

# AIWD

2<sup>nd</sup> Qtr 2024

*insider*  
**NEWS**

## *Post-Convention* **Wrap-Up!**

2024 Golf Tournament  
*Pics & Winners*  
NEW Vendors  
NEW Board Members  
NEW Member Updates  
'24 Vendors of the Year  
"Wise Advice"  
by Tim Robb

### *Featuring:*

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2024 2<sup>ND</sup> QTR NEWSLETTER



A few words from our incoming AIWD President...

# Tim Makool

# 2024-25



"Greetings from Wynne, AR! 2024 is an exciting time. Lots of unanswered questions! That being the case, I'm excited about the opportunity of leading AIWD in my final year on the board, representing the South Region. I'm not sure what changes may come, but I know those that came before me have done an amazing job.

I hope to see us continue to grow in number and also in helping each other grow our businesses. If you need any help, feel free to call or email me any time. Let's work together to grow in '24!"



The 2024 Convention also ushered in some **new** Board Members! Many thanks to our outgoing President, **Tim Robb** of Torco Supply (North Region) for his 3-years of GREAT leadership. Also rolling off in 2024 was **Clinton Bush** (West Region) after 4 long years! With Tim Makool at the helm this year representing the South, below are our newest Board Members for the 24-27 sales years"



**Tim Serviss**  
President  
ACTION GAS  
Lake Elsinore, CA  
  
Representing the  
WEST



**Brant Romero**  
President  
O2 SUPPLY  
White Plains, MD  
  
Representing the  
NORTH

## *Congratulations* to our **2024 Vendors of the Year!**

*Primary*

*Approved*



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**Alliance Distribution Partners**



**CK Worldwide**

**Washington Alloy**



**Inweld Group**

**Victory Welding Alloys**



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Ashley Boozer



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## ZIRCONIATED TUNGSTEN

- Zirconiated tungsten electrodes contain a minimum of 99.10 percent tungsten and 0.15% to 0.4% zirconium
- Produces stable arc and resists tungsten spitting

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327GZ	3/32 X 7	AC	10/pk
900-187GZ	1/8 X 7	AC	10/pk
900-5327GZ	5/32 X 7	AC	10/pk
900-3167GZ	3/16 X 7	AC	5/pk

# TUNGSTEN ELECTRODES

## PURE TUNGSTEN

- Pure tungsten electrodes (AWS classification EWP) contain 99.5% tungsten
- These electrodes form a clean, balled tip when heated and provide great arc stability

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327G	3/32 X 7	AC	10/pk
900-1167G	1/16 X 7	AC	10/pk
900-187G	1/8 X 7	AC	10/pk
900-3167G	3/16 X 7	AC	5/pk

## CERIATED TUNGSTEN

- Ceriated Tungsten contains a minimum of 97.3% tungsten and 1.8% to 2.2% cerium
- Has a lower burn rate and is more suited for high amperage applications
- Better arc ignition and improved arc stability

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327GC2	3/32 X 7	AC and DC	10/pk
900-1167GC2	1/16 X 7	AC and DC	10/pk
900-187GC2	1/8 X 7	AC and DC	10/pk
900-3167GC2	3/16 X 7	AC and DC	5/pk

## 2% THORIATED TUNGSTEN

- Thoriated tungsten electrodes (AWS classification ETh-2) contain a minimum of 97.3% tungsten and 1.7% to 2.2% thorium
- Preferred for longevity and ease of use

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3/32-7GT2	3/32 X 7	AC and DC	10/pk
900-1/16-7GT2	1/16 X 7	AC and DC	10/pk
900-1/8-7GT2	1/8 X 7	AC and DC	10/pk

## E3 TUNGSTEN

- Runs cooler for longer electrode life
- Stable tip and arc geometry

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327GE3	3/32 X 7	AC and DC	10/pk
900-1167GE3	1/16 X 7	AC and DC	10/pk
900-187GE3	1/8 X 7	AC and DC	10/pk

## 1.5% LANTHANATED TUNGSTEN

- Lanthanated Tungsten contain a minimum of 97.8% tungsten and 1.3% to 1.7% lanthanum
- Enhanced arc starting and ability
- Reduced erosion tip rate

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327GL	3/32 X 7	AC and DC	10/pk
900-1167GL	1/16 X 7	AC and DC	10/pk
900-187GL	1/8 X 7	AC and DC	10/pk
900-3167GL	3/16 X 7	AC and DC	5/pk

## 2% LANTHANATED TUNGSTEN

- Superior arc initiation at minimal amperages and low wear rate.
- Works well on all metals

SKU	DESCRIPTION	APPLICATIONS	UOM
900-3327GL2	3/32 X 7	AC and DC	10/pk
900-1167GL2	1/16 X 7	AC and DC	10/pk
900-187GL2	1/8 X 7	AC and DC	10/pk
900-3167GL2	3/16 X 7	AC and DC	5/pk



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# 2024 VOTING RESULTS

*Congratulations!*

## PRIMARY VENDORS for the 2024-27 Sales Term

Abrasives	
Apparatus	
Safety	

Join us in also welcoming the following NEW Vendors to the AIWD Group!



Be sure to log on to the AIWD portal soon to learn more about our newest suppliers!

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Buying Group





## AIWD LAUNCHES PROFESSIONAL WELDING PRODUCTS FOR MEMBERS

The Association of Independent Welding Distributors is proud to announce that it has launched a proprietary line of professional welding products under the brand name, “WELDSTRIKE”.

The initial portfolio of WELDSTRIKE Professional Welding Products, that is available through AIWD member stores, includes more than 2,000 stock numbers. AIWD members can offer their customers hundreds of different configurations of MIG guns and MIG consumables, TIG torches and TIG consumables, ARC gouging torches and carbons, tungsten electrodes, oxy-fuel tips, manual products and more.



“Our organization has always been driven to provide the best value to our Members,” said Kelly Horton, Executive Director for AIWD. “We understand that most of our Members do not have the resources to create and offer their own private label products. The WELDSTRIKE brand gives these independent welding distributors the ability to offer OEM-quality products that can’t be found at their non-AIWD competitors.”

The benefits behind AIWD creating its own private brand are wide-ranging, as Horton continues. “We have set up our Members for continued growth. They now have additional products to better compete in the marketplace and provide better solutions for their customers.”

Kelly adds the additional value of having a store brand, including increased profitability, customer loyalty and competitive advantage due to exclusivity and better control over pricing.

The WELDSTRIKE brand was officially introduced to members at the 2024 AIWD Annual Convention, May 5-7, 2024, in Atlantic City at Caesars Atlantic City.



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# 2024 ANNUAL AIWD GOLF TOURNAMENT



Seaview Golf Club  
Galloway, NJ

ANOTHER annual tournament... on a *frigid* day!! What's with that? Luckily, the AIWD tournament players know how to have fun in any weather, including placing bets on who forgot to pack long pants! Our AIWD golf tournament is one of the real highlights of our annual show. You don't have to be a good golfer to play, just play! As you will see below, even the Highest Scoring team goes home "with honors." This year, we played on a Scottish-style links course (Seaview Golf Course) with a view of Atlantic City in the background. Below are just few pics from the many we took. You can check out ALL Photos from the tournament and the show on our website [www.aiwdgroup.net](http://www.aiwdgroup.net) and click on "Convention Photos" in the menu on the left. Thanks to all who participated, including our Sponsors that make it so great, and we look forward to doing it again next year!

## 1ST PLACE

### Team "Scratch & Sniff"



Sam Castrejon, Stephen Rosenthal, John Bailey, Kurt

## 2ND PLACE

### Team "Atlantic City Quads"



Jewel Chamberlin, Jimmy Walker, Brit Lovin, Brian Plantz

## 3RD PLACE

### Team "Grip It & Sip It"



Trey Calhoun, Paul Kimbar, John Matarese, Devon Goodman

## HIGHEST SCORE!

### Team "Two Putt Shakhur"



Brian Santana, Josh Marino, James Murphy, Nickie Steele

## HATS OFF TO THESE ADDITIONAL WINNERS:

**LONGEST PUTT:** Frank Haskett

**LONGEST DRIVE:** Brian Steele

**CLOSEST TO THE PIN:** Jody Collier

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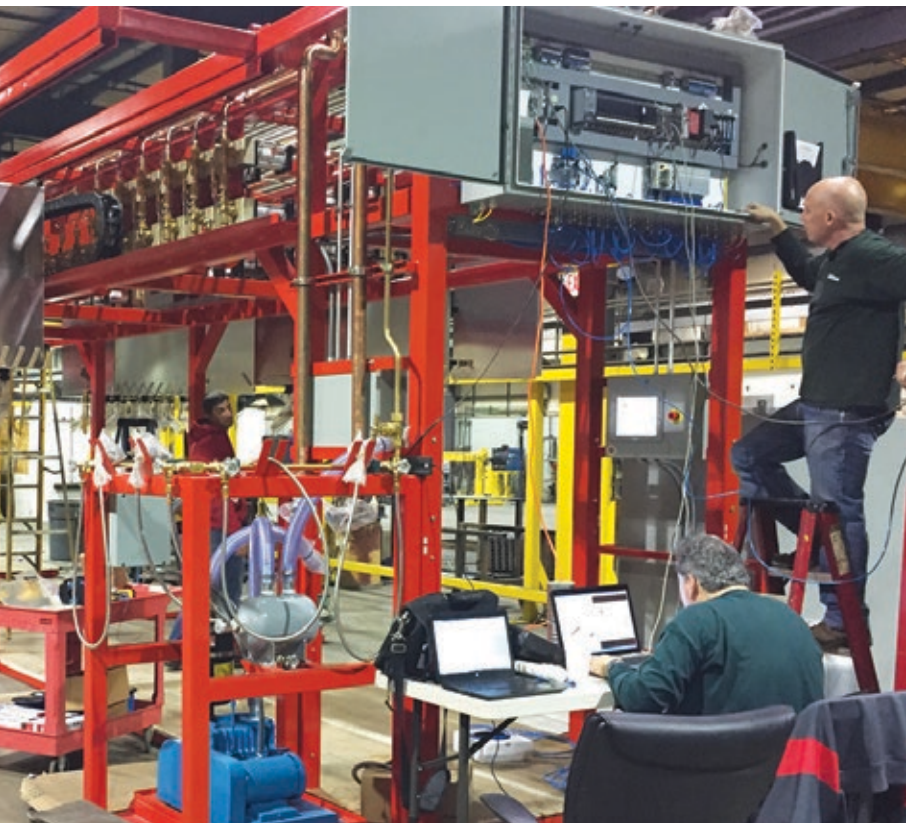
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'23-24 Outgoing Board Member, North Region  
President, 2023-24 Term

# Wise Advice from an **UNLIKELY SOURCE**



*Lehighton, PA* - Growing up playing sports, I was a fierce competitor that learned to hate my opponents and put everything into beating them. At the youth level I would slap hands hard going through the line, and little comments were spewed to instill my superiority. As I matured, and teams combined, some of those opponents became teammates, it became a leader of the pack mentality, where practices were as hard as games to ensure starting positions, and new enemies were made as other programs also combined to making the level of competition harder. The next step was high school, where fierce enemies were made, and things even got personal, as defending the alma mater seemed to really matter.

Then college athletics came around, and many of the fiercer enemies became team-mates. This was an eye-opening time in life. All these enemies, some that I had hated for years in the name of competition, were great guys, that worked every bit as hard as I did, and cared just as much. They were normal everyday guys with families & girlfriends, and the stories we told of our rivalries were humorous. We all had classes, and we soon were connected at the hip and working together. Every team we played had other buddies of ours, that were our high school teammates, guys that one of us grew up with and they were not guys we could "hate". Yet we competed as hard and enjoyed the battle. The post-game hand slaps became hugs, and the little comments became introductions to our new teammates and stories about games and accomplishments of the past. Conversations were now about off-season group workouts with the "enemies" that were past teammates and my new teammates.

Athletics have taught me many lessons in life, but possibly none better than the lesson of understanding that my competition is not necessarily my enemy, just my opponent. I'm proud to have come to understand that my opponents may someday be my teammates, that my opponents can be people that I can work with and that we can come together to make each other stronger.

My business started in my parents' kitchen in 1991 and has gone through all of the same maturity levels as my athletic career. Initially, being the littlest guy on the block, I disliked everyone, and said stupid things about my competition that didn't even know that I existed. I was selling maintenance grade welding wires, grinders, and grinding wheels. To get into the gas business, I had to befriend one of those competitors, a major that didn't care about any of the low hanging fruit I was rounding up. What they did care about was sharing advice with me that helped them grow their own once-small business into the success it is today. By taking this advice to heart, I built my business to the point where I was able to hire one of my competitors and they became teammates.

Then I was educated about buying groups by one of the ex-competitors, and he suggested the AIWD. It expanded my world to the other competitors out there. I went in just to get better pricing and rebates. Initially thoughts were just about comparing businesses and knowing that I already knew everything I needed to know. As with my sports career, I couldn't have been more wrong. The new competitors were not really competition at all. They were new teammates that had done all the things I had done, and more. Some were less mature companies than mine, and some were more mature. Some were asking me questions about how I did things, and I was asking questions to others that had gone through the same things I was going through. We were all sharing buying stories and what the next steps were to be more competitive in the market. We were now buying and selling to each other and sharing information on customers.

There aren't many things other than my family that I have enjoyed as much as I have my athletic career. Creating, building and enjoying my business has certainly been as enjoyable and, in hindsight, a very similar journey.

I will say in conclusion that being able to serve a term on the Board of the AIWD, has really given me the ability to grow my relationships within the group, and in turn expand my business. Learning how the group really functions and sharing to our teammates the benefits of the group is easy when it benefits both parties almost 100% of the time. If you get the opportunity to serve on this board, please do, and I am sure your experience will be as great as mine!!!



Thanks for allowing me to serve you,

*Tim Robb*, President



## We're Relocating!

Dear Valued Steiner Distributor,

Supporting growth strategies with an emphasis on improved efficiencies and processes across our supply chain continues to drive Steiner Industries. We are excited to announce that we are expanding and will be moving our warehouse operations from Chicago, IL to Fairfield, OH this August. The move to Fairfield, OH will significantly increase our warehouse capacity and efficiency while also freeing up space in Chicago to expand our custom products manufacturing capabilities. **The transfer of our inventory to Fairfield will take place in phases, beginning in July and continuing through early August.** The efficiency gained from this expansion and from operating out of two facilities will ensure an even better customer service and support experience from Steiner Industries.

In addition to the exciting operational changes mentioned above, we will be working to improve our responsiveness with customers, suppliers, and partners by deploying a new ERP system, Sage X3. The integration and deployment of this system will impact our operations as detailed below.

### Please note the below important dates

IMPORTANT DATES		ORDER PROCESSING / SHIPPING STATUS
Jul 12 – 15:	Warehouse Inventory (Chicago & Fairfield)	No Orders Shipped (Friday and Monday)
Jul 31 – Aug 2:	ERP Integration Begins	No Orders Processed (includes EDI) and No Orders Shipped
Aug 5:	GO LIVE on Sage X3	Resume Order Processing. No Orders Shipped Aug 5 and Aug 6

Our SAGE X3 Integration Project is not just an investment in our business, but an investment in you – our partners. While we will do our best to ensure we minimize the operational delays created by this project, **to avoid stockouts and to minimize delays for your customers, we recommend placing orders for stock well in advance of any of the noted order processing/shipping delays above.** Note the extended lead times that will result for those orders you place for non-stocked items, particularly for those orders typically dropped shipped to your end-users. Due to this integration, we cannot make shipping exceptions and ask for patience as we work through your orders during the periods noted.

For those customers currently processing your orders through EDI, our EDI transition team has already contacted your respective EDI contact(s) to coordinate the integration to Sage X3.

We are looking forward to servicing our customers and suppliers with an integrated system that will dramatically improve efficiency and response time throughout the company.

We thank you for choosing us as your supplier-partner and truly appreciate your business and support. If you have any questions, suggestions, or concerns, please do not hesitate to contact us.

Darren Garbutt  
Director of Sales and Marketing

### FAQ:

#### **What is the New Address?**

6021 Union Centre Blvd. Fairfield, OH 45014 (less than 30 miles north of Cincinnati)

#### **When will products begin to ship from Fairfield?**

Some overstock and bulky items are there now. All standard items anticipated to ship on schedule as of Aug 7.

#### **Will anything continue to ship from Chicago?**

Yes, we'll continue to ship all custom-made curtains from Chicago

#### **Will payment remittance address change?**

No.

#### **Where do I send my orders/inquiries:**

All P.O.s should continue to be sent to [e-orders@steinerindustries.com](mailto:e-orders@steinerindustries.com). Pricing, availability, expending or custom quotes should continue to go to [customerservice@steinerindustries.com](mailto:customerservice@steinerindustries.com).

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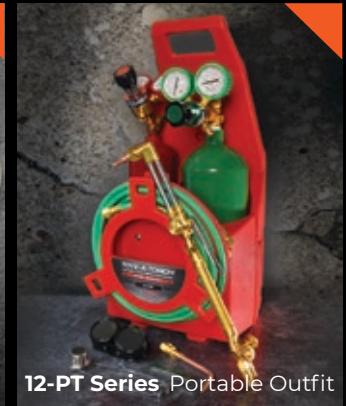
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AIWD President 2024-25  
Kool Gas  
870.208.8586

**West:** Tim Serviss  
Action Gas  
562.644.1658

**Midwest:** Max Hoyt  
Max's Breathe Easy Gases  
620.208.6100

**North:** Brant Romero  
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**Operations & Events Director**  
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817.602.9488

**Treasurer**  
Connie Hoyt  
connie@maxsweldingsupplies.com  
316.323.0348

PO Box 154 ▪ Statesboro, GA 36459

## Welcome New Members!

Please join us in welcoming the newest members of the AIWD Buying Group!

### Integrity Building Components

Member 979  
Derryck Rottman  
713 Highway 62  
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### Janning Welding & Supply LLC

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Matt Janning  
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