mg Coupling, Modine Manufacturing, ray Boiler, Raywal, Spacepak, Speakman, Sterling/Suntemp, Taco, Omegaflex, Upoor, Viessmann, Wohler
 # of outside sales people: 8
 # of warehouses: 2
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Wiltech Inc.

Principal Contact: Gary Kuhn
 405a Southgate Ct., Mickleton, NJ, 08056
 Phone: 856/423-9400 Fax: 856/423-9444
 email: gary@wiltechinc.com
 website: www.wiltechinc.com
 Territory: E. PA, DE, S. NJ
 Lines: Bonomi North America, Engineered Flexible Products, Flo-Tite Valves & Controls, Max-Seal Inc., Mercer Rubber Company, Mueller Steam Specialty, Operating & Maintenance Specialties, Senior Flexonics-Pathway HVAC, Weksler Glass Thermometer Co.

of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Piping, Valves & Fittings

New York

Advanced Hydronics

Principal Contact: Kevin Sossin
 124 E. Main St., Suite 201
 Babylon, NY, 11704
 Phone: UNI/TED-5TA
 Fax: 631/532-2700
 email: ksossin@ahreps.com
 Territory: New Jersey, New York
 # of outside sales people: 6
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Alco Sales

Principal Contact: Al Lipsky
 19 Curtis Pl, Lynbrook, NY 11563
 Phone: 516-887-3888 Fax: 516-593-5569
 email: info@alco-sales.com
 website: www.alco-sales.com
 Territory: Lower NY State, NJ, Long Island, Staten Island, 5 Boroughs
 Lines: Benjamin Mfg. Co., Kirkhill Mfg. Co., API, Fluidmaster, Inc., Floodstop, American Valve, Alco Specialties, Magic-Wrap, M-E-D Adapt-A-Stat, Liberty Valve Co. Inc., Standard Nipple Works
 # of outside sales persons: 4
 Industry orientation: Plumbing, Piping, Valves & Fitting, Hydronic Heating
 See ad on page 44

ASAP Sales Corp.

Principal Contact: Bill Artz
 201 Montrose Road, Box 949
 Westbury, NY, 11590
 Phone: 516/333-4488 Fax: 516/333-9446
 email: bartz@asapsales.com

website: www.asapsales.com
 Territory: Metro NY, L.I., Putman, Dutchess, Orange, Sullivan, and Rockland, Northern New Jersey, and the state of Connecticut.

Lines: Aero Mfg., Zurn Industries, Flo-Thru, Homestead Valves, Hot Box/Cdr, O. C. Keckley Co., Kennedy Tubular Products, Chromomite, Hayward Industrial Products, Inc., Acorn Eng., Erico, Milwaukee Valve Co., Phoenix Forging Co., Merit Brass, Potter Roemer, Elmdor/Stoneman, Wilkins, Zurn Industries, Aqua-Spec, Zurn Industries, Temp-Gard, Zurn Industries, Aqua-Flush, Zurn Industries, Drainage, Viega, Holdrite/Hydroflame, Napac, Wisconsin Nipple/Ward Mfg., Zurn Industries, Chemical Waste Drainage Sys, American Trading & Logistics, Ak-Industries, Zurn Industries, Light Commercial, Flo Control, Mission Coupling, Zurn Industries, Zurn One, Acorn Aqua, Murdoch, Acorn Safety, Neo Metro, La-Co/Markal, Simtech Double Containment, Whitehall Manufacturing, Stanley Tools, Stanley Virax

of outside sales people: 9
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating
 See ad on page 44

C & C Marketing, Inc.

Principal Contact: Martin Klucka
 P.O. Box 561, Apalachin, NY, 13732
 Phone: 607/625-5540 Fax: 607/625-5568
 email: ccrep81@aol.com
 Territory: Upstate NY and Northern NJ
 Lines: Dunkirk Boiler (ECR), Plastic Trends, Matco Norca, Cash Acme, Woodpro Vanity, Imcoa Pipe Insulation, Takagi, Heat Link, Pipe Connects, Holyoke, Easy Heat, Argo Controls (ECR), Olsen Furnace (ECR), Penco Boiler (ECR)
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Demarco Sales Agency Inc

Principal Contact: Craig Sakolish
 258 Old Post Rd.
 Ballston Spa, NY, 12020
 Phone: 518/884-2925
 Fax: 518/884-2779
 email: craigdsa@earthlink.net
 Territory: Upstate NY
 Lines: American Saw, Cozy Space Heaters, Triangle Phase III, SOS Products, American Valve, Jones-Stephens Corp., Smith Cast Iron Boilers, Granby Steel Tanks, Beacon Morris, Keeney, Sterling Radiation
 # of outside sales people: 4
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Edwards Platt & Deely

Principal Contact: R. B. Cruickshank
 368 Wyandanch Ave.
 North Babylon, NY, 11703
 Phone: 631/253-0600 Fax: 631/253-0303
 email: email@epdreps.com
 website: http://www.epdreps.com
 Territory: Metro NY, Long Island, Lower NY State & N. NJ
 Lines: Powers, Div. Watts Industries, Ames, Div. Watts Industries, Blucher- Div Watts, Church Seat Co., Engineered Brass Co., Div. Just Mfg. Co., Halsey Taylor Co., American Water Heater, Just Mfg. Co., Sloan Valve Co., Willoughby Industries, John Wood Water Heaters, Watts Brass & Tubular, Watts Drainage Products, Watts Regulator Co., Zoeller Co., Guardian Industries, Safe-T-Cover, Orion Fittings, Chicago Faucet, State Water Heater, Delta P Systems, Dormont Mfg.
 # of outside sales people: 11
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Empire State Associates

Principal Contact: William Frenzel
 4440 Stephanie Dr, Manlius, NY, 13104-9391
 Phone: 315/682-6055 Fax: 315/682-2752
 email: wefesa@aol.com
 website: esarep.com

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Territory: Upstate New York and Erie, Pa.
 Lines: Aquarius, American Whirlpool, Brasscraft Mfg., Charlotte Pipe and Foundry, Danze, Erico, Fernco Inc., Gerber Plumbing Fixtures, Haws, Hayward Industrial Valves, Ips/Studor/Guy Gray, Peerless Boilers, Rheem/Ruud water heaters, Woodford Mfg.
 # of outside sales people: 5
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Focus Sales

Principal Contact: Steve Amante
 325 Merrick Ave.
 East Meadow, NY, 11554-1556
 Phone: 516/357-9090 Fax: 516/357-9104
 email: focussalesny@aol.com
 Territory: Metro New York

Lines: Bluewater Faucets, Dawn Sinks, Durocrafts, Embassy Industries, Geberit, Hydro Systems, Irwin Tools, Laars Heating Systems, Lenox, Newell Rubbermaid, Noble Co., Oregon Copper Bowl, Raven Products, Ron Bow
 # of outside sales people: 5
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating
See ad on this page

Fortune and Wright Sales, Inc.
Principal Contact: Todd Wright
 PO Box 130, Greenville, NY, 12083
 Phone: 518/966-5980 Fax: 518/966-5985
 email: fortuneandwright@capital.net

website: www.fortuneandwright-salesinc.com
Territory: Upstate New York, excluding Rockland and Westchester Counties
Lines: Aker by Maax, Brasstech, Fairmont Design, Fantech, Ginger, Maax, Mr. Steam, Newport Brass, North Star, Pearl, St. Thomas Creations, Tile-Redi, Taylor, Union Brass, Villeroy & Boch
 # of outside sales people: 4
Industry Orientation: Plumbing

Harbour Sales Ltd.
 Principal Contact: Clint Goodwin
 131 Bellaire Road, Massapequa, NY, 11758
 Phone: 516/541-9151 Fax: 516/541-8510
 email: harboursales@optonline.net
 Territory: Long Island, Metro NY, Lower NY, Northern Jersey
 Lines: Field Controls, Hydronic Alternatives, Monitor Products, Lynn Products, Axeman-Anderson, C&S Manufacturing
 # of outside sales people: 2

Industry Orientation: Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

J.R. Baker Associates Inc.
 Principal Contact: William Bourke
 6901 Herman Road, Syracuse, NY, 13209
 Phone: 315/638-2516 Fax: 315/638-1133
 email: billb@jrbakerassociates.com
 website: www.jrbakerassociates.com
 Territory: NY excluding NY City & LI
 Lines: Buderus, Bosch, Century, Coleman Cable, Advanced Industrial Component, Crete Heat, Inc., Danfoss, Inc., EWC Controls, Field Controls, Josam, Koldwave, Marvair (airxcel), Myson, Bacharach, Rectorseal, Rehau, Inc., Sterlco, Inc., Sterling, Suburban Mfg., Tekmar Controls Sys., Turbonics, Westwood Products, Wilo - USA, Carlin Combustion Technology
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Martin Kornstein Inc
 Principal Contact: Phil Kornstein
 142 Mineola Ave Ste 2a
 Roslyn Hts, NY, 11577-2083
 Phone: 516/621-2165 Fax: 516/621-7629
 email: plumbstein@aol.com
 Lines: Beck Mfg, Bow Plumbing Group, Camco Mfg, Canfield Technologies, Diamond Brass, General Tool & Instrument, Gruner Brass, Heat-Timer, Lavelle, Liberty Pumps, Maco Lead, Matco-Norca, Penner Elbow, Utility Chemical Mfg
 # of outside sales people: 6
 Industry Orientation: Plumbing, Piping, Valves & Fittings

PHC Distr Service Inc
 Principal Contact: Michael S. Knuth
 5188 Bliss Rd, Ballston Spa, NY, 12020-2044
 Phone: 518/372-2075 Fax: 518/882-5202
 email: msknuth@dsiny.com
 website: www.dsiny.com/
 Territory: Upstate New York - north of Westchester County
 Lines: Black Swan Mfg Co., Crown Engineering Corp., Encon Safety Products, Evosolar, Fine Fixtures Inc., Hubbell Water Heaters, Jomar International, Klenk Tools, Lochinvar Corporation, Seewater, Inc., Webster Pump
 # of outside sales people: 3
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

R. Stephen Ross Associates, Inc.
 Principal Contact: Robert Ross
 P.O. Box 67177, Rochester, NY, 14617
 Phone: 585/458-7599 Fax: 585/254-4554
 email: rsvp@frontiernet.net
 Territory: New York, Eastern Canada
 # of outside sales people: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Rathe Associates
 Principal Contact: Don Rathe
 1650 New Hwy., Farmingdale, NY, 11735
 Phone: 631/822-1200 Fax: 631/822-1400
 email: drathe@ratheassoc.com
 website: www.ratheassoc.com
 Territory: New York
 Lines: Armstrong, Alberta Tee, Axiom, BMI, Caleffi, Cash Acme, Comfort Pex, Flatplate, Hydrolevel, Insul-Tarp, Kitz, Laars, Noritz, Slant/Fin, Sterlco, Tekmar, Turbomax, Webstone, Winters
 # of outside sales people: 6
 # of warehouses: 1

Sherwood Specialties Inc.
 Principal Contact: Warren H. Olson
 875 Atlantic Ave. Suite B
 Rochester, NY, 14609
 Phone: 585/546-1211 Fax: 585/546-1208
 email: warren@sherwoodspecialties.com
 website: www.sherwoodspecialties.com
 Territory: Upstate NY, PA
 Lines: Blue White Industries, SJE Rhombus Controls, Base Products, Snyder Industries, Champion Pumps, Dfw Plastics, JMF Company, Napac, Inc., Simteh Filtr, JC Whitlam, American Brass & Aluminum, Ashland Poly Trap, Bruco Products, Canield Metals, ESP-Electronic Sensor Products, Hartell Pums, Invensys Controls, Jackel, JB Products-Federal Process, Vertex Distribution, Vulflow Filters, Warwick Hangers
 # of outside sales people: 2

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| <p>ALTHERM INC. <i>Tom Gallager</i> 255 Humphrey Street Englewood, NJ 07631 Phone 201-871-4400 • Fax 201-871-0314</p> | <p>DAMAR SALES CO., INC. <i>David L. Goldberg</i> 81 Montgomery Ave Scarsdale, NY 10583 Phone 800-464-1256 • Fax 914-725-5113</p> | <p>PLATSKY COMPANY, INC. <i>Jan Aranoff</i> 298 Montrose Road Westbury, NY 11590 Phone 516-333-9292 • Fax 516-333-9446</p> |
| <p>ARNOLD KAUFMAN <i>Arnold Kaufman</i> 61-20 Grand Central Pkwy Forest Hills, NY 11375 Phone 718-760-3908 • Fax 718-271-7128</p> | <p>DELLON SALES CO., INC. <i>Scott Dellon</i> 5 Albertson Avenue Albertson, NY 11507 Phone 516-625-2626 • Fax 516-625-3030</p> | <p>RATHE ASSOCIATES INC. <i>Don Rathe</i> 200 Aerial Way Syosset, NY 11791 Phone 516-433-8100 • Fax 516-935-7894</p> |
| <p>ASAP SALES <i>Bill Artz</i> 298 Montrose Road Westbury, NY 11590 Phone 516-333-4488 • Fax 516-333-9446</p> | <p>FOCUS SALES, INC. <i>Steve Amonte</i> 325 Merrick Ave. East Meadow, NY 11554 Phone 516-357-9090 • Fax 516-357-9104</p> | <p>ROTHENBERG ASSOCIATES <i>Randy Rothenberg</i> 104 Rushmore Street Westbury, NY 11590 Phone 516-334-3688 • Fax 516-334-3218</p> |
| <p>BARON SALES ,LLC <i>Dean Baron</i> 39 Lee Road Ridgefield, CT 06877 Phone 203-894-1022 • Fax 203-894-9341</p> | <p>J.R. ASSOCIATES <i>Jack Rosenberg, CPD</i> 267 Sea Cliff Ave. #4 Sea Cliff, NY 11579 Phone 516-248-7800 • Fax 516-248-7870</p> | <p>WALLACE EANNAGE ASSOCIATES, INC. <i>Ray Schiele</i> 50 Newton Road Plainview, NY 11803 Phone 516-454-9300 • Fax 516-454-9307</p> |
| <p>BELSKY ASSOCIATES, INC. <i>Bob Belsky</i> 620 Derby Drive East Oceanside, NY 11572 Phone 516-678-1655 • Fax 516-678-8632</p> | <p>JADCO SALES, INC <i>Barry Newman</i> 1075 Quentin Place Woodmere, N.Y. 11598 Phone 516-374-5799 • Fax 516-295-0358</p> | <p>WALSH SALES ASSOCIATES <i>Richard P. Walsh</i> 80 Allen Blvd. Farmingdale, NY 11530 Phone 631-420-7400 • Fax 631-420-7415</p> |
| <p>BUGLER SALES CORP <i>Jim Bugler</i> 2620 Willard Ave. Baldwin, NY 11510 Phone 516-223-3868 • Fax 516-868-6998</p> | <p>KORNSTEIN, MARTIN L., INC. <i>Phillip & Edward Kornstein</i> 142 Mineola Avenue Roslyn Heights, NY 11577 Phone 516-621-2165 • Fax 516-621-7629</p> | <p>WOODS & JAYE SALES CO. <i>Steve Jaye</i> 33-09 37 Avenue Long Island City, NY 11101 Phone 718-786-8260 • Fax 718-786-5393</p> |

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See contact information on page 98

MIDDLE ATLANTIC

of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Stamberger-Sender Associates Inc.
Principal Contact: Chris Stamberger
7398 Wyers Point Road
Ovid, NY, 14521-9801
Phone: 607/532-9595 Fax: 607/532-9597
email: chris@stamberger.com
website: www.stamberger.com
Territory: ME, MA, CT, NH, RI, NY, NJ, PA, VT
Lines: Diversitech, Arzel Zoning, Crown Boilers, Streamlight, Honeywell/Genesis Cable, ADP, Nordyne, Metal-Fab, Skuttle Manufacturing, Tjernlund, UEI Instruments, Renewaure, Rinnai, Quietflex, Rfoil/Covortech
of outside sales people: 5
of warehouses: 2

Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Wales-Darby, Inc.
Principal Contact: Brian Darby
2910 Express Dr. S., Islandia, NY, 11749
Phone: 631/585-6800 Fax: 631/585-6838
email: info@walesdarby.com
website: www.walesdarby.com
Territory: Metropolitan NY/Long Island; N New Jersey; Downstate NY
Lines: AO Smith Water Products, Alyan Pump, Beacon Morris, Flexcon, Flow Design, Fujitsu, Hydrotherm, Jaga, Keflex, Lifebreath, Lux Products, MG Coupling, Modine Manufacturing, Orange-Eco, RAY Boilers, Raywal, Spacepak, Speakman, Sterling / Suntemp, Taco, Omegaflex, Triad Boilers, Uponsor, Viessmann, Wohler, Z-Flex
of outside sales people: 8
of warehouses: 2

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Wallace Eannace Associates, Inc.
50 Newtown Rd., Plainview, NY 11803
Phone: 516/454-9300
Fax: 516/454-9307
e-mail: jcollins@wea-inc.com
Territory: Metro NY, NJ
Lines: Bell & Gossett, Cemline, McDonnell & Miller, Lochinvar, Heatlink, Hoffman Specialty, Flex-Hose, Pure Link, Domestic Pump, Danfoss, HBX Controls, Maid-O-Mist, Danfoss/Graham, Intellidyne
of outside sales people: 23
of warehouses: 2
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration and Sheet Metal
See ad on this page, pg 44

Woods & Jaye
Principal Contact: Michael Brandon
3309 37th Ave.
Long Is City, NY, 11101-2115
Phone: 718/786-8260 Fax: 718/786-5393
email: mike@woods&jaye.com
Territory: New York, Nassau County, Suffolk County, Westchester County, Northern New Jersey
Lines: Smith, Armstrong, Haws, PPP Inc, Clamp All, Miro Industries, Metcraft, APS First Smart Sensor, Crete Sleeve, Pipe-Tytes, Inc, Pro Set, Intersan, Fumagalli, Conine, Flowserve
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing
See ad on this page, pg 44

Pennsylvania

Associated Marketing, Inc.
Principal Contact: Frank Fein, CPMR
11500 Roosevelt Blvd. #G-1
Philadelphia, PA, 19116-3000
Phone: 215/677-6870 Fax: 215/677-1261
email: sales@associatedmarketing.net
website: www.associatedmarketing.net
Territory: E. PA, NJ, DE, NY Metro, MD, DC Metro
Lines: Spears Mfg, Cooper B-Line, Watts Brass & Tubular, NDS, Inc., Rheem Water Heater, Imcoa Insulation, General Wire Spring Co, Mission Rubber Products, Anaheim Mfg (wasteking), Utility Mfg, Cozy, Chatham Brass, Napac, Filtration Mfg
of outside sales people: 6
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

B.J. Terroni Company, Inc.
Principal Contact: Tim West
3190 Tucker Rd.
Bensalem, PA, 19020-2892
Phone: 215/639-3600 Fax: 215/639-3710
email: tim.weste@bjterroni.com
website: www.bjterroni.com
Territory: E. PA, S. NJ, N. DE
Lines: Argo Baseboard, Embassy Industries, ABB Group
of outside sales people: 1
of warehouses: 8
See ad on this page

Cope-Wardell Associates
Principal Contact: Scott Wardell
4009 Market St.
Upper Chichester, PA, 19014-3139
Phone: 610/485-2828 Fax: 610/485-7171
email: scottw@cwaassociates.com
website: www.cwaassociates.com/
Territory: Eastern Pennsylvania, Southern New Jersey and Delaware
Lines: Elkay, Toto, Zoeller, Sioux Chief, Schier Products, McGuire
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing

Derbyshire Mack & Morgan, Inc.
Principal Contact: Robert C. Trader, Jr.
4009-D Market St., Aston, PA, 19014
Phone: 610/497-2600 Fax: 610/497-2603
email: sales@dmminc.com
website: www.dmminc.com
Territory: E. PA, S. NJ, DE, MD, DC
Lines: Ashcroft, Kunkle Valve, Marsh/Bellofram, McDaniels, Yarway, U.S. Gauge, Noshok, Inc., Wika
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Finnegan Agency
Principal Contact: Bill Finnegan
P.O. Box 5024, Springfield, PA, 19064
Phone: 610/357-5986 Fax: 610/544-6519
email: wtfinn522@aol.com
Territory: Eastern PA, Southern NJ, DE
Lines: Arrow Industries, Dunkirk, General Filter Co, Jmf Company, Mifab, Neverleak Co, Plumberex, Rectorseal
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal



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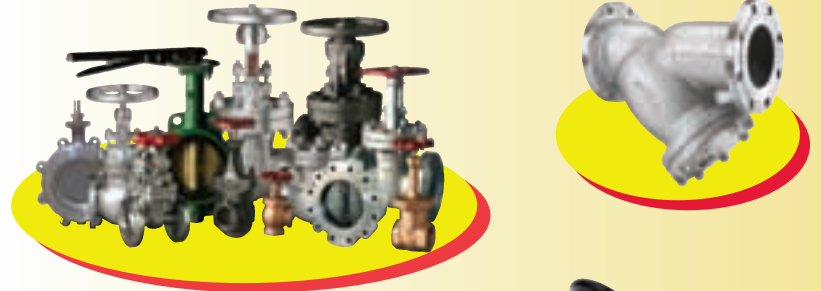
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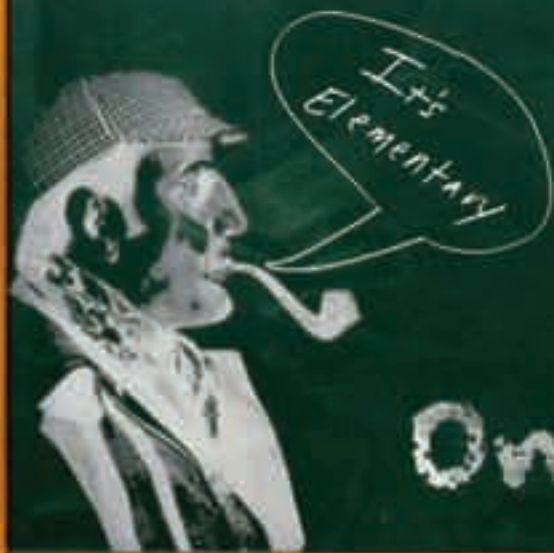
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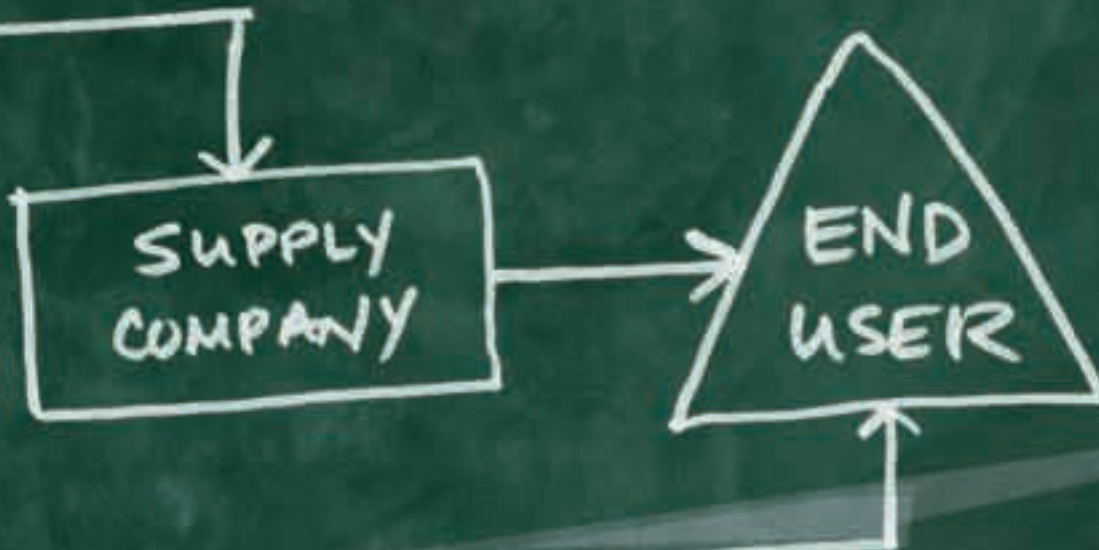
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FFF Fax: 713.695.4016

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4111 Carolina Ave.
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Richmond, VA 23222
Toll Free: 866.394.1419
Fax: 804.228.8905

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3333 North Pagosa Ct.
Indianapolis, IN 46226
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Gray Sales Inc

Principal Contact: Edmund Cancelosi
 PO Box 26826, Philadelphia, PA, 19134-6826
 Phone: 215/739-3355 Fax: 215/739-4592
 email: ed@graysalesinc.com
 website: www.graysalesinc.com
 Territory: E.PA, S. NJ , DE , MD, Wash D.C. and VA
 Lines: Basco Shower Enclosures, The Swan Corp., Swanstone, Fairmont Designs, Elcoma, Sierra Copper, Bootz Industries, California Faucets, Kingston, Dreamwalls Color Glass
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing
See ad on this page

Grothaus Sales

Principal Contact: W. John Grothaus
 200 Eagle Rd Ste 30
 Wayne, PA, 19087-3115
 Phone: 610/293-9221 Fax: 610/293-9252
 email: grothaus@covad.net
 website: www.grothausales.com
 Territory: Eastern PA, Southern NJ, DE
 Lines: Brass Craft Mfg Co., Comfort Seats, Cresline Plastic Pipe Co., Fernco Inc., Flint & Walling Pumps, J C Whitlam Mfg Co., Jones-Stephens Corp., Keeney Mfg Co., LT Connections, Simmons Mfg Co.
 # of outside sales people: 3
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Halpern - Jacobs

Principal Contact: Bob Jacobs
 927 Springwood Dr., West Chester, PA, 19382-2121
 Phone: 610/431-1770 Fax: 610/431-0014
 email: hvacrj@aol.com
 website: www.halpern-jacobs.com
 Territory: Eastern PA, Southern NJ, DE, MD, VA
 # of outside sales people: 4
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

J B O'Connor Co

Principal Contact: Bryan O'Connor
 PO Box 12927, Pittsburgh, PA, 15241-0927
 Phone: 724/745-5300 Fax: 724/745-7420
 email: boconnor@jboconnor.com
 website: www.jboconnor.com
 Territory: Western PA & West Virginia
 Lines: Aqua Glass, Aquatherm Pipe, Brass Craft, Blucher, Elkay, Powers, Rinnai, Sloan Valve, Omegaflex Tracpipe, Watts Water Technologies, Watts Drainage, Ames Fire & Water
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

John Stack Sales Co.

Principal Contact: Gary J. Stack
 575 Wyoming Ave., Ste. A, Wyoming, PA, 18644
 Phone: 570/693-3050 Fax: 570/693-2294
 email: gjs@stacksales.com
 website: www.stacksales.com
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of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on this page

Keystone Sales & Assoc

Principal Contact: Robert Della Saia

441C County Line Rd
Gilbertsville, PA, 19525-8822

Phone: 610/369-1602

Fax: 610/369-1612

email: bobd@uskeystonesales.com

Territory: PA, NJ, DE, WV

Lines: Cudor, Advance Products & Systems, Bosch, Boyertown Furnace Company, Buderus, Bradley, Fantech, Haydon, Heat Controller, La-Co, Nobel Company, Oasis International, Presealed Systems, Sargent Tool Company, Turbonics, Trim to the Trade, Wilkins, Zurn Pex, Zurn Plumbing Products Groups

of outside sales people: 15

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

See ad on page 52

Kivlan Group, Inc.

Principal Contact: Brad Kivlan, CPMR
P.O. Box 740, Carlisle, PA, 17013
Phone: 717/249-6019 Fax: 717/960-1528
email: info@kivlangroup.com
Territory: OH, WV, VA, MD, PA, DE, DC, NJ
Lines: Amana, Divers Itech, Dynatem International, E James Belts, Haier, Lulas-Muhaupt, Ritchie Engineering, Shurtape, Southware, Veto Pro Pac

of outside sales people: 6

of warehouses: 1

Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Latchaw, Montgomery & Peck, Inc.

Principal Contact: Bob Montgomery

166 Pennsylvania Ave.

Malvern, PA, 19355

Phone: 800/220-2126 Fax: 800/220-7081

email: Impreps@verizon.net

website: www.lmpreps.com

Territory: Central and Eastern PA, Central and Southern NJ, Delaware, Maryland, DC, Virginia

Lines: A.O. Smith Water Systems, Black Swan, Camco Mfg., Campbell Mfg. / Baker Mfg., Canplas Llc, Climastar Heating System Llc, Hartell Div., Hydromatic Pump Company, Jackel Inc., King Bros. Industries (KBI), Krowne Metal Corp., Pipeconx Div. of Uniseal, SJE-Rhombus, Silver-Line Plastics, Snyder Industries, Turbotorch

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

See ad on page 52



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 Quakertown, PA 18951 Fax: 215.536.6976
 www.mandhsalesinc.com bruceh@mandhsalesinc.com

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MIDDLE ATLANTIC

M&H Sales, Inc.

Principal Contact: Douglas R. Martin
 127 South 5th St., Ste. 140
 Quakertown, PA, 18951-1680
 Phone: 215/536-6944 Fax: 215/536-6976
 email: bruceh@mandhsalesinc.com
See ad on this page

Martin & Smith, Inc.

Principal Contact: James P. Hughes
 11 Vincent Cir., Warminster, PA
 Phone: 215/956-9100 Fax: 215/956-9765
 email: jhughes@msrep.com
 Territory: Eastern Pennsylvania, South New Jersey, Entire State of Delaware
 Lines: Acorn Engineering, American Standard, Crane Plumbing, Fiat Products, Acorn Aqua, Jad/Porcher, Just Manufacturing, Jay R. Smith Mfg. Co., Charlotte Pipe and Foundry Co., Red White Valve, Murdock, Potter Roemer, Chronomite, Acorn Safety, Provent Systems, Elmdor Access Doors, Whitehall Manufacturing
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Output Sales Corp.

Principal Contact: Richard G. Hildebrand
 119 Hunt Valley Road
 New Kensington, PA, 15068
 Phone: 724/334-5600
 Fax: 724/334-9599
 email: e-mail@outputsales.com
 website: www.outputsales.com
 Territory: OH, W. PA, WV, KY, IN
 Lines: Cambridge-Lee, Cash Acme, Flying, Front Line Manufacturing, Haviland Drainage, Huntington Brass, IpeX Usa, La-Co Industries, Lee Brass, Little Giant, Peerless Pottery, Phd Manufacturing, Rheem/Ruud, Trenton Pipe Nipple, Ward Manufacturing, Welded Tube
 # of outside sales people: 8
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on this page

Preferred Sales Inc

Principal Contact: Alan Guidish
 1 Industrial Rd.
 Hermitage, PA, 16148-9029
 Phone: 724/981-5500
 Fax: 724/981-5560
 email: guidisha@preferredsales.com
 website: www.preferredsales.com
 Territory: Ohio, Northern Ky., Western Pa. & West Virginia
 Lines: Aquatic, 3m Purification, Hydromatic, Uponor, Bradford White, AK Industries, E.L. Mustee & Sons, Gastite/Flex Sure, Houzer, Lenox, Nomaco, Oatey Scs, Heritage Plastics, Red White Valve, Tigre, Vitra, SJE Rhombus, Danze
 # of outside sales people: 11
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Proline Sales, Inc.

Principal Contact:
 Gregory E. McLaren
 128 Greenwood Ave.
 Wyncote, PA, 19095
 Phone: 215/517-7543 Fax: 215/517-7546
 email: gmclaren@prolinesalesinc.com
 Territory: E. PA, S. NJ, DE
 Lines: Alsons, Bemis/Church, Brasstech, Cello Products, Danco, Greenfield Manufacturing, Hydrosystems, InSinkErator, Legend Valve, Native Trails, Oatey SCS, Ronbow, Springhouse Specialty, Transolid
 # of outside sales people: 3
 Industry Orientation: Plumbing
See ad on facing page

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See complete listing on page 51

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 411C County Line Road • Gilbertsville, PA 19525
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MIDDLE ATLANTIC

R. Romeo Co., Inc.

Principal Contact: Rich Romeo
507 E. Pennsylvania Blvd.
Feasterville, PA, 19053-7849
Phone: 215/357-5885 Fax: 215/357-6858
email: cva64rr@aol.com
website: www.rromeoco.com
Territory: E. PA, NJ, DE, MD
Lines: Anderson Metals, American Trade Products, Atlanta Special Products, Brenelle Co., Goss Inc., Kee Safety, Michigan Brass, Maxstraps, Electrotape, SOS Products, Superior Tool, Virginia Abrasives, Virginia Stainless Div., General Tools & Instruments, Metallics, Pace Machinery, Weksler Glass
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

R.D. Bitzer Co., Inc.

Principal Contact: John Bitzer Jr.
776 American Dr. Bensalem, PA, 19020-7342
Phone: 215/604-6600 Fax: 215/604-6601
email: sales@rdbitzer.com
website: www.rdbitzer.com
Territory: E. PA, S. NJ, Upper Two Counties DE
Lines: GE, Bell & Gossett-ITT, Cemline Corp., Domestic Pump-ITT, Wessels, Hoffman Specialty-ITT, McDonnell & Miller-ITT, Flex Hose, Danfoss Drives, Watts Radiant, Marley, Viessmann, Pep Filters
of outside sales people: 8
of warehouses: 1
Industry Orientation: Plumbing, Hydronic Heating

Refrigeration Specialists C

Principal Contact: Barry Mizack
4383 Hecktown Rd, Ste G
Bethlehem, PA, 18020-9767
Phone: 610/759-8306 Fax: 610/759-8706
email: rsc1@enter.net
Territory: PA, NJ, DE, MD, NY, CT, VT, NH, ME, MA, RI
of outside sales people: 3
Industry Orientation: Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Rich-Tomkins Co Inc

Principal Contact: Stew Chaffee
235 Bridgewater Rd, Aston, PA, 19014-2135
Phone: 610/859-6068 Fax: 610/859-6080
email: stew@richtomkins.com
website: www.richtomkins.com
Territory: E. PA, S. N. J. DE, MD VA
Lines: Boss Products, Bradford White Water Heaters, Delta Faucet Co., Foremost Bath Furniture, Jacuzzi, John Guest Fittings, Liberty Hardware, Song Cast Iron Sinks, Vitra Sanitary Ware, Watco, Whirlpool Corp., Woodford
of outside sales people: 7
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Robert Burns Associates

Principal Contact: Bob Van Etten
4009 Market St Unit B
Aston, PA, 19014-3140
Phone: 610/497-1722 Fax: 610/497-8722
email: bob@rburnsassoc.com
Territory: E. PA, S. NJ, DE
Lines: Sloan Valve Co, Tyler Pipe, Anaco/Husky, Watts Drainage, Blucher, Brae, T&S Brass, Halsey Taylor, Leonard, Guardian Equipment, Flowsolve, Metpar
of outside sales people: 6
of warehouses: 1
Industry Orientation: Plumbing

Triumph Sales, Inc.

Principal Contact: Rich Bruno
51 Bridge St., Pittsburgh, PA, 15223
Phone: 412/781-0950 Fax: 412/781-1890
email: triumphsales@comcast.net
Territory: Western Pa., West Virginia, & Ohio
Lines: American Brass & Aluminum, Amerec, American Whirlpools, Arizona Shower Doors, Beneke, Clamp-All, Florestone, Franke, Gerber Plumbing Fixtures, Hamilton Bathware, Haws, Kindred, Leonard Valves, Liberty Pumps, Nibco Dura-Pex, Normac, Precision Plumbing Products, Rectorseal, Waste King, Willoughby Industries
of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing

Vernon Bitzer Associates, Inc.

Principal Contact: Steve Krumm
980 Thomas Dr., Warminster, PA, 18974
Phone: 215/443-7500 Fax: 215/443-7573
email: skrumm@vernonbitzer.com
Territory: E. PA, S. NJ, N. DE
Lines: Ames Company, Chatham Brass Co, Chicago Faucets, Crown Boiler, Dormont Manufacturing, Febco, Gorton Manufacturing, Hot Box Enclosures, Myson Heating Products, Style-Rite, Watts Acv Co, Watts Regulator Co, Watts Water PEX Co, Sea Tech Fittings
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Walter H Schmitt & Assoc. Inc.

Principal Contact: Clinton Schmitt
580 Plummer School Road, Box 326
West Newton, PA, 15089-0326
Phone: 724/872-5007 Fax: 724/872-0112
email: whschmitt@verizon.net
Territory: E. KY, WV, W. PA, Bordering Counties of OH & W. MD Panhandle, S. Tier NY
Lines: Aitken Products, Sprayway, Clovernook Fan Co., King Electrical Mfg. Co., Flo Aire, Excel Dryer Corp., Therm Coil Mfg. Co., Triangle Engineering Co., Glenn Electric, Northwest Envirofan, Summer Aire
of outside sales people: 4
of warehouses: 4
Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Woldoff Sales

Principal Contact: Dean Woldoff
535-C Andrews Road
Trevose, PA, 19053-3432
Phone: 215/953-5080 Fax: 215/953-5084
email: woldoffsales@aol.com
Territory: E. PA, NJ, DE, MD, DC
Lines: Smart Electric / Comfortstat, Argo Technology, Briggs Plumbingware, Comfortstar Ductless & PTAC, Easyflex CSST, Certified Pipe Products Inc., Pennco Boilers, Sayco Faucets, Meibes, Utica Boilers, Embassy Industries, Giant Water Heaters, Newmac
of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

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East North Central section begins on page 54

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EAST NORTH CENTRAL

Illinois

Added Sales Co.

Principal Contact: Jim Tracey
795 Mittel Dr., Wood Dale, IL, 60191
Phone: 630/694-1300 Fax: 630/694-9148
email: info@addedsales.com
website: www.addedsales.com
Territory: IL, IN, WI, N. MI

Lines: Blue Angel Pumps, Canfield Solder, Easy Heat, Fluidmaster, Grohe Faucets, Imcoa Pipe Insulation, Waste King, Jacuzzi, Oliveri Stainless Sinks, State Industries, Swan Corp., Dimplex, Villeroy & Boch, St. Thomas, Bionic, MK Morse
of outside sales people: 16
of warehouses: 1
Industry Orientation: Plumbing

Bornquist Inc

Principal Contact: Mike Hultgren
7050 N Lehigh Ave.

Chicago, IL, 60646-1298

Phone: 773/774-2800

Fax: 773/763-6534

email: bornquist@bornquist.com

Territory: N. IL, UPPER IN, E. IA

Lines: Patterson-Kelley, Pep Filters, Barnes Pumps, Cemline, Danfoss, Motion Controls, Cla-Val Co, Danfoss Heating Controls, Viessmann Boilers, Holby Valves, ITT-Bell & Gossett, ITT Domestic, ITT Hoffman Specialty, Weiss Instrument, Watts Radiant, Reco Industries, Schott Scientific, Glass Pure Humidifier Co, Tekmar, Vertiflo, Highland Tank, Stiebel Eltron, Waiwela

of outside sales people: 19

of warehouses: 2

Industry Orientation: Plumbing, Hydronic Heating

See ad on this page

Friedman & Dorrans Sales, Inc.

Principal Contact: Jim Dorrans, Brian Friedman
P.O. Box 540, Glenview, IL, 60025
Phone: 847/459-8412 Fax: 847/459-8437
email: jim@fanddsales.com,
brian@fanddsales.com
website: www.fanddsales.com

Territory: N. IL, Lake, Porter & LaPorte Counties IN

Lines: Oatey SCS, Bradford-White, Brass Craft, Church Seats, Cresline, Mayco, E. L. Mustee & Sons, Cambridge-Lee, Wm. Harvey Co., BMI, Liberty Pumps

of outside sales people: 5

Industry Orientation: Plumbing, Piping, Valves & Fittings

G Miller Co.

Principal Contact: Brian Miller
901 River Ln, Loves Park, IL, 61111-4712
Phone: 815/964-5692 Fax: 815/964-5770
email: office@gmillercompany.com

George T Wilson Co

Principal Contact: George A Wilson
PO Box 59093, Schaumburg, IL, 60159-0093
Phone: 847/342-1111 Fax: 847/342-1112
email: gwilsonhvac@msn.com

Territory: IL, WI, MN, N. IN
Lines: NDL Inc

of outside sales people: 1

Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

H.O.K. Sales, Inc.

Principal Contact: Joe Murphy
301 Carlton Dr., Carol Stream, IL, 60188
Phone: 630/665-0220 Fax: 888/246-5725
email: jmurphy@hoksales.com

Territory: All of Illinois and Lake and Porter Counties in Indiana

Lines: Campbell Manufacturing, Baker Manufacturing, Noritz, Honeywell Water Products, Myson, Aquamark Booster Pumps, Amtrol, Best Air Products, Normandy Drainage Fittings, Rhomar, Tracpipe

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Inland Sales Group, Inc.

Principal Contact: Brian J. Yelton
7650 Plaza Court, Willowbrook, IL, 60527
Phone: 630/850-7750 Fax: 630/850-7775
email: brian@inlandsalesgroup.com
website: www.inlandsalesgroup.com

Territory: Northern IL, Chicago
Lines: Chicago Faucet, Leonard Valve, General Wire, Jones Stephens, Praxis Group, Elkay, Comfort Seats, Willoughby Ind., Water Control, Geberit, Georg Fischer, Plumberex, Alsons, Water Control

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing

Inland Sales Group, Inc.

Principal Contact: Brian Yelton, CPMR
8925 N. Prairie Pointe, Peoria, IL, 61615
Phone: 309/693-7950 Fax: 309/693-7955
email: brian@inlandsalesgroup.com
website: www.inlandsalesgroup.com

Territory: Illinois: Northern & Central, Eastern Iowa, Lake & Porter Counties in Indiana

Lines: Chicago Faucet, Elkay, Jones Stephens, Leonard Valve, Water Control, Tracpipe, Geberit, Woodford, Aquarius, General Wire, Rockford Separator, Plumberex, Willoughby, Georg Fischer, Halsey Taylor, California Faucets

of outside sales people: 6

of warehouses: 1

Industry Orientation: Plumbing

J&J Sales & Marketing

Principal Contact: Jim Geller
19201 Blackhawk Unit 87, Mokena, IL, 60448
Phone: 815/806-0202 Fax: 815/806-0303
email: info@jjsls.com
website: www.jjsls.com

Territory: IL, IA, WI, IN, MN

Lines: Airpel Strainers, Cal-Pipe, Colonial Valve, Homestead Valves, Lasco Fittings, Linc Level Switches, Mueller Steam Specialty, Napac Inc., Pathway Controls, Quadrant Valve, Twin City Hose, Warren Controls

of outside sales people: 3

of warehouses: 1

Industry Orientation: Piping, Valves & Fittings

Kast Marketing, Inc.

Principal Contact: Dan Bellezzo
501 Industrial Dr., Bensenville, IL, 60106
Phone: 630/227-0600 Fax: 630/227-0533
email: dbellezzo@kastmarketing.com

Territory: Illinois, Wisconsin, Indiana
Lines: Beneke, Bow, Central Brass, Chatham, Clarke Products, Erico, Fernco, Florestone, Holyoke, Howell Metals, Kitz, La-Co Markal, Lee Brass, Trenton, Mifab, North American Pipe, Slant/Fin, Ward/Wardflex/Wis.

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Luczak Sales

Principal Contact: Eric Luczak
1128 Tower Rd.

Schaumburg, IL, 60173

Phone: 847/781-5100

Fax: 847/781-5300

email: info@luczak.com

website: www.luczak.com

Territory: N. IL

Lines: Jay R. Smith Mfg., Star Pipe Products, AMT Booster Pumps, Laars Heating Systems, NTS Solar Products, LSI Rainwater Harvesting Systems, PVI Industries, Wendland Mfg. Co., ABS Pumps, Elbi Expansion Tanks, Sime North America Boiler, T-Drill, Kindred Commercial Sinks, Peerless, Robur

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Hydronic Heating

Lyall Thresher & Assoc

Principal Contact: Mike Thresher
625 Chase Ave.

Elk Grove Village, IL, 60007-4801

Phone: 847/621-6052 Fax: 847/621-6057

email: miket@lyall-thresher.com

Territory: Northern Illinois, Northwest Indiana

Lines: Axiom, Beacon-Morris, Bosch, Burnham, Caleffi, Insulation Solutions, Jaga, Detroit Radiant, Triangle Tube, Uponsor, Wilo

of outside sales people: 4

of warehouses: 1

Industry Orientation: Hydronic Heating

Midwest Environmental Products

Principal Contact: Bill Sexton
6130 Stansbury Lane, Lakewood, IL, 60014
Phone: 815/444-1475 Fax: 815/444-1476
email: bsexton@mepvac.com

Territory: IL, IN, WI

of outside sales people: 3

Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Miller Sales, Inc.

Principal Contact: Brian Baxter, CPMR
340 S. Lombard Rd., Addison, IL, 60101
Phone: 630/458-8816 Fax: 630/458-9015
email: brian@millersales.com

Territory: N. IL and NW IN

Lines: Zurn, Wilkins, Watersaver, Guardian, Intersan

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing

Monti & Assoc., Inc.

Principal Contact: Gregory Monti
PO Box 866

Arlington Hts, IL, 60006-0866

Phone: 847/956-8200

Fax: 847/956-8237

email: gmonti@ma-line.com

website: www.montiandassociates.com

Territory: IL, IN, MI, WI, MN, ND, SD,

MO, KS, IA, CO, OH

Lines: Anaconda/Universal, Comfort Star, Comfort Stat, Dynatemp, Hartell Pump, Jason Industrial, J.W. Harris, Lau Industries, Ma-Line, Marsh Bellofram, Peerless Of America, Esab, Quietflex, Refrigeration Research, Refrigeration Tech, Ritchie/Yellow Jacket, Southwire

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

R.C. Sales & Service, LLC.

Principal Contact: Michael J. Dore, CPMR
2476 Wisconsin, Downers Grove, IL, 60515
Phone: 877/598-1233 Fax: 877/598-1244
email: michael@rcsales.net

Territory: Illinois, Indiana, & Wisconsin

Lines: A.O. Smith, Buderus, Taco, Haws, Gastiste, Comfortpro, Z-Flex, Energy Saving Products, Embassy Industries, Electro Industries, Esbe, Advance Metalpres, Fernox, Creatherm

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Repeco Associates, Inc.

Principal Contact: Brian Mazzocchi, CPMR
1775 West Armitage Ct., Addison, IL, 60101
Phone: 630/932-9900 Fax: 630/932-9911
email: brian@repecoassociates.com
website: www.repecoassociates.com
Territory: Northern Illinois, Lake and Porter Co., Indiana

Lines: Clamp All, Eemax, Halsey Taylor, Hammond Valve, Holdrite, Josam, McGuire, Metcraft, Milwaukee Valve, Sloan Valve

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing

T. J. Higgins Co. Inc.

Principal Contact: Tom Higgins, Brian Higgins
142 Alexandra Way, Carol Stream, IL, 60188
Phone: 630/752-9400 Fax: 630/752-9423
email: thiggins@tjhiggins.com
website: www.tjhiggins.com

Territory: IL, IN, WI

Lines: Charlotte Pipe & Foundry, Red White Valve, Mission Rubber Co., Cerro Flow Products, LSP Products Group

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Indiana

Aspinall Associates, Inc.

Principal Contact: Randy Vogt, CPMR
6840 Hillsdale Ct.

Indianapolis, IN, 46250-2001

Phone: 317/849-5757 Fax: 317/845-7967

email: rvogt@aspinall.com

website: www.aspinall.com

Territory: IN; KY

Lines: Aqua Bath, Black Sway, Boss, Bradley Corporation, Danfoss Heating Products, Danfoss Electric Heating Systems, Deflecto, Delta P Systems Inc., Eemax, Flo-matic Valves, Josam, Miro Industries, Peerless Boilers, Plumberex, PVI Water Heaters, Rinnai, Sloan Valve Company, Star Pipe Products, Stern Williams, T&S

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

DSG

Principal Contact: J Kevin Okane
PO Box 2140, Noblesville, IN, 46061-2140
Phone: 317/776-9535 Fax: 317/776-9536
email: kevin@dsgrep.com

website: www.diversifiedsalesgroup.com

Territory: IN, MI, KY, IL, MO

Lines: Church Seats, Cresline Plastic Pipe, Eternal Water Heaters, Lubrizol, Merrill Mfg, E L Mustee, Oatey SCS, Pipe Lonx, Red White Valves, Service Wire, Tile Ready, Tek Tube, Well Mate

of outside sales people: 4

Industry Orientation: Plumbing, Piping, Valves & Fittings

MMI

Principal Contact: Mark Reed
17225 Westfield Park Rd.

Westfield, IN, 46074-9537

Phone: 317/867-5004 Fax: 317/896-3561

email: mreed@mmirep.com

website: www.mmirep.com

Territory: Indiana and Kentucky
Lines: Canplas, Hydromatic, K-Flex USA, Myers, Nomaco, Sagehill Designs, SJE Rhombus, Sovrano, Swanstone, Vitra, Woodford, American Plumber, Bradford White, Everpure, Masco Bath, Price Pfister, Watco

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Nancrede Engineering Co., Inc.

Principal Contact: Chris Nancrede
5356 N. Hillside Ave., Indianapolis, IN, 46220
Phone: 317/257-7201 Fax: 317/255-4727

email: info@nancrede.com

Territory: IN, MI, KY, IL, MO

of outside sales people: 3

P-M & Associates, Inc.

Principal Contact: Steve Hullett
13095 Parkside Dr., Fishers, IN, 46038
Phone: 317/849-0641 Fax: 317/849-5271
email: shullett@p-massoc.com

website: www.p-massoc.com

Territory: Indiana & Kentucky

of outside sales people: 6

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating



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7050 N. LEHIGH AVE.
CHICAGO, IL 60646
PHONE: 773/774-2800
FAX: 773/763-6534

Fluid Handling
Products —
Chicago and
East Moline, Illinois

Website: www.bornquist.com

2010/2011 Manufacturers' Representatives

EAST NORTH CENTRAL

Seamon Sales Associates Inc.

Principal Contact: David Seamon
P.O. Box 438, New Albany, IN, 47151
Phone: 812/945-6838
Fax: 812/944-4954
email: rep4you@aol.com
website: www.seamonsalesassociates.com
Territory: IN, KY
Lines: Aquatic, Campbell Mfg., Bosch Tankless Heaters, Blue Angle Pumps, Lasco Bathware, Lasco Fittings, Lenox, Mill Rose, Oatey SCS, Irwin Tools, North Star, Bootz
of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Michigan

Anscor Inc.

Principal Contact: Tony Scooros
4706 Delemere Blvd., Royal Oak, MI, 48073
Phone: 248/318-5001 Fax: 248/549-3380
email: tonyanscor@sbcglobal.net
Territory: MI, Toledo OH
Lines: Vision Technology, Turbo Torch
of outside sales people: 1
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Burke Agency, Inc.

Principal Contact: Brian W. Burke, CPMR
2605 A Oakley Park Rd.
Walled Lake, MI, 48390-1680
Phone: 248/669-2800
Fax: 248/669-3310
email: bburke@burkeagency.com
website: www.burkeagency.com
Territory: Michigan
Lines: Bradford White Water Heaters, Brass Craft Manufacturing, Charlotte Pipe & Foundry, Church Seats, Delta Faucet Company, Hansgrohe, IPS-Studor-Truebro, Josam Company, Maax-Aker-Collection, Omegaflex Tracpipe, Raywal, Uponor, Watco Bath Wastes, Woodford Manufacturing
of outside sales people: 7
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Dave Watson Assocs.

Principal Contact: Dave Watson
1325 W. Beecher Rd., Adrian, MI, 49221
Phone: 517/263-8988 Fax: 517/263-2328
email: dwa@davewatson.biz
Territory: MI, South Bend-Elkhart IN
Lines: Ames, Blucher, Fluidmaster, Dormont, Watts, Watts Radiant
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Diversified Spec. Sales, Inc.

Principal Contact: Michael Burdette
13261 Northend Ave.
Oak Park, MI, 48237-3265
Phone: 248/398-2400 Fax: 248/547-4905
email: mburdette@dsshowley.com
website: www.diversifiedspec.com
Territory: Lower Michigan, and the Toledo, Ohio area
of outside sales people: 7
of warehouses: 2
Industry Orientation: Plumbing, Hydronic Heating

Herder Sales, Inc.

Principal Contact: Ron Herder
P.O. Box 2573, Kalamazoo, MI, 49003-2573
Phone: 269/342-0090 Fax: 269/385-2999
email: rherder@herdersales.com
Territory: MI (excluding the Upper Peninsula)
Lines: Campbell Monitor Baker, Cresline Plastic, Flomatic Valves, Haviland Drainage, Phc Distribution, Pipeconx, Snyder Industries, Union Brass, Whitlam Plumb-Pro
of outside sales people: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings

J.W. Sales, Inc.

Principal Contact: Bill Fedorinchik
1570 E. Highwood, Pontiac, MI, 48340
Phone: 248/745-8590 Fax: 248/745-0889
email: jwsalesinc@comcast.net
Territory: MI
Lines: Blanco, J & B Products, Noritz, Danfoss, Elcoma, Globe, Holdrite Hubbard, Slant Fin, Bruco Products, Laing, Legend, Rector Seal, Chicago Fittings, Backstop, Everpure
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Sales Service Plus, Inc.

Principal Contact: Kirby J Meagher
45606 Mast St, Plymouth, MI
Phone: 734/464-7620
email: sep@saleserviceplus.com
website: saleserviceplus.com
Territory: MI
Lines: Alson S Corporation, Charter Plastics, Cts Flanges, Febco, Flint & Walling, Hot Box, John Guest, Mr Steam, Nibco Pex, Nds, Phd Mfg, Raychem, Red-White Valve, Siam Fittings, Topp Basins, Viessmann, Ward Mfg, Welded Tube Berkley, Zoeller Pumps
of outside sales people: 6
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

V.E. Sales

Principal Contact: Thomas H. Van Egmond
25200 Jefferson Ave.
Saint Clair Shores, MI, 48081-2347
Phone: 586/774-7760 Fax: 586/774-1490
email: tomv@vesalesinc.com
website: www.vesalesinc.com
Territory: MI Lower Peninsula, Toledo, OH
Lines: Apollo Valve, Anvil International, ABZ Valve, Highland Tank, Lasco Fittings, Miro, Murray Clamp, Oil Creek Plastics, Speakman, Watson Modaniel, Safe-T-Cover
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Ohio

Biz Sales

Principal Contact: Danny Zavelson
4635 Richmond Road, Ste. 108
Warrensville Hts., OH, 44128
Phone: 216/595-2888 Fax: 216/595-2899
email: dzavelson@bizpvf.com
Territory: OH, MI, WV, KY, IN, W. NY, W. PA
Lines: Alloy Stainless Products, Whitlam, Matco Norca, Keckley Strainers & Valves, Eze Flow, Lasco Fluid Distribution, Exl Tube, Integrity Fusion, Bristol Metals, Colonial Valve, Core Pipe, Erico/Michigan Hanger, Napac, Vortens, Welding Outlets, Specified Fittings, Bow Plumbing Group, Straub Couplings
of outside sales people: 6
Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on page 56

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See contact information on page 98

EAST NORTH CENTRAL

BWA South

Principal Contact: Bob Armbruster, CPMR
4501 Sutphen Ct., Hilliard, OH, 43026
Phone: 614/876-2477 Fax: 614/876-0238
email: boba@bwassouth.com
website: www.bwassouth.com
Territory: Ohio, Kentucky and W. Pa.
Lines: American Water Heaters, Bobrick,
Bootz, Charlotte, Praxis/Aquarius, Elkay,
Elkhart Products, Leonard, Willoughby,
Zurn/Wilkins
of outside sales people: 10
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Campbell Equipment Company

Principal Contact: Terry Campbell
6941 Mcnerney Rd., Northwood, OH, 43619
Phone: 419/874-5970 Fax: 419/874-4705
email: terryc@campbellequipment.com
website: www.campbellequipment.com
Territory: Ohio
Lines: Lochinvar, Zurn, Wilkins, Lawler,
Ameteko, Metcraft, CTS Flange, Intersan,
Wessels, General Partition
of outside sales people: 10
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves
& Fittings, Hydronic Heating

CPI Marketing

Principal Contact: Stan Stewart
Box 06461, Columbus, OH 43206-0461
Phone: 614/777-1626 Fax: 614/777-4616
email: cpimrktg@aol.com
Territory: OH, KY, WV
Lines: Ammark Corp., Carlin Combustion
Technology, Grundfos Pumps Corp.,
Hydro-Air Systems Inc., Hydrolevel Co.,
Spirotherm Inc., Viessmann Mfg. Co. Inc.
of outside sales people: 3
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves
& Fittings, Hydronic Heating

Curnayn Sales Inc.

Principal Contact: Rick Nicoloff
14210 Foltz Pkwy., Strongsville, OH, 44149
Phone: 440/846-1280 Fax: 440/846-1283
email: ricknicoloff@curnaynsales.com
website: www.curnaynsales.com
Territory: OH, KY, W. PA, WV
Lines: Bemis, Blanco, BMI, Canplas, Century,
Danze, Gerber, Jomar, Mr. Steam, Navien,
Mill-Rose, Keeney, Plastic Trends, Star
Pipe, Seymore

of outside sales people: 7
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings, Hydronic Heating

Great Lakes Sales Co.

Principal Contact: Dave Murman
350 Westgate Tower 20525 Center
Ridge Road, Cleveland, OH, 44116
Phone: 440/356-9200 Fax: 440/356-2430
email: sales@glsc.net
Territory: OH, WV, W. PA, KY
Lines: Amtrol Inc., Automag, Boshart
Industries, Camco Manufacturing,
Central Brass Manufacturing Co.,
Danfoss, Embassy Industries, Flint
& Walling Inc., InSinkErator, Laing
Thermotech, Rinnai, Santec,
Spirotherm, Spring House, Stiebel
Eltron, Thrush Co.

of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing,
Hydronic Heating
See ad on this page

Len Myers & Assoc.

Principal Contact: Kevin Myers
PO Box 30945, Gahanna, OH, 43230
Phone: 614/861-6065
email: info@len-myers.com
Territory: Ohio and Kentucky
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing, Hydronic
Heating

Libb Company, Inc.

Principal Contact: Don Dwyer
7860 N. Central Ave.
Lewis Center, OH, 43035
Phone: 740/549-1516 Fax: 740/548-0985
email: dond@libbco.com
website: www.libbco.com
Territory: OH, Western PA, KY, WV
Lines: Alsons, Amerc Sauna &
Steam, Bemis Manufacturing Co.,
Delta Faucet Co., Florestone
Products Co., CMC Howell Metal,
InSinkErator, Liberty Hardware,
Mansfield Plumbing Prod., Neoperl,
Niche Architectural Elements, Roof
Top Blox, AO Smith Water Products,

Oliveri Sinks, Turbotorch, Warwick
Hanger, Watco Manufacturing,
Woodford Manufacturing, Zoeller
Pump Co., Zurn PEX

of outside sales people: 9
of warehouses: 1
Industry Orientation: Plumbing,
Piping, Valves & Fittings, Hydronic
Heating
See ad on this page

Lowder Sales, Inc.

Principal Contact: Jeffrey Lowder
621 Bear Run Ln., Lewis Center, OH, 43035
Phone: 800/221-5650 Fax: 888/254-0500
email: jlowder@lowdersales.com
Territory: Ohio, Kentucky, Western PA, W. VA.
Lines: Anderson Metals, Blue Angel Pumps,
Cimberio Valve, Clarion Bathware, Crete-
Heat, Dormont, ECSI, Ebinger, G-O-N,
Harvel, JB Products, KBI, North Star Water
Conditioning, Oil Creek Plastics, Palmer-
Wahl, Phd Hangers, Pioneer, Prier,
Rectorseal, Sioux Chief, Teka
of outside sales people: 4
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Midwest Spec, LLC (Great Lakes Office)

Principal Contact: Tim Morrissey, CPMR
P.O. Box 187, North Jackson, OH 44451
Phone: 330/538-0406; 800/298-0401
Fax: 330/538-0410
e-mail: glsales@mwspec.com
website: www.mwspec.com
Territory: N. OH, W. PA, WV
Lines: Apollo, ABZ, Anvil International,
Guardian Equipment, Hot Box, IPEX,
ISIMET, MAPA Products, Techno, T&S
Brass, Tylok, Watson McDaniel
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings, Hydronic Heating

Midwest Spec, LLC (River Valley Office)

Principal Contact: Pat Murphy, CPMR
7025 Harrison Ave., Cincinnati, OH 45247
Phone: 513/353-9191; 800/755-7732
Fax: 513/353-1589
e-mail: rvsales@mwspec.com
website: www.mwspec.com
Territory: Southern OH, KY
Lines: Anvil International, Guardian
Equipment, Hot Box, IPEX, Isimet, Just
Mfg., Lawler, Oasis Industries, Mapa
Products, Jay R. Smith, Stern Williams,
T&S Brass, Watson McDaniel
of outside sales people: 3

of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings, Hydronic Heating

RC Frey & Assoc Inc

Principal Contact: Chip Frey
9263 Ravenna Road
Twinsburg, OH, 44087-2469
Phone: 330/425-2555 Fax: 330/425-2534
Territory: Central and Northern OH
Lines: Encon Safety Products, Topp Industries
Inc, Froot Industries Llc, Zoeller Engineered
Products, Precision Plumbing Products,
Zoeller Pump Company, RCF Plastics Inc
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing

Rep Source, Llc

Principal Contact: Steve Van Straten
107 Cypress St. S.W.
Reynoldsburg, OH, 43068
Phone: 740/927-6880 Fax: 740/927-4545
email: svanstraten@repsourcellc.com
website: www.repsourcellc.com
Territory: Ohio, Kentucky, W.PA
Lines: A Better Idea, ABT/Polydrain,
American Plumber, Aqua Glass, Bermad,
Bosch, Boss, Bradley Corp., Creative,
Eemax, Just Mfg., Liberty Pumps, Marlo,
Mifab, Moen Commercial, Plumberex,
Proceptor/Green Turtle, Raychem/Tyco
Thermal, Schott/Kimax, Water Control
Corp., Waterless Co.
of outside sales people: 8
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Story Equipment Sales, Inc.

Principal Contact: Steven Armstrong
7710 1st Pl., Ste. G
Oakwood Village, OH, 44146
Phone: 440/786-8883 Fax: 440/786-8885
email: sarmstrong@storyequipment.com
website: www.storyequipment.com
Territory: N. OH
Lines: Armstrong Pumps, Holby Valve, Preci-
sion Plumbing Products, Sterling Inc., Steam
Specialties, Burnham Boilers, New Yorker
Boilers, Triangle Tube, Creatherm, Wirsbo-
Uponor Radiant Floor Heating, Honeywell
Water Solutions, Super Radiator Coils
of outside sales people: 3
of warehouses: 1
Industry Orientation: Hydronic Heating

U.S. Consolidated, Inc.

Principal Contact: Todd Salsberry
836 W. Streetsboro St., Hudson, OH, 44236
Phone: 330/655-9220 Fax: 330/655-9222
email: tsalsberry@usconsolidated.com
Territory: Ohio, Western PA, WV
Lines: Basco, Broan Nutone, Fluidmaster,
Grohe America, Maax, Rheem Ruud,
Steamist, Swan, Toto
of outside sales people: 6
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Whitney Co

Principal Contact: Dave Whitney
PO Box 218, Williston, OH, 43468-0218
Phone: 419/836-2300
Fax: 419/836-4140
email: whitneyco@amplex.net
website: www.whitneyrep.com
Territory: Ohio, Michigan, Indiana,
W. Pa, WV
Lines: Ashland Poly Traps, Billco
Corp., Bonomi Usa, Chicago
Wilcox, Crosstech Torches, Dundee
Mfg., Holyoke Fittings, Jerich
Company, Stevens Pump, Wal-Rich
Corp., Whitney Flange Accessories
of outside sales people: 5
of warehouses: 1
Industry Orientation: Plumbing,
Piping, Valves & Fittings

Wisconsin

Badgerland Trading Co.

Principal Contact: Robb Hopper
2415 S. 170th St., New Berlin, WI, 53151
Phone: 262/827-3177 Fax: 262/827-3176
email: robb@badgerlandtrading.com
website: www.badgerlandtrading.com
Territory: WI and the U.P. of MI
Lines: Advance Tabco, Anaco/ Husky,
Anaheim Mfg, Chicago Faucets, Delany,
Haws, IpeX, Jb Products, Leonard Valve Co.,
Plumbing Creations, Pro Set, Provent,

DANNY ZAVELSON
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See complete listing on page 55

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See contact information on page 98

EAST NORTH CENTRAL

Rockford Sanitary Systems Inc., Sioux Chief, Studor, Waterless Urinals
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Piping, Valves & Fittings, Hydronic Heating

Burton-Anderson Assoc

Principal Contact: Scott D Madsen
 1803 S 124th St, New Berlin, WI, 53151-2601
 Phone: 262/782-2870 Fax: 262/782-6441
 email: scott@burton-anderson.com
 Territory: Providing Sales and Service the Plumbing Wholesale market in Wisconsin and Upper Michigan
 Lines: Alsons Corp, Basco Shower Enclosure, Bemis, Cherne Ind., Church Seat Div, Dearborn Brass, Wm. Harvey Co., Hercules Chemical, Holdrite, InSinkErator, Liberty Pump, E. L. Mustee, Oatey Co, Symmons Ind., Union Brass, Woodford Mfg. Co.

of outside sales people: 3
 Industry Orientation: Plumbing

J F L Marketing Inc.

Principal Contact: Frank B. Longenecker Jr., CPMR
 4810 S 10th St P.O. Box 210260
 Milwaukee, WI, 53221-2412
 Phone: 414/747-8655 Fax: 414/747-8657
 email: frank@jflmarketing.com
 website: www.jflmarketing.com
 Territory: WI, Northern IL, UP of Michigan, MN, ND & SD
 Lines: Cello Products Inc., Mill Rose, Dormont Manufacturing, General Wire Spring Co., Lasco Bathware, Lavelle Industries, Boshart, Empire Mfg., Whitlam - Plumb-Pro, Barracuda Tape
 # of outside sales people: 3

of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Priority Sales Inc

Principal Contact: Starr Hartson
 530 Progress Dr, Hartland, WI, 53029-2304
 Phone: 262/367-5546 Fax: 262/367-5533
 email: starrh@prioritysales.net
 Territory: Wisconsin and the Upper Peninsula of Michigan

Lines: Masco Bath Corporation, Brass Craft, Brizo, Delta Faucet Company, Hansgrohe Inc., Liberty Hardware Mfg. Corp., Niagara Conservation, Natural Earth, Tile Redi
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Process & Mechanical Systems, Inc.

Principal Contact: William Goglia
 1343 E Wisconsin Ave.
 Pewaukee, WI, 53072-3741
 Phone: 262/691-9991 Fax: 262/691-9992
 email: sales@pmsireps.com
 website: www.pmsireps.com
 Territory: Wisconsin, Minnesota and Upper Michigan
 Lines: Aqua Bath, Bernard Controls, Bonomi, Usa, Fibergrate Composite Structures, Guardian, Jones Stephens, Mifab, Mueller Steam, Poners, Precision Plumbing Products, Schier Products, T & S Brass, Tylok International, Willoughby Industries
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Stickler & Associates, Inc.

Principal Contact: Stephen Stickler, CPMR
 203 S. Curtis Rd, Milwaukee, WI, 53214
 Phone: 414/771-0400 Fax: 414/771-3607
 email: sales@sticklerassociates.com
 website: www.sticklerassociates.com
 Territory: WI and the UP of MI
 Lines: Bradley Corporation, Charlotte Pipe &

Foundry, Elkay Manufacturing Corp, Eemax, Halsey-Taylor, Oasis Bath, Orion Fittings, Rheem/Ruud Water Heaters, Sloan Valve Company, Watts Regulator
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

WEST NORTH CENTRAL

IDM
In Depth Marketing, L.L.C.
 Manufacturer's Representative
 Ames Kansas City Omaha St. Louis Dubuque
 2812 South Duff, PO Box 688, Ames, Iowa 50010
 email: jon@indepthmkt.com
Jon Richard
Joe Richard
 Office: 515-232-3338 Mobile: 515-231-1411 Fax: 515-232-4008

Iowa

In Depth Marketing

Principal Contact: Jon Richard, CPMR
 2812 S. Duff, Ames, IA, 50010
 Phone: 515/232-3338 Fax: 515/232-4008
 email: jon@indepthmkt.com
 Territory: Iowa, Nebraska, Kansas, Missouri, Central-Southern Illinois

Lines: Central Brass, Coral Industries, Elkay, Halsey Taylor, Flexcon Industries, JM Eagle, KSD, Oatey, Harvey, Praxis Companies-Aquarius Bathware, Hamilton Bathware, Comfort Designs, Simmons, Symmons, Vitra
 # of outside sales people: 5
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on this page

Lambert Company Inc

Principal Contact: Michael Lambert
 10338 Mount St Bernard Dr.
 Dubuque, IA, 52003-9465
 Phone: 563/590-0306 Fax: 563/588-2452
 email: mlambert@yousoq.net
 Territory: Iowa, Nebraska, Central Illinois
 Lines: Backstop Expansion Tanks, Sterling Gas Products, Everhot PEX, Westwood Products, Heat Transfer Products, First Company, Boiler Buddy, Midwest Tool, Velocity Plus, American Louver, Badgerland Tanks
 Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Progressive Reps Inc.

Principal Contact: Gary King
 7921 Douglas Ave.
 Des Moines, IA, 50322-2454
 Phone: 515/276-0749 Fax: 515/276-4127
 email: pri7921@aol.com
 website: www.prireps.com
 Territory: IA, NE
 Lines: Tjernlund Products, Bemis/Church, Lenox, Lenova, State Industries, Jones Stephens, Little Giant/Franklin Electric, Merrill, Nibco Pipe, Takagi, Warm Rain, Diamond Tubs & Showers, Crown Boilers, Watergroup, Rems/Teal Corp, Easyflex
 # of outside sales people: 3
 Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Kansas

Johnson & White Sales

Principal Contact: Dan White
 1710 E 123rd Ter., Olathe, KS, 66061
 Phone: 913/390-9808 Fax: 913/390-9813
 email: dan@jandwsales.com
 Territory: KS, Western MO
 Lines: Charlotte Pipe, Crane Pumps, Encon Safety, Endot, Ips Corporation, Irwin Tools, ITP, JMF, Lenox, Marlo, Metcraft, Mission Rubber, Oasis Coolers, Provent Systems, Stern-Williams, Stiebel-Eltron, Union Brass, Wilkins, Zurn, Zurn PEX
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Mack McClain & Associates

Principal Contact: Mike McClain
 15090 West 116th St., Olathe, KS, 66062
 Phone: 913/339-6677 Fax: 913/339-9518
 email: mmclain@mackmclain.com
 website: mackmclain.com

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See contact information on page 98

2010/2011 Manufacturers' Representatives

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Territory: IA, NE, MO, KS, IL

Lines: AB&I, Anaco, Alsons, Ames, Armstrong, Babbit, Cimberio, Cow Town, Cresline, Dormont, Elkhart, Erico, Febco, Fernco, Gerber, Green Turtle, Guardian, InSinkErator, Jw Harris, Orion, powers, Rheem Water Heating, Trac Pipe, Turbo Torch, Watts Regulator, Zoeller

of outside sales people: 10

of warehouses: 13

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

McCoy Sales Co

Principal Contact: Joe McCoy
750 Cheyenne Avenue, Kansas City, KS, 66105-2047
Phone: 913/342-4904

Territory: KS, W. MO

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Sbh & Assocs., Inc.

Principal Contact: Pat McGee
PO Box 19146, Lenexa, KS, 66215
Phone: 913/894-4191 Fax: 877/329-1724
email: pmcgee@sbhassoc.com

Territory: Kansas, Missouri, Iowa, Nebraska

Lines: Danze Faucets, AKW Barrier Free, Mountain Plumbing, Fusion Hardware, Kaldewei Tubs, Corstone, Zeta Water Conditioners, Swordfish UV Products, Great Neck Tool

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Summit Sales, Inc.

Principal Contact: Bill Davenport
1803 E. 123rd Terr., Olathe, KS, 66061
Phone: 913/791-9599 Fax: 913/791-9598
email: wtd@summitsalesinc.com

Territory: KS, MO, S. IL

Lines: A. O. Smith Water Products, American Plumber, American Water Heater Mfg, Delta Faucet Company, Fairmont Designs, Fluidmaster, John Guest, Liberty Hardware, Masco Bath, Mr. Steam, Nibco Mfg, Vitra Plumbing Fixtures, Watco Manufacturing, Woodford Manufacturing

of outside sales people: 9

of warehouses: 1

Industry Orientation: Plumbing

Minnesota

Bennerotte Marketing Agency

Principal Contact: Rick Specken, CPMR
14332 21st Ave. N. #200, Plymouth, MN, 55447
Phone: 763/544-8611 Fax: 763/544-7084
email: rspecken@bmarep.com

Territory: MN, ND, SD, IA, NE, W. WI

Lines: American Water Heater, C&S Mfg., Church Seat Co, Dupage Products, Homestead, Lee Brass, PHD Manufacturing, Reed Tools, Symmons, Turbo Torch, Union Brass, Ward Mfg., Ward Flex, Watco, Wisconsin Nipple, Woodford Mfg, PPP Inc, Mill Rose, Lasco

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

See ad on page 62

Bongard Corporation

Principal Contact: Ron Bongard
P.O. Box 640, Forest Lake, MN
Phone: 651/982-9802 Fax: 651/982-9506
email: ron@bongard.com

Territory: MN, ND, SD, WI

Lines: Elkay Manufacturing Co., Praxis Companies, Grohe America, InSinkErator, Jones Stephens, Cooper B-Line, Norwesco, Berry Plastics, Mansfield Plumbing Products, Cash Acme

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing

See ad on page 62

D.B. Larson And Associates

Principal Contact: Dave Larson
10200 Windsor Lake Lane, Minnetonka, MN 55305
Phone: 612/868-6275 Fax: 952/544-2262
email: dl Larson41@comcast.net

Territory: MN, ND, SD, WI

Lines: Black Swan, Caroma, CMC Howell Metal, Holyoke

Fittings, Cash Valve, Smith-Cooper Int. Stainless, Smith-Cooper International, Sharpe Valve

of outside sales people: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Fourmation Sales

Principal Contact: Dean Corrigan
14400 James Rd., Ste. D, Rogers, MN, 55374
Phone: 763/420-6900 Fax: 763/420-6993
email: dean@fourmationsales.com
website: www.fourmationsales.com

Territory: MN, ND, SD, WI, UP of Michigan

Lines: Aker, Apollo Valves, Bemis, Bosch, Danze, Gerber, Maax, Milwaukee Tool, Pearl Baths, Ray Wal, Uponor

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Hamel Associates Inc.

Principal Contact: Tom Hamel
4620 W. 77th St., Ste. 246, Edina, MN, 55434
Phone: 952/835-5570 Fax: 952/835-4665
email: info@hamelrep.com
website: www.hamelrep.com

Territory: MN, W. WI, SD, ND

Lines: Durcon, Leonard Valve, Flowserve, T&S Brass, Just Mfg, Oasis, Metcraft, Sloan Valve, Stern Williams

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing

JL-Sontag, LLC

Principal Contact: Jim Cushman
5500 Lincoln Dr., Ste. 210, Edina, MN, 55436
Phone: 952/933-7768 Fax: 952/933-1069
email: jim@jlsontag.com

Territory: MN, ND, SD, IA, WI, NE

Lines: Airia.Lifebreath, Aspen, Atco, Bard, Beacon Morris, Beckett, ECR, Flexcon Industries, Grundfos, Honeywell, Hydrolevel, Louisville Tin & Stove, Mission Rubber, Painted Exp. Tanks, Precision Hydraulics, Silver King, Sterling Hydraulics/Residential, Spacepak, Tekmar

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 62

Marketing Services Group Inc

Principal Contact: Robert Wanberg
4445 W 77th St Ste 110, Minneapolis, MN, 55435-5134
Phone: 952/831-9092 Fax: 952/831-9308
website: www.mktsvc.com

Territory: MN, SD, ND, WI, Upper UP, MI

Lines: Cresline Pipe, Keeney Mfg., Niagara Conservation, Oasis Lifestyle, Price Pfister, Rinnai, Water Group, Zurn PEX

of outside sales people: 6

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

MDN Sales

Principal Contact: Brian Nelson
163 Chaparral Dr, Apple Valley, MN, 55124-9775
Phone: 952/854-7070 Fax: 952/854-9040
email: rdocken@mdnsales.com
website: www.mdnsales.com

Territory: MN, ND, SD, WI

Lines: Oatey, Hercules Chemical, Dearborn Brass, Cherne Industries, William H Harvey Co, Little Giant Pumps, Aqua Pure-3M Purification Inc, Metal Fab, John Guest, Anderson Metals, Easy Heat, Strasser Woodenworks

of outside sales people: 3

Industry Orientation: Plumbing, Piping, Valves & Fittings

Michel Sales Agency

Principal Contact: Kelly Michel, Cpmr 521 Phalen Blvd., St. Paul, MN, 55130
Phone: 651/287-2640 Fax: 651/287-2655
email: kelly@michelsales.com
website: www.michelsales.com

Territory: MN, ND, SD, WI, Upper MI

Lines: Bradford White Corp, Buderus, Espitech, Fantech, Canfield, General Plastics, Ips Corp, Kroy Pipe, Imcoa, Mueller Industries, Tracpipe, Rehau, Rhomar, Warm Rain, Wilo

of outside sales people: 6

of warehouses: 1

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See contact information on page 98

WEST NORTH CENTRAL

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on this page

R.G. Higgins & Associates Inc.

Principal Contact: Michael Higgins
7805 Beech St. Ne, Fridley, MN, 55432-2530
Phone: 763/561-7777 Fax: 763/561-8558
email: mikeh@rghiggins.com
Territory: MN, ND, SD, Western WI
Lines: Eemax, Lisega Inc., Milwaukee Valve Co., Anvil International, Murdock Inc., Tyler Pipe Industries, Tylok Intl., Wade Specification Products, Westlock Controls, Titan Flow Control Inc., CTS Fabrication, Orion

Fittings, Inc., Bondstrad FRP, Anvil Gruvlok Div., Lisega Inc., Husky Couplings, Rockford Separators, Hammond Valve
of outside sales people: 3
of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Reprite-Burk & Associates

Principal Contact: Bob Burk
2369 Waters Dr.
Mendota Heights, MN, 55120-1163
Phone: 651/686-0181 Fax: 651/686-0803
email: bburk@repriteburk.com
Territory: MN, ND, SD, WI, MI-UP, N-IL
of outside sales people: 5
of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Sales Engineers, Inc.

Principal Contact: Mike Dungan, CPMR
12909 Pioneer Trail
Eden Prairie, MN, 55347-4109

Phone: 952/944-0773 Fax: 952/944-1073
email: mdungan@salesengineersinc.com
website: www.salesengineersinc.com
Territory: Minnesota, North Dakota, South Dakota & Wisconsin

Lines: American Air Filter, Bacharach, Broan-Nutone, Construction Solution, Crown Engineering, Dongan Electric, First Company, Gastite, Lenox, Nordyne, Shurtape, Thermaflex

of outside sales people: 5
of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Schroeder Sales Company

Principal Contact: Jon Schroeder
12901 73rd Ave. N., Maple Grove, MN, 55369
Phone: 763/391-6232 Fax: 763/201-7901
email: jon@schroedersalesco.com
website: www.schroedersalesco.com

Territory: MN, WI, SD, ND, IL, up/MI
Lines: 3m, Champion Sheet Metal, Crown Boiler, Dahl Valves, Direct Brand, Geofurnace, Governale, Heat Transfer Products, JP Lamborn, Lambro, National Comfort Products, Pro1 Thermostats, Shoemaker Mfg., Venture Tape, Anglo American Tools, Freshaire Uv

of outside sales people: 3

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Soderholm & Assocs.

Principal Contact: Chris Soderholm
7150 143rd Ave. N.W.
Ramsey, MN, 55303

Phone: 763/427-9635 Fax: 763/427-5665
email: cd@soderholmrep.com

Territory: MN, ND, SD, WI, Upper Peninsula of MI

Lines: A.O. Smith Water Products, American Standard Brands, Ames Fire Protection, Blucher, Dormont, Fiat Products, Irwin Tools, Jado / Porcher, Powers Controls, State Water Heaters, Water Control Corp, Watts Drainage, Watts Radiant, Watts Water Technologies

of outside sales people: 10

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

See ad on this page

Stabeck Sales & Mktg

Principal Contact: KC Stabeck
3415 Kilmer Ln N, Plymouth, MN, 55441
Phone: 763/252-4750 Fax: 763/252-2100
email: kc@stabecksales.com
website: www.stabecksales.com
Territory: Minnesota, Wisconsin, North & South Dakota, Iowa and Nebraska
Lines: Barclay Products, Cifal USA, MTI Whirlpools, Myson, Panasonic Ventilation, Ponte Giulio, Rocky Mountain Hardware, Steamist, Alno Inc

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing

Water Design Group

Principal Contact: Doug Hall, CPMR
15612 Hwy. 7 #240,
Minnetonka, MN, 55345

Phone: 952/933-3-22 Fax: 952/933-3017
email: doug@raksales.com

Territory: MN, WI, ND, SD; UP of MI
of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing

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www.bmarep.com

❑ **Bongard Corp.**
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Forest Lake, MN 55025
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Ron Bongard
www.bongard.com

❑ **JL-Sontag, LLC**
5500 Lincoln Drive • Edina, MN 55436
952-933-7768, FAX: 952-933-1069
Jim Cushman
jim@jlsontag.com

❑ **Michel Sales Agency, Inc.**
521 Phalen Blvd. • St. Paul, MN 55130
651-287-2640, FAX: 651-287-2655
Kelly Michel - kelly@michelsales.com
www.michelsales.com

❑ **Rakieten Sales, Inc.**
dba Water Design Group
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Minnetonka, MN 55345
952-933-2299 FAX: 952-933-3017
Doug Hall
www.waterdesigngroup.com
doug@waterdesigngroup.com

❑ **Soderholm & Assoc., Inc.**
7150 143rd Ave. N.W. • Ramsey, MN 55303
763-427-9635, FAX: 763-427-5665
Chris Soderholm
cd@soderholmrep.com

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Florida

Aronoff, Leon

Principal Contact: Leon Aronoff
7358 Haviland Cir.
Boynton Beach, FL, 33437
Phone: 800/242-8257 Fax: 561/733-1495
email: leona@kingstonbrass.com
Territory: S.E. FL
Lines: Adornus Bath Furniture, Boston Valve, Kingston Brass, Sos Products
of outside sales people: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

B Zaslav Ent 325

Principal Contact: Blair Zaslav
8930 W State Road 84
Davie, FL, 33324-4456
Phone: 954/472-9416 Fax: 954/472-9875
email: bzaslav1@gmail.com
Territory: S. FL
Lines: American Plbg Parts Master, Dust Corp, Jerich Co, Suncraft Industries, VMS International
of outside sales people: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Blumenauer Corp

Principal Contact: Wes Blumenauer
2708 Rew Cir, Ocoee, FL, 34761-2997
Phone: 407/656-7575 Fax: 407/656-8589
email: wes@blumenauerpumps.com
Territory: FL, Caribbean

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See contact information on page 98

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 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Piping, Valves & Fittings

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Engineered Concepts

Principal Contact: Tom Becraft
 917 Nw 31st Ave.
 Pompano Beach, FL, 33069-1121
 Phone: 954/979-8000 Fax: 954/979-5422
 email: tombecraft@eng-concepts.com
 website: www.eng-concepts.com
 Territory: The State of Florida

Lines: Sloan, Tyler/Wade/Anaco Husky, Bobrick/Gamco/Koala, Aquabath, Halsey Taylor, Reco, Plumberex, Powers, Raychem, Rockford, Uponor, CHG, T-Drill, Guardian, ABT, American Hometec, Stern Williams

of outside sales people: 12

of warehouses: 2

Industry Orientation: Plumbing

GM Sales & Marketing, LLC

Principal Contact: Jim Gizzie, CPMR
 1631 S.W. 5th Ct.,
 Pompano Beach, FL, 33069
 Phone: 954/786-1412 Fax: 954/782-8233

email: info@gmsales.us
 website: www.gmsales.us
 Territory: FL, CARIBBEAN
 Lines: Zurn, Wilkins, Elkhart, Mission Rubber, PHD Mfg, Keckley, Howell Metal, Homestead Valve, Golden Anderson GA Industries, GPK Products, LSP Products, Florestone Products, Matco-Norca
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on this page

Harry Raskin Inc

Principal Contact: Samuel Welcovitz
 20362 Ne 16th Pl.
 North Miami Beach, FL, 33179-2706
 Phone: 305/653-2270 Fax: 305/651-9966
 email: harryraskininc@bellsouth.net
 website: www.harryraskin.com
 Territory: Florida

Lines: Bruco Products, Cesco Brass Ltd., Delany Products, Engineered Brass Co., Falcon Stainless, Haws Drinking Faucet Co., Insul-Tect Products, J-TECT Products, Just Manufacturing, Michigan Brass, Radiator Specialty Co., Sparta Tool & Mfg. Co., Stiebel Eltron, Tebisa Faucets USA, Town & Country Plastics

of outside sales people: 2

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Harry Warren, Inc.

Principal Contact: Bob Mycoff, CPMR
 1400 N. Orange Blossom Trail
 Orlando, FL, 32854-7932
 Phone: 407/841-9237 Fax: 407/841-9246
 email: bobmycoff@harrywarren.com
 website: www.harrywarreninc.com
 Territory: Florida, Georgia, Alabama, Tenn., North Carolina, South Carolina, Caribbean
 Lines: AO Smith Water Products, AO Smith Water Systems, American Standard Brands, American Plumber, Arrowhead Brass, Blucher Stainless Steel, Bradley Corp Div 10/15, Campbell Water Systems, CSI Water Treatment, Decolav, Dormont Gas Connectors, Eemax, Elkay Brands--Elkay One, Enrico International, Fiat, Gastite, InSinkErator, Jado/Portcher, Legend Valve, Lenox-Irwin, Oatey SCS, Orion, Snyder Septic, SPI Septic, Stephens Pump, T&S Brass, Taco, Uponor, Wal-Rich, Watts Industries

of outside sales people: 29

of warehouses: 3

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Marsh & Moore Inc.

Principal Contact: Mark L Marsh
 3380 Agricultural Center Dr.
 St. Augustine, FL 32092-0575
 Phone: 904/838-7995 Fax: 904/827-8795
 e-mail: mark@marshmoore.com
 website: www.marshmoore.com
 Territory: FL, GA, & The Carolinas
 Lines: Armstrong, Armada

Technologies, BWM, Cambridge Brass, CTS Flange, Cultec, DFW Plastics, DIG, Elkhart, FAFCO, Froet Ind., Hadco, Harvel Plastics, Highland Tank, Holdrite, JMF Co., KBI, Lasco Fittings, Lubrizol, Napac, Nowesco, Oatey SCS, Power-Flo Pumps, Presealed Systems, Red-White Valve, Sanderson Pipe, Seisco, SJE Rhombus, Topp, Vertex

of outside sales people: 12

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on this page

Mullen Corp

Principal Contact: Eric Lewis
 4520 60th Ave N
 St Petersburg, FL, 33714-1035
 Phone: 727/527-7138 Fax: 727/527-7130
 email: sales@mullencorpfl.com
 website: www.mullencorpfl.com
 Territory: State of FL less the Panhandle
 Lines: American Plumber, PipeconX, The Keeney Mfg Co, Jason International, Bow Plumbing, Turbotorch, Knox Co, Plastic Trends, Gerber Plumbing Fixtures, Legend Valve, Danze, Inc, Lavelle, Jones Stephens, Well Mate, Little Giant Pump Co, Mayco Industries

of outside sales people: 7

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Pinnacle Sales Group, Inc.

Principal Contact: Ron Avery, CPMR, CPS
 P.O. Box 788, Dundee, FL
 Phone: 863/353-4313 Fax: 863/439-3897
 email: ravery@pinnaclesalesgroup.com
 website: www.pinnaclesalesgroup.com
 Territory: FL, GA, SC, NC, VA, TN, AL, MS, LA, AR
 Lines: Colonial Bronze, Everpure, Fairmont, Franke, Link-A-Sink, Maax, Mountain Plumbing, Oliveri, Panasonic, Rohl Llc, St. Thomas, Thermasol

of outside sales people: 10

of warehouses: 1

Industry Orientation: Plumbing

Porter McNeil Marketing

Po Box 4086, Orlando, FL, 32802

Seaco Supply Corp

Principal Contact: C Kroesen
 1029 N Florida Mango Rd.
 West Palm Beach, FL, 33409-4164
 Phone: 561/712-8235 Fax: 561/712-8236

email: sales@seacosupply.com
 website: www.seacosupply.com
 Territory: State of Florida, East of the Apalachicola River

Lines: Amtekco, Chicago Faucet (so. Fla. only), Intersan Mfg., Precision Plumbing Products, Prier, Roof Top Blox, Truebro, Waterless Co.

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing

Spirit Group, Inc.

Principal Contact: Bill Freeman, CPMR
 3563 Lake Breeze Dr., Orlando, FL, 32808
 Phone: 407/291-6035 Fax: 407/299-0378
 email: bfreeman@spiritgroupinc.com
 website: www.spiritgroupinc.com
 Territory: Florida (excluding the panhandle)
 Lines: AcCor, Apollo Valves, Armacell Insulation, Bemis / Church, Charlotte Pipe & Foundry, Chicago Faucets, Erico Hangers, Fernco, Josam, McGuire Mfg., Mustee, Oasis, Rheem / Ruud, Rectorseal, Vortens, Whirlpool / Kitchenaid, Metal Products

of outside sales people: 8

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Steinmetz & Assoc Inc

Principal Contact: Mark Steinmeiz
 PO Box 6045, Lakeland, FL, 33807-6045
 Phone: 863/644-0333 Fax: 863/619-7876
 email: steinmca@aol.com
 website: www.marksteinmetz.com
 Territory: Florida
 # of outside sales people: 1
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Suncoast Sales LLC

Principal Contact: Dan O'Sullivan
 6306 Benjamin Rd Ste 614, Tampa, FL, 33634-5168
 Phone: 813/901-8552 Fax: 813/901-8555
 email: dosullivan@suncoastsalesllc.com
 Territory: Florida
 Lines: Alsons, Bosch, Brasscraft, Briggs, Delta, Brizo, Peerless, Franke, John Guest, Kindred, Lenox, Irwin, Liberty Hardware, North American Pipe, North Star, Hamilton Bathware, American Whirlpool, Multi Fittings, Watco, Woodford, Zylem, Zoeller Pump, Zoli, Zurn

of outside sales people: 9

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Georgia

All Seasons Marketing, Inc.

Principal Contact: Conrad Gohlinghorst
 328 Bell Park Dr., Woodstock, GA, 30188
 Phone: 770/516-8045 Fax: 770/516-8087
 email: sales@a-s-m.com
 website: www.a-s-m.com
 Territory: AL, FL, GA, TN, NC, SC, LA, MS
 Lines: American Hometec Water Heaters, Aria Nutech Energy Systems, Buderus Boilers, Classic Flame Pro Fireplaces, Davey Pumps, General Regulator, Hartell Plumbing Pumps, Ladder Hat, Laing Thermohech ITT, Louisville Tin & Stove, Myson, Sachwin, Triangle Tube, Watts Radiant, Wavin

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Hydronic Heat

Bristow Manufacturers Agents, Inc.

Principal Contact: Jim S. Watson
 1996 Airport Industrial Park Dr.
 Marietta, GA, 30060
 Phone: 770/952-3548 Fax: 770/984-1952
 email: jim@wrbristow.com
 website: www.wrbristow.com
 Territory: GA
 Lines: Easy Heat, JMF Co., JP Lamborn, Danco, Metal Fab, Peerless Pottery, American Standard Water Heater, J.C Whitlam Co., Arrow Ind.duratrac, Accor Technology

of outside sales people: 2

of warehouses: 1

Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Dawn Sales

Principal Contact: Patti Dawn
 902 Andover Glen, Canton, GA 30115
 Phone: 770/704-6707 Fax: 770/704-0671
 e-mail: pdsatga@aol.com
 Territory: GA, TN, AL, FL Panhandle including Tallahassee



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Principal(s) Tim Mulholland and Jim Gizzie

Main Sales Office and Warehouse

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Pompano Beach, FL 33069

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 # of outside sales people: 4
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Delta Sales Co.

Principal Contact: Andrew Briggs
 P.O. Box 409, Tucker, GA, 30085
 Phone: 770/934-9960 Fax: 770/934-6865
 email: khickman@ksmdelta.com
 website: ksmdelta
 Territory: GA, AL, TN, FL Panhandle, KY
 Lines: Alderon Industries, Barnes & Jones, Barnes Pumps, Beneke, Canplas Llc, Cash Acme, Climastar American Heating Systems Llc, Colonial Valves, 3M Purification - Cuni, Florestone Products Co. Inc., Fluidmaster, Grundfos Pumps, Hammond Valves, Haws Corporation, Ideal, North Star Water Conditioning, Milwaukee Valves, Takagi Industrial Co., USA, Tyco - Cash Valves, Honeywell-Automation & Control Solutions
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing

Evans & Associates

Principal Contact: Mark Evans
 1650 Redi Rd. Suite 400
 Cumming, GA, 30040
 Phone: 678/455-8188 Fax: 678/455-8133
 email: sales@evansinc.biz
 website: www.evansinc.biz
 Territory: GA, AL, FL Panhandle
 Lines: Babbitt Steam, Cello Products, Cresline Pipe, Dallas Specialty, George Fischer Engineered Products, Homestead Valve Highland Tank, Keckley, Mifab, PHD Manufacturing, Sharpe Valve, Smith Cooper International
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Gulf-Atlantic Sales

Principal Contact: William Lewis
 2865 Still Meadows Way
 Buford, GA, 30519-5272
 Phone: 678/546-6754 Fax: 678/546-6765
 email: bselewis2@bellsouth.net
 Territory: GA, AL, TN, MS, NC, SC, VA, FL Panhandle
 # of outside sales people: 5
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Jaykay Sales Company Inc

Principal Contact: Jay Olliff
 PO Box 801108, Acworth, GA, 30101-1108
 Phone: 770/843-1928 Fax: 770/346-8843
 email: jayolliff@jaykaysales.com
 website: www.jaykaysales.com
 Territory: GA, AL, TN, KY
 Lines: Bard Manufacturing, Hardcast Inc, Little Giant Pumps, Shurtape-Duct Tape, Quietflex Manufacturing, Renewaire, Tydro-Balance, Stone Tools
 # of outside sales people: 3
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Lindstrom & Associates

Principal Contact: Zackary Lindstrom
 4747 Granite Dr, Tucker, GA, 30084-6306
 Phone: 770/939-5369 Fax: 770/938-5918
 email: zlindst@yahoo.com
 website: www.lindstrom-company.com
 Territory: GA, AL, E. TN, FL panhandle
 Lines: Anderson Metals, Atlanta Special Products / Pace Machinery, Black Swan Mfg, Canfield Technologies, Kessler Sales & Distribution, Fortune Valve, Ipex, Multi-Fittings, Phd Manufacturing, Pond Dam Piping, Smitty Pan, Union Brass, Vandewater International
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Mechanical Industrial Prods

Principal Contact: Frank Hills
 6995 Laurel Oak Dr.
 Suwanee, GA, 30024-5353
 Phone: 770/595-6226 Fax: 770/888-5185
 email: f1hills@bellsouth.net

Territory: GA, FL, AL, SC, NC, TN, VA, MS
 Lines: Andron Stainless Corp., Bristol Metals, Schulz USA, Valve & Fitting, EBG Flow, Delta Flange, Maintenance Metals, Tube Forgings Of America
 # of outside sales people: 1
 Industry Orientation: Piping, Valves & Fittings

Pinnacle Sales Group, Inc.

Principal Contact: Ken Prescher
 1490 Carrington Ct.
 Lawrenceville, GA, 30044-6061
 Phone: 863/439-2453
 Fax: 863/439-3897
 email: kprescher@pinnaclesalesgroup.com
 website: www.pinnaclesalesgroup.com
 Territory: AL, AR, GA, LA, MS, TN
 Lines: Colonial Bronze, Everpure, Fairmont, Franke, Maax, Oliveri, Panasonic, Rohl, Llc, St. Thomas, Thermasol
 # of outside sales people: 10
 # of warehouses: 1
 Industry Orientation: Plumbing

Spotswood Assoc. Inc.

James Sulko, Jr.
 6235 Atlantic Blvd.
 Norcross, GA 30071-1308
 Phone: 770/447-1227
 Fax: 770-263-6899
 Email: jsulkojr@spotswoodassociates.com
 website: www.spotswoodassociates.com
 Territory: GA, AL, FL Panhandle, E. TN
 Lines: Zoeller, Apollo, Speakman, Oasis, Hot Box, GPK Products, Stern Williams, Schier Products, Tigerflow, Enfield, Conine, Amtekco
 # of salespeople: 7
 # of warehouses: 1
 Industry Orientation: Plumbing, PVF

Valve Products Inc.

Principal Contact: Mac Jones
 P.O. Box 8943, Atlanta, GA, 31106
 Phone: 678/858-2549 Fax: 404/888-3698
 email: valveproducts@comcast.net
 website: www.valveproducts.com
 Territory: AL, GA, FL, NC, SC, TN MS AK & Puerto Rico
 Lines: Bonomi Automated Valve Packages, DSI Gate Globe & Check Valves, DFT Control Valves, EVS Severe Service Ball Valves, EVS Triple Offset BF Valves, Hilton Knife Gate Valves, Ipex Thermoplastic Piping Systems, K-Flo AWWA Butterfly Valves, Mercer Rubber Expansion Joints, Primary Steel Pipe, Purotorq Vane Actuators, Tate Andale Strainers, Crane Valve Services, Q Check Control Valves, Quality Certified Valve, Palmer Wahl Gauges and Thermometers
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Piping, Valves & Fittings

W R Bristow Mfg Agents Inc

Principal Contact: James S Watson
 1996 Airport Ind Park Dr SE
 Marietta, GA, 30060-9279
 Phone: 770/952-3548 Fax: 770/984-1952
 email: jim@wrbriстов.com
 website: www.wrbriстов.com
 Territory: GA
 Lines: Accor Technology, American Standard W.Heaters, Arrow Ind., Danco, Duratrac Connectors, Easy Heat, JMF Company, JP Lamborn, Metal Fab, Peerless Pottery, JC Whitlam
 # of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

North Carolina

Allison Sales & Marketing, Inc.

Principal Contact: Randy Allison, President
 631 Graves St., Kernersville, NC, 27284
 Phone: 336/992-6200 Fax: 336/992-6205
 email: randy@allisonsales.com
 website: www.allisonsales.com
 Territory: NC, SC

Lines: Bosch Thermotechnology, Arrowhead Brass, Canplas, Harvel Plastics, Mill-Rose Corp., Midland Metals, Aqua Brass, O-Design, Wal-Rich Corp., Atlanta Special Products, C-Tech Mfg., Thompson Traders, Arrow Adhesives, Dahl Brothers, Thermafit, Opella, Whirlpool
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Aquagreen Spec Sales

Principal Contact: Jeff Dotson
 P.O. Box 388, Mount Holly, NC, 28120
 Phone: 704/827-6162 Fax: 704/812-8365
 email: aquagreenspecsales@myway.com
 Territory: NC and SC
 Lines: Falcon Stainless Water Connectors, Schier Products, Froet Industries Roof Drains, Heat Link Pex and Hydronic Heating Systems, Freeze Flow Sanitary Hydrants, Pro Abrasives Sand Cloth, Eco Luxury Showers
 # of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

D. G. Cronk & Associates

Principal Contact: David G. Cronk
 1920 Kelly Rd, Apex, NC, 27502-9580
 Phone: 919/362-9359 Fax: 919/362-1880
 email: dgcronk40@aol.com
 Territory: NC., SC., VA.,
 Lines: FMI Products, Llc., Tile-Redi, MJSI Inc., Luxury Copper
 # of outside sales people: 2
 Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Lewis Marketing, Inc.

Principal Contact: Glenn Thurman, CPMR
 P.O. Box 5523, Charlotte, NC, 28299
 Phone: 704/376-0262 Fax: 704/375-1850
 email: glenn@lewismarketinginc.com
 website: www.lewismarketinginc.com
 Territory: NC and SC
 Lines: Coleman Cable, Boshart Industries, Cello Copper Fittings, Colonial Engineering, Crane Pumps and Systems, C and S Mfg., Dallas Specialty, G and C Enclosures, General Wire Spring Co., Hammond Valves, Comfort Seats, Keeney Mfg., Knox Co., Lasco Fittings, Laurel Mountain Whirlpools, Lsp Products, Olympia Faucets, Pioneer Industries, Plastic Trends, Seymour Tools, Viega, Na Llc, Vortens, Wheeler Mfg.
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Ludwig, Smith & Walker, Inc.

Principal Contact: Jeffrey Smith
 218-A E. Tremont Ave., Charlotte, NC, 28203
 Phone: 704/342-9690 Fax: 704/342-9693
 email: jeff.smith@lswrep.com
 Territory: NC and SC
 Lines: Arrow Industries, Bemis Mfg, Dormont Mfg, Fluidmaster, J B Products, Jones Stephens Corp, Kessler Sales and Distributing, Mansfield Plumbing Products, Navien America, Prier Brass, Rectorseal Corp, Tekka
 # of outside sales people: 6
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Preferred Sources Inc

Principal Contact: John Amon
 PO Box 7829, Charlotte, NC, 28241-7829
 Phone: 704/504-3111 Fax: 704/504-3499
 email: john.amon@preferredsources.com
 Territory: VA, NC, SC, TN
 Lines: F E Myers Pumps & Accessories, North American PVC Pipe, Flomatic Valves, Flexcon Precharged Tanks, Elster Fittings, V S Saws Blades, Vandewater Brass, Tigre PVC Fittings, Specified Fittings
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Snider, Inc.

Principal Contact: Mark Snider
 3520 Westinghouse Blvd.
 Charlotte, NC, 28273
 Phone: 704/588-0915 Fax: 704/588-0954
 email: msnider@sniderinc.com
 website: www.sniderinc.com
 Territory: NC and SC
 Lines: Arylett, Bow Plastics, Bradford White, Caroma, Cimberio, Elkhart Products, Erico, Florestone, Grundfos Pumps, Imcoa, Irwin, Lee Brass, Lenox, Liberty Pumps, Metal

Products, Mission Rubber, Neoperl, North American Pipe, Price Pfister, REMS Tools, Siam Fittings, SJE Rhombus, Technical Concepts, Viessmann, Ward, Wardflex
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

South Carolina

Rivers Associates

Principal Contact: Wayne Smalley
 233 Rocky Branch Rd., Chapin, SC, 29036
 Phone: 803/932-7737 Fax: 803/932-0093
 email: wayne@riversassociates.com
 website: www.riversassociates.com
 Lines: Amiad, Beckson, Dab, Dekorra, Hit, Isotec/General Cable, McCrometer, Nightscaping, Ooval, Orbit, Savio, T.S.M., Water Specialties, Wolverine

Virginia

Duhart Company

Principal Contact: William Dudding
 1225 Mall Dr, Richmond, VA, 23235-4737
 Phone: 804/379-0150 Fax: 804/379-9230
 email: bdudding@duhartco.com
 website: www.duhartco.com
 Territory: Virginia-Maryland-West Virginia-Washington D.C.
 Lines: Arrow Industries, Bemis Mfg., Bradford White Corp., Carolina Classic, Danco, Duratrac, Flexsure Solar, Gasitte, John Guest, Legend Valve, Mansfield Plumbing Products, Multi Fittings, Rockford Separators, Tekka USA
 # of outside sales people: 8
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Mid South Marketing

Principal Contact: Bill Uecker
 2169 Tomlynn Street, Richmond, VA, 23220
 Phone: 804/213-3801 Fax: 804/213-3802
 email: buecker3@aol.com
 Territory: VA, MD, DC
 Lines: InSinkErator, Lsp Products Group, Conbraco /Apollo Valves, Grohe, Rothenberger, Smith Cooper, Centoco, Oliveri
 # of outside sales people: 7
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Soter-Martin Sales & Marketing

Principal Contact: Rick Martin, CPMR
 P.O. Box 15233, Richmond, VA, 23227
 Phone: 804/550-2164 Fax: 804/550-2054
 email: rick@sotermartin.com
 website: www.sotermartin.com
 Territory: Mid-Atlantic
 Lines: Alsons, American Water Heaters, Arylett, Boshart, Elcoma, Endot, Greenfield, J&B, La-Co, Laing/lit, Maax, Ronbow, Stiebel-Elttron, Toto USA
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

The Joyce Agency Inc.

Principal Contact: Todd Joyce
 8442 Alban Rd.
 Springfield, VA, 22150-2304
 Phone: 703/866-3111
 Fax: 703/866-2332
 email: tjoyce@thejoyceagency.com
 website: www.thejoyceagency.com
 Territory: MD, VA, DC
 Lines: Charlotte Pipe & Foundry, Sloan Valve Company, Elkay Mfg. Company, Jay R. Smith Drains, Watts, Ames, Febco, Dormont, Uponor, Oatey Scs, Aquatic, Mueller Steam, Holdrite, Grundfos Pumps, Tracpipe, Safe-T-Cover, Hansgrohe, Takagi, Tile Redi Shower Pans, Newport Brass
 # of outside sales people: 17
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
 See ad on page 42

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"American Made"

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*Ranking is based on the 2006, 2007, 2008 and 2009 CLEARReports by Clear Seas Research. Please visit www.clearseasresearch.com for additional information. © 2010, Bradford White Corporation. All rights reserved.

See contact information on page 98

SOUTH ATLANTIC

The Joyce Agency HVAC Products Group

Principal Contact: Ron Jenkins
8442 Alban Road
Springfield, VA, 22150
Phone: 703/866-3111
email: rjenkins@thejoyceagency.com
website: www.thejoyceagency.com

Territory: VA, MD, DC
Lines: Mitsubishi Electric HVAC, Magic-Pak, Viessmann, Grundfos, Uponor, Soler & Palau
of outside sales people: 5
of warehouses: 1
Industry Orientation: Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on page 42

EAST SOUTH CENTRAL

Alabama

Ayers & Assoc

Mike Ayers
PO Box 373 Northport, AL 35476-0373
Phone: 205/333-8745 Fax: 205/333-8745
Territory: TN, AL, FL Panhandle
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing

Banks & Head Agency, Inc.

Principal Contact: Richard Banks
710 Wilmer Ave., Anniston, AL, 36201
Phone: 256/235-9000 Fax: 256/235-2000
email: banksassoc@aol.com
website: www.bankshead.com
Territory: AL, FL Panhandle
Lines: Arrow, Anaheim Manufacturing, Turbo Torch, Bradford White, Basco Shower Doors, Central Brass, Pioneer Industries, Fernco, General Valve, Legend Valve, LSP Products, Mansfield, Sani-flo, Swanstone
of outside sales people: 3
Industry Orientation: Plumbing, Piping, Valves & Fittings

Joe Spears Company

Principal Contact: Joe Spears
3220 Dundale Rd., Birmingham, AL, 35216
Phone: 205/979-5893 Fax: 205/979-3429
email: spearsco3@bellsouth.net
Territory: AL, MS, NW FL, LA
Lines: Brasstech/Newport Brass/Ginger, Linkasink, Acryline, Cheviot Products, The Rain Co., Classic Hardware, Keystone Filter Div., Deca
of outside sales people: 3
Industry Orientation: Plumbing

McCain Sales Co., Inc.

Principal Contact: Clyde McCain
4908 Cahaba River Rd., Ste. 208
Birmingham, AL, 35243
Phone: 205/967-4095 Fax: 205/967-2443
email: clyde@mccainsales.com

website: www.mccainsales.com
Territory: AL, MS, TN, FL Panhandle
Lines: Danze Inc., Lenox Tools, Pearl Baths, Radiator Specialty, Steamist, Rinnai, Maax, Houzer Sinks, Metlund pumps, Devontz, Inc., Silverline Plastics, Gerber
of outside sales people: 5
Industry Orientation: Plumbing, Piping, Valves & Fittings

S&S Sales Llc

Principal Contact: John Doggett
4509 Valleydale Rd., Ste. 8
Birmingham, AL, 35242
Phone: 205/980-0090 Fax: 205/980-0505
email: johnd@sandssalesllc.com
website: www.sandssalesllc.com
Territory: Alabama, Panhandle of Florida, Mississippi, Tennessee
Lines: Artesian Sinks, Briggs/Sayco Industries, Crown Industries, Cmc Howell Metals, J & D Products, Kissler & Co, Knox Co, Plastic Trends, Premiere Plastics, Reed, Speedway, Stone Tools, Trin to The Trade, U.S. Plastics, Webstone
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Tim Morales & Associates, Inc.

Principal Contact: Timothy J. Morales
3805 Lakefront Dr., Mobile, AL
Phone: 251/602-8333
Fax: 251/602-8339
email: tim@timmorales.com
website: www.timmorales.com
Territory: AL, MS, LA, FL Panhandle
of outside sales people: 7
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating
See ad on this page

Kentucky

Kemper Sales & Associates

Principal Contact: Gary Kemper, CPMR
100 Kemper Dr., Nicholasville, KY, 40356
Phone: 800/326-5736 Fax: 888/356-9820
email: gkemper576@aol.com
Territory: KY, S. OH, TN
Lines: Cooper B-line, Danze, Gerber, General, Legend Valve, Fernco, Plastic Trends, Diamond Tub
of outside sales people: 4
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Marketing Services Group, Inc.

Principal Contact: Kevin Thomas
537 E. 10th St., Dept. W
Bowling Green, KY 42101
Phone: 270/842-4142
Fax: 270/842-4155

e-mail: ket1@msginc.com

website: www.msginc.com

Territory: IL, IN, KY, TN

Lines: Best Diversified, Bando Belts, New Age Industrial, LDR, Dormont Mfg. Co., Mi-T-M Corporation, Diversitech, Steel King Industries, Metzgar Conveyor Co., Parlec, Superclean, Sakura, CAPSA

of outside sales people: 4

Industry Orientation: Plumbing,

Piping, Valves & Fittings

See ad on this page

Richardson SLS

Principal Contact: Jim Richardson
718 Burton Ave, Louisville, KY, 40208-1205
Phone: 502/637-1674 Fax: 502/634-0899
email: jkr2@bellsouth.net
Territory: KY
Lines: Banner, Jason, Lambro
of outside sales people: 1
Industry Orientation: Plumbing

Mississippi

Davis Marketing Group

Principal Contact: Jim Davis/Jordan Davis
PO Box 489, Florence, MS, 39073-0489
Phone: 601/845-4415 Fax: 601/845-4476
email: davis42390@aol.com
Territory: Mississippi & Louisiana
Lines: Alderon Industries, Allen Company, Eemax, Encon Safety Products, Halsey Taylor, Little Giant Pump, Mifab, E. L. Mustee & Sons, Orion Fittings Inc., Stern-Williams, T & S Brass & Bronze, Topp Industries
of outside sales people: 3
of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Louisiana Group, Inc.

Principal Contact: Curtis Wilkinson
13755 Benchmark Dr.
Dallas, TX, 75234

email: cwilkinson@louisianagp.com
website: www.louisianagp.com
Phone: 972/852-3477 Fax: 800/900-0380
Territory: Louisiana

Lines: AC-Guard, Aqua Bath, Armacell, Armstrong Pumps, CTS, Camus, Corgal, Greenturtle Technologies, LCMI, LG HVAC, Speedclean, Statguardplus, Moen Commercial, Noble Commercial, Pro1 IAQ, Safe-T-Cover, Talco Fire Systems, Stanley Virax, Wessels, Xerxes Corporation, ENI Equipment

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 72

Tennessee

Louisiana Group, Inc.

Principal Contact: Curtis Wilkinson
13755 Benchmark Dr.
Dallas, TX, 75234
email: cwilkinson@louisianagp.com
website: www.louisianagp.com
Phone: 972/852-3477 Fax: 800/900-0380
Territory: Louisiana

Lines: AC-Guard, Aqua Bath, Armacell, Armstrong Pumps, CTS, Camus, Corgal, Greenturtle Technologies, LCMI, LG HVAC, Speedclean, Statguardplus, Moen Commercial, Noble Commercial, Pro1 IAQ, Safe-T-Cover, Talco Fire Systems, Stanley Virax, Wessels, Xerxes Corporation, ENI Equipment

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 72

Wiggs Haun & Bohan

Principal Contact: Larry Wigg
7013 Westbelt Dr, Nashville, TN, 37209
Phone: 615/642-3698 Fax: 615/350-8559
email: whbsales@bellsouth.net
Territory: AR, KY, TN
Lines: Anaheim Manufacturing, Arrow Industries, Beck Manufacturing, Bow Plastics, Bradford White Corp, Comfort Seats, Elkhart Products Corporation, Gastite Corporation, Georgia Bathware, Imcoa Pipe Insulation, Jones Stephens Corporation, Lasco Fittings Inc, Mansfield Plumbing Products, Moen Inc, PHD Manufacturing, Red-White Valve Corp., Tyler Pipe/Wade Drain
of outside sales people: 10
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings

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Arkansas

Louisiana Group, Inc.

Principal Contact: Curtis Wilkinson
13755 Benchmark Dr.
Dallas, TX, 75234

email: cwilkinson@louisianagp.com

website: www.louisianagp.com

Phone: 972/852-3477 Fax: 800/900-0380

Territory: Louisiana

Lines: AC-Guard, Aqua Bath, Armacell, Armstrong Pumps, CTS, Camus, Corgal, Greenturtle Technologies, LCMI, LG HVAC, Speedclean, Statguardplus, Moen Commercial, Noble Commercial, Pro1 IAQ, Safe-T-Cover, Talco Fire Systems, Stanley Virax, Wessels, Xerxes Corporation, ENI Equipment

of outside sales people: 3

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on page 72

Louisiana

A. H. Deveney & Co., Inc.

Principal Contact: Mike Mullen, Cpmr
6240 Hollyfield Dr.
Baton Rouge, LA, 70809
Phone: 225/753-8960 Fax: 888/329-2431
email: mmullen@ahdeveney.com
website: www.ahdeveney.com
Territory: Southeast including AL, AR, FL Panhandle, KY, LA, MS, TN, WV
Lines: Advance Tabco, American Granby, Anvil International, Bemis, Bosch Thermotechnology Corp, >

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See contact information on page 98

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 # of outside sales people: 8
 # of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating
 See ad on this page

Barbot Woolf Canale Inc.
 Principal Contact: Chuck Barbot
 813 South Al Davis Suite B
 Harahan, LA, 70123
 Phone: 504/734-0229 Fax: 504/734-3711
 email: chuck@bwcassoc.com
 Territory: LA, MS
 Lines: Aqua Glass, Armacell, Centoco, Charlotte Pipe & Foundry, Erico, Elkhart Prod-

ucts, Gerber, Hansgrohe, Houzer Sinks, Oatey Scs, Rehau, Rheem / Ruud Water Heaters, Legend Valve
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Billingsley & Associates, Inc.
 Principal Contact: Gene Billingsley
 2728 Crestview St., Kenner, LA, 70062-4829
 Phone: 504/602-8100 Fax: 504/602-8106
 email: gene@billingsley.com
 website: www.billingsley.com
 Territory: LA, MS, AR

Lines: Ames Fluid Control, Certainteed Corp., Cozy, Cresline Plastic Pipe, Fernco, Cdr Systems, Hot Box, Liberty Pumps, Ebara Pumps, Walrus Pumps, Omega Flex, Watts Water Technology, Rectorseal, Delta P Systems, Total Piping Solutions, Griffin Products, Powers Controls, Speakman, Dormont, Eemax, Blucher
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Billingsley & Associates, Inc.
 Principal Contact: Michael Billingsley
 2728 Crestview Ave.
 Kenner, LA, 70062-4829
 Phone: 504/602-8100 Fax: 504/602-8106
 email: mike@billingsley.com
 website: www.billingsley.com
 Territory: LA, MS, AR, W. TN
 Lines: Ames, Blucher, Louisville Tin and Stove, Cresline, Dormont, Eemax, Febco, Fernco, Griffin Products, Hot-Box, Liberty Pumps, Navien, Powers, Rectorseal, Speakman, Omegaflex, Watts Water Technologies
 # of outside sales people: 6
 # of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Brennan Bros Inc
 Principal Contact: P E Prouet
 20 29th St Ste B, Kenner, LA, 70062-8601
 Phone: 504/466-9332 Fax: 504/466-9334
 Territory: LA & S. MS
 Lines: Aquatic, Danze, Fiat, Franke, Fusion Hardware, Jone Stephens, Keeney, Kindred, Lasco Fittings, Lead Products, Lenox/Irwin Tools, Technical Concept
 # of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Plumbing

Grant & Associates, Inc.
 Principal Contact: Walter M. Kenning
 P.O. Box 23664, New Orleans, LA, 70183
 Phone: 504/733-2999 Fax: 504/733-9485
 email: wkenning@grant-assoc.com
 website: http://www.grant-assoc.com
 Territory: LA, MS
 Lines: Guardian Equipment Co., Chicago Faucet Co., Coyne & Delaney Co., Mansfield Plumbing Products, Isimet/Mapa Products, Halsey Taylor, Orion Fittings Inc., Willoughby Ind., Turbotorch-Victor, T-Drill, Josam, Noritz, Red & White Valve, Columbia Partitions/Psisc, Taco, Ab & I Foundry, Brimar Pipe Markers, Fluid Faucets
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings


Louisiana Group, Inc.
 Principal Contact: Curtis Wilkinson
 13755 Benchmark Dr.
 Dallas, TX, 75234
 email: cwilkinson@louisianagp.com
 website: www.louisianagp.com
 Phone: 972/852-3477
 Fax: 800/900-0380
 Territory: Louisiana

Lines: AC-Guard, Aqua Bath, Armacell, Armstrong Pumps, CTS, Camus, Corgal, Greenturtle Technologies, LCMI, LG Hvac, Speedclean, Statguardplus, Moen Commercial, Noble Commercial, Pro1 Iaq, Safe-T-Cover, Talco Fire Systems, Stanley Virax, Wessels, Xerxes Corporation, ENI Equipment
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
 See ad on page 72

Omega Marketing
 Principal Contact: John Davenport
 417 Transcontinental Dr.
 Metairie, LA, 70001-4451
 Phone: 504/456-7916 Fax: 504/888-9554
 email: omegamktg9@cox.net
 Territory: Louisiana, Mississippi, Arkansas
 Lines: Accor Technology Inc., Canplas, Canterbury Enterprises, J. C. Whitlam, Keystone Filters, Knox Company, Matco-Norca, Spears Mfg., Stone Tools
 # of outside sales people: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Superior Products, Inc.
 Principal Contact: George Lapour, Cpmr
 2911 S. Ruby Ave., Gonzales, LA, 70737
 Phone: 225/644-9773 Fax: 225/644-9957
 email: superiorbr@superiorbrem.com
 Territory: LA, MS
 Lines: Mc Guire Mfg., Bradley Corp., Elkay, Kitz Valve Corp., Phs Industries, Sloan Valve Co, Jay R. Smith Mfg. Co., Stern Williams, Stiebel Eltron, Tyco Thermal Controls, Xylem Group, Roof Top Blox, Truebro
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Wilkey Co.
 Principal Contact: Ed Wilkey
 P.O. Box 4566, Shreveport, LA, 71134-0566
 Phone: 318/221-1986 Fax: 318/221-2231
 email: quickprod@aol.com
 Territory: AR, LA, MS, AL, TN
 Lines: Electrotape, Quickproducts, Hisco, Mutual Industries, Kosta Gloves & Safety
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing



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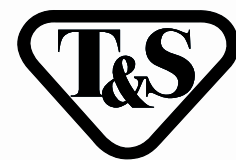
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WEST SOUTH CENTRAL

Woolf-Harris, Inc.

Principal Contact: Martin Sharpe
210 General Patton Ave.
Mandeville, LA 70471
Phone: 504/733-8733
Fax: 504/733-4980
e-mail: cmsharpe@woolfharris.com
website: www.woolfharris.com
Territory: LA, MS, TN
Lines: A.O. Smith, Alsons, Praxis Companies, Delta, BrassCraft, Church, Plastic Trends, Coral Ind., Watco, Woodford, Mr. Steam, Liberty Hardware, Teka, Vitra, Oasis International, DecoLav, Erico, State Industries, Ponte Guilio
of outside sales people: 13
of warehouses: 1
Industry Orientation: Plumbing
See ad on this page

Missouri

3G Sales & Marketing

Principal Contact: Paul W. Gilbert / Heidi R. Gilbert
3909 NW Old Stagecoach Rd.
Kansas City, MO, 64154
Phone: 816/810-7190 Fax: 816/817-6647
email: hgilbert@3gsalesandmarketing.com
website: www.3gsalesandmarketing.com
Territory: KS, MO, IA, NE, S. IL
Lines: ABF, Accor Technology, Ahqua, Black Swan, Boost, Caroma, Caulkez, Charman, Dual Sump, Ez Drain, Falsken Water Systems, Mila Interna-

tional, Takagi, Trojan, Webstone
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Behrmann Company

Principal Contact: Walter A Steiner
4173 Hoffmeister Ave.
Saint Louis, MO, 63125-2296
Phone: 314/631-4400 Fax: 314/638-5609
email: walts@behrco.com
website: behrmanncompany.com
Territory: E. MO and S. IL
Lines: Burnham Commercial, Burnham Hydronics, L.E.S., Fulton Boiler Works, Lochinvar, Precision Boilers, Rite Engineering, Taco, Skidmore, Tigerflow, Sondex, Power Flame, Reco USA, Selkirk Metalbestos, Exhausto, Heat Fab, Cain Industries, Macon Controls, Twin City Hose
of outside sales people: 5
of warehouses: 1
Industry Orientation: Hydronic Heating

Hodes & Sutter Inc

Principal Contact: Dan Hodes/Steve Sutter
5230 Winner Rd.
Kansas City, MO, 64127-1732
Phone: 816/920-7472 Fax: 816/920-5126
email: dan@hodesandsutter.com
website: www.hodesandsutter.com
Territory: KS, W. MO
Lines: American Granby, Brass Craft, Cresline, E.L. Mustee, Harvey, Holdrite, Josam, Liberty Pumps, Noritz, Oatey SCS, Red White, Speakman, 3M Purification
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

JC/Sunshine SLS Inc

Principal Contact: Jim
301 W 109th Ter
Kansas City, MO, 64114-4917
Phone: 816/941-9773 Fax: 816/941-9771
email: jc-sunshine@juno.com
Territory: MO, KS, NE, IA, S. IL
Lines: Arrowhead Brass, Champion Irrigation, Brenelle-Jet Sweet, MJSI Ballcocks, Glen-tronics, Etco, Forbes Co, Garvin Basket-strainers, Suncraft, Wal-Rich Corp, Skye Water Heaters
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

T. G. Rankin Co.

Principal Contact: Tom G. Rankin Jr.
233 Chesterfield Ind. Blvd.
Chesterfield, MO, 63005
Phone: 636/532-4555 Fax: 636/532-4716
email: tomsr@tgrankin.com
website: www.tgrankin.com
Territory: MO, IL, IA, KS, NE
Lines: Norwesco, Premier Tech, Jackel, Kenco Engineering, Blue Angel Pumps, Lube Devices, Cultec Chamber Systems, Pardee Engineering, Penberthy Tyco, Archon, SJE Rhombus, Auer Lighting, Scot Pump, ABS Pump Co., Polyok, Ebara Pump Co., A.K. Septic Products, All Bend, Base Products, Cyclops, Myers Pentair Water, American Manufacturing Co., Mercer, Snyder Ind., Innovative Solutions, Salcor, Thermoquip, Zurn Plumbing Products, Halonim Controls, Collins Instr., Barnes Pumps, Aqua Point, Keen Pump, Goulds, Snyder Industries, Planet Care Ecopure, Mainline Valve, Seewater, Flowliner (wavin), Salcor, Brimar Safety Markers, Collins Instrument, Habonim Valve, Pardee, Aqua Azul Uv, Hydromatic Pentair Water, Sim tech
of outside sales people: 8
of warehouses: 2
Industry Orientation: Plumbing

W.T. Leonard & Associates
Principal Contact: Tom Leonard
240 Chesterfield Ind. Blvd.
Chesterfield, MO, 63005
Phone: 636/530-9852 Fax: 636/530-6996
email: tleonard@wtla.com
Territory: IA, IL, KS, MO, NE
Lines: A O Smith/State, Advance/Tabco, Aquatic, Bemis/Church, Brasscraft, Grohe, Holby, Lasco Fittings, Lawler, Little Giant, Matco/Norca, Mill/Rose, NDS, Northstar, Sanderson, Steamist, Turbotorch, Vortens, Zurnpex
of outside sales people: 11
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

W.T. Leonard & Associates

Principal Contact: Tom Leonard
240 Chesterfield Ind. Blvd.
Chesterfield, MO, 63005
Phone: 636/530-9852 Fax: 636/530-6996
email: tleonard@wtla.com
Territory: IA, IL, KS, MO, NE
Lines: A O Smith/State, Advance/Tabco, Aquatic, Bemis/Church, Brasscraft, Grohe, Holby, Lasco Fittings, Lawler, Little Giant, Matco/Norca, Mill/Rose, NDS, Northstar, Sanderson, Steamist, Turbotorch, Vortens, Zurnpex
of outside sales people: 11
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Oklahoma

Hugh M. Cunningham, Inc. - HVAC Group, Inc.
Principal Contact: Tim Truitt

13755 Benchmark Dr.
Dallas, TX, 75234
email: ttruitt@hughcunningham.com
website: www.hughcunningham.com
Territory: Texas
Lines: AC-Guard, Aire Technologies, Armacell, Charlotte Pipe and Foundry, CPS, CTS, Deflect-O, Elkhart Products Corporation, Elmdor Stoneman, Erico, LCMI, LG HVAC, Pro1 IAQ, Speedclean, Statguardplus, Tjernlund Products
of outside sales people: 4
of warehouses: 1
Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on this page

Hugh M. Cunningham, Inc. Plumbing and Mechanical Group

Principal Contact: Ted Parker
13755 Benchmark Dr.
Dallas, TX, 75234
Phone: 972/852-3477 Fax: 972/888-3838
email: tparker@hughcunningham.com
website: www.hughcunningham.com
Territory: Texas
Lines: A.O. Smith, Acorn, Acorn Aqua, Acrylic Shower Systems and Solutions, Inc., Ames, Aqua Bath, Armacell, Armstrong, Charlotte Pipe and Foundry, Cimberio, Corgal Water Tanks, CTS, Dormont, Elkhart Products Corporation, Elmdor Stoneman, Erico, Green Turtle Technologies, Griffin Products Inc., Holdrite, Hydroflame By Holdrite, Jay R. Smith, Jackel Eco-Systems, Quantumflo, LCMI, Link Seal, Little Giant, Mission, Monarch Pumps, Moen Commercial, Murdock, Noble Company, Powers, Safe-T-Cover, Savard, Smith ACO, Stanley Virax, Talco Fire Systems, Watts, Wessels, Wolverine, Xerxes Corporation, Young Engineering Corporation, Dezurik, Magnetrol Environmental, Apco Whitman, Hydrant Repair Parts, Takagi Water Heaters, ENI Equipment, Ajax Boilers (N. TX Only)
of outside sales people: 9
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on this page

Texas

Armstrong/Weatherly Assoc
Principal Contact: Harold Armstrong
PO Box 55475, Houston, TX, 77255-5475
Phone: 713/692-5566 Fax: 713/692-6021
email: sales@armstrong-weatherly.com
website: www.armstrong-weatherly.com
Territory: TX, LA, OK, AR, MS, AL
of outside sales people: 110
of warehouses: 1
Industry Orientation: Hydronic Heating

Corbett, Wingard & Ray, Inc
Principal Contact: Mike Ray
21240 Foster Rd. Bldg. #1, Spring, TX, 77388
Phone: 281/651-9500 Fax: 281/288-3559
email: mike@cwrepstexas.com
website: cwrepstexas.com
Territory: TX except El Paso, E. NM
Lines: Insinkerator, General Wire Spring, Bemis, Vortens, Jones Stephens Corporation, Eternal, Milwaukee Tool, Mr Manufacturing, North Star, Heatlink, Raywal, Jb Products, Ideal, Banner Faucets, Ay McDonald
of outside sales people: 9
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves & Fittings

Dillard Associates Inc.
Principal Contact: Mark Boyd
3145 National Cir., Garland, TX, 75041
Phone: 972/278-2000 Fax: 972/271-0970
email: mboyd@dillardassoc.com
website: www.dillardassoc.com
Territory: Texas
Lines: Sloan Valve Co., Halsey Taylor,

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Sandia Group, Inc.
Ted Parker — Vice President of Sales
www.sandiagp.com

LOUISIANA GROUP
Curtis Wilkinson - Group Manager
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Brad Feldman - Group Vice President

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HVAC GROUP
Tim Truitt - Group Manager

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Josam, Takagi, T & S Brass, McGuire, Leonard, Guardian, Willoughby, Plumberex, Anaco, Z-Flex, Beneke, Stern-Williams
 # of outside sales people: 8
 # of warehouses: 2
 Industry Orientation: Plumbing

Forward Marketing, LLC

Principal Contact: Jim Ward
 PO Box 26153, Austin, TX, 78755-0153
 Phone: 512/791-7934 Fax: 512/346-2978
 email: forwardmarketing@sbcglobal.net
 website: www.forwardmarketing.biz
 Territory: TX and LA
 Lines: Septic Products, Inc., Snyder Industries, Wal-Rich Corp., Watergroup/Novatek, Merrill Manufacturing
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Hugh M. Cunningham, Inc. - HVAC Group, Inc.

Principal Contact: Tim Truitt
 13755 Benchmark Dr.
 Dallas, TX, 75234
 email: ttruitt@hughcunningham.com
 website: www.hughcunningham.com
 Territory: TX
 Lines: AC-Guard, Aire Technologies, Armacell, Charlotte Pipe and Foundry, Cps, CTS, Deflect-O, Elkhart Products Corporation, Elmdor Stoneman, Erico, LCMI, LG HVAC, Pro1 IAQ, Speedclean, Statguardplus, Tjernlund Products
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on page 72

Hugh M. Cunningham, Inc. Plumbing and Mechanical Group

Principal Contact: Ted Parker
 13755 Benchmark Dr.
 Dallas, TX, 75234
 Phone: 972/852-3477 Fax: 972/888-3838
 email: tparker@hughcunningham.com
 website: www.hughcunningham.com
 Territory: TX
 Lines: A. O. Smith, Acorn, Acorn Aqua, Acrylic Shower Systems and Solutions, Inc., Ames, Aqua Bath, Armacell, Armstrong, Charlotte Pipe and Foundry, Cimberio, Corgal Water Tanks, Cts, Dormont, Elkhart Products Corporation, Elmdor Stoneman, Erico, Green Turtle Technologies, Griffin Products, Inc., Holdrite, Hydroflame By Holdrite, Jay R. Smith, Jackel Eco-Systems, Quantumflo, LCMI, Link Seal, Little Giant, Mission, Monarch Pumps, Moen Commercial, Murdock, Noble Company, Powers, Safe-T-Cover, Savard, Smith ACO, Stanley Virax, Talco Fire Systems, Watts, Wessels, Wolverine, Xerxes Corporation, Young Engineering Corporation, Dezurik, Magnetrol Environmental, Apco Whitman, Hydrant Repair Parts, Takagi Water Heaters, ENI Equipment, Ajax Boilers (N TX only)

of outside sales people: 9
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on page 72

J T Associates

Principal Contact: James T Entrekin
 1201 E 15th St Suite 103, Plano, TX, 75074
 Phone: 972/424-0058 Fax: 972/424-1162
 email: tentrekin@aol.com
 Territory: N. TX
 Lines: Alsons, Brasscraft Manufacturing, Centoco, Cs&b International, Everflux, E-Z Weld, Inc, Fisher Mfg, Hamilton Bathware, Houzer Sinks, Ipex, Naco Industries, Prier Products, Inc, Sayco Brass, Speedway, St. Thomas Creations, Stone Tools
 # of outside sales people: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Lone Star Reps, Inc.

Principal Contact: Tim Windham

P.O. Box 3310, Conroe, TX, 77305
 Phone: 936/520-6863 Fax: 936/760-3342
 email: lonestarreps@mac.com
 Territory: Texas & Western Louisiana
 Lines: Mitchell Metal Products, Partners Choice Universal Replacement Parts, Doucette Industries Heat Recovery, TFI, Inc. Indoor Air Quality, America National Products Igniters/Controls, US Flex Duct, Independent Alloys
 # of outside sales people: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Louisiana Group, Inc.

Principal Contact: Curtis Wilkinson
 13755 Benchmark Dr.
 Dallas, TX, 75234
 email: cwilkinson@louisianagp.com
 website: www.louisianagp.com
 Territory: LA
 Lines: AC-Guard, Aqua Bath, Armacell, Armstrong Pumps, CTS, Camus, Corgal, Greenturtle Technologies, LCMI, LG HVAC, Speedclean, Statguardplus, Moen Commercial, Noble Commercial, Pro1 IAQ, Safe-T-Cover, Talco Fire Systems, Stanley Virax, Wessels, Xerxes Corporation, ENI Equipment
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on page 72

Mckinney Agency, Inc.

Principal Contact: Kevin S. Mckinney, CPMR
 1225 E. Crosby Rd., Ste. B21
 Carrollton, TX, 75006
 Phone: 972/242-4164 Fax: 972/242-5115
 email: kevin@mckinney-agency.com
 website: www.mckinney-agency.com
 Territory: Texas and Oklahoma
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing
See ad on this page

Mena & Associates

Principal Contact: Duane Mena
 802 Dominion Dr., Ste. 100, Katy, TX
 Phone: 281/579-8228 Fax: 281/579-8286
 email: dmena@menassociates.com

WEST SOUTH CENTRAL

Lines: American Brass & Aluminum, Black Swan Mfg., Hamilton, Bradford White Corp., Ipex, Webstone, Dallas Specialty, Comfort Seats, Suneli, St. Thomas Creations, Charman Mfg., Wilson, Southeast Culvert, Pipeline Seal & Insulator, Accor, Fisher Mfg.
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Oklahoma Group, Inc.

Principal Contact: Mark Hendricks
 13755 Benchmark Dr.
 Dallas, TX, 75234
 email: mhendricks@oklahomagp.com
 website: mhendricks@oklahomagp.com
 Territory: OK
 Lines: A.O. Smith, AC-Guard, Acrylic Shower Systems and Solutions, Adjustable Reach Key, Aire Technologies, Inc., Alderon Industries, Aqua Bath, Armacell, Armstrong, Charlotte Pipe and Foundry, Corgal Water Tanks, Cimberio Valves, CPS, Deflect-O, Elkhart Products Corporation, Green Turtle Technologies, Griffin Products, Holdrite, Hydrantrepair Parts, Hydroflame By Holdrite, Jackel Eco-Systems, LCMI, LG Hvac, Mission, Moen Commercial, Noble Company, Pro1 IAQ, Quantumflo, Safe-T-Cover, Stanley Virax, Talco Fire Systems, Tjernlund Products, Wessels Company, Wolverine, Xerxes Corporation, Young Engineering Corporation, Takagi Water Heaters, Speedclean, Statguardplus, ENI Equipment

of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on page 72

Oslin Nation Co

Principal Contact: Mike Barnett
 5510 S Westmoreland Rd. Ste 300
 Dallas, TX, 75237
 Phone: 214/631-5650 Fax: 214/333-2035

email: sales@onco-tx.com
 website: www.onco-tx.com

Territory: TX
 Lines: Bell & Gossett, Hoffman, McDonnell & Miller, Goulds, Laars, Itron, Trerice, Emerson, Maxitrol, Metreflex, Seewater
 # of outside sales people: 17
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic Heating
See ad on page 76

Pepco Sales Co.

Principal Contact: Mike Parham
 8920 North Royal Ln.
 Irving, TX, 75063
 Phone: 972/823-8700 Fax: 972/823-8715
 email: mparham@pepcosales.com
 website: www.pepcosales.com
 Territory: TX, OK, AR, LA, NM
 Lines: Allstyle Coil, American Plumber, Atco, Basco, Boss, Coaire, Dryerbox, Eastman, Famco, Florestone, General Aire, Grohe, Honeywell Water, Howell Metal, K-Flex, Kindred, Lux, Multi Fittings, Nsi, Nomaco, Rct Aquaguard, Samsung/Quietside, Stockham, Truair, Uponor, Vapco, Vitra, Wilo
 # of outside sales people: 16
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal
See ad on page 76

PMI Sales & Marketing Services, Inc.

Principal Contact: Robert Zvanut
 8967 Market Street Rd., Houston, TX
 Phone: 713/674-8735 Fax: 713/672-6000
 email: robertz@pmireps.com
 website: www.pmireps.com
 Territory: Texas less El Paso
 Lines: American Standard Brands, Advance Tabco, B-Line, Grundfos, IPS Corp, Kitz, Laco Industries, Mueller Industries, Rehau, Spears Evertuff, Tyler Pipe, Wade Drains, Ward Mfg, Watco Mfg, Woodford Mfg. >

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WEST SOUTH CENTRAL

of outside sales people: 14
 # of warehouses: 3
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings, Hydronic
 Heating
See ad on this page

Red River Sales LLC

Principal Contact: Richard D. Pecena,
 President
 P.O. Box 1107, Katy, TX, 77492-1107
 Phone: 281/693-7572 Fax: 713/583-9891
 email: redriversales@comcast.net
 Territory: TX, OK, LA, TN, MS
 Lines: Beckett Pumps, DFW Plastics Inc, Duct
 Saddle, Lc, Duralast Products, Emerson,
 Fluidmaster, LT Connections, Lyons Indus-
 tries, TVM Building Products, Youngstown
 Glove Co., Hometech Industries, Inc
 # of outside sales people: 7
 Industry Orientation: Plumbing, Piping, Valves

& Fittings, Hydronic Heating, Warm-Air
 Heating, Ducted Air Conditioning, Refrigera-
 tion & Sheet Metal

RW Sales & Marketing

Principal Contact: Sean Weaks
 6565 N. Macarthur Blvd. Ste. 225
 Irving, TX, 75039
 Phone: 214/436-2097 Fax: 214/624-5098
 email: sweaks@rwsalesrep.com
 website: www.rwsalesrep.com
 Territory: TX, OK, AR

Lines: Aim Solder - TX, OK, AR, Ameri-
 can Hometec - TX, OK, AR, Back-
 stop - TX, OK, Baker Monitor - TX,
 OK, Campbell - TX, OK, Champion
 Pump - TX, OK, AR, Duratrac - TX,
 OK, Flexicraft - TX, OK, Genova - TX,
 OK, Globe - TX, OK, Gregory - TX,
 OK, Jaco - TX, OK, Lambertson - TX,
 OK, Mifab - OK, Speakman - OK,
 Watersoft - TX, OK, AR

of outside sales people: 5
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings

Southwest Sales, Lp

Principal Contact: Steve Elis
 615 E. Hwy. 121, Ste. 300
 Coppell, TX, 75019
 Phone: 972/881-8757 Fax: 972/881-2115
 email: selis@southwestsales.com
 Territory: Texas

Lines: ACT Pumps, Aquatic Tubs, Brac
 Greywater Systems, Delta Faucets,
 Geberit, Kingspan Solar, Liberty
 Hardware, Hansgrohe, Omegaflex,
 Rinnai Tankless, Zurn Pex

of outside sales people: 16
 # of warehouses: 2
 Industry Orientation: Plumbing

Steve Mechler & Assoc Inc

Principal Contact: Steve Mechler
 10737 Gulfdale St.
 San Antonio, TX, 78216-3609
 Phone: 210/545-0084 Fax: 210/545-1361
 email: steve@mechler.com



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 covering North Texas and Oklahoma
 214-630-1900
 1-800-250-9399
 Fax: 214-630-1901

Ty Tipton, President
 E-mail: Ty@TiptonCompany.com
 www.TiptonCompany.com



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Representing



See complete listing on page 75

website: www.mechler.com
 Territory: S. TX
 Lines: Lines Upon Request
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings, Hydronic Heating

Tipton Company

Principal Contact: Ty Tipton
 3301 Commerce
 Houston, TX, 77003
 Phone: 713/225-1086
 Fax: 713/223-1002
 email: ty@tiptoncompany.com
 website: www.tiptoncompany.com
 Territory: TX, OK

Lines: Anderson Metals, Pipe Conx,
 Skye International, Dura Plastics,
 Elbi, Eagle Solder, Palmer Wahl
 Instrumentation, Harco Fittings,
 Hammond Valve, PHD Mfg., Speed-
 way, American Metal Products,
 Centoco Seats, C.S. & B. Interna-
 tional, Numex Plastics, Navien

**Tankless Heaters, Speakman
 Company, Tigre Fittings, Union
 Brass, Whirlpool/Kitchen Aid**
 # of outside sales people: 7
 # of warehouses: 1
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings, Hydronic
 Heating, Warm-Air Heating, Ducted
 Air Conditioning, Refrigeration &
 Sheet Metal
See ad on this page

Toole & Company

Principal Contact: Doug Toole
 21322, Houston, TX, 77226-1322
 Phone: 713/691-2011 Fax: 713/691-5821
 email: doug@tooleco.com
 Territory: Texas
 Lines: Allstone, Blanco, Century Bathworks,
 Fluid, Huntington Brass, Legion Furniture,
 Link A Sink, Salita, Topex, Waternity,
 Whitehaus, Winfield, Grothouse, Conine
 Solvent, Fry, Waiwela
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing

MOUNTAIN

Arizona

Elmco/Stewart

Principal Contact: Ron Stewart, President
 3201 W. Virginia Ave., Phoenix, AZ, 85009
 Phone: 602/269-0585 Fax: 602/278-2567
 email: rstewart@elmcostewart.com

website: www.elmcostewart.com
 Territory: State of Arizona
 Lines: Acorn Engineering, AB&I Foundry,
 Chronomite/Omni, Cash Acme Valve,
 Elmdor Stoneman, Symmons Industries,
 Plumberex, Acorn Safety, Potter-Roemer,
 Shamrock, Scientific Plastics, Jay R.
 Smith/Aco, Superior Pipe, Whitehall



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See contact information on page 98



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Manufacturing, Acorn Aqua, Liberty Pumps, Neo-Metro
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Maples Sales West

Principal Contact: Brannen Maples
 3131 W. Lewis Ave., Ste. 700,
 Phoenix, AZ, 85009-1508
Phone: 602/484-7288 Fax: 602/484-7289
email: brannenmaples@aol.com
Territory: AZ, Clark County NV
Lines: Dahl Brothers, Suncraft Industries, Inc., Simco, Matco Norca, Whirlpool Inc., Pti Insulation, Alliance Metals Group, Roof Top Blox, Pipeline Products, Napac, United Water Products
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings
See ad on this page

New Horizon Sales

Principal Contact: Larry McGahey
 3650 E. Lasalle St., Phoenix, AZ, 85040
Phone: 602/437-4795 Fax: 602/437-8991
email: larry@newhorizonsales.com
website: www.newhorizonsales.com
Territory: AR, NM, El Paso TX, S. NV
Lines: Anderson Metals, Applied Engineering, Charlotte, Ceco, Cello Products, D & T Manufacturing, Flo Control, Jomar International, Lasco, Matco Norca, Plastic Trends, C&S Manufacturing, Pipeconx, TBS Irrigation Products, Bow Plumbing, BWM Company, George Fischer
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing

R&G Sales

Principal Contact: Terry Foster, Cpmr
 3301 E. Corona, Phoenix, AZ, 85040
Phone: 602/232-2345 Fax: 602/232-0033
email: tfoster@r-gsales.com
Territory: Arizona, Las Vegas Nevada
Lines: Aquatic, Atlanta Specialty Products, Cole + Company, Falcon Stainless Steel, Fogco, Goss, Honeywell Water Solutions, Mainline, Mansfield, Noritz, Price Pfister, Rehau, Tracpipe, Wilo, Zeta Rod
 # of outside sales people: 4
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic Heating

Colorado

AK Sales Associates

Principal Contact: Dennis Verba
 5790 W 56th Ave Unit D
 Arvada, CO, 80002-2801
Phone: 303/456-9774 Fax: 303/456-9876
email: office@aksalesassociates.com
Territory: CO, WY, MT, W. NE, W. SD
Lines: Alsons, Fisher Faucets, Honeywell Water Products, Houzer, Jones Stephens Corp, Legend Valve, Slant/Fin, Jet Swet, LT Copper, General Wire Spring
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Contact Sales Co., Inc.

Principal Contact: B. William Smith
 2550 W. 2nd Ave. Unit #100
 Denver, CO, 80219-1631
Phone: 303/232-5515 Fax: 303/232-5514
email: bill.contactsales@comcast.net
website: www.contactsalescompany.com
Territory: CO, WY, MT, W. NE
Lines: American Standard, Eemax, Halsey Taylor, Bonomi USA, Crane Plumbing, Leonard Valve, Jado-Porcher, Rheem Ruud Water Heaters, Rockford Separators, Whirlaway, Zurn Pex, Guardian Equipment, Waste King, Water Saver Faucet Co., Fiat Plumbing
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Dalcart & Associates Inc.

Principal Contact: Donald Dalzell
 5301 Vasquez Blvd.
 Commerce City, CO, 80022-3712
Phone: 303/292-5616 Fax: 303/292-4913
email: meganmyers@dalcart.com
website: www.dalcart.com
Territory: CO, WY, MT, UT, NM
Lines: Arrow/Duratrak, Barnes Pumps, Black Swan Mfg., Cello Products, Emmeti, Haydon Baseboard, Haydon Baseboard, Kingtron Valves, Lubrizol, Mansfield Plumbing Products, Napac Inc, Pannext Maleables & Nipples, Oxy Pex Pipe, Pioneer Faucets, Olympia Faucets (div. of Pioneer), Central Brass, Leisure Steam, Taka USA
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Dave Grannell & Associates

Principal Contact: Dave Grannell
 Box 370352, Denver, CO, 80237
Phone: 303/300-2944 Fax: 303/300-2941
email: davegrannassoc@aol.com
Territory: CO, WY, Scotts Bluff NE
Lines: Accor Tech, Advance Tabco, Bootz Plumbingware, Centoco Mfg., Dahl Brothers, Eagle Solder, Whirlpool/Maytag/Kitchen Aid, La-Co Industries Inc., John Guest, Tile-Redi, Ayrlett, Goss Mfg.
 # of outside sales people: 1
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

IDC Associates

Principal Contact: Carl Rehburg
 5717 W. 6th Ave.,
 Denver (Lakewood), CO, 80214
Phone: 303/232-2664 Fax: 303/237-9692
email: carl@idcassociates.com
website: www.idcassociates.com
Territory: CO, WY
Lines: Ace Boiler Inc., RBI Boilers, Water Heaters, Federal Pump, Lawler Mixing Valves, Smith Cast Iron Boilers, Midco Burners, Pennsylvania Blowdown Separator Co., Turbonics-Kickspace Heaters, Skidmore, Ajax Boiler Inc., Unilux Boiler Corp., Hydrotherm, L.E.S. Boiler, Parker Boiler, Turbomax, Climastar, Ultra-Fin, Niles Steel Tank, Wendland Mfg. Co., Hydro-Pex Tubing, Security Chimney, Ray Boiler
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Maples Sales & Service, Inc.

Principal Contact: Grant Maples Jr.
 3950 Nome St., Denver, CO, 80239
Phone: 303/371-1800 Fax: 303/371-1808
email: gmaple@maplesales.com
website: www.maplesales.com
Territory: CO, NM, WY, El Paso-TX
Lines: Arrowhead-Champion Mfg., Baker Mfg., Campbell Mfg., Crown Inc., Danfloss/Flomatic, Heatlink Group, Jet Lube, Keeney Mfg., Itt-Laing, Nomaco Insulation, Water Systems Permatank, Silver Line Plastics, Symcom, Water Group
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Marshall-Rodeno Assocs

Principal Contact: Tom Rodeno
 5700 E 39th Ave.
 Denver, CO, 80207-1228
Phone: 303/575-6701 Fax: 303/575-6706
email: trodeno@marshallrodeno.com
website: www.marshallrodeno.com
Territory: Rocky Mountain and Heartland Regions, including CO, UT, WY, NM, ID, MT, IA and NE
Lines: AB&L, ABZ Valve, Alliance Metals Group, Anvil International, Apollo Valve, Brasscraft, Chicago Faucets, Church Seats, Exltube, Dsi, Flint & Walling, Gerlin, Holdrite, Imcoa, Independence Tube Company, PBV, Sloan Valve Company, Stockham, Sure Seal, Techno, Titan Flow Control, Tylok, Watson McDaniel
 # of outside sales people: 12
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

McNevin Co.
Principal Contact: Chris Dilg
 14209 E. 35th Pl., Ste. 100
 Aurora, CO, 80011
Phone: 303/322-0165 Fax: 303/322-0374
email: cwidlg@att.net
website: www.mcnevinco.com
Territory: CO, WY
Lines: ITT Bell & Gossett, ITT Domestic Pumps, ITT Hoffman Specialty, ITT McDonnell & Miller, PB Heat, ITT Goulds, ITT G & L, Vertiflow Pump, Cemline, Weksler Glass, Camus Hydronics, Kadant-Johnson Fluid Handling, Minnesota Flexible, Holby Valve, Oventrope
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic Heating

McNevin Co.

Priest-Zimmerman, Inc.
Principal Contact: Don Zimmerman, CPMR
 5353 Joliet St., Denver, CO, 80239
Phone: 303/307-1720 Fax: 303/307-1721
email: don@priestzim.com
website: www.priestzim.com
Territory: CO, NE, NM, MT, WY, SD
Lines: Aquarius, Aquatherm, Armstrong, B-Line, Bradley, CHG, Elkay, HTP, IpeX, Mcguire, Multi Fittings, NGE, Old Castle Pre-cast, Symmons, Tracpipe, Tyler Pipe, Wade
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Priest-Zimmerman, Inc.

Rkr / Gnd Sales, Lip
Principal Contact: Greg Dangleis
 4600 Grape St., Denver, CO, 80216
Phone: 303/321-7610 Fax: 303/399-9420
email: gdangleis@rkrnet.com
Territory: CO, NM, WY, MT, UT, S.ID, El Paso
Lines: Anderson Metals, Armacell, Cambridge-Lee, Charlotte Pipe & Fittings, Cherne, Cozy/Louisville Tin & Stove, Cuno/3m, Dearborn Brass, Elkhart Products, Erico/Caddy, Florestone Products, Hammond Valve, Harvey, Hercules, Ideal, Lenox/Irwin, Liberty Pumps, Navien, Oatey, Phoenix Forge, Rems, Tyco-Thermal, Ward Manufacturing, Wheatland Tube
 # of outside sales people: 12
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Rkr / Gnd Sales, Lip

Tm Sales, Inc.
Principal Contact: Tom Meek
 5255 Xenon St., Arvada, CO, 80002
Phone: 303/375-1515 Fax: 303/375-0305
email: tomm@tmsalesinc.com
Lines: American/State Industries, Axiom, Buderus, Danfoss, Decolav, Fernco, Grohe, Grundfos, Jacuzzi, Laars, Milwaukee

Tm Sales, Inc.

kee Tools, Myson, Rectorseal, RedWhite, Selkirk/Metalbestos/Heat Fab, Sioux Chief, Spirotherm, Swan Corp., Triangle Tube, Uponor/Wirsbo, Rio Grande Imports
 # of outside sales people: 12
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Nevada

Southwest Sales Group, Inc.

Principal Contact: Keith Hubbard, CPMR, CSP
 3828 Kohler Way
 North Las Vegas, NV, 89032
Phone: 702/646-8800 Fax: 702/646-6734
email: sws6@cox.net
Territory: S. NV & AZ
Lines: PEX plumbing systems, PEX heating systems, PEX fire sprinkler systems, PEX cooling systems, PEX commercial systems, CSST flexible gas systems, tankless water heaters
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

New Mexico

Cedar Ridge Sales, Inc.

Principal Contact: Patrick Durkin
 2659 Pan American Fwy. E.
 Albuquerque, NM, 87107
Phone: 505/299-6788 Fax: 505/299-7572
email: pat@cedaridgesales.com
website: www.cedaridgesales.com
Territory: NM, El Paso, La Plata County
Lines: Advance Tabco, Aquatherm, Arrow Head, Centoco, Anaco/Husky, Insinkerator, Jones Stephens, Aquatic, North Star, Red White Valve, Rheem Water Heaters, Vortens, Tyler Pipe, Wade, Tyco/Raychem
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings

Pinnacle Marketing, Inc.

Principal Contact: David Horanburg, CPMR
 P.O. Box 9331, Albuquerque, NM, 87119
Phone: 505/345-2700 Fax: 505/345-0700
email: davidwhoranburg@prodigy.net
website: www.pinmarketing.net
Territory: NM, El Paso, TX, Durango, CO, AZ
Lines: Arizona Electrical Fabricators, American Plumber, Crane Pumps, Easyflex, Fernco, Hotbox, Harco Fittings, IPEX JW Harris, JB Products, Legend Valve, North American Pipe Corp., Pace Machinery, Pipeline Products, Price Pfister, Rehau, Stiebel Eltron
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Repmaster, Colorado & Big Dog Sales, New Mexico

Principal Contact: William Kitchens
 16 El Dorado Rd, Corrales, NM, 87048-6905
Phone: 505/553-3585 Fax: 505/898-7879
email: bkitchens@repmasters.com
Territory: NM & El Paso, TX
Lines: Pentek Access Boxes, Midland Metal, Salita Shower Systems, Acryline Pro-Bite, Midwest Rake, American Hometec, Supco International, G-Strut, Johnson Level, Enderes Tools
 # of outside sales people: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Sandia Group, Inc.

Principal Contact: Ted Parker
 13755 Benchmark, Dallas, TX 75234
Phone: 800/339-0191 Fax: 800/900-0380
e-mail: tparker@sandiagp.com
website: www.sandiagp.com
Territory: NM, El Paso, TX
Lines: Acorn Aqua, Acrylic Shower Systems & Solutions, Aire Technologies, Ames, Aqua Bath, Aqua Flex, Armacell, Armstrong, AspenAir Inside, Camus Hydronics, Deflecto, Green Turtle Technologies, Griffin Products, Holdrite, L C Metals, LG HVAC, Mission Rubber, Moen Commercial, Mueller Steam, MURDOCK, Powers, PRO 1 IAQ, Savard Co., Talco Fire Systems,



Maples Sales West

Professional Manufacturers' Representative

Brannen J. Maples CPMR

Vice President, Sales

3131 W. Lewis Ave. #700
 Phoenix AZ 85009

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E-mail: BrannenMaples@aol.com

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 # of outside sales people: 30
 # of warehouses: 3
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings,
 Hydronic Heating

Utah

CSM Group

Principal Contact: Sam Cayias
 3406 South 1400 West
 West Valley City, UT, 84119
 Phone: 801/302-9967 Fax: 801/302-9968
 email: sam@csm-group.net
 website: www.csm-group.net
 Territory: UT, ID, WY, S, NV
 Lines: Aquabath, Boston Valve, Bootz, Danco,
 Gentec, Mifab, McGuire, Moen Commer-
 cial, Nuvoh2o, Thrift Marketing, John
 Guest, LSP, Star Pipe
 # of outside sales people: 2
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings, Hydronic Heating

G&S Sales, Inc

Principal Contact: William J Godwin
 1641 S 700 W.
 Salt Lake Cty, UT, 84104-1609
 Phone: 801/972-0659 Fax: 801/972-0688
 email: bgodwin@gandssales.com
 Territory: UT, S, ID, E, OR, W, WY
 Lines: American Plumber, Bradford
 White, General Wire Spring, Grohe,
 Hold-Rite, IPS Corp, Keeney Mfg.,
 Laars, Legend Valve, Reed Tools,
 Spears Mfg., Laars, Western Pottery,
 Wilo, Milwaukee Tools
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings, Hydronic
 Heating, Warm-Air Heating, Ducted
 Air Conditioning, Refrigeration &
 Sheet Metal
 See ad on this page

Intermountain Sales & Marketing

Principal Contact: Joseph C. Kennard,
 CPMR, CSP
 60 North Cutler Dr., #103
 North Salt Lake, UT, 84054
 Phone: 801/936-0228
 Fax: 801/936-0227
 email: joe@intermountainsales.net
 website: www.intermountainsales.net
 Territory: UT, W, WY, and Elko County,
 NV
 Lines: Alberta Custom Tee Ltd., Axiom
 Industries Limited, Caleffi, Dahl
 Brothers Canada Ltd., Delta-Therm
 Corp., Electro Industries Inc.,
 Grundfos Pumps Corporation, Heat
 Fab Inc., Jaga-Usa, Triangle Tube
 Phase III, TVM Building Materials,
 Uponor, Viessmann
 # of outside sales people: 5
 # of warehouses: 2
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings, Hydronic
 Heating, Warm-Air Heating, Ducted
 Air Conditioning, Refrigeration &
 Sheet Metal
 See ad on this page

McGregor & Assoc Inc

Principal Contact: Ken McGregor
 1578 W 7800 S.
 West Jordan, UT, 84088-4110
 Phone: 801/566-8225 Fax: 801/566-8233
 email: ken@mcgregor-assoc.com
 website: www.mcgregor-assoc.com
 Territory: UT, ID, W, WY, S, OR
 Lines: American Metal Products,
 American Standard Brands,
 Arrowhead Brass, Broan/Nutone,
 Baxi Boilers, Coway Usa, Dormont
 Mfg., Grand Hall Usa, Falcon
 Stainless, Fernco Inc, Laing
 Thermotech, Little Giant Pumps,
 Merrill Mfg., Omegaflex Inc,
 Steamist, Swanstone, Z-Flex, Ceco
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing,
 Hydronic Heating, Warm-Air
 Heating, Ducted Air Conditioning,
 Refrigeration & Sheet Metal
 See ad on this page

R.E. Fitzpatrick Sales, Inc.

Principal Contact: Roger Withers, CPMR
 P.O. Box 157, West Jordan, UT 84084-0157
 Phone: 801/282-0700 Fax: 801/282-0600
 email: roger@fitzpatricksales.com
 website: www.fitzpatricksales.com
 Territory: UT, ID (excluding panhandle), WY (5
 counties that border UT & ID)
 Lines: Alsons, A.O. Smith Water Heaters,
 Aquaglass, Bemis Manufacturing, CTS
 Fabrication, Guardian Equipment,
 InSinkErator, Metcraft, Pasco Specialty &
 Mfg., Powers Controls, Sloan Valve, State
 Water Heaters, Truebro, Turbotorch,
 Watersaver Faucet, Watts Regulator, Watts
 Brass & Tubular, Watts Drainage Products,
 Watts Waterpex, Wolverine Joining Tech.
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings, Hydronic Heating

Rocky Mountain Integrated Solutions, Inc.

Principal Contact: Darren Foster, CPMR
 14832 S. Concorde Park Dr. #C
 Bluffdale, UT, 84065
 Phone: 801/576-1353 Fax: 800/391-4974
 email: darren@rmishvac.com

website: www.rmishvac.com
 Territory: UT, S, ID, W, WY
 Lines: Centrotherm, First CO, Generalaire,
 Heat Transfer Products, Energy Saving
 Products, Linesets Inc., Lux Products, MR
 Pex, NOFP, Precision Hydronic Products,
 Thermolec, Industrial Foam Products
 # of outside sales people: 3
 # of warehouses: 1
 Industry Orientation: Plumbing, Hydronic
 Heating, Warm-Air Heating, Ducted Air
 Conditioning, Refrigeration & Sheet Metal

The Lovell Company

Principal Contact: Dave Lovell, CPMR
 1970 Alexander Street
 Salt Lake City, UT, 84119
 Phone: 801/975-7053 Fax: 801/975-7056
 email: dave@lovellcompany.com
 website: www.lovellcompany.com
 Territory: UT, S, ID, W, WY
 Lines: Armstrong Pump, B-Line, Bradley,
 Eemax, Elkay, Halsey Taylor, Jacuzzi,
 Mustee, Price Pfister, REHAU, Rheem,
 T & S, TOTO, Tyler-Wade
 # of outside sales people: 5
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings, Hydronic Heating

PACIFIC

California

Action Sales

Principal Contact: Doug Logsdon
 15650 Vineyard Blvd. Suite A-133
 Morgan Hill, CA, 95037
 Phone: 408/779-6773 Fax: 408/779-1264
 email: actionsales@verizon.net
 Territory: N. CA, N. NV
 Lines: American Plumber, Gastite, John
 Guest, LSP Products, Meibes Solar, Navien
 America, Pioneer Industries, Rothenberger,
 Seachrome, Set Rite, Zurn Industries
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings, Hydronic Heating

Answer Sales Group

Principal Contact: Nate Stead
 PO Box 4247, Malibu, CA, 90264
 Phone: 888/990-0998 Fax: 866/436-8938
 email: nate.stead@answersales.com
 Territory: S. CA, AZ, S. NV
 Lines: KBI Company, Oatey SCS, Charman
 Inc., Hercules
 # of outside sales people: 2
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings

Carrhill Company

Principal Contact: Phil Harrigan,
 Ed Calvosa
 7271 E. Slauson Ave.
 City of Commerce, CA, 90040
 Phone: 323/724-6087
 Fax: 323/724-6553
 email: phil@carrhill.com
 website: www.carrhill.com
 Territory: CA, HI, NV
 Lines: A.Y. McDonald Mfg, American
 Brass & Aluminum, Arrowhead
 Brass & Plumbing, Central Plastics,
 Church Seats, Fernco, Florestone
 Products, General Wire Spring Co.,
 KBI, Nomaco, Perfection Corp.,
 Rack-Strap Inc., Wolverine Joining
 Technologies, Z-Flex
 # of outside sales people: 6
 # of warehouses: 1
 Industry Orientation: Plumbing,
 Piping, Valves & Fittings

Delco Sales

Principal Contact: Patty Bejarano
 1930 Raymer Ave.
 Fullerton, CA, 92833
 Phone: 714/888-2444
 Fax: 714/888-2448
 email: pbejarano@delcosales.com
 website: www.delcosales.com
 Territory: S. CA, S. NV, HI
 Lines: AB&I Foundry, Anaco
 Couplings, Aqua Glass, B-Line,
 Bemis, Blucher, CTS Flange,
 Dormont, Eemax, Fiat Products,
 Frank Pattern, Gastite, Imcoa,
 Insinkerator, Just Manufacturing,
 Metcraft Industries, Multi Fittings,
 North American Pipe, Plumberex,
 Safe-T-Cover, Sloan Valve, Turbo
 Torch, Watts Water Technologies
 # of outside sales people: 10
 # of warehouses: 2
 Industry Orientation: Plumbing
 See ad on facing page

DSC/Pacific

Principal Contact: Lee Davis
 2179 Stone Ave #18, San Jose, CA, 95125
 Phone: 408/626-7892 Fax: 408/626-7894
 email: lee@dscpacific.com
 website: www.dscpacific.com
 Territory: Northern CA, Western NV
 Lines: Hydro Systems, Brasstech, Blanco
 America, Ews Inc., Sani Flo, Newport, Ginger,
 Motiv, Smith Cooper International, Sharpe
 Valve, Wilo Pump, Comfortpro Systems
 # of outside sales people: 5
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves
 & Fittings

Elmco & Associates


Principal Contact: Kirk Kleinen, CPMR
 8336 Valdez, Sacramento, CA, 95828



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McGregor & Associates Inc.
 Manufacturers Representative

Corporate Office:
 1578 West 7800 South
 West Jordan, Utah 84088
 801-566-8225
 800-281-7809
 Fax# 801-566-8233
 email: mcgregor-assoc@msn.com

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Phone: 916/383-0110 Fax: 916/383-0181
 email: kkleinen@elmcoassoc.com
 website: www.elmcoassoc.com
 Territory: N. CA, N. NV
 Lines: Acorn Engineering, Acorn Safety, Acorn Vac, Anvil International, Jomar, Aqua, Chronomite, Clamp-All, REHAU, Elmdor/Stoneman, Jay R. Smith, Marlo, Metropolitan, Murock, Potter Roemer, Powers, PPP, Roof Top Blox, Whitehall
 # of outside sales people: 9
 # of warehouses: 2
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

GPW Sales, LLC
 Principal Contact: Richard Ponce
 P.O. Box 759, Glendora, CA, 91740
 Phone: 626/665-0488
 email: richard@gpwsales.com
 website: www.gpwsales.com
 Territory: S. CA, AZ, S. NV
 Lines: Navien America Inc., Centrotherm Eco Systems Llc, Easyflex USA, Airgenerate Llc
 # of outside sales people: 3
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Harcro Sales, Ltd.
 Principal Contact: Brendan Cross
 1945 Alpine Way, Hayward, CA, 94545
 Phone: 510/786-2480 Fax: 510/786-0246
 email: brendan@harcrosales.com
 website: www.harcrosales.com
 Territory: N. CA, N. NV
 Lines: Eemax, Eternal Water Heater, General Pipe Cleaners, Little Giant Pump, Lucas Milhaupt, Metal Products Co. Pipe Conx, Reed Mfg., Simpson Duravent (fas n seal), DO Smith, Turbotorch
 # of outside sales people: 3
 # of warehouses: 2
 Industry Orientation: Plumbing, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

PACIFIC

Howard C. Fletcher Co.
 Principal Contact: Doug Winchester
 25671 Commercentre Dr., Lake Forest, CA, 92630
 Phone: 949/660-0200 Fax: 949/660-9072
 email: dougw@hcfletcher.com
 website: www.hcfletcher.com
 Territory: CA, AZ, HI, NV
 Lines: Canplas, Cimberio Valve, Danze, Elkhart Products, Erico, Gerber, Houzer Sinks, Husky Couplings, Irwin Tool, Lenox Tools, Rems, A.O. Smith Water Heaters
 # of outside sales people: 12
 # of warehouses: 1
 Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Keyline Sales, Inc.
 Principal Contact: Richard R. Banner, CPMR
 9768 Firestone Blvd., Downey, CA, 90241-5510
 Phone: 562/904-3910 Fax: 562/904-3911
 email: corp@keylinesales.com
 Territory: S. CA, S. NV
 Lines: American Metal Products, Aquatic / Lasco Bathware, Bootz Steelware, Ceco Cast Iron Fixtures, Champion Evaporative Coolers, Fluidmaster Inc., Mansfield Plumbing Products, Price Pfister Inc., Rinnai Products, Rocky Mountain Colby Pipe Company, Tracpipe / Omegaflex CSST, Uponor, Wilo Pumps, Mainline Backwater Valves
 # of outside sales people: 19 >



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of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

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Performance Sales

Principal Contact: John Novello
3430 W Maywood Ave.
Santa Ana, CA, 92704-4423
Phone: 714/628-1440 Fax: 714/628-1444
email: performsales@aol.com
Territory: CA, Las Vegas, NV
Lines: Beneke Seats, Canfield Solder, Cal-Western, Fortune Valve, General Sealant, Johnson Flux, Mikro Drains, E L Mustee, Oasis Fountains, Rino Flex, Smitty Pan, Teko Sinks, White Metals, Wilson Steel

of outside sales people: 4

of warehouses: 1

Industry Orientation: Piping, Valves & Fittings, Hydronic Heating

Preferred Sales Inc

Principal Contact: Brian Woodhams
3453 Ramona Ave Suite 4
Sacramento, CA, 95826
Phone: 916/457-9755
email: adam@preferredsalesinc.com
Territory: N. CA, N. NV
Lines: Aqua Glass, Beneke, Canfield Metals, Blucher, JCM Industries, Mueller Steam, Myers Pumps, Niagara Conservation, One Flow, Pipeline Products, Safe-T Cover, Savard, Ames, Watts, Watts Acv, Watts Brass And Tubular, Watts Drainage

of outside sales people: 6

of warehouses: 1

Industry Orientation: Plumbing

R V & Assocs

Principal Contact: Wm Noel
3200 Bayshore Rd, Benicia, CA, 94510-1224
Phone: 707/745-3655 Fax: 707/745-2059
email: bill@rvassociates.com
Territory: N. CA, N. NV
Lines: Chicago Faucets, Delany Products, EBC, Encon, Froet, Intersan, Just Mfg Co, Kitz Valve Co, Leonard Valve, Mg Coupling Co, Neoperl, Oasis International, Oventrop, Pvi Industries, Riverside Hydronics, Town & Country Plastics, Truebro, Wai Wela, Watco Mfg Co, Woodford Mfg Co

of outside sales people: 5

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

R.V. & Associates, Inc.

Principal Contact: Vince Rettew
3200 Bayshore Rd., Benicia, CA, 94510-1234
Phone: 707/745-3655 Fax: 707/745-2059
email: vince@rvassociates.com
website: rvassociates.com
Territory: N. CA, NV (except Las Vegas area)
Lines: Chicago Faucets, Delany Products, Encon Saffey Products, Engineered Brass Co., Just Manufacturing Co., Kitz Valves, Leonard Valve Co., Mg Couplings, Oasis Water Coolers, Oventrop Solar, PVI Water Heaters, Riverside Hydronics, Town&Country Plastics, Truebro, Waiwela Heaters, Watco, Woodford

of outside sales people: 4

of warehouses: 1

Industry Orientation: Plumbing, Piping, Valves & Fittings

Reporc

Principal Contact: Dean Cummings
2455 Mercantile Dr.
Rancho Cordova, CA, 95742
Phone: 916/386-2233 Fax: 916/386-2232
email: dean@reporc1.com
website: www.reporc1.com
Territory: N. CA, N. NV
Lines: Nuvo H2o
of outside sales people: 9
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Specification Sales

Principal Contact: David Hutchins, CPMR
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of outside sales people: 9

of warehouses: 2

Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

See ad on this page

T Global Sales & Marketing

Principal Contact: Christopher Tomafsky
1561 Leah Ct, Oakdale, CA, 95361-7632
Phone: 609/221-4269 Fax: 209/322-3334
email: cgtomafsky@tiraglobal.com
website: www.tiraglobal.com
Territory: N. CA, N. NV
Lines: Quickdrains USA, Nantucket Sinks, Dds/Hamat, Topex Hardware, Kalia, Coolinesusa, Pcsbath, Cantrio Koncept
of outside sales people: 1
Industry Orientation: Plumbing

The Montgomery Co

Principal Contact: Richard Montgomery
9188 E Shaw Ave, Clovis, CA, 93619-8725
Phone: 559/299-6745 Fax: 559/299-1336
Territory: CA, NV, AZ & Baja, CA
Lines: Rusco, Inc., Keystone Filter Div, Pacer Pumps
of outside sales people: 2
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Thomas Ramos & Co.

Principal Contact: Thomas Ramos
290 Nichols Dr., Santa Cruz, CA, 95060
Phone: 831/429-9506 Fax: 831/426-1988
email: office@thomasramos.com
website: thomasramos.com
Territory: N. CA, N. NV
Lines: Americh, Bravura, Herbeau, Kueco, ACO Channel drains, Crystal Ventilation, Valsans Accessories, Century Bathworks, Terra Aqua, Amba/Jeeves Towel warmers, Water Decor, Kimball & Young mirrors, Zuma Baths, Clearwater Baths, Inox
of outside sales people: 3
Industry Orientation: Plumbing

Van Landingham Marketing

Principal Contact: Jim Van Landingham
1534 N Moorpark Rd # 379
Thousand Oaks, CA, 91360-5129
Phone: 805/630-8793
email: jim@vanlandinghammarketing.com
website: www.vanlandinghammarketing.com
Territory: S. CA, Las Vegas, AZ
Lines: MGS Design, Hardware Renaissance, Palmer Industries, Quick Drain, Valsan, Cantrio, Nobilus, Studio Italia
Industry Orientation: Plumbing

W&R Industrial Products Inc

Principal Contact: Wally Pruett
1870 Arnold Industrial Pl.
Concord, CA, 94520-5341
Phone: 925/602-9700 Fax: 925/60-2-97
email: wnrind@sbcglobal.net
website: www.wnrind.com
Territory: N. CA, NV (except Clark County)
Lines: CSS Pre-Insulated Calcium Silicate Pipe Shields, Georg Fischer -Fuseal, Con-tain-It, Halsey Taylor, Lawler Manufacturing, Miro Industries, Speakman, Stiebel Eltron, Advance Tabco, Rada by Armstrong, Super Pipe, Superstrut by Thomas & Betts
of outside sales people: 2
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings

Zurier Co. Of San Francisco, Inc.

Principal Contact: John Reilly, Cpmr
6147-A Industrial Way, Livermore, CA, 94551
Phone: 925/449-5858 Fax: 925/449-7878
email: johnr@zurier.com
website: www.zurier.com
Territory: California, Nevada, Hawaii
Lines: Accor Technology, American Metals, Apollo, Broan-Nutone, Daikin Ac, E-Z Liner, Kallista, Kohler, Legend Valves, Monte Carlo Fans, Sauerermann, Seagull Lighting, State Water Heaters, Sterling Plumbing, Waste King, Zeta Corp

of outside sales people: 20

of warehouses: 1

Industry Orientation: Plumbing, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration & Sheet Metal

Oregon

Cascadia Sales Group, Inc.

Principal Contact: Tom Keller, CPMR
P.O. Box 23489, Portland, OR, 97281-3489
Phone: 503/684-4862 Fax: 800/607-7867
email: tom@cascadiasales.com
website: www.cascadiasales.com
Territory: OR, WA, AK, ID, MT, UT, BC and Alberta
Lines: Little Giant, Boshart, Topp Industries, Coleman Cable, Blue-White Industries, Alderon, Amiad
of outside sales people: 5
Industry Orientation: Plumbing

Reid Pacific Co.

Principal Contact: Matt Reid, CPMR
1104 N.W. 15th Ave., Portland, OR, 97209
Phone: 503/228-6255 Fax: 503/228-7942
email: matt@reidpacific.com
website: reidpacific.com
Territory: OR, WA, AK, N. ID
Lines: Bradley Corp., Fluidmaster Inc., Price Pfister, Noritz, Rehau, Jones Stephens, Tracpipe, Peerless Boilers, UEI Test Equipment, Cascadian fixtures, JB Products, CHG Hardware, Air generate, Aspin Air
of outside sales people: 7
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Washington

Bailey Sales & Assocs., Inc.

Principal Contact: Rick Root
12303 E. Marginal Way S.
Seattle, WA, 98168-2581
Phone: 206/433-8885 Fax: 206/433-7744
email: r.root@baileysales.com
website: www.baileysales.com
Territory: WA, OR, N. ID & AK
Lines: Alsons, AB&A, Anaheim, Arrowhead Brass, Aquatic, Brasscraft, Chicago Faucet, Clamp-All, CMC Howell Metals, Everflux, Haws, Heatlines, Heatlink, IPS, Karp, King Electric, Kindred, Lenox-Inwin, Leonard Valve, Mansfield, Mifab, Noble Company, Nomaco, PHD, Red White Valve, Rohl, Roof Top Box, Triangle Tube, Ward, Ward-flex, Z-Flex
of outside sales people: 12
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating

Baxter-Rutherford Inc

Principal Contact: Robert Norwood
PO Box 24324, Seattle, WA, 98124-0324
Phone: 206/762-4888 Fax: 206/767-4386
email: rob@baxter-rutherford.com
website: www.baxter-rutherford.com
Territory: WA, OR, ID, W. MT, AK
Lines: ABZ Valves & Controls, Anvil International, Bilco Corp., CTS Fabrication, Gruvlok, Homestead Valve, Keckley Company, Kitz Valves, Kraissl Company, Lee Brass, Pannext Fittings Corp., Thermacor, Vulcan Treaded Products, Warren Alloy, Wheatland Tube Company
of outside sales people: 6
of warehouses: 2
Industry Orientation: Piping, Valves & Fittings

Norpac, Inc.

Principal Contact: Tom Hagensen
20015-85th Ave. S., Kent, WA, 98031
Phone: 253/850-8800 Fax: 253/850-7872
email: tom@norpacinc.com
website: www.norpacinc.com
Territory: WA, OR, AK, ID Panhandle
Lines: Andre Collection, Blue Angel Pumps, Boot Industries, C & S Manufacturing, Camco Manufacturing, Centoco, Easy Heat, GT Water Products, General Wire, Gerber Plumbing Fixtures, Jomar Group, Keeney Manufacturing, Keystone, Mill-Rose, Neoperl, Nibco, Pipeconx, Prier Products, QuietSide Corporation, Seachrome, Whirlpool Corporation, Advanced Metalpres, Allied Engineering, Axiom Industries, Cozy, Macduffco, Maid-O-Mist, Myson
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves & Fittings, Hydronic Heating, Warm-Air Heating, Ducted Air Conditioning, Refrigeration



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Pacific Sales Nw

Principal Contact: Ken Loucks
14300 Ne 20th Ave Ste D102, #290,
Vancouver, WA, 98686-6499
email: ken@pacificsalesnw.com
website: www.pacificsalesnw.com
Territory: OR, WA, AK, N. ID
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Sawtooth Sales

Principal Contact: Gary Warner
3213 West Wheeler St., Ste 184
Seattle, WA, 98199
Phone: 206/281-8283
Fax: 206/270-9137
email: docwarner@aol.com
Territory: AK, ID, MT, OR, UT, WA,
Alberta & B.C. Canada
Lines: Top Knobs, Acorn Manufacturing,
California Faucets, Bravura,
Cheviot, Smedbo, INOX by Unison,
Classic Grills, AHI,
Foundations/Brocar
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing,
Piping, Valves & Fittings
See ad on facing page

Western States Sales, Inc.

Principal Contact: Jim Anderson
8009 S. 224th St., Bldg. E, Kent, WA, 98032
Phone: 253/893-1695 Fax: 253/893-7588
email: janderson@westernstatesales.com
website: www.westernstatesales.com
Territory: AK, OR, WA, MT, N. ID
Lines: Bemis, Bradford White, Oateyscs,
Insinkerator, Masco Bath, Multi Fittings,
Oliveri Sinks, Raychem, Toto, Cash Acme,
Amba Towel Warmers, Centennial Plastics,
Cash Valve, Cantex
of outside sales people: 9
of warehouses: 1
Industry Orientation: Plumbing

CANADA

Canada

Barclay Sales Ltd.

Principal Contact: Jeff Blair
1441 Kebet Way
Port Coquitlam, BC V3C 6L3
Phone: 604/945-1010 Fax: 604/945-3030
website: www.barclaysales.com
Territory: British Columbia, Alberta
Lines: American Saw Lenox,
Apollo Valves, Bow Plastics,
Mirolin/Aqua Glass, Fluidmaster,
Bootz, Bemis, Schwartz Chemicals,
Fleurco, ECR International, Mustee,
Noritz, Saniflo, Thermasol, Unasco,
Zone First, AFA Sink ware, Cremco
Wade Drains (Alberta)
of outside sales people: 9
of warehouses: 3
Industry Orientation: Plumbing,
Piping, Valves & Fittings, Hydronic
Heating, Warm-Air Heating, Ducted
Air Conditioning, Refrigeration and
Sheet Metal
See ad on this page

Can-Mech Agencies

Principal Contact: Doug Parsons
155 Tansley Dr.
Carp, Ontario K0A 1L0
Phone: 613/831-3724 Fax: 613/831-3727
email: dparsons@canmech.com
website: www.canmech.com
Territory: Ontario
of outside sales people: 3
of warehouses: 1
Industry Orientation: Plumbing, Piping, Valves
& Fittings

Dobbin Sales Ltd.

Principal Contact: Bruce Laing, CPMR
51 Terecar Dr., Unit 2,
Vaughan, Ontario L4L 0B5
Phone: 905/264-5465 Fax: 905/264-8445
email: info@dobbinsales.com
Territory: Canada, all provinces
Lines: Chicago Faucet, Haws, McGuire,

Geberit, John Guest Fittings, Lawler, Sloan,
Neo Valves Ltd
of outside sales people: 20
of warehouses: 2
Industry Orientation: Plumbing, Piping, Valves
& Fittings

The Morgan Group

Principal Contact: Brian M. Morgan, CPMR
7181 Woodbine Ave., Ste. 231
Markham, Ontario L3R 1A3
Phone: 905/477-9332 Fax: 905/470-9513
email: brian@themorgangroup.ca
website: www.themorgangroup.ca
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of outside sales people: 7
of warehouses: 1
Industry Orientation:
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Fittings, Hydronic Heating

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1223.
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John Guest USA

Engineered plastic fittings making connections across U.S.

FAIRFIELD, N.J. — Wholesalers and plumbing contractors across America are beginning to learn about and install a new product to the American market — fittings made of engineered plastic for partial and whole house plumbing connections. Speedfit® is a signature brand from John Guest Ltd., a distinguished British company that pioneered the use of plastic fittings, valves and tube. Its products are used in a wide variety of applications, from water treatment and filtration systems to automotive, and now plumbing and heating.

For the residential and light commercial plumbing market, Speedfit fittings and



PEX are used in hot/cold water services, hydronic heating systems and radiant in-floor heating systems. This alternative plumbing product — already used in millions of homes outside of America — is easy to install and requires no tools, is a less-expensive alternative to copper, is lead free,

“Wholesalers are the very important entry point to a very important market for us. They are established and have the relationships in the local markets. You must have a solid relationship with wholesalers in order to be successful.”

— Stan Artman

and provides leak-proof connections due to its patented and fail-safe Twist & Lock push-fit technology.

Speedfit's introduction into the U.S. plumbing and heating market comes as its John Guest USA subsidiary celebrates 25 years in business. Based in Fairfield, N.J., the company operates a 46,541-square-foot facility housing administration, operations and warehousing, with 36



English WWII veteran John Guest invented the Speedfit push-to-connect fitting in 1974. John Guest USA's subsidiary opened 25 years ago in Fairfield, N.J., where the company operates this 46,541-square-foot facility.

employees.

“Twenty-five years is quite a milestone for John Guest USA,” said Stan Artman, president of the sales & marketing group. “The American market for our products continues to grow. Plumbing and heating — a relatively new market for us in the U.S. — looks especially promising because we offer top-quality products that meet the strictest lead content standards. John Guest USA is responsible for sales to North and South America, including the Caribbean. We have field sales teams around the country that are broken out by segment — a plumbing and industrial team, a retail team, an OEM team, and an

export team. It's the ability to focus on these segments that will enable our business to grow and further keep us closer to the needs of our diverse customer base.”

Deep roots

Parent John Guest Ltd. — which will celebrate its 50th year in business in 2011 — is a privately owned, third-generation company that manufactures its products entirely in Great Britain. BS EN ISO9001 certified, it is a preferred supplier to many international companies servicing a wide range of industries and applications, and has earned a world-class reputation for delivering products of total quality (the company earned its third Queen's Enterprise Innovation Award in 2005). The organization is dedicated to service, quality and engineered performance. Through a strong commitment to growth and innovation, and a policy of continuous reinvestment, John Guest constantly upgrades its products and manufacturing capabilities, and more than 10% of its workforce is dedicated to R&D efforts.

“Our founder John Guest — whom I add with great regret passed away recently — was an engineer and machinist who invented push-to-connect fittings,” explained Artman. “We actually pre-date the other brands of push-to-connect fittings in the U.S. market, but here in the U.S., our product was initially sold into water filtration, auto and other OEM applications. We sell to companies such as Ford, GM, Mercedes, 3M Filtration (formerly Cuno), Whirlpool and Maytag. It's the type of product that's in most homes but until recently hasn't had the same type of brand recognition as similar products because we were selling through the OEM market.”

Artman, who has been in the industry since 1984, has worked with a number of organizations, beginning as an independent rep, which allowed him to learn the

business, before moving on to Kohler, Elkhart Products and Delta Faucet. He was very impressed by the Guest family's long term commitment to the organization and industry — a key reason he took on this position.

“One of the things I like most about John Guest is that they have that same long-term generational view, a willingness on the part of our board of directors to invest in the business and its employees and the strong focus on quality and conducting our business in a highly ethical manner,” Artman noted. “It's a family owned company and they know what they stand for. It is a special opportunity to be working in this type of environment.”

All of John Guest's products continue to be manufactured in Great Britain. The operation is very vertically integrated, with the company doing all of its own machining, tooling, etc.

Benefits of Speedfit system

When it comes to the Speedfit product line, the key feature is its patented twist



The John Guest system, widely used overseas, is easy to install without tools. The system is lead free, and its fail-safe Twist & Lock push-fit technology makes leak-proof connections.

& lock technology. This involves the use of a specially designed collet, invented by Mr. John Guest, which has stainless steel teeth to grip pipe when fully inserted and an EPDM O-ring to provide a permanent leak-proof seal.

“In many plumbing systems you're either soldering, crimping or gluing a fit-



Mike DiChristopher (left) decided to install the Speedfit system in his 4,250-square-foot dream house. David Bell of Tom Walker Plumbing (right) estimates that using Speedfit saved not only on the typical cost of some other systems, but also on the normal installation time.

ting,” explained Artman. “That all takes time. With Speedfit, you simply make sure the pipe is cut properly and insert the tube by hand until it bottoms out in the fitting cup. Our plumbing fittings can be used with copper, CPVC or PEX. After pushing the tube into the fitting until it seats, the installer can engage our twist and lock feature for added security by turning the locking cap until it touches the body flange. This immobilizes the collet, preventing the release of the tube. We have quantified their time savings at approximately 40% — which we believe is critical to the contractors. To disconnect for maintenance or retrofit, the contractor first de-pressurizes the system and then turns the locking cap back to its unlocked position. The collet can then be pushed against the face of the fitting, and with the collet held in this position the pipe can be removed.”

Speedfit fittings, available in 1/2", 3/4" and 1" CTS sizes and are reusable without the need for replacement parts.

First-hand success stories

In two new homes on opposite ends of the coast and a rehabbed Habitat for Humanity home in Minnesota, plumbing companies have installed Speedfit push-fit fittings for the first time and have come away from those jobs impressed with the product and its many benefits over copper and CPVC.

On Merritt Island, Fla., just south of Cape Canaveral, Speedfit and Speedfit PEX were used for the majority of whole house plumbing connections in developer Mike DiChristopher's 4,250-square-foot dream house on the water. This one-and-a-half story house with three bedrooms, four bathrooms and two Jetta spa tubs was designed with a split water supply to save on long runs of PEX (Turn to John Guest, page 88.)

JG John Guest

(Continued from page 87.)

through the attic space. DiChristopher didn't want to lay any piping under the home's slab because of problems he'd experienced in the past.

When approached by John Guest USA's local rep about using Speedfit for the house, DiChristopher, who with his partner normally direct use of copper and



**Stan Artman, John Guest
president of sales and marketing**

some CPVC of late, decided to go with plastic Speedfit after conducting his own research on the product and its use: "I did my homework on the pros and cons, and I couldn't find any cons."

Tom Walker Plumbing of Cocoa Beach did the installation, again a first-time use of plastic. The opportunity to use Speedfit helped open up a new product option to them.

"Speedfit is great," noted David Bell of Tom Walker Plumbing. "We're going to take a good look at using it again." Bell estimates that using Speedfit saved a quarter of the typical cost and installation of copper systems. To get a better sense of just how much time his crew saved, Bell gave a simple example: in one of the house's bathrooms it took his crew just 30 minutes to complete the hot and cold

water plumbing connections, something that he says likely would have taken much longer with other systems.

DiChristopher is now sold on Speedfit. "I'm impressed with it," he commented. "Considering the time savings and price of copper, Speedfit should definitely be used." He and his partner intend to use it on future jobs. Regarding the concern about leakage, he had this to say: "I'm confident of the product because, as I see it, several things have to fail for a leak to occur – either the pipe insertion was not fully made or the collet gripper and O-ring have to fail. This is a well-engineered product and I don't see that happening."

In Minnesota, master plumber Robert Berge has worked with the John Guest line of Speedfit products several times on retrofit and repair jobs, especially in winter where ease of use and elimination of the need for tools can be a godsend in a day's – or nights' – work. Berge has learned from his experience and recommends using Speedfit for retrofit jobs.

"Working under a trailer or mod home, in the dead of winter when you're laying on your back and you have about 18 inches of space to work in, the John Guest products are a dream to work with," he said. "You just don't expect any problems using John Guest."

Recently his firm, Infinity Plumbing Inc. of Dennison, Minn., had the chance to work with the JG Speedfit line on a much bigger retrofit job: installing the plastic fittings and accompanying JG Speedfit PEX piping in a two-story, 1,800-square-foot home donated to Twin Cities Habitat for Humanity and moved across town from its original location in Prior Lake, Minn., south of the Twin Cities.

The relocated house was set on a new basement foundation. With the original copper pipe left in the home, Berge's two-man crew went to work tying on the donated Speedfit fittings and PEX to six existing copper pipe connections serving the home's new A. O. Smith ProMax

water heater, along with the washing machine, wash sink and kitchen faucets. Between 35 and 40 JG CTS fittings were used along with about 200 feet of 1/2" and 3/4" JG PEX.

Five years ago Berge installed nothing but copper pipe and brass fittings; today he uses PEX with manifolds and valves. His crew was "really impressed" with the ease of use of the JG Speedfit product and PEX: "It worked very well and it went so fast," he said. "I would certainly use Speedfit in the right situation," said Berge. "Overall it's a very good product, and I can see it catching on."

Clint Giardina and his crew from M&B Plumbing of Milpitas, Calif., installed Speedfit along with Zurn PEX tubing in a new 3,800-square-foot home being built by developer Dividend Homes in the Morgan Hill neighborhood, south of San Jose. The two-story, five bedroom house has a master bath with whirlpool tub, walk-in shower, two sinks and a toilet along with plumbing for three additional bathrooms, a laundry room, kitchen, family room and outside BBQ station sink. M&B Plumbing normally installs copper piping and metallic fittings, and so this installation represented a first use of PEX and plastic fittings. (The state of California recently approved use of PEX in residential construction.)

Giardina was very impressed with the ease of installing Speedfit from rough-in to completion – and especially with the time savings gained. Again, Speedfit requires no tools other than a pipe cutter so there was no need for welding or glue. "It was simple and worked well," he said. His crew used Speedfit connections to make the manifolds needed, saving the expense of purchasing them. While constructing manifolds is not a typical use of Speedfit fittings, its flexibility and universal nature (Speedfit can be used with copper pipe, CPVC and PEX pipe) came in handy on this job. Cliff estimates that his crew saved between 24 and 30 hours using Speedfit and PEX. "I'd most definitely use it [Speedfit] again," Giardina said.

Bright potential

Artman was very quick to point out the importance that John Guest USA places on its wholesaler customers: "Wholesalers are the very important entry point to a very important market for us. They are established and have the relationships in the local markets. You must have a solid relationship with wholesalers in order to be successful. Our strategy employing rep agencies keeps us attuned to the needs of the individual markets within this segment."

With lead-free laws gaining traction across the country (plus possible federal legislation coming), Speedfit's plastic composition – the fittings are made entirely of high-quality engineered plastic using advanced resins – makes the product's entry into the plumbing-heating market very timely. Speedfit is also corrosion resistant and allows no scale buildup.

"Everyone is aware of the lead-free legislation passed in California and Vermont, and now Maryland," Artman said.



"California often takes the lead when it comes to legislation such as this; and it is often followed by national policies. We are looking at the strong possibility that federal legislation will be passed.

"In the long term, from a manufacturer's standpoint, having one code is always best because it helps keep your manufacturing costs lower and you don't run the risk of shipping errant product into a lead-free market. But, if such legislation is not rolled out properly, contractors and wholesalers who keep a large inventory could potentially get stuck with a lot of product they can't sell. The government must look very carefully at how it this could be rolled out to avoid hurting companies down the supply chain. Of course, we don't want to see our customers endure any type of big disruption, but such a widespread legislation would likely accelerate what we're trying to accomplish on the plumbing side. We have always be very vigilant about product purity because of our background in water filtration, which would give customers a very compelling reason to buy from us."

Speedfit products come with a 25-year warranty on materials and manufacturing defects, are fully UPC and IPC compliant, and carry NSF/ANSI Standards 14 and 61. Plumbing contractors need to keep Speedfit fittings in their packages at the jobsite until time to use to prevent dirt from getting into the O-ring. When cutting pipe, all burrs and sharp edges need to be removed. When using JG Speedfit Pipe, the company recommends use of its Superseal Pipe inserts to enhance the sealing security of the connections.

Overall, Artman is optimistic about the acceptance of the Speedfit line in the U.S. market.

"There is a crossover in the water filtration industry with service and repair plumbers that do everything," he said. "Most of them know our fittings and recognize them as a high-quality product. Once we sit down in front of a contractor or wholesaler and give them an overview of who we are and the history of our products, they recognize what we offer and have a comfort in the fact that we are expanding the brand into the traditional plumbing market.

"As far as challenges, we've traditionally been a metal-based plumbing system country. But that has evolved so much that plastic is becoming much more common. There is a growing comfort that plastic systems are viable and here to stay. We have a very good brand to sell and very salient market items to get the attention of the trade."

Visit www.johnguest.com.

Obituary John Guest 1927-2010

John Guest, MBE, M. Univ., founder and chairman of John Guest International Limited, died unexpectedly on July 10 at the age of 83.

Guest was born in Doncaster, England in 1927 and proudly served in the British Army during World War II. He worked as a toolmaker apprentice in the Royal Ordnance Factory in Hayes, England. After the war Guest returned to his field of engineering.

In the late 1950s he developed his first prototype hollow pressure die-casting machine. Guest formed his first company in 1961, specializing in precision engineering and tool making. In 1974 he invented the first 'Speedfit' push-fit fitting and under his guidance the company grew, now supplying approx 3,500 dif-

ferent varieties of fittings, tube and other fluid control products to a wide range of markets.

In 1996 Guest received an honorary Master's Degree from Brunel University in recognition of his service to industry.

Guest's charm and professional excellence captured the hearts of his loyal employees across the globe, as well as the industries and customers he served throughout his career.

Guest is survived by three sons—Robert, Barry, and Tim—and six grandchildren—Tristan, James, Tom, Natalie, Charles, and Sebastian. His three sons, along with grandchildren James and Tristan, will build upon Guest's legacy by continuing the company's growth, both in the U.K. and worldwide.

Q&A with Mark Creyer

AIM/R president shares perspective on positioning of reps

BY MARY JO MARTIN
Editorial director

With his infectious optimism and outgoing personality, Mark Creyer is the type of person others just naturally gravitate toward. Couple that with his keen knowledge of the industry and leadership/coaching skills, and it's evident why Creyer is an ideal fit as AIM/R's 2010 president.

Creyer was basically born into this business — his father owned a plumbing and heating wholesaling operation. As so many who grow up in the business, Creyer worked there after school and during the summer, and then began full-time while attending college. Nothing was off-limits; he handled everything from sweeping floors and driving the truck, to hand writing orders, pulling orders, and eventually working with the manufacturers' reps on inventory and purchasing. Along the way he learned how to size, layout and design plumbing and heating systems.

That experience convinced Creyer that his true calling was to be a manufacturers' rep. He went to work for L&R Associates Inc. in Hatfield, Pa., in January 1997, becoming a principal in the company in January 2004.

He recently sat down to talk with editorial director Mary Jo Martin about his agency, the industry and his goals as AIM/R president.

MJM: Give us a little insight into L&R Associates?

Creyer: L&R Associates Inc. was founded in 1968 by Lee Leipen and Jack Rott. They both had the vision of being market leaders as well as industry changers. The company is currently owned by three of us and we still have that same vision. L&R was the first rep agency to bring expansion tanks, indirect fired water heaters, radiant floor heating with PEX, PEX plumbing systems, PEX fire sprinkler systems, CSST tubing, tankless water heaters and many other innovative new products to the market.

We have always been a company that believes that change is good and needs to be embraced to create new demand and new markets for us to sell through. We are moving towards more "green technology" and bringing new innovative products to the marketplace. L&R currently employs 19 people and we cover Pennsylvania, southern New Jersey, Delaware, Maryland, Virginia and West Virginia.

We have 11 outside salesmen, four tech support people and two in customer

service. Our main office is in Hatfield, Pa., where we stock product for the channel. Each outside salesman keeps an office in their home where they are fully equipped to handle anything they may need to help a customer.

MJM: Describe the importance you place on education and training and the rep's role in this?

Creyer: Education and training is one of the area L&R has invested the most in over the years. We have always supported local trade organizations by putting on meetings, and some of our manufacturers require training to install or even buy the product. Five years ago we built the L&R Learning Center, which can hold up to 44 people for training or educational seminars, along with webinars and Skype meetings. This past year, L&R invested in our own people by hiring Sales Evolution as an outsourced training coach for our inside and outside sales personnel.

This has proven to be a success as we have worked on the things that we forget to do as salesmen. I personally enjoy doing training and educating in our industry; I think it is our responsibility to be the leaders within the channel. The only way to do this is to be on your game and constantly strive to be more professional and better at what you do. My father's business partner once told me that if a day went by without learning something you had wasted a day of your life. I've taken that to heart.

MJM: What do you feel is the reps' role in creating demand in their territories?

Creyer: The reps' role in creating demand has changed in recent years. In the past, wholesalers drove new products and technologies. Now it is the reps' function. It used to be that the reps' role was to strictly call on wholesalers to get orders and handle situations that needed to be addressed. Now that role has been expanded to create demand within their territory to multiple types of customers in the channel.

I know rep firms that call on retail stores, engineers, wholesalers, liquidators, architects, construction management firms, residential and commercial plumbing and heating contractors, builders, design build contractors and, of course, the wholesalers. Manufacturers are pushing reps to get into the secondary market and create demand at all of these levels for their products. I believe the reps' role will continue to evolve as the business climate changes.

MJM: What are some of the other key relationship-building tools that you use in your business?

Creyer: With reps calling on all facets of the market now, it is all about who you know and who can get something done

for you. There are relationships that last a lifetime and others that last for one order. For me, relationship marketing is a never-ending process that will constantly change due to factors beyond our control. We need to be flexible and willing to change and work on what the customer wants in the relationship. Every customer is different; they are not cookie cut outs where one thing works on every customer. I think the salesman/rep who is flexible and is willing to get comfortable with the uncomfortable will make it.

MJM: The current status of the economy — and especially the effects it has had on the home building and construction market — has affected all channel partners. In particular, can you describe the impact it is having on reps and strategies that reps are using to successfully navigate these times?

Creyer: A manufacturers' rep has all of the same costs as every other channel partner — buildings, inventory, employees, taxes and every other cost associated with running a business. The economy's impact on the rep was — and is — huge. It is not over. Many manufacturers cut commissions, let employees go, reduced inventories, etc., which has put more pressure on the reps. We've had to increase inventories to maintain customers as well as create demand for the product. We're handling more than ever before, like order entry, customer service, printing of literature, etc. These costs are very hard to swallow when your pay gets cut. Many reps let employees go or decreased compensation plans, health insurance coverage, etc. Some of my AIM/R brethren took pay cuts, or no income at all for some time to keep their employees. Reps

with this is that some customers do not like to be handled this way; they prefer the personal touch that they always got.

All of this has pushed reps to become better businessmen. We were forced to evaluate our business models and companies to get through these perilous times. Those that made it through will be much different and much more prepared for the future.

MJM: When did you become a member of AIM/R?

Creyer: L&R Associates Inc. has been a member for a long time but never really got involved with the organization. When I came on board one of the principals and I began going to conferences and we really enjoyed the interaction and things that were going on within AIM/R. We now attend regularly and I became a member of the Board about six years ago.

MJM: What interested you in pursuing a seat on the board?

Creyer: About seven years ago while attending the AIM/R Conference, I was talking with one of the local reps in my territory who was on the board. I expressed to him how great this group was and how much I enjoyed the people and what was going on. He proceeded to ask me if I had ever thought about being a member of the board. I told him I would definitely be interested in helping any way that I could. One year later I was invited to the board meeting and named a director. After being a director for three years I moved up to the executive committee and ran the conference in 2009.

MJM: What have been some of AIM/R's major accomplishments in recent years?

Creyer: One of the most recent ones that I was actually part of was creating the "LOT" (Leaders of Tomorrow) group. Mike Parham and I presented this to the Board to get the younger reps involved at the conference as well as develop future Board members. This group began approximately three years ago and at the first meeting at conference there were about 15 people in the room. At our most recent conference held in Las Vegas there were over 40 in the room. This group has grown to the point where they have their

Having manufacturers at our conference has been a huge success. They have all given positive feedback and have even asked what they can do to help our conference be more successful. Some manufacturers even pay the conference fees for their reps to attend because they see the value.

own breakout sessions, activities and even talk throughout the year. Even though they speak in terms like "tweet," "twit" and "link," as an organization we are learning a lot from this group. This past year we created a seat on the Board for a LOT representative.

Another accomplishment has been education for our members. We have partnered with MANA and the ASA Education Foundation to provide webinars and training sessions to help us all year long versus just getting our annual education at the conference.

MJM: Describe your goals as president? What are some of the key issues/initiatives you see for the industry? (Turn to Reps' role... page 90.)

Reps' role changing in a changing world

(Continued from page 89.)
 tiatives being tackled this year?

Creyer: My goals include national and global recognition within the channel for AIM/R. Among the issues we'll be tackling are expanding member benefits, education/ training, using technology more effectively, getting more manufacturers involved in AIM/R at the conference and other national trade shows.

MJM: This was the third year manu-

facturers were included in your conference program. Can you discuss the feedback you received from them, and what efforts are being made to increase the number of manufacturers who attend next year?

Creyer: Having manufacturers at our conference has been a huge success. They have all given positive feedback and have even asked what they can do to help our conference be more successful. Some manufacturers even pay the conference

fees for their reps to attend because they see the value. We have included them in panel discussions, and some have led breakout sessions. A portion of the conference is set aside just for them where they get to spend time together with us and we can all share with each other the issues we are faced with, as well as ideas for solving situations.

MJM: You have elected to move the conference from its traditional spring

time in 2011 to the fall. Can you tell us what was behind that decision and a little bit about what you have planned?

Creyer: There are a number of reasons why we chose to do this:

- Manufacturers and reps are spending most of the first two quarters at national trade shows, buying group meetings and national sales meetings.

- Many of our faithful attendees are struggling and we felt that if we gave the economy and our members time to get things back on track it would allow them to return to the conference.

- We were able to negotiate better rates with the hotels

- We also thought that it would help to spread the conference out so that we could spend the extra time preparing and making it better by getting more people involved and attending.

MJM: What are the strategies you will be using to attract more AIM/R members to attend?

Creyer: The key reasons we took into consideration were:

- By moving the date to the fall most members said that they would be more apt to come because they would know how their business is doing for the year

- We are trying to change the content and context of the conference by getting away from keynote speakers and using more of our internal brain trust to educate, train and present to our members

- We are having the conference on the East Coast, which traditionally draws more people to the conference

- We are going to use video marketing by different board members and past presidents to testify what the conference means and does for their business.

MJM: Is AIM/R actively recruiting new members? Is there a message you would like to share with reps who are not members on what they could gain from joining?

Creyer: AIM/R is constantly recruiting new members. The best way for us to get more members is by our members talking about what AIM/R means to them and their businesses. We will continue to market ourselves and will be at national trade shows to expose other rep companies to AIM/R. As a Board we are looking into more benefits for membership that would entice more reps to become members.

If you are not a member of AIM/R, I would have to ask why? Most reps who are not members do not see the benefits from the conference. The benefits from the conference have been overwhelming for me personally and for our business. My goal at conference is to take one thing away and try it in my personal life and my business. Every year I have left the conference with something that has benefited me personally or my business. To me that is priceless and I will not miss a conference because of that. AIM/R is a network of people I have built relationships with that I can call and talk to about any issue going on in my business. Most of the rep firms that are members have been through something similar or know someone who has and can refer you to that person. ■

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See contact information on page 98

Exclusive interview – Part II

DeAngelo and Stegemen discuss HD Supply's future direction

(Continued from the July 2010 issue.)
BY MARY JO MARTIN
Editorial director

In last month's issue, we brought you the first half of an exclusive interview with HD Supply CEO Joe DeAngelo and executive president John Stegemen. Among the topics discussed in that issue were:

- How HD Supply is positioning itself for the future
- Involvement of private equity firms in the company's operation
- Decision to retain the name HD Supply upon its divestment from The Home Depot
- How the operating companies work together — and independently — to ensure peak performance
- Support the corporate office gives to its operating companies
- Strategies HD Supply has implemented to improve efficiency and functionality.

This month, we conclude the interview with DeAngelo and Stegemen, with topics including:

- How they feel HD Supply is positioned within the PHCP/PVF industry
- Industry consolidation
- Private labeling
- Vendor relationships



Joe DeAngelo (left), CEO, and John Stegeman, executive president of HD Supply.

- Building a sense of team within such a large organization
- Implementing a lean approach
- Future growth plans
- Thoughts on economic recovery.

MJM: *Whether in sports, politics or most anything in life, it seems that people tend to root for the underdog. Do you ever feel like you are put in the position of fighting that notion as one of the largest forces in this industry today?*

DeAngelo: There is a lot of opportunity out there for us. We have a 2% share of the \$400-billion total market we are involved in. We are focused on being a driving force in these markets and being a great company. We do that by working very hard to put together a team that is willing to sacrifice every day to make it better. We believe that wield the best local team and give them the best tools out there so they can be successful. We don't so much look at our organization as a whole in its entirety, but rather as small

local businesses. We are one vast organization that is comprised of a number of small businesses that operate in different markets and different industries.

MJM: *Through acquisition, this industry has lost many small and mid-sized wholesalers that are now part of larger firms; and there have also been a number that simply haven't survived. Do you feel like this type of consolidation could ever be carried to an unhealthy level?*

DeAngelo: I think we are a long way off from having a consolidated industry. There is still plenty of room to grow. When we bring new businesses into our family, we want to preserve their best practices and reward them very publicly for bringing that success into our organization as a whole — because we will likely want to replicate those practices across other areas of the company.

Stegeman: It's interesting also that companies throughout the industry are still reinvesting in their businesses and that there are still new businesses starting up. We are fortunate to live in a country that provides opportunities for individuals or groups to start new businesses. Distributors have continued to survive no matter what challenges confront them. In reality, there has been dramatic consolidation in this industry, and only the strong, well-managed companies will survive.

MJM: *Are you involved in private labeling?*

DeAngelo: We launched two private label brands in April 2008. Seasons is a brand of bath and kitchen fixtures ultimately used by consumers. Brigade is our heavy-duty brand that is used by tradesman. In our hospitality business, we've also launched Cotton Bay, which is a line of towels and linens. We believe our private labeling efforts are very synergistic with our other brands. It's important that we grow both.

Stegeman: It's easy for a larger organization to lose focus when you're marketing so many different brands. The key to successful private labeling is to make it your key brand internally, so you're able to grow the branded manufacturer business at the same time you're growing your private label. Is there conflict? From time to time — but the only vendors that should be concerned are those that are not adding value to their customers today.

MJM: *Your size alone would suggest that you must have great influence among your vendors. What can you share about the relationships you have with your vendors and if there is much fluidity among your vendors year in and year out?*

DeAngelo: The vendor relationship is prime to our industry and we work with some of the best. Our vendors are extremely important to us and we are involved with them daily. We have forged very deep relationships with them and we are all focused on how we can grow together. They are regularly introducing new products to our offering and working

with us so we can successfully grow the business.

As with any large distributor, customer demands can vary from region to region or even city to city. So often we make decisions for each product line based on the brands that our customers demand. We want to deliver to our customers what will make them successful. Because if we can help them build their businesses, it is a win for them, for us and for our vendors.

Stegeman: As we've gone through this economic downturn, strong relationships with our vendor partners have been critical. The understanding between our vendors and us is very important. Most of these vendor relationships have been defined a long time and there has been a lot of loyalty on both sides. I used to define the critical components of success in distribution as a triangle — Customers, Associates, Vendors. But being with HD Supply, I think of it more as a square — Customers, Associates, Vendors, Investors. Each one plays a critical role in whether or not a distributor can be successful.

MJM: *As such a large organization, how you go about instilling a sense of team among all of your associates, how you motivate them and how communication is shared among all levels of the business?*

DeAngelo: When you look at our mission, it starts with two words — “One Team.” Everything flows from there. It's our job to instill that feeling among our entire organization and to make sure that all of our employees, no matter which of our business units they are with, believe in that concept.

We have monthly update calls with each of our business units to make sure that we are functioning as a highly integrated organization. There is also an annual meeting with the key management teams of our businesses. In addition, we publish an internal annual report that highlights the accomplishments of our associates, and I put out a weekly message that is delivered by e-mail to our associates.

Face-to-face interaction is very important. We spend a lot of time on the road having town hall meetings and sitting down to listen to the concerns and needs of our associates. We want to hear from them and make sure we are providing them the tools they need to do their jobs.

John is a great mentor, and he has spent virtually all his time in the field meeting with employees since he came on board. We're very impressed with what our associates do every day. We are really a family.

Stegeman: In the short time that I've been at HD Supply, I've been pleasantly surprised at amount of passion and engagement I am seeing among the field leaders in this organization. Our branches are clean and well organized, and I am finding that our associates are very responsive to customers' needs. You can just see the teamwork out there throughout the organization.



Industry veteran John Stegeman (left) joined HD Supply this spring as executive president to oversee its branch-based businesses serving the construction industry. In addition to his duties as CEO, Joe DeAngelo (right) works closely with the facilities maintenance, utilities and industrial PVF businesses.

MJM: *How have your employees and management handled all the rumors and talk of HD Supply's struggles over the last few years?*

DeAngelo: We're very proud of our associates and how well they've done satisfying our 450,000 customers through a brutal recession. I think the sense of service we have instilled throughout our organization has been very important. There is no hierarchy here. We have a singular focus on how we drive success and create value. As I said before, we are one team and have a family approach to our business. We don't want to let our associates down and they don't want to let us down.

While it is impossible and not healthy to address every rumor that pops up, if there is news or speculation that is being misinterpreted, we make sure to correct it so our employees know the truth.

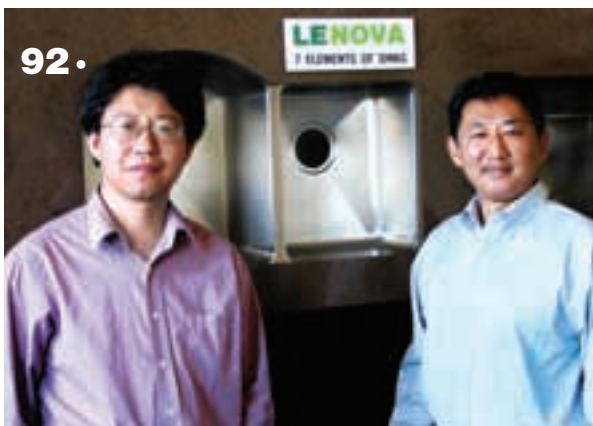
Stegeman: Distributors that realize success are those that have stayed focused and retained their talent. We have the financials, the inventory and the people to go out there and capture even more market share as it rebounds. It's the equivalent to being on front end of wave as opposed to riding it in at the end. You've got to stay ahead of the wave and be in tune with what's going on out in the marketplace — and among your own team.

MJM: *Are you pleased with the organizational structure you have in place currently? Do you have plans to further grow the business?*

DeAngelo: I'm very pleased with our organizational structure. We have a solid focus on how to grow profitably in our markets, how to save money by operating more efficiently as we grow, and how to we generate cash to pay off our debts.

We're at a critical growth point and we must make sure our sales force is aligned with market opportunities, and expand our product offering when/where needed. There are still great opportunities out there, such as entering adjacent markets such as we are currently doing with plant programs through our Waterworks unit; geographic expansion to areas of the country we currently don't service. Our foundation is great. We have the right businesses in place, so we won't be launching new business units — but within those businesses we will continue to look for opportunities to expand.

(Turn to HD Supply... page 94.)



Company founder Chris Li and national sales manager Jim Wong operate Lenova on the philosophy of providing the maximum profitability to showroom dealers while saving consumers significant cost compared to the competition.

Supplier Innovation

• THE WHOLESALER® — AUGUST 2010

The end of sticker shock

Lenova puts affordable price tag on luxury-inspired sinks

It's a common scene played out in plumbing showrooms around the country. A customer walks in with a "dream sink" in mind but is soon struck with the reality of the high price tags attached to those high-end sinks.

That's where Lenova comes in — with its beautifully hand-crafted sinks made of polished stone, exotic bamboo and hammered copper. But without the high price tag.

Lenova aims to give consumers a lower-priced option without sacrificing one bit of the style or quality they have been envisioning. Though the company is just three years old, it is already making a name for itself as it sets out to prove that it can not only compete but thrive in a highly competitive industry.

It's a story that channels a bit of the David-vs-Goliath saga, but reality is not far off the mark. It all began with company founder Chris Li, who had two PhDs and an extensive background in sink manufacturing. Li spent 15 years running a successful company that created custom sinks under other brands and sold them to designers around the world. Eventually he came to realize that he could create his own brand and target his product line to tap into an under-served market for affordable luxury sinks.

In 2007, that dream became a reality and Lenova was born. From the beginning, the company was different. The name itself was inspired by the celestial brightness of nova stars. Lenova consid-

ers itself to be a new star in the kitchen and bath industry, made unique by its emphasis on quality of materials, variety of exceptional designs, and unflinching commitment to customer service.

How Lenova succeeds

Less daring people might wonder about starting a new venture in the midst of a troubled global economy. A true entrepreneur, Li saw it as a challenge and an opportunity. "An economic downturn is a great chance for young companies like ours," he enthused. "A new model of the kitchen and bath industry will emerge as the recession ends. Older companies cannot adapt to change quickly. At Lenova, we can react rapidly to market changes and consumer demand, which gives us a great advantage to grow even more in the months and years ahead."

One approach the company has used to encourage sales can be boiled down to a simple equation: Benefit – Cost = Value. According to Al Rykus, co-owner of Elite Brands Sales & Marketing, Lenova's "peeling back the onion" philosophy equates to providing maximum profitability to showroom dealers, yet saving consumers significant dollars compared to the competition.

"Lenova is a manufacturer, while some of our competitors are importers. That often adds costs to their product line. Meanwhile, our quality is the same, if not better, than the brand-name companies, and our design options are unparalleled," said Rykus. He gives credit for rising sales numbers to the showroom associates who are able to walk consumers through the design process and reveal the benefits and value of the Lenova line.

Working with Big Box stores was never part of the Lenova business plan. Management knew that the outstanding features, advantages and benefits of Lenova products needed to be explained to consumers, making a knowledgeable salesperson vital to the company's success. "When a customer goes into a showroom and suffers 'sticker shock' over some of the premium brands on the market, Lenova gives the salesperson a quality product to offer that is

just as luxurious but with an affordable price tag," said Jay Beaumont, director of marketing and operations.

Lenova has quickly earned a loyal following from consumers who appreciate the high quality and the high-end design of Lenova sinks as well as from wholesale dealers who enjoy the company's "one call does it all" approach to doing business.

"Our company comes from the idea of function and beauty," said Li. "We work very hard to control costs and overhead so we can bring reasonable prices to dealers and consumers. Customer service is as important as our products. We strive to be seamless from the processing of an order to product inspection to the correct billing. If someone has a problem, we take care of it quickly. Our goal is always to offer outstanding customer service, profitability to our industry partners, and maximum value to the consumer."

Unrestrained style

Lenova's creativity is not limited to a single style or look. Instead, their sink collection runs the gamut from functional commercial-style stainless sinks for residential use to a whimsical Bronze Oyster sink that was introduced at the 2010 K/BIS. New designs are added on a regular basis as the company actively solicits feedback from the design community. Ideas for new sinks and refinements for existing ones come from everywhere — from sales associates and customers to kitchen designers and architects.

"We don't want to be constrained by one style. Our goal is to have a wide range of products that designers turn to



Lenova's whimsical Bronze Oyster sink is one example of the company's creative use of materials and a strong sense of design.

first to find the style they wish to use," explained Beaumont. "We are open to outside design ideas and eager to find new alliances that will enhance our product line. The most recent example of this is Lenova's partnership with the Seamless Sink Company and our adoption of a new kind of drain and strainer basket system that is both elegant and easy to clean."

Sensational sinks

Lenova's collection of luxurious sinks pays tribute to the elements, capturing the strength and beauty of each and translating them into all manners of sinks, bowls and basins that can be used throughout the home.

- **Stainless Steel** – Using only premium 16 or 18 gauge steel, Lenova borrows from the past with hand-finishing techniques to create a decidedly contemporary line of work-horse sinks that can keep pace with modern life. One of the newest offerings from this collection is the Entertainer, a 30" multi-functional sink that can serve as a wine chiller, a food prep sink or a clean-up center. The whole sink disappears under an ingenious two-piece



BY LINDA JENNINGS
Special to THE WHOLESALER

cutting board to preserve counter space when not in use. There are many other designs to choose from as well, including the sleek lines of a zero radius design, a more traditional apron style and a bath collection with a variety of sculptural shapes and curves. All offer a scratch-resistant surface and five-side sound baffling.

- **Porcelain** – Lenova's premium porcelain is manufactured in a small town with more than 400 years of porcelain-making experience. Each sink is crafted from the company's own formula of high-quality fine porcelain clay with special materials, molded to shape and heated to over 2400°F. The finished result is a beautiful line of porcelain sinks with unmatched durability and translucent beauty. Of particular note in this collection is the Celadon Lavatory Sink, a delicate green-hued ceramic basin that is wrapped in a bamboo-esque texture.

- **Bamboo** – Exotic and unusual, this collection has garnered a lot of attention from designers and consumers. Lenova is the first company to use eco-friendly bamboo as a material for kitchen sinks, and their farm-style bamboo sinks are completely unique to the market. Besides being a sustainable product, bamboo is surprisingly durable, brings natural warmth to the décor, and is available in a variety of shapes as an above-counter lavatory sink.

- **Copper** – The rich natural beauty of these sinks will only improve over time as the copper ages and develops its own unique patina. Each sink is crafted from the finest 15-gauge copper and hammered by hand for added strength. Copper is naturally hypo-allergenic, recyclable and lead-free, making it a fitting choice for either the kitchen or bath. One of the most eye-catching designs of this group is a large apron style undermount kitchen sink with intricate detailing along the front. Choose from an oil-rubbed bronze finish or antique copper finish.

- **Stone** – Lenova conducted a global search to find the most beautiful stone in the world to create their sinks, traveling to India, China, Pakistan, Italy and Brazil. The result of their travels is a wealth of stunning granite, marble, onyx and travertine. The painstaking creative process begins with a solid block of natural stone that is carefully shaped and then polished
(Turn to Affordable... page 94.)



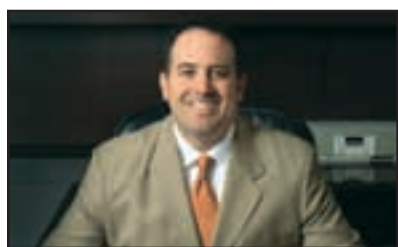
Lenova is a manufacturer and maintains a warehouse to serve clients; the company prefers to deal with distributors that can show customers its products in a showroom setting.

New strategic initiative Masco Bath puts true focus on customer needs

BY MARY JO MARTIN
Editorial director

At Masco Bath, product innovation isn't just driven from within the company — much of it comes from listening to its customers. This new strategic initiative is part of Masco Bath's Voice of the Customer (VOC) initiative, the company's version of the "wisdom of the crowds."

Formed when parent company Masco Corporation merged American Shower &



Mike Gorman, Masco Bath's vice president of new product development and marketing.

Bath and Aqua Glass, Masco Bath spent the last year transforming from an operationally driven company to one that is more focused on customers and their needs. When Chris Yankowich took over as president of the new venture, he chaired a leadership team that redesigned the company's strategy and imported new talent, including Mike Gorman, a veteran of Black & Decker Corporation who for the past two years has served as Masco Bath's vice president of new product development and marketing.

VOC evolved from that strategy, and Masco Corporation's Masco Business System encompasses customer focus, lean initiatives, business innovation, talent and quality.

"Masco Bath is prioritizing its market-share growth through this new innovation-based strategy by aligning our internal resources and investment," Gorman said. "We want to frontload as much of the new product development process as we can because defining it in the planning phase eliminates waste and frustra-

tion later. Innovation is at our company's very heart, and at the heart of that innovation are our customers' needs."

What it really means

Simply, Voice of the Customer — as defined by Masco Bath — is a comprehensive, prioritized set of customer needs in their own words. The company uses such methods as contextual interviews (observing the product at point of use), focus groups, one-on-one interviews, internet-based customer research and executive job shadowing with the field sales force to gather information on product design, marketing and manufacturing.

"There are various approaches you can take, but it's all about uncovering what the customer needs versus what they are asking for," explained Gorman. "We don't rely on one method; it's a very comprehensive approach. The idea is not that we are asking customers to do our job — because they likely don't have the technical design expertise — but they *can* tell us what inspires them and what would be a winning product for them and for their customers."

Gorman said that while VOC delivers value, it requires a commitment from the whole organization.

"We live in a world of 24/7 news, of the internet and social media and instant communications," Gorman pointed out. "Product development is moving at the same pace. That can strain resources. Programs such as VOC put a financial demand on a company. It takes a very committed leadership team to stay the course and prioritize VOC as a critical discipline."

"Because of the challenging business environment of the last two years, companies that adopted a lean philosophy throughout their organizations have put themselves in the best position to succeed. But if you are going to have a lean organization, everyone must be extremely committed. At Masco Bath, we have a director of new product development who is assisted by half a dozen highly talented product managers responsible for supporting the entire product portfolio. The



MASCO Bath™

VOC effort is typically led by the product manager for the specific category we are studying. Depending on which phase we're in, we include all of the cross-functional disciplines that would touch the product including designers, engineers, manufacturing and quality engineers. That buy-in gives us the maximum return on our investment."

Through the customers' eyes

By using VOC, Masco Bath reaches all of the individuals who ultimately touch the product the company is bringing to market. The company pinpoints exactly what inspires customers and the underlying needs they are looking to fulfill. After a market overview and technical assessment, Masco Bath works through wholesalers to connect with builders and end users to learn about the products they are using and how satisfied they are with their current solutions. The company uses a variety of research formats to learn how these individuals prioritize their needs. In short, Gorman said, VOC is really a needs assessment.

Once those needs are determined, it's up to the designers to translate those priorities into salable products.

"We are fortunate to have a community of industrial designers based in Chicago that supports Masco's operating companies all over the United States," he said. "We share the customers' needs we uncover through our research — expressed in their own words — with these designers. They are able to decipher what our customers are saying and use their creativity and technical expertise to bring those needs to life. Our design community then creates a variety of renderings and options that we take back to customers for additional vetting."

"Wholesalers and contractors play a critical role in this research. They are at the very core of this partnership, the liaison between us and our end users. We have partnerships that stretch over three decades with wholesalers. In many cases,

they are experts on local codes and help us get to the top technical experts in specific areas. They provide us with valuable insight and often help us determine the direction to take, or not take, on product development."

According to Gorman, trade professionals and consumers have different value propositions. It all goes back to a disciplined, sound VOC process that allows a complete set of customer needs to be prioritized.



The EverStrong bathtub wall is two to three times thicker than average surrounds in a 3-piece design with shelves, towel bars and a hammered-tile appearance.



Aqua Glass bath products feature stylized designs that can be customized for individual lifestyles.

"Throughout the process, we continue to ask 'Why.'" Gorman explained. "That prioritized set of customer needs helps determine our direction. And it is different between the consumer and the trade. For consumers, the look and form of the product is prioritized much higher; for the trade, the functionality and ease of installation is paramount because it says a lot to the consumer about who they are and the quality of work they do. We also include the needs of other Masco Corpora-

(Turn to 'Voice... page 94.)

Behind the scenes

Masco Bath was formed in 2009 when Masco Corporation merged with American Shower & Bath and Aqua Glass. These bathing system and wellness businesses manufacture products for new construction and residential remodeling. These include:

- Shower systems
- Integrated tub showers
- Hydromassage baths
- Whirlpools
- Airtubs
- Combination tubs
- Laundry tubs and utility sinks.

Masco Bath also offers product so-

lutions that the company considers to be ideal for value-driven remodeling jobs. Among them are adhesive-applied tub surrounds, shower cubicles and multi-pieced direct-to-stud bathing systems.

Masco Bath is part of the Masco Plumbing Products Platform that includes recognizable companies such as Delta Faucet, Alsons and Liberty Hardware. The wealth of knowledge at Masco Corporation in building products allows its operating companies to draw from that, thereby maximizing their possibilities and potential for success. ■

‘Voice of the Customer’ is heard loud and clear at Masco Bath

(Continued from page 93.)

tion operating companies, who are also our customers. Ultimately, what it keeps coming back to is the importance of getting design professionals involved at the front end. Industrial designers are the vehicle through which form and function come together.”

A significant example of how VOC resulted in new product development is Masco Bath’s collaborative effort with sister company Delta Faucet on a line of universal design bathing systems. This was driven by the rise of the aging-in-place movement as many baby boomers are becoming cognizant of how universal design products can simplify and often

enhance their lives.

“The comprehensive VOC approach we used during this effort encompassed all of the major research methods at our disposal,” noted Gorman. “In the end, Masco Bath has pioneered new universal design bathing systems that meet the needs of customers while affirming the essence of the Delta brand — living and experiencing water in a smarter way. The products support the brand message because they are a true indication of where remodeling trends are going and, most importantly, because they appeal to and accommodate people regardless of age or ability.

“We also believe that, as we look to differentiate ourselves from the very wor-

thy competitors in bathing systems, it’s paying attention to the trends that we’ve uncovered in the VOC process — and incorporating these trends into our new product development — that is going to make us stand out. We must successfully execute the VOC discipline to compete at a very high level and ultimately be a user-preferred brand.”

The last few years have been especially challenging for those in residential construction and have forced companies to take a hard look at how they are structured and how they are serving their customers.

“We’ve looked within ourselves as an organization and really emphasized the ‘why Masco Bath’ story,” Gorman said. “We’re focusing on what makes us different. We respect the fact that our customers are very conscious about their, and our, spending. We want them to choose

our products not only because of what they are but who we are as a company. We’ve got to be dead-on strategically and execute flawlessly. The VOC initiative is a critical part of establishing ourselves as an innovative organization. It is a big part of our relevance, whether it involves innovations that serve emerging demographics or those that provide for greater sustainability in building products.”

As Gorman explained, VOC is all about developing products that are inspired by customers, moving beyond features to the underlying and unspoken needs that are driving those customers. “At the heart of VOC are the wants and needs of our customers,” he said. “It’s cross-functional, it takes time and it’s not cheap. But done correctly, it’s worth it.” ■

Visit www.mascobath.com.

Affordable luxury from Lenova

(Continued from page 92.)

by master artisans. Design options in this group include a classic above-counter vessel sink for the bath, or a spacious kitchen sink with smooth, textured or etched apron.

• **Glass** — Tempered for strength, designed for beauty, Lenova’s glass sinks for the bathroom are true works of art. Each sink passes through an 11-step process and goes through many skilled hands along its creative journey. Choose scalloped edges or a simple bowl, clear glass or a whole rainbow of colorful options.

• **Composite** — A combination of science and nature, this remarkable collection features sinks that are indestructible and recyclable. Comprised of NovaGranite, a mix of granite powder and other natural ingredients, these sinks work hard and look good. They are built to exacting standards with practical features — like a roomy double bowl undermount kitchen sink — that can easily keep up with even the most serious chefs.

On being green

Lenova recognizes that “being green” has to be more than just a marketing ploy designed to attract eco-savvy consumers.

Toward that end, Lenova implemented sustainable practices through every phase of its manufacturing processes. All of their production facilities employ comprehensive recycling programs that recycle everything from metal scraps to wash water. Their line of durable composite sinks is recyclable as well, made from granite powder and other natural materials. When it comes to their popular line of bamboo sinks, the company sources product only from plantations with renewable growing practices that let the Moso bamboo mature at least five years to ensure greater stability. Lenova also has a program that donates \$10 from the purchase of every bamboo sink to Pandas International. The success of this outreach

has allowed the adoption of a female Panda cub, fittingly named Lenova.

The mantra at Lenova is “plan for the future — now.” Li and his board of directors are constantly striving to keep ahead of growing sales by aggressively expanding their inventory. Other areas targeted for action include increasing their customer service and warehouse staffs and looking for new ways to improve warehouse efficiency. Of course, the search for design ideas and materials for new sinks will continue as well. That creativity is the lifeblood of the success that is Lenova. ■

Visit www.lenovasinks.com or call 877-733-108.

HD Supply sees itself as a big grouping of small local businesses

(Continued from page 91.)

MJM: Several years ago there was talk that Watsco was interested in your HVAC division. Are you at all interested in any investments at this point?

Stegeman: We’ll continue to grow our HVAC business and make it a strong business unit for us. It’s not an easy business unless you have some scale, and Watsco is undoubtedly a big player in that market.

I tend to categorize it as a tier one business relationship. Market share is a key component toward realizing success in that sector. If you have a lot of market share and the right lines for the geography you’ll get the next order. There have been a number of changes to efficiency standards that is providing opportunity for residential and commercial customers to upgrade their systems and increase efficiency. We must align ourselves with the right vendors to be successful.

MJM: I’m sure managing such a large organization during the economic times we’ve experienced these last few years has been a challenge. What are some of the initiatives you’ve implemented to trim budgets and operate lean?

DeAngelo: We launched a cost-saving initiative called the Bullet Train. During growth periods, you build up expenditures, but as your market shrinks you

have to look at what costs you can cut back on — things like facilities, people, labor and more. It is management’s job to make sure that we are operating at maximum productivity. We’ve spent a lot of time over the past few years looking at productivity across the board. We’re also looking closely at things that are non-essential to customers, as well as direct versus indirect costs.

The Bullet Train is used by every department and gave us a chance to look at the costs that didn’t make sense. We’ve made incredible progress in eliminating the excess spending that was taking place. So far, we have saved over \$100 million. We look at it as a never-ending process and will continue this focus even after the economy rebounds. That savings is actually a growth activity that frees up cash we can invest in our customers and grow our business.

MJM: When you look at the company in total, what is it that you believe separates HD Supply from other distributors in our industry?

DeAngelo: We simply say that we want every customer interaction to be something that is worth repeating for them. If you look at our leadership, we focus on getting better at five things every day:

- **Significant relevant experience** —

Take on the hard jobs, learn something that you didn’t know yesterday and then apply it

- **Getting results** — Having the tenacity to accomplish your mission with highest level of integrity

- **Initiative** — We want everyone on our team to act fast in two areas; if something is not right, correct it immediately and also be first to act on significant opportunities, both of which will endear you to customers for life

- **Teamwork** — Working together across all levels of the organization to support each other, our vendors and our customers

- **Talent** — We want everybody on the team to be a talent magnet; be the person everyone else wants to work with.

We believe we are creating something very special here at HD Supply. We’ve accumulated and aggregated great businesses that are based on great people. At the heart and soul of our company is having the right products at the right place at the right time to make customers’ success happen.

MJM: What are you anticipating when it comes to economic recovery over the course of the coming year or two?

DeAngelo: From our viewpoint, by the time we get into the back half of 2011, all of our sectors will be back at full strength. Commercial construction is our weakest segment right now. Residential is coming back nicely and will be realizing

strong double-digit growth in years to come. I am extremely optimistic about how our teams are driving and gaining momentum on a daily basis. The markets are okay and we are cautiously optimistic about this current recovery. Our singular focus right now is on growth. We’ve got the right people on our team to make a difference.

Stegeman: When you show your team that the company is taking on new initiatives, it gives them confidence. I’d like to see the government and banks get on same page; that’s got to fix itself a little before we see a sustainable recovery. People are ready, businesses are anxious, and we’re being held back in many regards.

As I’ve traveled, I’ve been pleased to see homebuilders building homes again. While there is still excess inventory from being overbuilt in some markets, we’re moving in the right direction. Our people see and feel that, which drives their enthusiasm for the future. Overall, there is significant opportunity out there for us and other players in our industry to grow.

I am humbled by the opportunity we have. It is so fulfilling when you can do something that allows you to continue learning while making a difference in others’ lives. I am surrounded by some of the smartest, hardest-working people in this industry. What more could I ask for? I am very inspired by the team around me and the opportunities in front of us each day. ■

SWA aims spotlight on succession planning

(Continued from page 8.)

Some additional thoughts:

- **Increase face-to-face customer contact** — I sense a significant decrease in the level of customer contact between the incoming generation and customers. This is a huge concern. E-mail, texting and phone conversations do not replace customer visits. As the next-gen has grown up in the organization, they have learned many of their behaviors from the current generation. This is mostly good, except they often did not observe the current generation's early years as they built or grew the business. They really started observing the company after it was a success but missed the struggles and hard work that built the success. (In some cases, the owner/customer contact was lost a generation ago as the current generation enjoyed an unprecedented number of boom years over the last two decades.) In any case, I think that owner/customer contact and relationships will be crucial as wholesalers fight for business in the coming years. I say "fight" because I remain convinced that our industry continues in a state of "overcapacity" and that the adjustment is in-process as I write this. Owner to customer contact is important as the industry adjusts for a bunch of reasons:

1. People buy from people they like. Building solid industry relationships helps when all other things are equal.

2. The battle is in the field not in the computer. You cannot understand and react to the needs of customers and to competitive skirmishes looking into the computer. You lose the context and nuances that shape what you will need to do to win.

3. There is no better way to understand the issues facing your customers as they run their businesses. Getting this information second-hand or third-hand through sales people or through sales management is not a substitute for real discussions with real customers. (Second- and third-hand information is often flawed ranging from diluted, to erroneous to intentionally distorted.) And don't just visit the big-hit-

ters because, while these guys may drive volume they often do not drive the heart of your gross margin creation.

As an aside, years ago a client decided to eliminate the top 10% of his customers instead of the bottom 10%. This was certainly a controversial move since conventional wisdom, at the time, was to focus

Take time to select a balanced group of customers. Pick some who like you, some who are mad at you, some who used to like you and some who you want to grow.

on weeding out the customers at the bottom of the list. The owner discovered that his "top" customers were actually his least profitable customers. To be accurate, his real move was to change the pricing to the top 10% so they paid fair prices and generated fair gross margins. In the end, he lost over 10% of his top line but, in the process, increased his bottom line by 40%. I contend that he never would have had the guts to do this if he did not have ongoing contact with customers that he used to take their pulse while he made these radical changes.

4. There is no better way to understand the competition and the market. Again, second/third-hand information just does not hold a candle to the "light" produced by first-hand, field data.

5. If you cannot visit all active customers, take time to select a balanced group of customers. Pick some who like you, some who are mad at you, some who used to like you and some who you want to grow. (If you let your salesteam select the customers you visit, you can almost bet that the list will only include members of their fan club. During the visit you will be entertained by a well-scripted ventriloquist act — and if your sales person is really good you won't even see his/her lips move. The act will be designed to remind you that the customer cannot survive each day without the help of your

wonderful sales person who cares for him and protects him from all the other dunderheads in your company.)

- **The current generation should take time to really mentor the next generation** — These customer visits will provide a good opportunity for the current generation to invest some quality time mentoring the next generation. With the wild and crazy environments in most businesses these days, the calm, thoughtful mentoring time is often sacrificed. Here's the huge difference: In the heat of battle the boss says, "DO THIS NOW." And the next generation, if they are smart, do whatever was asked. Some bosses think that this is mentoring but I think real mentoring involves taking the time to explain why we are doing it, why it is urgent and the thought process involved in getting to the decision. The first approach teaches someone how to follow orders, while real mentoring teaches someone to assess a situation, distill the issues and to develop an action plan.

- **The next generation should take time to be mentored by the current generation** — I have had plenty of conversations with arrogant next-gen people who at the ripe age of 28, already know everything. They were all very sincere and quite certain but, in my opinion, only one was correct. In many cases, their "success" was related to somehow getting born into the right family business. For those next-gen people who still don't know everything, spending time learning from the current generation can help to avoid costly mistakes and also be a re-

warding experience.

I was very fortunate to have a father who understood this and who was willing to invest the time explaining and answering questions plus telling a few "war-stories" that gave flavor and background to our discussions. He stepped away from his father/boss role into the role of patient friend and advisor. My responsibility as the "mentored" was to listen, ask questions, dig into topics and build my experience-base using the lessons learned and dues paid by my father. We developed a stronger relationship as a nice side-benefit.

So take time to get your succession ducks in a row. With that messy distraction out of the way, the next generation can focus on serving customers and beating the daylights out of the competition instead of getting sidetracked into dealing with those issues as an emergency. Also take some time to mentor the next generation. It will be time that you and your son or daughter will enjoy in the present and that you will both remember forever. ■

Rich Schmitt is president of Schmitt Consulting Group Inc., a management consulting firm focused on improving the profitability of distribution and manufacturing clients.

www.go-scg.com

Rich is also the co-owner of Schmitt ProfitTools Inc. (SPI), a business producing print, CD-ROM, web and palm-based catalogs as well as pricing management and analysis software for wholesalers.

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Serious about going green: TOTO

(Continued from TOTO, page 1.)

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Visit www.totousa.com.

Better warranty for some Rinnai models

(Continued from Rinnai, page 1.)

duced heat exchanger warranty on these units due to the accelerated wear that results from use with a constantly running circulation loop," said Joe Holliday, Rinnai's director of product management. "We realize, however, that advances in some recirculating systems have eliminated the

need for constant recirculation. This, along with advances in the strength and durability of our heat exchanger design, allows us to offer the same warranty as that for traditional residential installations."

The warranty change is effective immediately and is not retroactive.

Visit www.rinnai.us.

'L.I.T.' open to train reps

(Continued from LENOX, pg 1.)

the materials that users encounter in the field. The facility includes a large training room, a conference room, a cafe and an e-lounge. The LENOX-run training programs are available for domestic and global distributors, sales and technical teams.

"This new high-tech facility en-

ables us to train our field representatives on the latest LENOX products and technology for the global market," said Tim O'Brien, manager of organizational effectiveness for LENOX. "Having this training available in East Longmeadow is a great advantage for us. We not only get to show off our latest innovations but we can also demonstrate the products that are made right here in the manufacturing plant."

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Searching for the calm within the clutter



BY MARY JO MARTIN
Editorial director

This past weekend, I headed out of town for a few days to visit friends. For the first time in recent years, I actually traveled without my laptop — and yes, it was on purpose. I also made a deal with myself that while I would bring my Blackberry with me, I would only use it for security and/or necessity, and *not* as a substitute for my laptop. (And I didn't even have my fingers crossed behind my back!)

Don't get me wrong, I am about as plugged in electronically as anyone. I sometimes feel like my laptop and cell have become permanently attached because they are always within my reach. About the only time my cell is shut off is when I'm sleeping or in church. It seems like I've constantly got some kind of communication going on, whether it's phone, text or e-mail. I'm also an active presence on Facebook and Twitter, and regularly record video blogs and interviews for *The Wholesaler's* website.

And while all of these are fabulous tools for staying connected with colleagues, family and friends, the danger is that it becomes almost addictive to never be out of touch or unavailable — even if it means sacrificing our very limited downtime. Unfortunately, it seems we've turned into a society that believes the world will stop revolving if we are somehow out of pocket for any length of time. Trust me, it won't.

Of course, business doesn't stop just because you take a vacation, or decide to spend an afternoon at the park with your family. Especially as organizations are operating leaner than ever, it's imperative that we are focused on and dedicated to our companies, our colleagues and our customers. So ultimately, I would suggest that the key is moderation and setting some boundaries to encourage a true balance in your life.

When it came to my own personal experiment last weekend, I really struggled the first few hours. I literally sat on my hands in an airport terminal, trying to refrain from pulling that Blackberry out of my handbag to see if, by chance, I had missed anything. So I started to people watch. And just be alone with my thoughts. By the time I landed, my head felt clearer, and I was really able to concentrate on that precious time with my friends. Rather than constantly checking my Blackberry, or being interrupted by its ring, beep or vibration, I found myself totally engaged with those around me and our activities. It made such a difference to live in the moment and limit the distractions. I came away from the weekend more refreshed than I'd felt in years.

The timing couldn't have been more ironic for my great experiment. I've been waiting for the past few months with great anticipation for the release of *Eat Pray Love*.

Starring Julia Roberts, this film is an adaptation of an autobiographical book by Elizabeth Gilbert and documents her year-long journey through Italy, India and Bali.

For those of you not familiar with its premise, Ms. Gilbert had lost her zest for life and career, was struggling following a bitter divorce and realized that she needed to reconnect with her inner self. She sold her belongings, quit her job and undertook this adventure all alone. Gilbert selected each of the three stops on her journey for a specific purpose — Italy for pleasure of the senses, India for spiritual enlightenment and Bali to restore balance in her life.

At its core, this candid account of Gilbert's year of self-discovery shares what can happen when you claim responsibility for your own contentment and stop trying to live up to others' ideals — or rely on anyone else to make you happy. Certainly, very few people have the ability to take such a sabbatical from their lives as Gilbert did, but I think we can all carve out a journey of discovery in our own way and in our own surroundings — while still being dedicated to our careers and those who rely on us.

Here are just a few of my favorite quotes from *Eat Pray Love*:

- “We search for happiness everywhere but we are like Tolstoy's famed beggar who spent his life sitting on a pot of gold under him the whole time.”
- “You must find another reason to work other than the desire for success or recognition. It must come from another place within you.”
- “'Tis better to live your own life imperfectly than to imitate someone else's perfectly.”
- “You make some big grandiose decision about what you need to do, or who you need to be, and then circumstances arise that immediately reveal to you how little you understood about yourself.”
- “There's a crack (or cracks) in everyone...that's how the light of God gets in.”
- “But why must everything have a practical application? I'd been such a diligent soldier for years — working, producing, never missing a deadline, taking care of my loved ones, my gums and my credit record, voting, etc. Is this lifetime supposed to be only about duty?”
- “Stop wearing your wishbone where your backbone ought to be.”
- “Americans have an inability to relax into sheer pleasure. Ours is an entertainment seeking-nation, but not necessarily a pleasure-seeking one....This is the cause of that great sad American stereotype — the overstressed executive who goes on vacation, but who cannot relax.”

And finally, my favorite:

- “There's no trouble in this world so serious that it can't be cured with a hot bath, a glass of whiskey and the Book of Common Prayer.”

Mary Jo Martin is editorial director of *THE WHOLESALER*. She can be reached at editor@thewholesaler.com or 972-315-9803.

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