

# Odds & Ends *from NCWA*



*Karen Mendelsohn and John McCormack*

## PHCP Industry Professionals To Speak At NCWA Event

Karen Mendelsohn, vice president - sales and marketing for **Masco Corporation**, and John McCormack, managing partner of **TAG Logistics** will be the featured speakers at the NCWA regional convention. The convention will be held June 15 - 16 at the Ann Arbor Marriott Ypsilanti at Eagle Crest Resort.

Karen's topic will be *"The Consumer - Driving a New Normal Through The Supply Chain."* Masco Corp. has a large number of our industry's major brands under its umbrella including Alsons Corporation, AquaGlass, BrassCraft Corp., Delta Faucet, Hansgrohe AG, KraftMaid Cabinetry, Liberty Hardware, Merillat, Peerless Faucet and Watkins Manufacturing.

John's topic will be *"How to Improve Customer Service While Increasing Profit Margins within Your Distribution Plan."* John says many of the clients of TAG Logistics experience an average of 1% of annual sales in savings uncovered in the supply chain. John has worked with several industry firms including F. W. Webb, Torrington Supply, Coburn Supply, Plumbers Supply and Matco-Norca.

(Biographical information on Karen and John appears on the next page.)

## PRICE FREEZE *for wholesalers*

The recession has been tough for NCWA members so the board of directors has decided to freeze prices for WHOLESALERS attending the convention.

Wholesaler registration fees for 2009 will remain the same as 2008, despite the fact that NCWA's costs will increase by about 30%. We will seek sponsorships and absorb some of the cost increases so that the convention remains a value proposition.

We have arranged an excellent program and encourage you to participate. Great speakers and topics, contact with key vendors, networking with your peers from the region, great food and golf on an excellent course. Information obtained at the convention may help members be better prepared to manage the recovery.

AND the price of sleeping rooms is actually a little less per night...even though we are moving from a state park to a first-class Marriott.

## LODGING:

Call 1/800-228-9290 or 734-487-2000 or register on line (visit [www.annarbormarriott.com](http://www.annarbormarriott.com) and use the code NCWNCWA) If you call be sure to tell them you want a room in the block being held for North Central Wholesalers Assn. The room rate is \$129 plus tax. **THE ROOM BLOCK WILL BE RELEASED ON MAY 25.**



North Central Wholesalers Association

3271 Springcrest Drive, Hamilton, OH 45011-8229  
(513) 895-0695 (800) 537-6585 FAX: (513) 895-1739  
[www.asa4.org](http://www.asa4.org) e mail: [dan310@earthlink.net](mailto:dan310@earthlink.net)  
Patrick Hughes, Pres. Dan Schlosser, Exec. VP

Karen  
Mendelsohn

Masco Corp.

**TOPIC:**

*The Consumer -  
Driving a New  
Normal through  
the Supply  
Chain*

Karen Mendelsohn is Vice President – Sales and Marketing for Masco Corporation. In this role, she directs all of Masco’s corporate sales and marketing activities.

Ms. Mendelsohn has been with Masco since 1987. Prior to assuming her current position in October 1999, Ms. Mendelsohn was Vice President of Marketing for Masco’s Plumbing Products Division (PPD).

In that position, she was responsible for creating and implementing the long-term strategic direction for all of the Division’s product lines, including Delta Faucet, Peerless Faucet and Delta Select Luxury faucets. While with PPD, she also served as Business Unit Manager for Delta Faucet, Business Unit Manager for Peerless Faucet, and Director of Marketing Services for the entire Division.

Before joining Masco, Ms. Mendelsohn was a Vice President/Account Supervisor with the advertising agency of Benton and Bowles in New York.

Ms. Mendelsohn serves on the Harvard University Joint Center for Housing Studies Policy Advisory Board’s Executive Committee, the Homebuilding Community Foundation Board, the Builder’s Homesite New Home Technologies Board, the City of Hope Hardware/Home Improvement Endowment Committee and the Eastern Michigan University Marketing Advisory Board. Additionally, she is a visiting Professor at the Broad College of Business at Michigan State University.

Ms. Mendelsohn holds degrees in economics from the Wharton School of the University of Pennsylvania, and psychology from the University of Pennsylvania. In addition, she received a Master of Business Administration degree from Columbia University, with a dual major in marketing and finance.

John  
McCormack  
TAG Logistics

**TOPIC:**

*How to improve  
customer service  
while increasing  
profit margins  
within your  
distribution plan*

John McCormack is a founding and managing partner of TAG Logistics since 1992. Prior to that he was an executive with Ryder System, Inc, - Miami, FL for 14 years. Since starting TAG Logistics – with the intent to show customers how to improve service while uncovering opportunity in the supply chain, TAG Logistics has completed over 486 customer engagements with distributors, producers, and manufacturers. In recent years the firm has focused almost exclusively on their distributor supply chain model – with many engagements for companies like F.W. Webb, Torrington Supply, Coburn Supply, Connor Company, Plumbers Supply, Penco Corp., Harry Cooper Supply, Metropolitan Pipe & Supply, and Matco-Norca. Mr. McCormack is quoted - "The typical end result for our client is an average of 1% of annual sales in savings uncovered in the supply chain".

John resides in Connecticut – where the home office for TAG Logistics is located. He has a BS from the University of Connecticut and a MBA from the University of Hartford.

## AGENDA

### Monday, June 15

- 2:00 p.m. – presentation by Karen Mendelsohn
- 3:45 p.m. – presentation by John McCormack
- 4:30 p.m. – tabletop display program
- 5:00 p.m. – reception in display area
- 6:30 p.m. – displays close
- 7:00 p.m. – banquet and annual meeting

### Tuesday, June 16

- 7:00 a.m. – group buffet breakfast
- 8:30 a.m. - shotgun start golf scramble

### We won't waste your time...

#### ⇨ The convention lasts less than 24 hours

Our compact format allows you to accomplish a lot in a short period and not take a lot of time away from your business. You can arrive at 2 p.m. on Monday and attend two great seminars, the tabletop trade show (including reception), banquet and then relax after dinner with vendors or peers. At 7 a.m. on Tuesday there is a group breakfast. You can be on your way home soon after or stay and play golf with industry friends on the resort's four star course. (Even if you stay for golf you will be on your way home by 1:30 p.m.)

#### ⇨ Partial registrations are available

If you only have a few hours to spare you can arrive at 2 p.m. for the seminars, visit the tabletop trade show, have a beverage and be on your way home by 6:30 p.m.

#### ⇨ This one of the least expensive industry events

#### ⇨ Both speakers understand the PHCP industry

#### ⇨ Vendors are key manufacturers and rep firms

#### ⇨ The region's top wholesalers are in attendance

#### ⇨ A great place to network with your peers

**(To learn more about the resort and it's  
championship golf course visit:  
[www.eaglecrestresort.com](http://www.eaglecrestresort.com))**

## OFFICERS / DIRECTORS NOMINATED

The following slate of candidates has been nominated for election as officers and directors of NCWA. If elected they would take office at the NCWA regional convention in June at the Ann Arbor Marriott Ypsilanti.

**President** - Jay Hults  
Progressive Plumbing Supply, Warren, MI

**Vice President** - John Strong  
Economy Plumbing Supply, Indianapolis, IN

**Treasurer** - Kevin MacDonald  
MacDonald Supply, Findlay, OH

**Immediate Past President** - Patrick Hughes  
JABO Supply, Huntington, WV

**Director** - Jeffrey New  
Mid-City Supply, Elkhart, IN

**Director** - Gary Glanzman  
Eastway Supplies, Columbus, OH

**Director** - Gary Taggart  
Taggart-Knight Group, Farmington Hills, MI

**Director** - Scott Robertson  
Robertson Heating Supply, Alliance, OH

**Director** - Rick Waters  
J. O. Galloup Co., Battle Creek, MI

**Secretary/ Executive VP** - Dan Schlosser  
North Central Wholesalers Assn.

*(Jeff New and Patrick Hughes serve as NCWA representatives to the ASA Board of Directors.)*

**RIGHT OF PETITION** – Additional candidates can be nominated by petition bearing the signatures of at least 10 member firms. Petitions need to be filed with the secretary/executive vice president within 15 days after this notice has been mailed. If no petition is filed, the nominations shall be closed and the nominated slate declared elected and assume office at the convention in June.

**2009 NCWA Convention - WHOLESALE Registration Form**  
3271 Springcrest Drive, Hamilton, OH 45011

**Monday, June 15 / Tuesday, June 16, Ann Arbor Marriott Ypsilanti**

Company \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E Mail \_\_\_\_\_

\_\_\_ # Standard registration @ \$125 ea. \$ \_\_\_\_\_  
(includes seminar, show, reception, dinner; Tuesday breakfast)  
- Multiple discounts available! The first 2 people from your company pay the  
standard \$125 each. Additional people may register for \$99 each

\_\_\_ # Spouses (standard registration) @ \$ 99 ea. \$ \_\_\_\_\_

\_\_\_ # Golf outing participants @ \$ 95 ea. \$ \_\_\_\_\_

\_\_\_ # **PARTIAL** (seminars/show) @ \$ 40 ea. \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

- Shotgun start at 8:30 a.m.; scramble format. \$95 includes greens fees, cart, sleeve of balls, beverage tickets, lunch and eligibility for contest prizes.

Who will attend the convention from your company?

\_\_\_\_\_  
\_\_\_\_\_

The following will play in the golf scramble:

\_\_\_\_\_ 18 hole score or handicap \_\_\_\_\_

\_\_\_\_\_ 18 hole score or handicap \_\_\_\_\_

Please send this form and make check payable to:

**North Central Wholesalers Assn.**, 3271 Springcrest Drive, Hamilton, OH 45011

PH: (513) 895-0695

FAX: (513) 895-1739

e mail: [dan310@earthlink.net](mailto:dan310@earthlink.net)