

# DYNAMIC NEWS

Cornerstone of Quality

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## Leadership

by Phil Van Hoosier

HERE'S A THOUGHT TO KICK AROUND FOR A MINUTE OR TWO. Think about the people you work with and around. How many of them can simply make you smile because they crossed your mind? These would be the people who are normally positive, upbeat and always willing to lend a helping hand. They're easy to talk to and they are interested in you and what you have to offer. Simply being in their presence tends to make you happier, encouraged and more optimistic about the future.

So have you thought of a few folks that fit the bill? If you have, you're lucky. In fact, I believe it's more than luck. If you believe there's a God in Heaven as I do, I suggest you take time regularly to thank Him for those very people who make your life better, more pleasant. Because those people are nothing short of a blessing to you.

But, unfortunately, you don't get extra credit as a leader for loving the lovable.

Take another minute to think about the people you work with one more time. This time can you think of anyone that just seems to bring out the worst in you. These are probably the people who are consistently negative, caustic and argumentative. They are difficult to approach when you need help and they are far more interested in their own issues than what others might be dealing with. Even on one of their few good days, if they walked into your office and said, "Good morning," you find yourself thinking, I'd like to slap the taste right out of their mouth!

Okay, so maybe I went a tad too far. Maybe you're not the type that fantasizes about physical aggression. Even so, I'll bet you understand

what I mean. Let me remind you again that you don't get extra credit for loving the lovable. But, this time you're in luck. You get double extra credit in life for loving (and working with and leading) those who are not so lovable.

There is a quote attributed to Abraham Lincoln, the sixteenth President of the United States, and a native Kentuckian, I might add, that I think leaders ought to know:

...you don't get extra credit as a leader for loving the lovable.

"I don't like that man," Honest Abe admitted, before adding, "I think I need to get to know him better."

That's the type of leader I aspire to be. The type of leader that can be honest about his feelings toward a particular individual and then soldier on anyway in a determined attempt to build a better leader-follower relationship.

Or course, the average manager or supervisor is more apt to say, "I don't like that man or woman, I think I will ignore them, separate myself from them or reassign them," anything but work to understand them and earn their respect.

I'm not going to kid you, there is nothing easy about earning respect. It takes hard work, commitment, selflessness, personal sacrifice, attention to detail and so many other rare human attributes as one strives to be consistent, make quality decisions and interact with everyone—all kinds of people. But those dedicated few who are willing to make such a commitment and then follow through, this I can promise you. The long term benefit of your efforts will be worth it. You will be guaranteed to earn the respect of those around you because you have accomplished what most can't and some won't. †



### PRESIDENT'S MESSAGE

HAPPY NEW YEAR!

I pray this letter finds you well and that you enjoyed a wonderful, meaningful Christmas celebration.

It has been a year of challenges, but more importantly, a year of opportunities and success.

Our new website has been launched. This took much longer than I anticipated, and we are still adding items and vendors, but to date we have over 20,000 items on line, with another 35,000 to be added in January, and we will continue to add items as we expand our lines.

We currently have nearly 100 vendors online. The site has been well received, and we have been getting traffic and sales inquiries from around the globe.

Half way through our fiscal year, we are experiencing sales growth and expect this trend to continue.

We are experiencing the silver lining of the economic cloud that appears to be lifting — to some degree. More on that in this newsletter.

Praise be to Christ for His provision. †





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.



At Dynamic SalesCo.,Inc., Service, Quality, Commitment, Integrity aren't just words, but a way of doing business that is at the core of our values and principles, have been since 1966, and always will be.

## Dynamic Sales & Flexovit Abrasives

DYNAMIC SALES AND FLEXOVIT HAVE BEEN PARTNERS FOR MORE THAN TWO DECADES, and it is no wonder, we share similar values in approaching business.

At Flexovit, we have many Points of Difference versus our competitors. Points such as:

- Made in USA products
- ISO certification that guarantees consistent products
- Factory-direct sales force that is authoritative in abrasives and abrasive methodology
- Automated manufacturing process
- Superior product performance that guarantees a significant cost savings



### EXPERTS IN SERVICE

This is Flexovit's NEW brand mantra, and we are proudly introducing it to you today. We do not want you to settle for anything less. For over 35

years, we have been able to demonstrate our product superiority, but we are much more than just "what's in the box."

We embrace Service as a part of the Flexovit product as well. We recognize that responsiveness and reliability are key to successful relationships. We are a company which is easy to business with. We know because our customers tell us so. More and more customers are realizing ALL of the benefits of a relationship with Flexovit – it's not just the abrasive products anymore. This is where we differentiate ourselves completely from the competition.

To be an Expert in Service means to do ALL of the little things, and we accept the challenge

See, like Dynamic Sales, Flexovit understands the importance of Service to their customers.

We embrace them as a valued, long-term partner in providing SERVICE, QUALITY, COMMITMENT, INTEGRITY to our business partners. ✦

### FLEXOVIT

## The Specification

THE SPECIFICATION, OR "SPEC", OF AN ABRASIVE GRINDING OR CUTTING WHEEL will indicate of how the wheel is designed to perform.

The chart shown here breaks down Flexovit's popular A30S specification and shows you the components of this and other abrasive wheels' specifications.

Each abrasive grain, or "grit" ("A30" denotes Aluminum Oxide 30 grit, in this example), within the wheel is joined together by bond material. The strength with which this bond material holds the



Abrasives Grain	Grit Size	Grade/Hardness
<b>A</b>	<b>30</b>	<b>S</b>
A = Aluminum Oxide	16 - Very Coarse	A - Extremely Soft
C = Silicon Carbide	30 - Coarse	P - Soft
CG = Ceramic	60 - Medium	S - Medium/Hard
ZA = Zirconia Alumina	80 - Fine	T - Hard
ZAC = Zirconia Silicon Carbide	120 - Very Fine	Z - Extremely Hard

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grain is known as the grade, or hardness, of the wheel. The measure of this strength is indicated by a letter grade ("S", in this example) These letter grades run from the extremely soft "A" grade to the extremely "Z" grade bonds.

"Hard" wheels are those with more tenacious bonds. These wheels retain each abrasive grain longer, resulting in slower wheel wear and more cuts per wheel. In general, a hard wheel is de-

signed to be used on soft materials, such as mild carbon steel and low grade stainless steel.

"Soft" wheels break down more rapidly, resulting in faster but fewer cuts of a better quality. This is because each abrasive grain is ejected before it becomes dull, and fresh abrasive grain is being exposed more regularly. In general, a soft wheel is designed to be used on hard materials, such as Inconel® and titanium. ✦

## FLEXOVIT

# Dimensions

BY DEFINITION, THE DIMENSIONS LISTED ON THE LABEL OF A BONDED ABRASIVE WHEEL REPRESENT the overall measurements of the wheel itself.

### Using 6" x .045" x 7/8" as an example:

The first number [6"] represents the outside diameter of the wheel. This number will be fairly close to the actual outside diameter of the wheel as measured, but will not necessarily represent the measurement exactly.

For example, one company's 6" wheel may measure 151mm while another company's 6" wheel may measure 148mm or 153mm. Yet they will all be marked as 6" on the wheel label.

The second number [.045"] represents the thickness of the wheel. The thickness dimension used on a bonded abrasive wheel label will typically be what the market refers to the wheel as. The

wheel in this example would be referred to by the market as an "0.045 thin cutoff wheel." The actual thicknesses may vary between 1.0mm and 1.5mm but these wheels will all be labeled as .045", which equates to exactly

1.14mm. Another example of

this is the 1/4" thick grinding wheels. Actual measured thicknesses may range between 6.3mm and 7.0mm, yet these wheels will all be labeled as 1/4" thick, which equates to exactly 6.35mm.



The third and final number in the example [7/8"] represents the arbor size. This is the only measurement that is a true representation of the actual size as measured as it is dictated by ANSI B 7.1-2000 "Safety Requirements for the Use, Care, and Protection of Abrasive Wheels". ✦



Dynamic Sales Co., Inc. – providing our industry with contractor & industrial supply solutions, jobsite delivery, inventory management, pricing guarantees, technical assistance, and application advice. A proven industry leader since 1966.



Dynamic Sales Co., Inc. – Cornerstone of Quality This reflects our foundation in the industry, the expanded product lines we offer as a cornerstone in Contractor & 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](http://www.dynamicsalescoinc.com)

# Private Construction Grows 0.7 Percent for Month; Commercial Edges Up 0.4 percent.

U.S. CONSTRUCTION SPENDING, at a seasonally adjusted annual rate of \$915.1 billion, hit a near 4-1/2 year high according to the Commerce Department. Strong private and public activity drove spending to its highest level since April 2009.

The U.S. Census Bureau of the Department of Commerce announced that construction spending, estimated at a seasonally adjusted annual rate of \$915.1 billion, was 0.6 percent ( $\pm 2.1\%$ )\* above the revised estimate of \$909.4 billion.

The figure is 7.1 percent ( $\pm 2.3\%$ ) above the 2012 estimate of \$854.0 billion.

During the first 8 months of 2013, construction spending amounted to \$581.9 billion, 5.9 percent ( $\pm 1.5\%$ ) above the \$549.4 billion for the same period in 2012.

### PRIVATE CONSTRUCTION

Spending on private construction was at a seasonally adjusted annual rate of \$640.5 billion, 0.7 percent ( $\pm 1.2\%$ )\* above the revised estimate of \$636.1 billion.

Residential construction was at a seasonally adjusted annual rate of \$340.2 billion, 1.2 percent ( $\pm 1.3\%$ )\* above the revised estimate of \$336.2 billion.

Nonresidential construction was at a seasonally adjusted annual rate of \$300.3 billion, 0.1 percent ( $\pm 1.2\%$ )\* above the revised estimate of \$299.9 billion.

### PUBLIC CONSTRUCTION

The estimated seasonally adjusted annual rate of public construction spending was \$274.5 billion, 0.4 percent ( $\pm 3.3\%$ )\* above the revised estimate of \$273.4 billion.

Educational construction was at a seasonally adjusted annual rate of \$63.8 billion, 1.3 percent ( $\pm 5.9\%$ )\* below the revised estimate of \$64.6 billion.

Highway construction was at a seasonally adjusted annual rate of \$80.6 billion, 0.1 percent ( $\pm 7.4\%$ )\* above the revised estimate of \$80.5 billion. ✦