

DYNAMIC NEWS

Cornerstone of Quality

VOL 15 Winter 2013

Leaders, Learn to Listen

by Phillip VanHooser

Leaders, we're busy people. We have lots of responsibilities and objectives to accomplish every day. Here's one thing we can do that will exponentially improve our relationships with employees and provide us with valuable information and insights for doing our jobs.

Learn to listen. Actively listen. Stop what you're doing when people start to communicate with you and look at them, look them right in the eye. I know the challenges, many of us pride ourselves on being multi-taskers, we can use electronic equipment, we can walk, we can talk, we can fill out paperwork, we can do any number of things all while supposedly listening to the people speaking to us. I'm not even going to challenge the fact that you might be able to do that well, because there are good multi-taskers out there. But it really makes very little difference if you're good at it or not. The message that we send to the person speaking to us--that we're hopefully listening to, as we go about these multi-tasking activities--the message that we send to them is that they don't have our attention and we're not fully focused on them and from a leader/follower relationship that can be . . . well, that can be very bad.

...look at them, look them right in the eye.

What I'm encouraging you to do is that the next person that walks up to you and starts talking to you, you stop. You stop whatever you're doing. You square yourself up and you look right at the person and you continue to look at them for the duration of whatever they're communicating. You listen to them for the next twenty seconds, the next two minutes, the next twenty minutes, as the case might be, by looking squarely at them.

When you do this, people are going to respond to you differently because they know you're now listening and listening with effectiveness. And from a leader/follower relationship that can be . . . well, that can be very, very good!

About Phil:

After 10 years in corporate HR and earning what he calls a "master's degree in 'What the Worst Leaders do in Poorly Managed Companies,'" Phil was at a turning point. It was time to take the leadership truths he had learned and share them with companies who cared and were willing to listen. Van Hooser Associates, Inc. was born.



PRESIDENT'S MESSAGE

God is good -ALL the time, and all the time God is good! His blessings extend beyond the material and go to the heart and soul of our being. Happiness is the result of circumstances going as we planned or hoped. Joy stems from true contentment in Christ and not from our circumstances. We are being blessed with both happiness and joy

We are at the half-way point in our fiscal year and find ourselves on track to improve over last years performance.

Our product lines continue to expand and we have added the Walter Meier family of products to our line up; more about these fine products can be found inside.

We are experiencing success with our recently added 3M line of products, along with growth in our KTA line of hand tools.

We are in the process of launching our new Website. The new site will include a search feature for products, along with an order pad that will allow you to send us your order online. Look for it by January 31, 2013.

We give Christ the glory for what He is accomplishing on our behalf.





Dynamic Sales Co., Inc.
proudly salutes our men &
women in the Armed Forces.
We extend a heartfelt Thank
You to those who are serving
and have served to protect
us, our freedoms, and our way
of life.



Dynamic Sales Co., Inc.,
Cornerstone of Quality.
An industry leader since
1966.

Our Dynamic team is
prepared, knowledgeable
and willing to provide you
with exceptional customer
service in order to earn
your trust and confidence.

Dynamic Sales and Walter Meier

Walter Meier Manufacturing Americas is a leading manufacturer and importer of Metalworking, Woodworking and Material Handling products in North America offering customer-specific solutions for Manufacturing products from its brands JET and Wilton.

JET is committed to being a supplier you can depend on for the epitome of quality, innovation and service. This isn't just a statement to make them sound good—it's a reality that has been ongoing since they introduced their products more than 50 years ago. With JET Tools being used by manufacturing professionals in plants, machine shops and workshops across the United States, they knew they could bring the same quality and reliability to another very important customer - you. Over the years, the colors of the tools have gone from blue, to green, to orange, and finally the famously trademarked White that you see today on most of their products. Their product lines have grown, and the distribution centers have expanded; but one thing has remained the same. Jet still carries the same message of quality product, with the best features and benefits in it's product class; all the while providing excellent service.

For more than 70 years Wilton Tools has been committed to being a top supplier of Workholding and Striking tools that deliver the epitome of quality, innovation and durability. Started in Chicago in 1941, and now headquartered in LaVergne, TN, Wilton is best known for rugged and dependable Vises, Clamps and most recently the Wilton BASH line of Hammers.

The Walter Meier Family of Products includes Overhead Lifting products, Air Tools, Hydraulics and Jacks, Industrial C & L Clamps, Industrial Vices, Unbreakable Hammers, Warehouse & Dock Equipment, Metalworking Tools, and more.

As you can see, their commitment to quality, reliability, and innovation fits well with our company philosophy and we are proud to partner with this company.



Product Spotlight

BASH Unbreakable Handle Technology

At Wilton, we are on a never-ending journey to create the highest quality, most indestructible tools on the market. On this journey we've managed to design and file patents for the world's most durable sledge hammer with Unbreakable Technology, revolutionary design, and engineered no-slip rubber grip. With the Wilton BASH backed by our \$1,000 Guarantee, we put our money where our mouth is. BASH Soft Face Hammers have drop forged heads hardened to 30 HRC. These are designed to mushroom when striking hard base materials, avoiding damage to the workpiece."

FEATURES:

Steel core design prevents breaking during overstrikes and resulting **injuries**.

Safety Plate locks head firmly to the handles, eliminating dislodging and resulting **injuries**.

No-Slip Grip textured handle provides a secure grip while striking.

Hi-Vis Green Head adds instant identification under any job site conditions.

Anti-Vibe Neck is ergonomically designed to prevent **injury** fom repeated job use.



Beware of Indiret Costs of Injuries

- **Any wages paid to injured workers for absences not covered by workers comp**
- **The wage costs related to time lost through work stoppage**
- **Adminstrative time spent by supervisors following accidents**
- **Employee training and replacement costs**
- **Lost productivity related to new employee learning curves and accomodation of injured employees**
- **Replacement cost of damaged material, machinery, and property**



Dynamic Sales Co., Inc.-
providing our industry
with contractor & industrial
supply solutions,
jobsite delivery,
inventory management,
pricing guarantees,
technical assistance, and
application advice. We
welcome your suggestions
and ideas on how we can
serve you better.



Dynamic Sales Co., Inc. -
Cornerstone of Quality
This reflects our foundation
in the industry, the
expanded product lines
we offer as a cornerstone
in Contracor & Industrial
Supply Solutions, and
most importantly our
values and belief in
The Chief Cornerstone -
Jesus Christ.

†JOHN 14:6

MATTHEW 6:33

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Welcome to Dynamic Sales!

We are a Christian, family owned, small business, established in 1966 by Wayne Henderson.

We are open Monday through Friday from 7:30am—5pm CST. Stop by to see our showroom or check us out on line at www.dynamicsalescoinc.com

Dodge Construction Outlook 2013

Total U.S. construction starts for 2013 will rise 6%

Private Construction

Commercial building will increase 12%, a slightly faster pace than the 5% gain estimated for 2012. Both warehouses and hotels will benefit from lower vacancy rates, while store construction will feature more upgrades to existing space and the derived lift coming from gains for single family housing. The increase for office construction will be modest, as new privately financed projects continue to be scrutinized carefully by lenders.

Institutional building will level off, following the steep 13% drop estimated for 2012. For educational facilities, K-12 construction will slip further while college and university construction should at least stabilize. Healthcare facilities are expected to make a modest rebound after this year's downturn.

The **manufacturing building** category will grow 8%, showing improvement after its 2012 decline.

Single family housing will grow 24% in dollars, corresponding to a 21% increase in units to 615,000.

Multifamily housing will rise 16% in dollars and 14% in units, marking healthy percentage gains yet slower growth than what took place during 2011 and 2012.

Public Construction

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