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# UPDIKE UPDATE

USEFUL IDEAS VOLUME-REDUCED FROM LEADING PUBLICATIONS

## Valenite Merges with Walter

Effective January 1, 2010 Walter and Valenite have merged and all indexable products will be sold under the **Walter Valenite** name. Updike Supply has been a long time Walter distributor and we will now have the Valenite product offering that is merged into Walter. Of course we will also continue to offer the Walter Titex drilling and Walter Prototyp thread making product lines.

## M.K. Morse Saw

Updike Supply is pleased to now offer band, circular and hole saw blades from the M.K. Morse Company of Canton, OH. MK Morse has invested very heavily in the latest manufacturing technology which provides the very highest quality products at competitive prices. Delivery lead times are excellent and Updike will stock dedicated inventory for you for your immediate needs.

## Brady

We recently announced that Updike is selling SPC sorbents, a market leader. SPC is a Brady company; that has now lead to Updike becoming a distributor of the full Brady Corporation product offering.

Brady identifies and protects premises, products, and people with high performance labels, signs, printers, software, safety and facility identification products, precision die-cut parts and Lockout / Tagout and Arc Flash compliance products. **Let Updike and Brady help keep your employees safe and help you meet regulatory compliance issues. Contact us today.**

## Kennametal Erickson

Kennametal has been selling tool holders in North America for many years under the Kennametal brand and other brands in other areas of the world. With this global growth, Kennametal has now decided to market all holders under one name— **Erickson**. Nothing else will change. Same high quality at competitive prices; just the name will change.

## Why are 20+ companies discussing new inventory systems with Updike?

Frankly the difficult economic climate has opened a lot of eyes to past inefficiencies. When customers didn't want to buy new tooling they searched their shops and were shocked at how much excess tooling they found; vowing never to get this far out of control again.

As the economy has stabilized everyone is very cautious when recalling employees. Alternatives to adding indirect employees, such as tool crib personnel, are being given serious consideration.

**That's where Updike comes in. Our inventory systems ensure an uninterrupted supply of tooling while minimizing customer inventories and time. In fact, Updike often assumes many of these responsibilities, all at the same cost you have for tooling today with no additional fees or expenses.**

**We welcome Ray McNerlin and Melisa Robbins to Updike Ray joins the customer replenishment / warehouse team and Melisa's responsibilities focus on accounting and sales administration.**

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## Rally The Troops For Great Customer Service

Keeping employees motivated to consistently provide high-quality customer service is a monumental task for many companies. But it can be done. Here are a few tips:

- **Hire the right people.** The rule is you either hire smart or manage tough. Hiring smart is better, but it requires you to know what you're looking for and to recognize the skills and attitude you want. Look at experience, and listen to your gut.
- **Keep score.** If you don't measure performance, your team will be in perpetual warm-up mode. Let employees know what they're being measured on and how it's relevant to them, their customers, and the organization's bottom line.
- **Reward.** Make sure you reward the desired outcome. For instance, if you want your salespeople to create relationships and long-term accounts, reward them with back-end commissions.
- **Practice what you preach.** If you want a motivated customer-service rep, you need to be motivated yourself first. Are you genuinely excited about the work your group produces? You need to love your customers, because if you're not sincerely motivated yourself, you'll never motivate other people to provide service excellence.

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Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, far from discouraging, only adds to the joy and glory of the climb.

—Winston Churchill

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## What Color Is Your Message?

Colors express a multitude of emotions without a single word. Whether you're painting a sunset, designing a banner ad, a brochure, or even a web site, consider the powerful messages these simple shades can communicate:

- Red: love, beauty, blood, the heart, heat
- Orange: energy, enthusiasm, excitement, adventure
- Yellow: joy, positive feeling
- Green: nature, hope, luck, fertility (but also jealousy)
- Blue: peace, faithfulness, tranquility, the ocean
- Violet: royalty, wealth, power
- Pink: gratitude
- Brown: earth, home
- Black: death, mystery, power, elegance
- White: innocence, purity, reverence, safety (but also death in many Eastern cultures).

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## Change Management

Change Management is one of the most common reasons why organizations from the Private or Public Sectors approach Impact Executives for interim managers, who are skilled at handling the most complex of change management programs, sometimes across different geographies.

**Change can occur for lots of different reasons,** from the challenges of growth that an organization is facing, changing global markets, changes in strategy, technological change, competitive processes including M&A, customer pressures or shifting markets. Research shows that organizations are undergoing major change on average every 3 years. Smaller changes are occurring almost continually, and there are certainly no signs in the current economic climate that this will alter.

**Each change is unique.** But at the end of the day an interim manager has seen it all before and can draw on their immense change management experience, bringing with them sound program and project management experience. They will understand how to pre-empt stakeholder concerns and possess the leadership skills to effectively communicate, facilitate and coach those resistant to change. Hand-holding those who require it to cope with change, together with all the issues surrounding re-alignment, performance management and motivation.

**Above all, they will remember that everyone reacts differently to change and has differing fundamental needs that have to be met.** Change often involves a loss and people go through a 'loss curve' where expectations need to be managed realistically and fears need to be addressed.

Change management will often involve interim managers playing a leading role in introducing new structures and systems. Above all a seasoned Interim Manager will deliver a change management program on time and on budget.

Adapted from *Coping with Change* by Clive Sexton

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## Wanted!

**MORE** to improve, few to disapprove. **MORE** doers, fewer talkers. **MORE** to say "it can be done," fewer to say "it can't be done." **MORE** to inspire others with confidence, fewer to throw cold water on anyone taking even one step in the right direction. **MORE** to get into the thick of things and do something about it, fewer to sit on the sidelines merely finding fault. **MORE** to point out what's right, fewer to keep harping on what's wrong. **MORE** to "light a candle," fewer to "curse the darkness."

—Adapted from *Bits & Pieces on Leadership*

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## Put More Power Into Employee Praise

“You catch more flies with honey than with vinegar” is an old saying but one with a lot of truth.

When it comes to managing people in the workplace, or just getting along with your friends and your family, praise can be much more powerful than criticism or blame. Here are some simple guidelines:

- **Be authentic.** Any insincerity will tarnish the effect. Be clear on what actions or behavior you want to spotlight. Know the details. Don't overdo it (“That was the best presentation ever!”). Gee whiz.
- **Be specific.** People can't repeat the actions you're praising unless they know exactly what you're talking about. You don't have to go into exhaustive detail, but you should briefly explain what you're drawing attention to, and why.
- **Be timely.** Praise loses its impact if it's not delivered close to the event. Don't save it up for the monthly luncheon. Tell the person what you appreciate right away. And take your time. Don't rush away once you've delivered your message. Let the other person enjoy it for a while.
- **Be encouraging.** Praise makes people feel good, and it also reinforces behavior. Express your hope that the person will continue doing praiseworthy work. Thank the person for his or her efforts. This helps send the message that you'd like to see the person's performance keep improving along the same lines.

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## On Aiming High—And Rejecting Rejection

Businesswoman and author Deborah Rosado Shaw rose from poverty to create a multimillion-dollar umbrella-making business. A native of New York City, Shaw runs Umbrellas Plus LLC out of New Jersey. The secret of her success? As she described it in an Atlanta Journal-Constitution article some years ago, she has learned to play beyond the rules. Refused admission to law school 11 times, she learned how to survive rejection and went into sales, which she says led to the creation of her company.

She offers the following advice on getting ahead:

- **Be willing to sacrifice.**
  - **Get used to fear.**
  - **Know where you're going.**
  - **Enlist the help of a business coach or mentor.**
  - **Be creative about what you want.**
  - **Make noise.**
  - **Trade what's predictable for what's possible.**
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## ---IDEAS & FACTS---

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**RETIREMENT FACTS**

- 162 million people paid social security taxes in 2008.
- 805 billion total dollars social security collected in 2008.
- 615 billion dollars paid out in total benefits in 2008.
- 51 million people received social security benefits in 2008.

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**CREDIT REPORTS**

Credit scores can make a big difference in your bank and charge card interest rates and also in your auto and homeowners insurance rates. **Go to [www.annualcreditreport.com](http://www.annualcreditreport.com) to review your credit report and fix any errors promptly.** You can get a free copy of your report from each of the three credit bureaus every 12 months; Stagger your requests so you see a copy from one bureau every four months.

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## ---Thought Starters---

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**When you're flat on your back,**  
there's no way to look but up.

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**Caution is that which prevents one from buying an atlas until world affairs look more settled.**

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**There is a four-word formula for success that applies equally well to organizations or individuals**  
– make yourself more useful.

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**Those who complain about the way the ball bounces**  
are usually the ones who dropped it.

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**The fellow who thinks of himself as a wit is usually half right.**

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**When in doubt, mumble.** –Borens Law

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**Hanukkah** [December 11th to 19th].

**Winter** [December 21st to March 19th].

**Christmas** is Friday, December 25th.

**Kwanza** [December 26th to January 1st,2010]

**New Years Eve** is Thursday, December 31st.

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**New Years Day** is Friday, January 1st, 2010.

**Martin Luther King Jr Day** is Monday, January 18th.

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## Happy Holidays!!!!

As the holiday season approaches we want to thank all of our customers and friends for your support throughout this year. While it has been a difficult year for all, our continued success would not be possible without you.

Following is our holiday schedule:

Closed Christmas Eve & Christmas Day- Thursday & Friday, December 24th & 25th

Open News Year Eve Day (7:15- 1 p.m. only) - Thursday, December 31<sup>st</sup>

Closed New Year's Day- Friday, January 1st

Everyone at Updike Supply wishes you a very  
Merry Christmas and a Happy New Year!!!

While the past year has presented many challenges to everyone, we've found that truly how one views the situation makes a great deal of difference. We at Updike can't control the economy BUT we can work every day to continually provide exceptional service and value to our customers. In return, it seems, we are rewarded with additional business opportunities. We thought it appropriate to share the following with you:

*ATTITUDE by Charles Swindoll*

*"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company ... a church ... a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude ... I am convinced that life is 10% what happens to me, and 90% how I react to it. And so it is with you ... we are in charge of our Attitudes."*