Industrial Distribution Program
Dwight Look College of Engineering

Annual Report
2013-14

Education ★ Research ★ Service
Texas A&M University (formerly the Agricultural & Mechanical College of Texas) established an Industrial Technology degree program in the Department of Industrial Education, a unit of the College of Engineering.

1956

The Industrial Distribution degree program was founded in the same department.

1966

The University created the College of Education, and the teacher education activities were transferred there for the Industrial Educational Department.

1967

The department’s remaining activities in the College of Engineering were renamed Engineering Technology. At that time, the department administered three degree programs: B.S. in Industrial Technology, B.S. in Engineering Technology, M.S. in Industrial Technology.

1982

The Professional Association for Industrial Distribution (P.A.I.D.) student association was established and is now the third largest student body on campus. P.A.I.D. conducts career fairs, career expos, power lunches, an annual banquet, and other events to connect students to industry.

1988

The Thomas and Joan Read Center for Distribution Research and Education was founded by a generous grant and support from the Read family.

1992

A web-based distance learning master’s degree program Master of Industrial Distribution (MID) was launched.

2001

Industrial Distribution Program celebrates its 50th Anniversary.

2006

Global Distribution Study Abroad Program established to provide undergraduate students global business experience in Mexico, El Salvador, Panama and China.

2008

Industrial Distribution Program expands internationally with research projects and professional development programs in Mexico.

2009

Industrial Distribution Program established “Talent Incubator” to provide exposure of research projects to undergraduate students as well as ensure industry is equipped with knowledgeable graduates.

2010

Global Supply Chain Laboratory moves to new facility in Research Park.

2014

Industrial Distribution celebrates 60th Anniversary.
Howdy Advisory Board Members,

Welcome back to Aggieland! The 2013-2014 fiscal year was a strong one for recruiting, research, and continuing education. The Masters of Industrial Distribution grew yet again by 35%. Two faculty (Drs. Nepal and Vanajakumari) made tenure and were promoted to Associate Professor. The Thomas and Joan Read Center was offered the opportunity to construct the Distribution Research & Education Building and became a Class 1 TEES center.

The Global Supply Chain Laboratory (GSCL) launched the Optimizing Human Capital Development consortium. Our next consortia will include Optimizing Value Added Services and Optimizing Data Analytics. The Talent Incubator sold all its memberships and we are developing a new talent development initiative based on business analysis. We launched a significant research initiative in Yucatan, in an alliance with the Dean’s office, and are developing continuing education in Brazil and Singapore.

After more than 20 years, the undergraduate enrollment cap has been lifted. The Dean of the College of Engineering has set a goal to more than double College enrollment by 2025. The Industrial Distribution Program has set a goal to grow to 800 undergraduates and 200 masters by 2018. We anticipate 600 undergraduate students in the spring and 150 MID students in the fall 2015. We are on schedule with the undergraduates and ahead of schedule for MID.

The 2014-2015 year will be as challenging as the previous one. We are growing our capacity to teach and conduct research. Our partners are providing much needed support with Mike and Beverly Rowlett pledging $6 million to the new Distribution Research and Education Building. In its new role as a Class 1 center, the Read Center will have to operate as a business. The Center has supported the community as the only distribution research center in the world and the distributor community continues to bring projects, support student research, and join cutting edge consortia.

As always, we ask our close partners on this board to consider and advise us on the ever critical MID, the future for the Read Center and Global Supply Chain Lab, and developing industry leaders. Most of all, welcome back to Aggieland to our friends and supporters.

Dr. F. Barry Lawrence
Valerie and Bruce Chair Professor in Industrial Distribution
Program Coordinator
Industrial Distribution Program
Industrial Distribution Program Faculty

Dr. Ismail Capar
Associate Professor

Mr. Norman Clark
Senior Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Daniel F. Jennings
I. Andrew Rader Professor
Program Director
Master of Industrial Distribution Program

Mr. Jay Johnson
Lecturer

Mr. Mark Johnson
Associate Professor of Practice

Dr. F. Barry Lawrence
Leonard & Valerie Bruce Chair Professor
Program Coordinator
Industrial Distribution Program

Mr. Roger Lorenzo
Lecturer

Dr. Malini Natarajarathinam
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Bimal Nepal
Associate Professor
Corey and Jim Furber Faculty Fellow, 2013-2014

Dr. Esther Rodriguez-Silva
Assistant Research Professor

Dr. Manoj Vanajakumari
Associate Professor

Mr. Jay Johnson
Lecturer

Dr. Saravanan Venkatachalam
Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Manoj Vanajakumari
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Ismail Capar
Associate Professor

Mr. Norman Clark
Senior Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Daniel F. Jennings
I. Andrew Rader Professor
Program Director
Master of Industrial Distribution Program

Mr. Jay Johnson
Lecturer

Mr. Mark Johnson
Associate Professor of Practice

Dr. F. Barry Lawrence
Leonard & Valerie Bruce Chair Professor
Program Coordinator
Industrial Distribution Program

Mr. Roger Lorenzo
Lecturer

Dr. Malini Natarajarathinam
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Bimal Nepal
Associate Professor
Corey and Jim Furber Faculty Fellow, 2013-2014

Dr. Esther Rodriguez-Silva
Assistant Research Professor

Dr. Manoj Vanajakumari
Associate Professor

Mr. Jay Johnson
Lecturer

Dr. Ismail Capar
Associate Professor

Mr. Norman Clark
Senior Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Daniel F. Jennings
I. Andrew Rader Professor
Program Director
Master of Industrial Distribution Program

Mr. Jay Johnson
Lecturer

Mr. Mark Johnson
Associate Professor of Practice

Dr. F. Barry Lawrence
Leonard & Valerie Bruce Chair Professor
Program Coordinator
Industrial Distribution Program

Mr. Roger Lorenzo
Lecturer

Dr. Malini Natarajarathinam
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Bimal Nepal
Associate Professor
Corey and Jim Furber Faculty Fellow, 2013-2014

Dr. Esther Rodriguez-Silva
Assistant Research Professor

Dr. Manoj Vanajakumari
Associate Professor

Mr. Jay Johnson
Lecturer

Dr. Ismail Capar
Associate Professor

Mr. Norman Clark
Senior Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Daniel F. Jennings
I. Andrew Rader Professor
Program Director
Master of Industrial Distribution Program

Mr. Jay Johnson
Lecturer

Mr. Mark Johnson
Associate Professor of Practice

Dr. F. Barry Lawrence
Leonard & Valerie Bruce Chair Professor
Program Coordinator
Industrial Distribution Program

Mr. Roger Lorenzo
Lecturer

Dr. Malini Natarajarathinam
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Bimal Nepal
Associate Professor
Corey and Jim Furber Faculty Fellow, 2013-2014

Dr. Esther Rodriguez-Silva
Assistant Research Professor

Dr. Manoj Vanajakumari
Associate Professor

Mr. Jay Johnson
Lecturer

Dr. Ismail Capar
Associate Professor

Mr. Norman Clark
Senior Lecturer

Mr. Michael Golla
Senior Lecturer

Dr. Daniel F. Jennings
I. Andrew Rader Professor
Program Director
Master of Industrial Distribution Program

Mr. Jay Johnson
Lecturer

Mr. Mark Johnson
Associate Professor of Practice

Dr. F. Barry Lawrence
Leonard & Valerie Bruce Chair Professor
Program Coordinator
Industrial Distribution Program

Mr. Roger Lorenzo
Lecturer

Dr. Malini Natarajarathinam
Associate Professor

Mr. Evan Vestal
Industry Projects Coordinator and Lecturer

Dr. Bimal Nepal
Associate Professor
Corey and Jim Furber Faculty Fellow, 2013-2014
Industrial Distribution
Program Staff

Diego Alvarado
TEES Research Engineering
Associate III

Senthil Gunasekaran
Assistant Director
Research Programs

Bharani Nagarathnam
Associate Director
Graduate Program

Ramona Aly
Administrative Assistant

Peggy Jo Johnson
Program Specialist II

Shraddha Sankhe
Communications Coordinator

Vijay Balasubramanian
TEES Research Engineering
Associate III

Daniel Jornada
TEES Research Engineering Associate III

Blake Whitaker
Senior Academic Advisor

Helen Caesar
Graduate Program Specialist
Master of Industrial Distribution

Pradip Krishnadevarajan
Assistant Director
Professional Development Programs

Sally Whitely
Senior Office Associate

William Coats
Senior Systems Analyst I
**Awards & Honors**

**FACULTY**

*Dr. Bimal Nepal*
Promoted to Associate Professor
Received Engineering Technology & Industrial Distribution Teaching Excellence Award
Received Outstanding Alumnus Award, Industrial and Systems Engineering Department, Wayne University

*Dr. Manoj Vanajakumari*
Promoted to Associate Professor

*Mr. Michael Golla*
Promoted to Senior Lecturer

*Dr. Daniel F. Jennings*
I. Andrew Rader Professor
Recognized as an outstanding alumnus of the Industrial and Systems Engineering Department at the University of Tennessee, Spring 2014

**STAFF**

*Bharani Nagarathnam*
Received College of Engineering Key Contributor Award

*Ramona Aly*
Received College of Engineering New Employee Award

“Enthusiasm towards the ID program was expressed by several people who were at the college level industrial advisory meeting. The program, and particularly the talent incubator program, appears to be making a broad impact and is viewed positively by the industry.”

- Reza Langari, Ph.D. Department Head, Engineering Technology and Industrial Distribution
Thanks to our 22 Advisory Board Members for their time and support.

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
<th>Phone</th>
<th>Email</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Warren Barhorst</td>
<td>CEO</td>
<td>Iscential</td>
<td>713-856-5533</td>
<td><a href="mailto:barhorw@nationwide.com">barhorw@nationwide.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Bob Borsh</td>
<td>Principal</td>
<td>SJD Ventures LLC</td>
<td>832-381-8888</td>
<td><a href="mailto:bob.borsh@gmail.com">bob.borsh@gmail.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Brent Burns</td>
<td>President</td>
<td>Residential Builder Partners, LLC</td>
<td>214-549-4387</td>
<td><a href="mailto:bcmkburns@yahoo.com">bcmkburns@yahoo.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Ms. Mary Dahl</td>
<td>President</td>
<td>Pipeline Packaging</td>
<td>330-606-5998</td>
<td><a href="mailto:mdahl@pipelinepackaging.com">mdahl@pipelinepackaging.com</a></td>
<td>2014-2016</td>
</tr>
<tr>
<td>Mr. Bob Dill</td>
<td>President</td>
<td>HISCO</td>
<td>713-934-1638</td>
<td><a href="mailto:bdill@hiscoinc.com">bdill@hiscoinc.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Tom Ferguson</td>
<td>President &amp; CEO</td>
<td>AZZ Incorporated</td>
<td>979-676-0632</td>
<td><a href="mailto:tomferguson@azz.com">tomferguson@azz.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. William Fidler</td>
<td>Member of the Board of Management</td>
<td>Brenntag AG</td>
<td>610-916-3870</td>
<td><a href="mailto:bfdidler@brenntag.com">bfdidler@brenntag.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Robin Gray</td>
<td>COO &amp; General Counsel</td>
<td>Electronic Components Industry Assoc.</td>
<td>678-393-9990</td>
<td><a href="mailto:rgray@eciaonline.org">rgray@eciaonline.org</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Bill Hoyt</td>
<td>VP of Global Sales and Marketing</td>
<td>Gexpro</td>
<td>281-743-0022</td>
<td><a href="mailto:bill.hoyt@gexpro.com">bill.hoyt@gexpro.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Ron Keating</td>
<td>President, CEO &amp; Chairman of the Board</td>
<td>Contech Construction</td>
<td>513-645-7066</td>
<td><a href="mailto:keatingn@contech-cpi.com">keatingn@contech-cpi.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. John Kennedy</td>
<td>Chairman</td>
<td>MicroSeismic Inc.</td>
<td>281-467-3819</td>
<td><a href="mailto:jkennedy@harkenfinance.net">jkennedy@harkenfinance.net</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. David Little</td>
<td>CEO</td>
<td>DXP Enterprises, Inc.</td>
<td>713-996-4700</td>
<td><a href="mailto:dlittle@dxpe.com">dlittle@dxpe.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Jeff Metzler</td>
<td>President</td>
<td>Crawford Electric Supply</td>
<td>713-476-0788</td>
<td><a href="mailto:jmetzler@cescoltd.com">jmetzler@cescoltd.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Tim Miller</td>
<td>VP - Operations</td>
<td>Security Contractor Services, Inc.</td>
<td>916-692-1790</td>
<td><a href="mailto:tmiller@scsfinance.com">tmiller@scsfinance.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Joe Netttemeyer</td>
<td>President &amp; CEO</td>
<td>Valin Corporation</td>
<td>408-730-9580</td>
<td><a href="mailto:jnetttemeyer@valin.com">jnetttemeyer@valin.com</a></td>
<td>2013-2016</td>
</tr>
<tr>
<td>Mr. John Newcastle</td>
<td>VP-Distribution and Logistics, Supply Chain</td>
<td>Baker Hughes</td>
<td>713-879-2111</td>
<td><a href="mailto:john.newcaster@bakerhughes.com">john.newcaster@bakerhughes.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Byron Potter</td>
<td>Chairman</td>
<td>DW Distribution Inc.</td>
<td>214-381-2200</td>
<td><a href="mailto:bpotter@dwdistribution.us">bpotter@dwdistribution.us</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Ron Ross</td>
<td>President &amp; CEO</td>
<td>SRS Distribution, Inc.</td>
<td>214-491-4149</td>
<td><a href="mailto:rross@srscorp.com">rross@srscorp.com</a></td>
<td>2014-2016</td>
</tr>
<tr>
<td>Mr. Mike Rowlett</td>
<td>CEO</td>
<td>Womack Machine Supply Co.</td>
<td>972-884-1540</td>
<td><a href="mailto:m.rowlett@womack-machine.com">m.rowlett@womack-machine.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Jim Thompson</td>
<td>Chief Executive Officer</td>
<td>NewMGroup LLC</td>
<td>713-828-4750</td>
<td><a href="mailto:jthompson@newmgroup.com">jthompson@newmgroup.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Michael Wigton</td>
<td>President</td>
<td>Irby Co.</td>
<td>601-960-7263</td>
<td><a href="mailto:wigton@irby.com">wigton@irby.com</a></td>
<td>2013-2015</td>
</tr>
<tr>
<td>Mr. Robert Workman</td>
<td>Chief Executive Officer</td>
<td>DistributionNOW</td>
<td>281-823-4723</td>
<td><a href="mailto:robert.workman@nov.com">robert.workman@nov.com</a></td>
<td>2014-2016</td>
</tr>
</tbody>
</table>
Mr. Barhorst earned his bachelor’s degree from Texas A&M University in industrial distribution, and played football for the Aggies in the 1988 Cotton Bowl. He is the founder and CEO of Iscential, a risk management, insurance and financial services firm headquartered in Houston, Texas. He opened his first office in November of 1993, and since has developed it into the largest provider of Nationwide insurance in the country with 100 million in sales and over 100 associates. In addition to leading Iscential, Mr. Barhorst is a published author, teacher, coach, and guest lecturer.

Mr. Borsh received his master’s degree from Texas A&M University in industrial distribution and his bachelor’s degree in business from University of Buffalo. He is Principal of SJD Ventures and brings 35 years of experience in manufacturing and distribution, primarily in the metals arena, to the Industrial Distribution Program.

Mr. Burns is a certified public accountant and holds a Texas real estate broker’s license. He currently serves as President of Residential Builder Partners, a residential and commercial drywall and insulation contractor. Mr. Burns was owner, President and Chief Financial Officer of ISC Building Materials before starting Residential Builder Partners. He also served as Chief Financial Officer of Gencom American Hospitality, which became Wyndham Hotels as part of an initial public offering, and worked with the middle market business sector and real estate and construction industry as a senior manager for Deloitte & Touche.

Mary began a 22 plus year career with Cleveland Steel Container as the General Manager of their wholly owned distribution subsidiary NorthPak in 1992. In 2000, after completing an acquisition which more than doubled the size of the company, Mary was named Executive Vice President of NorthPak. In January of 2005, Mary was named President of NorthPak, a position she still holds today. In September of 2012, Pipeline Packaging was born. Mary currently serves as the Chair of the Board of the National Association of Container Distributors. She credits a very strong relationship with Texas A&M and their many distribution programs with much of the success Pipeline has enjoyed. Mary also credits Pipeline Packaging’s success with the quality of the Pipeline team, encompassed in their Tag Line People at the Core.
Robin B. Gray, Jr.  
COO & General Counsel  
Electronic Components Industry Association  
Mr. Gray is the COO and General Counsel of the Electronic Components Industry Association (ECIA), which he helped create in 2011. Prior to forming ECIA, Mr. Gray was Executive Vice President of the National Electronic Distributors Association (NEDA) for 17 years. His 35 years of association management experience includes serving as general counsel and legislative analyst for three other associations. Mr. Gray received his bachelor’s degree in political science from Davidson College and his law degree from the University of Georgia.

Bill Hoyt  
Vice President of Global Sales & Marketing, Gexpro  
Bill is currently VP of Global Sales and Marketing for Gexpro. His team is comprised of Strategic Accounts Mgrs, Gexpro’s Global Solutions Center and the Marketing team. Bill began his career 24 years ago as part of GE’s Management Training Program. He spent the first nine years of his career with GE Supply. His roles included Operations, Managing the National Sales Center and Marketing Mgr for Lighting Products. From there Bill transitioned to GE Lighting as Region Mgr - Southeast Region before relocating to Dallas with responsibility for the Southwest. Bill then returned to GE Supply as the Division President for the Gulf Central and Mexico. In 2006 GE Supply was acquired by Rexel where Bill remained in that position until his current role. Bill was born in Albany, New York. He attended Clarkson University and graduated with a B.S. Degree in Industrial Management / Marketing. He also received his MBA from Indiana Wesleyan University. Bill resides in Houston, TX with his wife Anna and two boys Garrison (12) and Braeden (9).

John Kennedy  
Chairman, MicroSeismic Inc.  
Mr. Kennedy held senior management positions with Smith International from 1986 to 1999, including chief financial officer, before being named president and CEO of Wilson International, a position he held through mid-2012. Mr. Kennedy is a member of the Energy Institute and the Association of Corporate Treasurers in the United Kingdom. Mr. Kennedy also serves on the board of BA Robinson, a distributor of plumbing, lighting and electrical products based in Winnipeg, Manitoba and on the board of the Houston Technology Center.

David R. Little  
CEO, DXP Enterprises, Inc.  
For 37 years Mr. Little has served as chairman and CEO of DXP Enterprises. A graduate of Texas A&M University with a bachelor’s degree in accounting, Mr. Little began his career as a certified public accountant and staff accountant with Price Waterhouse. He joined Southern Engine & Pump Company (SEPCO) in that same capacity and over the next several years held a number of management positions, including controller and vice president of Finance and in 1983 was appointed president of SEPCO. Through a leveraged buyout in 1986, Mr. Little purchased SEPCO and became the company’s chairman and CEO. In 1996, the company was renamed DXP Enterprises and became publicly traded.

Jeff Metzler  
President, Crawford Electric Supply  
An industrial distribution graduate of Texas A&M University in 1983, Mr. Metzler has been the president of Crawford/Sonepar since 2009. He opened Crawford’s Houston business in 2001. He began his career at Evans Electric Supply after college in outside sales and soon became branch manager. Following his success at Evans, he started the Industrial Division at Summers Electric/Rexel before being promoted to Gulf Coast Region manager. He is married to Gina, has four boys, his oldest Max graduated in the ID program in 2011.
Joseph Nettemeyer
President & CEO, Valin Corporation

Joseph Nettemeyer is the President and CEO of Valin Corporation, a privately held, employee-owned company providing technical solutions for the technology, energy, life sciences, natural resources, and transportation industries. Joe took over as President in 2001 and has transformed the company from simply being a distributor to a complete turn-key solutions provider. Prior to joining Valin he worked for Emerson Electric, a multinational manufacturer of Industrial products, for 21 years where he held senior management positions in several divisions including Executive Vice-President Sales & Marketing Chromalox div, Vice-President Sales & Marketing Harris Calorific div, and Regional Sales Manager Emerson Power Transmission group.

Byron Potter
Chairman, DW Distribution Inc.

Mr. Potter joined DW Distribution after graduating from Southern Methodist University. Currently the vice chairman and CEO, Mr. Potter has been instrumental in leading DW through a significant growth era and leads the company’s continuous improvement efforts to ensure DW remains the market leader. Mr. Potter has served on the boards of the National Association of Wholesaler-Distributors (NAW) and NAW’s Institute for Distribution Excellence. In recent years, Mr. Potter has worked closely with Texas A&M University’s Industrial Distribution Program, participating in numerous industry consortiums.

Ronald R. Ross
President & CEO, SRS Distribution Inc.

Ronald Ross has built an impressive leadership track record and reputation in the building products industry. Over a period of 40 years, Mr. Ross has acquired in depth expertise in all aspects of the building products industry including manufacturing, supply chain management, operations, sales, marketing, accounting and finance. He has particular expertise in mergers and acquisitions, managing a public company and in turn-around and startup operations. For the last 24 years he has functioned at the CEO/Chairman/Board level. From May 2006 through February 2013, Mr. Ross worked with AEA Investors, LP (AEA) to implement a buy and build strategy in the roofing distribution business. On February 29, 2008 AEA and Mr. Ross completed the first acquisition, Suncoast Roofers Supply. Since then, SRS has expanded from 8 locations in Florida to 120 locations in 33 states through 34 acquisitions and the opening of 50 greenfield start-up locations. The Company now operates under 20 brand names, all of which have an operating heritage in their local markets, and is the 4th largest Roofing distributor in the U.S. He has served on the Board of Directors of both the Builders Suppliers Corporation (an association of 20 roofing and building product wholesale distributors) as well as the National Building Materials Distributors Association (NBMDA), the leading building products distribution industry trade association. Mr. Ross received a Master of Business Administration degree from Pennsylvania State University as well as a Bachelor of Science degree from Husson College, a private business school in Bangor, Maine.

John Newcaster
VP-Distribution and Logistics Supply Chain, Baker Hughes

Mr. Newcaster is currently vice president of distribution and logistics at Baker Hughes. He holds a master of business administration from Duquesne University and a bachelor's degree in metallurgical engineering from Grove City College. Some of Mr. Newcaster’s past positions include vice president of supply chain for Drilling Fluids, vice president of supply chain for TESCO Corporation, and vice president of supply chain for M-I SWACO. He has also held technical positions in the iron and steel divisions and oilfield equipment division of Armco.
Mike Rowlett  
CEO, Womack Machine Supply Co.  
Mr. Rowlett, chairman and CEO of Womack Machine Supply, joined Womack as a sales trainee. He has since served as salesman, sales manager, executive vice president and president before purchasing Womack from its founder in 2006. Womack is an industrial distributor and represents some of the world's leading manufacturers of hydraulic, pneumatic and factory automation equipment. Womack currently employs 270 people, operates in 19 Southern and Western states, and serves a variety of industries including energy, construction, mining, aerospace, packaging, marine and agriculture.

Jim Thompson  
Chief Executive Officer, NewMGroup LLC  
As CEO of NewMGroup, Mr. Thompson provides leadership for client development having a diverse background of more than 30 years in the safety, electrical, plumbing, HVAC, and specialty distribution industry. Mr. Thompson has also served as president and CEO of Vallen Corporation. He earned his bachelor’s degree from Auburn University, currently serves on the business advisory board and is recognized as one of Auburn’s Top 40 of 40 from the College of Business.

Michael C. Wigton  
President, Irby Co.  
Mr. Wigton is president of Sonepar USA’s Southern Region and president of the Irby Company. He held numerous national senior sales and marketing positions with GE, Thomas & Betts, and Hughes Supply before joining Irby. Formerly a family-owned business, Irby has transitioned to become part of Sonepar, the largest electrical distributor in the world. Mr. Wigton is a graduate of Occidental College and a 2010 Inductee into their Track & Field Hall of Fame. He currently sits on the Board of Directors for The Mississippi Salvation Army, supplyFORCE and the Mississippi Diabetes Foundation.

Robert Workman  
Chief Executive Officer, DistributionNOW  
Mr. Workman was named Chief Executive Officer of DistributionNOW in early 2014. From 2001 through 2014, he was Group President of National Oilwell Varco’s Distribution Services business unit. From 1991 through 2000, Mr. Workman held various positions, including Vice President, General Manager of National Oilwell de Venezuela, Product Manager for the Industrial Pump Division (IPD), Sales Manager for the International Services Department, and Sales Representative in the Bryan, Texas branch location.
Industry Advisory Board Bylaws
Of the
Industrial Distribution Program

ENGINEERING TECHNOLOGY & INDUSTRIAL DISTRIBUTION DEPARTMENT
DWIGHT LOOK COLLEGE OF ENGINEERING

An Industry Advisory Board (IAB) shall be established by the INDUSTRIAL DISTRIBUTION PROGRAM to review and evaluate current curriculum of the Undergraduate and Graduate Academic Programs, research projects of the Global Supply Chain Systems Laboratory and Talent Incubator Program, professional development & continuing education programs for the Thomas and Joan Read Center for Distribution Research & Education, scholarships and development Needs of the program. The purpose of this committee is to present recommended plans and to lend technical advice and expertise to the INDUSTRIAL DISTRIBUTION PROGRAM.

(a) Primary Functions of the IAB

- To give advisory assistance to assist the INDUSTRIAL DISTRIBUTION PROGRAM make decisions that relate to the PROGRAM.

- To provide support in the implementation of the various programs in the INDUSTRIAL DISTRIBUTION PROGRAM.

- To advise the INDUSTRIAL DISTRIBUTION PROGRAM on technical and policy matters with accompanying recommendations and supporting rationale.

- To participate in the development of educational and public information programs.

- To assist with scholarships and development needs of the INDUSTRIAL DISTRIBUTION PROGRAM.

- To coordinate and track the implementation of various programs.

(b) Meetings

- Participation in the annual IAB meetings are by invitation only (not to exceed 20 members).

- The annual meeting of the IAB shall be on the first Friday of the month of November. Specially called meetings will take place as needed and will be called by the Program Director.

- One teleconference of the IAB shall be held semi-annually.
(c) Membership

The Committee is appointed by the PROGRAM DIRECTOR of the INDUSTRIAL DISTRIBUTION PROGRAM in consultation with the INDUSTRIAL DISTRIBUTION faculty and staff and is established with a selection of industry representatives with distribution and manufacturing backgrounds from various channels.

(d) IAB Recommendations to the INDUSTRIAL DISTRIBUTION PROGRAM:

The IAB will make recommendations to the INDUSTRIAL DISTRIBUTION PROGRAM based on the consensus of the IAB. If a vote becomes necessary to determine the will of the IAB, each member shall have one vote. Members will be notified of possible voting items by designating the item as such on the agenda that is sent out at least five business days before the meeting. In cases where the IAB could not come to a consensus, the PROGRAM DIRECTOR will forward the issues, both pro and con, to the INDUSTRIAL DISTRIBUTION PROGRAM faculty and staff, along with details on the vote and the attendance outcome.

(e) Organization

Terms
1. IAB members serve three-year terms, beginning on the date they are selected.
2. Some members may be asked by the INDUSTRIAL DISTRIBUTION PROGRAM to serve as emeritus members after their initial term.

Vacancy
In the event an IAB member is unable to fulfill his/her term, the INDUSTRIAL DISTRIBUTION PROGRAM shall elect a replacement.

Duties
1. Members attend the Advisory Board meeting in November of each.
2. Each member will have a semiannual teleconference update each year.

(g) Conduct of Meetings

Quorum:
The voting members present shall constitute a quorum.

Minutes:
Responsibility for the minutes of all meetings shall be kept and recorded by ID support staff or by other support staff.

Sub-Committees/Workgroups:
The IAB may create ad hoc committees, workgroups or technical sub-committees as deemed appropriate.
Your Legacy
Industrial Distribution Program Gift Opportunities.

**Endowed Undergraduate Scholarship: $25,000-$100,000**
A Department-Based Scholarship is offered to deserving students within each department and you can customize the scholarship that you create to match your priorities. Every year, your endowment will provide a recipient with a yearly scholarship. When you create an endowed scholarship, you invest in generations of Aggies.

**Industrial Distribution Excellence Fund: Starting at $5,000**
Funds are specifically targeted toward special projects and department activities that are not supported (or only partially supported) by state funds. Projects funded by this endowment include innovative educational program development, student projects, field trips, equipment purchases for teaching laboratories, facility upgrades and maintenance, faculty recruiting, faculty and professional staff development, reunion activities, special events, national trade association meetings, and special needs of our students.

**Named Endowment Funds: $500,000 - 3 Million**

**Global Distribution Study Abroad Program:** Funds will help provide affordable Study Abroad experience for the Industrial Distribution students. The program will help provide global distribution, sales and marketing experience to the students and prepare them to be competitive in the global economy.

**Talent Incubator:** The Talent Incubator is an undergraduate research organization led by research professionals. Top students in the Industrial Distribution program are hired to work on applied projects for sponsor firms. Funding support will help expand the program and support its growth.

**Global Supply Chain Laboratory:** The Global Supply Chain Laboratory is the nation’s premier research lab focused on distribution research. The lab conducts research consortia, projects and educational programs. Your support will help continued the excellence in research and development.
Mike Rowlett $100,000 Global Distribution Study Abroad Scholarship:
(a) The student should be an undergraduate industrial distribution major.
(b) The student should be accepted and enrolled in the industrial distribution GSA program.
(c) The award shall be for $1,000 per student.
(d) Awards to be made to ALL enrolled students in the GSA program.

Thomas E. Ferguson ’78 $100,000 Gift:
(a) Global Distribution Study Abroad
(b) Master of Industrial Distribution
(c) Global Research and Education

Madisen E. Stites ’15 $100,000 Endowed Scholarship:
“I was fortunate enough to be blessed with an opportunity to make a donation to a charity of my choice. I normally choose to donate to breast cancer research based on family history and personal ties to the cause. However, I wanted to be able to know the direct impact of the donation and help a cause close to home, with people I interact with on a daily basis. I felt like there were plenty of people that could use help not only in Texas, but in the ID program at Texas A&M.

The scholarship is not need based, because a lot of these hard working students wouldn’t qualify, but could still use the help. I wanted to allow those a chance who are most deserving based on involvement and demonstrated leadership. I also chose a 2 year scholarship that is to be given to a junior, so it won’t be taken away their senior year and students can stay involved and help make a difference they might not have been able to otherwise. I don’t want to just give away money to someone so they can go out with friends more (which I don’t condemn at all, please be social) but to help relieve some of that stress on the students that are giving back to the ID program.” - Madisen E. Stites
Undergraduate Program
Enrollment and Curriculum

Fall 2014

Total 597
Freshmen 27*
Sophomore 116
Junior 150
Senior 304
Admissions 234
Freshmen 27*
Transfers 41
Change of majors 164
Readmits 2

5 Year Growth Plan (2013-2018)
Undergraduate 600 → 800
Master 90 → 200
TOTAL 1000

* General Engineering students who have declared a preference for Industrial Distribution

Curriculum Update

As of the Fall of 2014 all Freshman in the College of Engineering will enter the College as General Engineering majors. They will declare a preference for a major upon entry, but will not be able to apply to that major until the second semester of their Freshman year. This program is designed to help reduce the number of students who change their major during their college career by giving them a chance to make an informed decision about what major would be the best fit for them.

Electives
(Graduating students would have taken at least one of them)
- IDIS 445 International Sales and Marketing
- IDIS 455 Humanitarian Distribution Networks
- IDIS 489 Special Topics in Business Analytics
- IDIS 454 New Directions in Distributor Competitiveness
» Industrial Distribution offered 112 scholarships
» Average amount of scholarship is approximately $1,500
» On average, Industrial Distribution awards scholarships totaling over $100,000/year

<table>
<thead>
<tr>
<th>Program Scholarships</th>
<th>Award</th>
<th>Given</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Engineering Global Study Abroad Scholarship</td>
<td>$1,000</td>
<td>30</td>
</tr>
<tr>
<td>Mike Rowlett Global Study Abroad Scholarship</td>
<td>$1,000</td>
<td>30</td>
</tr>
<tr>
<td>Womack Machine Supply Scholarship</td>
<td>$1,000</td>
<td>7</td>
</tr>
<tr>
<td>John W. Schoen Family Scholarship</td>
<td>$1,000</td>
<td>8</td>
</tr>
<tr>
<td>Victor &amp; Gene Jury Endowed Scholarship</td>
<td>$1,000</td>
<td>2</td>
</tr>
<tr>
<td>David &amp; Mary Anne Meredith Scholarship</td>
<td>$1,000</td>
<td>2</td>
</tr>
<tr>
<td>BP Scholarship</td>
<td>$2,000</td>
<td>2</td>
</tr>
<tr>
<td>James M. Benkendorfer Scholarship</td>
<td>$1,000</td>
<td>2</td>
</tr>
<tr>
<td>Jacob Rebecek Endowed Memorial</td>
<td>$1,500</td>
<td>2</td>
</tr>
<tr>
<td>Marathon Oil</td>
<td>$2,500</td>
<td>1</td>
</tr>
<tr>
<td>Sterling Electronics/Michael Spolane Scholarship</td>
<td>$1,000</td>
<td>2</td>
</tr>
<tr>
<td>Thomas &amp; Joan Read Industrial Distribution Scholarship</td>
<td>$2,000</td>
<td>8</td>
</tr>
<tr>
<td>Richard R. Boehck ‘65 Scholarship</td>
<td>$1,000</td>
<td>3</td>
</tr>
<tr>
<td>George &amp; Frieda Soutter Scholarship</td>
<td>$2,500</td>
<td>2</td>
</tr>
<tr>
<td>Terra Technology/Dick Clark Scholarship</td>
<td>$5,000</td>
<td>1</td>
</tr>
<tr>
<td>Madisen E. Stites ’15 Endowed Scholarship</td>
<td>$2,000</td>
<td>2</td>
</tr>
<tr>
<td>Industrial Distribution Student Scholarships</td>
<td>$1,000</td>
<td>8</td>
</tr>
</tbody>
</table>

21% of ID Students received scholarships in 2013-2014
Out-of-state students receiving scholarships pay in-state tuition.
Global Distribution Study Abroad Program

>> Summer 2014: 5-week Study Abroad Program – CHINA: Chengdu, Beijing, Tianjin, Suzhou, Shanghai
30 students traveled for 13 days

>> ENGR 410 – Global Engineering / Distribution
>> IDIS 445 – International Sales & Marketing

$83,000 Sponsorship from Thomas Ferguson
$30,000 Scholarship from Womack
$25,000 Project Sponsorship from Brenntag

Thirty students from the Industrial Distribution Program participated in the 2014 Global Distribution Study Abroad Program. The program is a 5 week summer class that teaches Global Engineering/Distribution and International Sales & Marketing and involves a trip to China. The class visited multiple companies in Chongqing, Beijing, Tianjin, Suzhou and Shanghai. The students conducted projects for Brenntag which involved developing business plans for the companies to expand sales and operations in Asia. In addition to the company visits, the students also visited many cultural sites, and enjoyed the rich history of China.

“The global distribution classes showed me that not all distribution networks throughout the world operate the same way. Services that are taken for granted in the United States may not have made their way throughout the world. On the other hand, there are many best practices in other countries that we may have never considered. I learned that you cannot just drop a business that is successful in one part of the world and expect it to run the same way everywhere else. The classes focused on what needs to be considered for global distribution before entering new markets.” – Joshua Beaton, ’15
Professional Association for Industrial Distribution

>> Fall Career Expo
September 24-25, 2014
• 70 Companies represented to recruit Interns, Part-time, and Full-time Employees
• Golf Tournament – TAMU Campus Course
• Networking Social – University Club
• Career Fair – Memorial Student Center

>> 19th Annual Spring Career Fair
February 5-6, 2014
• Casino Social
• Career Fair – Memorial Student Center

Society of Women in Industrial Distribution

SWID, the Society of Women in Industrial Distribution, is the newest organization to the Industrial Distribution (ID) family. Established in January of 2013, we are dedicated to supporting women in the Industrial Distribution field by focusing on professional soft-skills and personal development. With a vision of increasing the number of female students within the ID program, we seek to prepare our members for a nearly flawless transition into the workforce. By encouraging networking with faculty, alumni, and professionals, we will achieve our goal of developing exceptional students who are confident leaders, workers, and individuals. During the school year, we host general meetings with industry guests to cultivate our members’ interpersonal skills and to discuss current challenges in the workforce. More information at http://swid.tamu.edu

September
9th - Informational
16th - Business Meeting: Proper Interviewing
18th - Mentor Luncheon
23rd - LinkedIn Headshots
24th - Golf Social
25th - PAID Career Fair

October
2nd - Social: Ice Skating
7th - Business Meeting: Contract negotiations
23rd - Social: Bingo
28th - Business Meeting: Panel

November
12th - Social: U Paint It
18th - Business Meeting: Hostel Work Environment

December
2nd - End of Year Social

January
27th - Informational

February
3rd - Business Meeting: Relationships
5th - Spring Career Fair
16th - 20th Social: Movie night
24th - Business Meeting: Changing Career Path

March
11th - Social: Bowling
10th - Business Meeting: Working over seas
25th - Social: Working Women’s Wednesday

April
7th - Business Meeting: Interacting with the Boss
14th or 21st - End of Year Social

Sigma Delta Honor Society

Sigma Delta is the Honor Society for Industrial Distribution students at Texas A&M. Students must have a 3.3 GPR in their major to be accepted into the honor society.

Sigma Delta provides its members opportunities to enhance their leadership, interpersonal communication, and public speaking skills while interacting with industry professionals.

What we do –
• Represent the Industrial Distribution Program at industry conferences and events
• Work with industry to sponsor tailgates at home football games

Student Organizations
Objective
Conduct research on applied supply chain and distribution topics and facilitate interaction between Industry executives and top students.

Overview
• Launched in September 2010
• Completed several projects with different companies ranging from distributors to logistics providers
• Successfully graduated many students

IDENTIFY:
Identify key problems, collaborate, and develop proposal

ENGAGE:
Engage top students, industry members and academic scholars. Involve in field trips, conference calls, and meetings

DEVELOP:
Develop exposure to industry, company culture, and current opportunities to create a better student

Benefits to TIP Students:
• Perform research on industrial distribution and supply chain topics developing the ability to act as an internal project manager for future employers.
• Explore interests among diverse projects by developing a deep understanding of and connection with the sponsor firm.
• Apply concepts discussed in classes through application of best practices.
• Be recognized as a research scholar capable of solving real world challenges.
• Consult with companies and acquire real world experience working on local and global projects.
• Work closely with potential employers, faculty, and researchers.
• Enhance client interaction, presentation, and writing skills.
• Refine people and team building skills.
• Participate in a highly selective program.
• Earn a steady stipend on a flexible weekly schedule.

Benefits for Sponsor Firms:
• Employ a team composed of undergraduate students, faculty, and researchers.
• Discover and share best practices with the Global Supply Chain Laboratory.
• Gain access to innovative and current knowledge.
• Work with a team that easily communicates with all levels of industry.
• High capability of top Industrial Distribution Program graduates.
• Develop a talent pipeline of potential hires through direct work with TIP students (high potential candidates) and class projects.
• Participate in a managed internship program with high potential candidates.
• Spread awareness of the company, brand, and culture throughout the Industrial Distribution Program.
• Earn reputation in thought leadership
• Create examples and a knowledge base that faculty will use in all their ID classes.

Lauren Moore ‘14 Scott Starwalt ‘15
Topics of Research

Included but not limited to:

- Business Expansion Analysis
- New Market/Market Share Analysis: Product, Services and Geography
- Best Practice Assessment: Sales, Marketing and Operations
- Technology and Operational Efficiency Improvement Projects

The research projects follow project management tools and techniques and are developed and executed with a more applied approach. Companies currently engaged in Talent Incubator projects include:
Master of Industrial Distribution

21 Months to Complete
Part-time Web-based Program
Focused on Industrial Channels
Global Class & Trip
Applied Capstone Project
Life Long Networking

2013 Global Class - Norway & Sweden

Residency Week 2014

2014 Graduation
2014 Cohort Class Profile

TOTAL CLASS SIZE
77

AVERAGE AGE
35

AVERAGE WORK EXPERIENCE
13 YEARS

PROFESSIONALS

86% MALE
14% FEMALE

73% TX RESIDENT
27% NON TX RESIDENT

18% VETERAN & ACTIVE DUTY

10% STUDENTS WITH A GRADUATE DEGREE
28% TEXAS A&M FORMER STUDENT

43% MID ESTABLISHED
31% MID CURRENT & FORMER STUDENTS

13 MID COHORTS GRADUATED

65 COMPANIES

A HARRIS CONSTRUCTION SUPPLIES • ANDON SPECIALTIES, INC • ARBIN INSTRUMENTS • ARKANSAS INDUSTRIAL MACHINERY • AUTOMATED DYNAMICS CORP • BARNES & NOBLE • BISHOP LIFTING PRODUCTS • BRENNHAM ISD • CAMOZZI PNEUMATICS, INC • CENTERPOINT ENERGY • CENTRAL STATES INDUSTRIAL EQUIPMENT • COMPUTERSHARE • CONSOLIDATED ELECTRICAL DISTRIBUTIONS INC • DHL GLOBAL FORWARDING • DUNCAN SUPPLY COMPANY, INC • DW DISTRIBUTION INC • EATON’S CROUSE-HINDS BUSINESS • ENGLAND LOGISTICS • FLUOR • GCX CORPORATION • GENENTECH INC • GENERAL ELECTRIC DISTRIBUTED POWER • GRAPHIC SOLUTIONS GROUP • GREEN MARINE AND INDUSTRIAL EQUIPMENT CO • GUARDIAN INDUSTRIAL SUPPLY, LLC • HALLIBURTON ENERGY SERVICES • IMERYS OILFIELD SOLUTIONS • JOHNSON SUPPLY • LHR SERVICES AND EQUIPMENT, INC • LOCKHEED MARTIN • LOCKHEED MARTIN AERONAUTICS • MARMON KEYSTONE LLC • MISTRAS SERVICES • MIRC GLOBAL CORPORATION • MURRELEKTRONIK, INC • NORRIS RODS • PIPELINE PACKAGING • PROTECT CONTROLS INC • PUFFER SWEEVEN • PUMP ENGINEERING COMPANY • RANGE CONVEYING & SUPPLY CO, INC • RE/MAX ASSOCIATES • ROBERT GRIMALDO • SANDTEX CO • SCOTT & WHITE EMS • SITNASUK • SITNASUK • SOURCE ATLANTIC LIMITED • SPANDEX UK LTD • SPECTRIX INC • SRS DISTRIBUTION • STANDARD SUPPLY • STUART C. IRBY COMPANY • SUPREME SERVICE AND SPECIALTY CO • TECHNIP • THE DOW CHEMICAL COMPANY • U.S. ARMY • UNIVAR USA, INC • VALIN • VISUAL COMFORT & CO • WEATHERFORD ITL • WINWHOLESALE INC • WOMACK MACHINE SUPPLY CO
## Revenue FY 2013-14

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Goals</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects and Consortia</td>
<td>$1,461,908</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Education Programs</td>
<td>$825,036</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2,286,944</strong></td>
<td><strong>28</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Goal for FY 2015</strong></td>
<td><strong>$2,750,000</strong></td>
<td><strong>31</strong></td>
<td><strong>846</strong></td>
</tr>
</tbody>
</table>

### Distribution Research Publication

For many distributors, pricing decisions are completely left to individual salespeople to do in their own way. Allowing this kind of flexibility is a distributor’s weakness. Pricing is already quite complex, and inconsistency will only increase complexity and will lead to chaos. Here lies the crux of problem. The solution to this dilemma lies in “complexity management”—providing structure with fewer variables, and “consistency”—doing things the same way every time. This comprehensive study will help you achieve the right pricing solution for your business!

“Pricing Optimization brings a unique blend of methodical analytics and real-world experience to pricing optimization. The process is engaging and very well organized. This work is a true partnership between industry and research.”

- Kevin Kampe, President, Womack Machine Supply

“Pricing Optimization has been an invaluable tool for highlighting opportunities to improve margins. Implementing the principles in a pilot location raised gross margins by over 3% in less than a year. It has been an eye-opening experience for those salespeople using the cost-plus method for determining sales price.”

- Kevin Martin, Vice President of Operations, Pipeline Packaging
## Research Projects

**Outcomes and Results**

<table>
<thead>
<tr>
<th>Project Area</th>
<th>Client - Line of Trade</th>
<th>Client Revenue</th>
<th>Project Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optimizing Distributor Profitability</strong></td>
<td>Wireless</td>
<td>$ 1.2 Billion</td>
<td>Strategic Business Assessment identified TOP 3 initiatives (similar to following projects) for optimal profitability.</td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 1 Billion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper and Chemical</td>
<td>$ 350 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electrical and Industrial</td>
<td>$ 175 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chemical</td>
<td>$ 200 MM</td>
<td></td>
</tr>
<tr>
<td><strong>Inventory Stratification</strong></td>
<td>Pipe, Valve and Fitting</td>
<td>$ 1 Billion 12%</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Metals</td>
<td>$ 1 Billion 17%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Oil and Gas Equipment</td>
<td>$ 1 Billion 20%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Paper</td>
<td>$ 220 MM 10%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hardware</td>
<td>$ 125 MM 35%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Fluid Power Products</td>
<td>$ 125 MM 33%</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 80 MM 22%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 1.2 Billion 24%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chemical</td>
<td>$ 125 MM 33%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 120 MM 20%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HVAC</td>
<td>$ 250 MM 5%</td>
<td></td>
</tr>
<tr>
<td><strong>Network Optimization</strong></td>
<td>Metals</td>
<td>$ 1 Billion 15%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 500 MM 20%</td>
<td>6% 10%</td>
</tr>
<tr>
<td></td>
<td>Auto Component</td>
<td>$ 500 MM 33%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Automotive</td>
<td>$ 4 Billion The study identified strategic locations for optimal distribution network.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cutting Tool</td>
<td>$ 300 MM</td>
<td></td>
</tr>
<tr>
<td><strong>Customer Stratification AND/OR Pricing Optimization</strong></td>
<td>Industrial</td>
<td>$ 750 MM 2.9% (Projected)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HVAC</td>
<td>$ 500 MM 6.8%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electronics</td>
<td>$ 400 MM 1.2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fluid Power Products</td>
<td>$ 190 MM 3.1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Electrical</td>
<td>$ 175 MM 2.7% (Projected)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Outdoor Power Equipment</td>
<td>$ 75 MM 1.5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Container</td>
<td>$ 65 MM 3.4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Metals and Building Materials</td>
<td>$ 50 MM</td>
<td>Implementation in progress and pilot location results range from 2 - 4% gross margin improvement.</td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 80 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hardware</td>
<td>$ 75 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paper</td>
<td>$ 100 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HVAC</td>
<td>$ 80 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 1 Billion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial Automation</td>
<td>$ 145 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 120 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Building Materials</td>
<td>$ 150 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Propane Equipment</td>
<td>$ 40 MM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gases and Welding</td>
<td>$ 100 MM</td>
<td></td>
</tr>
<tr>
<td><strong>Supplier Stratification</strong></td>
<td>HVAC</td>
<td>$ 400 MM Supplier Rationalization and Preferred Vendor List Creation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Auto Component</td>
<td>$ 250 MM 15%</td>
<td></td>
</tr>
</tbody>
</table>
Research Consortium

“A collaborative research effort that brings multiple distribution and manufacturing firms and industry associations across diverse lines of trade together to solve an industry wide challenge.”

<table>
<thead>
<tr>
<th>Year</th>
<th>Consortium Topics</th>
<th>Number of Companies</th>
<th>Number of Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Information Systems Consortium</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>2005</td>
<td>Pricing Optimization</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>2007</td>
<td>Optimizing Distributor Profitability</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>2008</td>
<td>Texas Mexico Trade Corridor</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>2009</td>
<td>Sales and Marketing Optimization</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>2011</td>
<td>Optimizing Growth and Market Share</td>
<td>19</td>
<td>8</td>
</tr>
<tr>
<td>2011</td>
<td>Optimizing Customer Service</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>2012</td>
<td>Optimization Channel Compensation</td>
<td>20</td>
<td>9</td>
</tr>
<tr>
<td>2014</td>
<td>Optimizing Human Capital Development</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>2015</td>
<td>Optimizing Value Add Services</td>
<td>1st Quarter, 2015</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>Optimizing Data Analytics</td>
<td>2nd Quarter, 2015</td>
<td></td>
</tr>
</tbody>
</table>

“Womack Machine Supply literally owes much of its success to Texas A&M’s Industrial Distribution program. We have successfully used the university’s consortia and research projects to improve profitability, operations and supply chain management practices.”

—Mike Rowlett, CEO, Womack Machine Supply

“I’ve attended Texas A&M distribution consortium sessions, and I’ve found them to be among the best, most thought-provoking gatherings I’ve ever experienced in all my years in the distribution business.”

—Byron Potter, CEO, Dallas Wholesale Builders Supply
Optimizing Human Capital Development

Wholesaler-distributors often struggle with recruiting, developing and retaining sales talent. They also experience challenges with developing a leadership pipeline for growth and succession. Successful distributors understand the importance of acquiring, developing, motivating and retaining talented employees, but often struggle to develop and implement successful programs. This consortium will investigate how distributors can optimize their human resources.

Members

ADI
Brenntag
Bunzl USA
CED
Contech
DW Distribution
Ewing Irrigation
Graybar
L&W Supply
Pipeline Packaging
Roberts Oxygen Company Inc.
Ryerson
SRS
Swagelok
TTI
US Welding
Valin
Womack Machine Supply Co.

Schedule

April 11, 2014
First Consortium Kick-off

August 15, 2014
Second Consortium Kick-off

March – July, 2014
Process Development

April – October, 2014
Individual Workshops

August – December, 2014
Best Practices & Tools Development

January – March, 2015
Documenting Best Practices

April / May, 2015
Final Meeting

August / September, 2015
Education Sessions
### WHY WORK WITH US?

**Number 1**
Industrial Distribution program in the world.

- **10** unique topics that will boost your firm's bottom line.
- **Over 950** business professionals attend our workshops every year.
- **265** companies each year to create competitive advantage.
- **24 Instructors**
  Average teaching experience of at least 16 years.

- **Proven methods** driven by cutting edge research for over 55 years.
- **Learn secrets** to implement key best practices in 3-6 Months.
- **Program duration is** 1-5 Days.

Offer education sessions in **13** Countries.

### OUR OFFERINGS

- **OPEN ENROLLMENT PROGRAMS**
  - Distributor Profitability
  - Sales & Marketing
  - Pricing
  - Channel Compensation
  - Inventory Management
  - Customer Service
  - Growth and Marketshare

- **COMPANY SPECIFIC PROGRAMS**
  - Distributor Competitive Advantage
  - Customer Management
  - Distribution Manager Essentials
Executive Session on Distributor Competitive Advantage

In Pursuit of Competitiveness

**DAY 1**

**ACHIEVING COMPETITIVE GROWTH** - How to generate growth while achieving competitive advantage?

- Generating Growth Opportunities
  - Growth Framework
  - Growth Drivers and Strategies
  - Growth Mechanisms

- Building Competitive Advantage
  - Sales and Marketing Strategy
  - Market Segmentation
  - Target Market Selection
  - Competitive Value Proposition

**DAY 2**

**MANAGING COMPETITIVE GROWTH** - How to manage profitability while growing?

- Optimizing Distributor Profitability
  - Business Process Framework
  - Financial Framework
  - Optimizing Profitability – The Five-Step Methodology
  - Double EBITDA and Triple RONA

- Sales and Marketing Processes
  - Customer Stratification
  - Sales Force Design, Development and Management
  - Marketing Communications

**DAY 3**

**SUSTAINING COMPETITIVE GROWTH** - How to sustain growth while sharpening competitive advantage?

- Sustaining and Growing Margins – Pricing Optimization
  - Primary Drivers – What are the key variables that should drive a pricing decision?
  - Analytics – How to analyze each variable?
  - Optimization – Developing and building pricing rules
  - Execution – Roadmap for success

- Sustaining Growth – How to sustain profitable growth against strategic risk?
  - Growth Barriers
  - Blind spots – Opportunity & Capability
  - Risk Management
  - Competitive Value Proposition

**WHO SHOULD ATTEND**

Executive and Senior Management
High Potential Candidates for Management
Strategic Managers
Regional Profit Center Heads
Business Development Managers

“We are impressed with the material and its potential impact on our profitability. Truly informational and education for the times.”

- Gary McKillican, President and CEO, McKillican International, Inc.
International Research Projects and Professional Development

Inventory Best Practices  
Qatar, September 2014

Inventory Management & Forecasting Technique  
Panama, August 2014

Distributor Profitability and Growth Strategies  
China, May 2013

Customer Stratification & Pricing Optimization  
El Salvador, May 2014

Statistical Tolerancing – Volkswagen  
Mexico, September 2013

Supply Chain Management  
India, December 2013
## PROGRAM CALENDAR 2015

### Professional Development Certificate Programs

<table>
<thead>
<tr>
<th>Programs on Texas A&amp;M Campus</th>
<th>Duration</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intensive Customer Stratification</td>
<td>4 Days</td>
<td>March 9-12, 2015</td>
</tr>
<tr>
<td>Distribution Manager Certificate</td>
<td>5 Days</td>
<td>April 13-17, 2015</td>
</tr>
<tr>
<td>Executive Session on Distributor Competitive Advantage</td>
<td>3 Days</td>
<td>May 19-21, 2015</td>
</tr>
<tr>
<td>Intensive Inventory Management</td>
<td>5 Days</td>
<td>September 7-11, 2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>El Salvador - Central America Programs</th>
<th>Duration</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory Management</td>
<td>2 Days</td>
<td>March 16-17, 2015</td>
</tr>
<tr>
<td>Customer Stratification and Pricing Optimization</td>
<td>2 Days</td>
<td>April 13-14, 2015</td>
</tr>
<tr>
<td>Inventory Management and Forecasting Techniques</td>
<td>2 Days</td>
<td>August 18-19, 2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Panama - Central America Programs</th>
<th>Duration</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory Management</td>
<td>2 Days</td>
<td>March 19-20, 2015</td>
</tr>
<tr>
<td>Customer Stratification and Pricing Optimization</td>
<td>2 Days</td>
<td>April 16-17, 2015</td>
</tr>
<tr>
<td>Inventory Management and Forecasting Techniques</td>
<td>2 Days</td>
<td>August 20-21, 2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mexico Programs</th>
<th>Duration</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inventory Management</td>
<td>2 Days</td>
<td>March - August 2015</td>
</tr>
<tr>
<td>Customer Stratification and Pricing Optimization</td>
<td>2 Days</td>
<td>April 2015</td>
</tr>
<tr>
<td>Lean Supply Chain Management</td>
<td>2 Days</td>
<td>March - August 2015</td>
</tr>
<tr>
<td>The New Science of Customer Service</td>
<td>2 Days</td>
<td>March - August 2015</td>
</tr>
<tr>
<td>Machining for Profit</td>
<td>2 Days</td>
<td>March - August 2015</td>
</tr>
<tr>
<td>Advanced Statistical Tolerancing</td>
<td>3 Days</td>
<td>March - August 2015</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CUSTOM PROGRAMS</th>
<th>Duration</th>
<th>Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimizing Distributor Profitability</td>
<td>1-3 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Sales and Marketing Optimization</td>
<td>1-3 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Optimizing Growth and Market Share</td>
<td>1-3 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Pricing Optimization</td>
<td>1-3 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Optimizing Channel Compensation</td>
<td>1-3 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Intensive Customer Stratification</td>
<td>1-4 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Distribution Manager Certificate</td>
<td>1-5 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Executive Session on Distributor Competitive Advantage</td>
<td>1-5 Days</td>
<td>On-Campus or On-Site</td>
</tr>
<tr>
<td>Intensive Inventory Management</td>
<td>1-5 Days</td>
<td>On-Campus or On-Site</td>
</tr>
</tbody>
</table>
FERMIER HALL
106 Ross Street
College Station, TX 77843
Phone: 979.845.4984
Email: sallyw@tamu.edu

SBISA HALL
117 Houston Street
College Station, TX 77843
Phone: 979.458-0587
Email: shraddha@tamu.edu

RESEARCH PARK
1700 Research Parkway, Suite 280
College Station, TX 77845
Phone: 979.845.3148
Email: peggyjo@tamu.edu