



Southeastern Fastener Association

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Summer 2019

www.theseffa.com

Sunny Sandestin Delivers Good Times for SEFA

April 29th - May 1st

SEFA recently held its Spring Conference at the Sandestin Golf and Beach Resort. This year's attendance was higher, than the last couple of years, creating great networking opportunities. The event began with an opening reception where members could have a relaxing casual atmosphere to catch up with each other while enjoying dinner and cocktails. The reception fun then moved onto the arcade where attendees got to be kids again and forget their worries and play games. They really enjoyed reverting for a little while!! Lee Parker and Brad Burel were the arcade champs scoring the most points for the night.

The next day was a perfect golf day allowing golfers a great afternoon on the scenic Links Golf Course (one of four courses at Sandestin). Evening brought the awards dinner where Rodney Holmes was recognized for his outstanding contributions, as president, over the past year. Also recognized was Hayden Gaston for his tenure as Chairman. The great leadership the SEFA has had over the years has led them to new and improved programs. Thank you to Rodney, Hayden and all past leaders and board members.

The final day of the event provided informative sessions beginning with a panel discussion consisting of Ken Carter/Wrought Washer, Rodney Holmes/Birmingham Fastener, Alan Logan/Vulcan Steel Products, and Carrie Whitworth/Edsco Fasteners, Inc. Discussions revolved around the challenges of business including overseas issues, pricing, domestic vs. overseas, tariff impacts, logistics issues and trade wars.

Following the panel discussion Dan Horan, Senior Associate at Indian River Consulting Group addressed the group discussing sales, marketing branding and business strategy. He suggests sales strategies be long term but start with where you want to end up and work backwards. Strategy is not about what you need to do but also what you need to stop doing. For everything you implement, you need to stop something. Dan predicts over the next five years we will lose 65% of sales reps. Digital allows sales without reps with Amazon business being a major example. Amazon has huge sales yet owns no inventory. With turmoil comes opportunity. Digital transition will be old news by 2022. Are you prepared for changing trends?



2019 SEFA Conference Golf Outing Winners

1st Place

Michael Robinson
Hayden Gaston
Tony Strein
Lee Parker

2nd Place

Rodney Holmes
Joe Trosky
Matt Dyess
Billy Duren

Closest to the Pin - Women

Tina Windham

Closest to Pin - Men

Joe Trosky

Longest Drive - Women

Amy Sachs Etten

Longest Drive - Men

Jaison "Biskit" Baker



Matt Dyess
Nucor Fastener

Incoming President Note

First off, I want to thank our great SEFA members for a phenomenal showing at the 2019 Spring Conference at Sandestin. It was a great couple of days and the weather was perfect. Secondly, I want to thank the Board and each member of SEFA for the opportunity to serve as your President. I have big shoes to fill, as Rodney Holmes and his diverse talents have done such a great job over the past 12 months. I look forward to a great 2019 and serving this fantastic organization. It is our goal over the next few months to make a few advancements with our digital platform, therefore keep your eyes peeled for the SEFA logo on LinkedIn and else where, as we continue to grow and adapt in this ever changing digital world. Thank you again for being a dedicated group of members, enjoy your summer, and stay safe.

Congratulations to our 2019 Scholarship Winners!



Ashley Duong



Ashlynn Crawl



Lucas Jackson

Slater Jones Memorial Scholarship \$4,000*

Ashley Duong *Star Stainless Screw*

Em Webb Memorial Scholarship \$2,000

Lucas Jackson *South Holland Metal Finishing*

Gilchrist Foundation Scholarship \$1,000**

Morgan Stover *Ken Forging Inc.*



Morgan Stover



Ryan Early



Samuel Woodard

SEFA Scholarship \$2,000

Sydney Spurlock *Threaded Fastener*

SEFA Scholarship \$1,500

Tristin Borowski *Greenslade & Co.*

Ryan Early *Birmingham Fastener*

SEFA Scholarship \$1,000

Ashlynn Crawl *Martin Fastening*

Joseph Dewey *Ken Forging Inc.*

Samuel Woodward *Drillco*



Sydney Spurlock



Tristin Borowski

**We thank the Slater Jones Family for funding this scholarship for the fourth year, in memory of their son, which will continue again next year. Their generosity during a tragic time is amazing.*

Thank you to the Scholarship Committee for all their time in reviewing and scoring the applications! The members include: Terry Windham/Dixie Industrial Finishing Co., Lee Parker/Vulcan Threaded Fasteners and Tom Sulek/Star Stainless Screw.

***Thank you to Robbie and Gina Gilchrist for awarding this scholarship for the 19th year. Their generosity is greatly appreciated.*

Note to SEFA

Dear SEFA,

I am truly grateful for the scholarship that you have awarded me. It is an amazing gift that will help me immensely with college. I have enrolled in the University of Alabama's engineering program. Throughout my college years, I will make certain this scholarship is not squandered. I am inspired by your confidence in me and will put forth my best efforts. I hope to someday be in a position that I can help a student, as you have helped me. I cannot express my gratitude enough. Thank you.

Yours truly,
Lucas Jackson

This is Ashlynn Crawl and I would like to thank you so much for the scholarship award. This will assist in paying for a portion of my education. Also please pass along my sincere gratitude to the scholarship committee, I appreciate it so much.

Respectfully,
Ashlynn Crawl

Education Available Through Your SEFA Membership

SEFA is a member of the Association education Alliance that allows SEFA members the opportunity to take advantage additional education programs. An upcoming opportunity is the Four Pillars of the Sales Profession offered August 13-15 and November 12-14.

Seminar includes 2-1/2 days of training materials, a complete work binder, electronic course tools, all breaks and lunches during the seminar. Travel and lodging not included, but a special hotel rate (\$144.99) has been negotiated for you!

All hotel and travel directions are included in the e-mail and attachment you will receive after you register. Space is limited to 50 attendees so register early!

Find details at:

www.aeamembers.net/aws/AEA/pt/sp/home_page



Rodney Holmes
Birmingham Fastener

Outgoing President Note

Over the last few years, I have grown to genuinely appreciate what it means to be part of an organization by serving on the SEFA board. It was a life changing experience and, in the role as president of SEFA, I had the pleasure of directing a wonderful organization. SEFA has shown me many things and has introduced me to a vast network of people and a lot of dear friends. I am truly thankful for the opportunity to serve as your president. Matt Dyess, my successor, will no doubt excel in the role as president of SEFA. Matt brings a dynamic skill set and will take SEFA to new heights. I wish him the best in this new role.

Lastly, I want to thank all of you for being SEFA members. You are the backbone of the organization and the driving force behind SEFA. Keep up the good work and good luck in 2019!



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FCH Partners With FTI to Award Tuition to Fastener Training Week Class

The FCH Sourcing Network has joined with the Fastener Training Institute for the sixth consecutive year to announce a scholarship program that will result in the selection of a candidate who will be awarded full tuition to the FTI course, "Fastener Training Week". Once completed, the course qualifies students to sit for the Certified Fastener Specialist exam, a distinguished industry credential.

To qualify for selection, candidates must work within the fastener industry and must submit a brief essay, approximately 300 words in length. The essay should address the importance of training in the fastener industry, and the impact of training on the candidate's career. Candidates can be nominated by owners or managers, who are welcome to submit an essay on behalf of a nominated candidate. There is a limit of one nominated candidate per company if the nomination is being made by a manager on

behalf of a candidate, however there is no limit to the number of individual candidates from any given company who submit an essay on their own behalf.

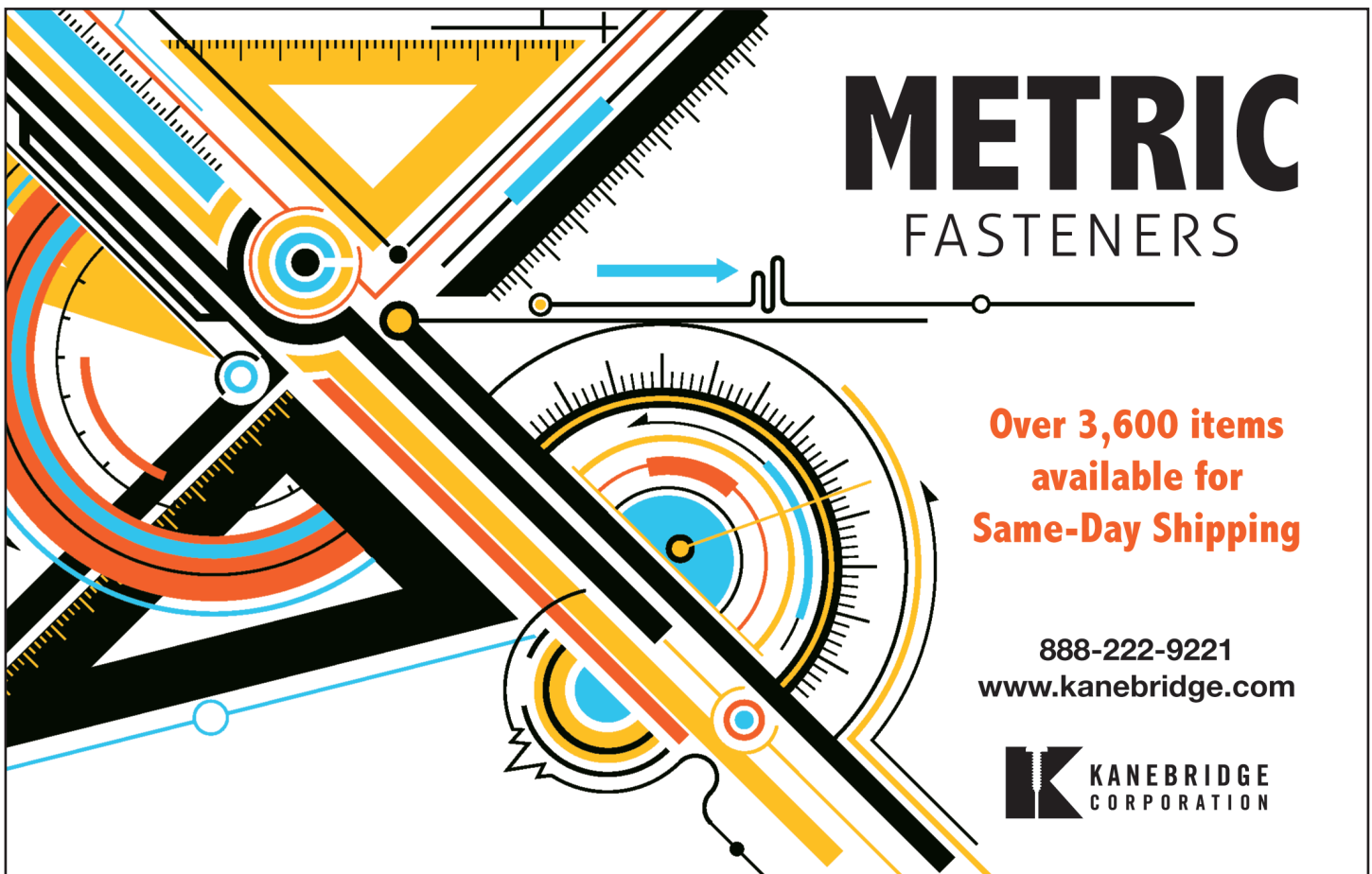
In addition to the grand prize of full tuition to "Fastener Training Week", four runner-up prizes will be awarded. Runners up will receive a significant discount to the training program. In addition this year, other prizes are being added to each of the five top winner's packages. Also, all entries will receive a voucher for a complimentary education webinar produced by the FTI. The deadline to submit scholarship candidate essays is August 30th, 2019. Winners will be announced and prizes awarded during the Las Vegas fastener show, The International Fastener Expo, on Wednesday September 18th, 2019. Scholarship essays become property of the Fastener Training Institute. Applications may be submitted via email to: fti@fullythreaded.com

About the FCH Sourcing Network:

The FCH Sourcing Network serves the industrial and commercial fastener industry, providing online services related to inventory sales and fastener sourcing on the internet, as well as the online fastener industry talk show, Fully Threaded Radio. Located at the website www.fastenersclearinghouse.com, FCH was founded in October, 2006

About the Fastener Training Institute:

The purpose of the FTI is to enhance fastener use, reliability and safety by providing the highest quality fastener product and technical training at all levels through classes held throughout the country and via online webinars. Based in Long Beach, California, class schedules and details can be found at their website, www.fastenertraining.org.



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SEFA Welcomes New Members

AllStar Fasteners Inc.
Elk Grove Village, IL

Diversified Metals
Monson, MA

G. L. Huyett
Minneapolis, KS

INTUILIZE INC.
Grapevine, TX

2020 Conference Plans Announced

The SEFA Board of Directors are excited to announce that in 2020 we will be doing a joint meeting with Southwestern Fastener Association and Pac-West Fastener Association in San Antonio TX. The meeting will be held October 21-24 at the Hilton Palacio Del Rio. Mark your calendars now. We may also be doing a smaller event in the spring so watch your emails for updates!

**Southeastern Fastener
Association**
P. O. Box 473
Lake Zurich, IL 60047

www.theseffa.com
E-Mail: sefa@theseffa.com
847-370-9022
Fax: 847-516-6728

2019/2020 Board of Directors Announced

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