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8241 Expansion Way, Huber Heights Ohio, 45424

PH: 937-482-4000

FAX: 937-482-4010

TOLL FREE: 877-264-8300

Email: Sales@UpdikeSupply.com

Web site: UpdikeSupply.com

UPDIKE UPDATE

USEFUL IDEAS VOLUME-REDUCED FROM LEADING PUBLICATIONS

Superior Customer Care Our Resolution— This New Year's and Beyond

We understand that our Customer Care- the customer service and applications support we provide from the beginning of an order to your successful use of the product is only as good as what **YOU**, the customer, perceives it to be. Therefore we will tailor our efforts to meet **YOUR** specific requirements. At a minimum, **YOU** can expect the entire Updike team to initiate dependable, proactive actions to ensure that you receive the right product, at the agreed upon time and price, with the applications assistance necessary to maximize its value to **YOU**. Each and every time.

SGS High Performance Milling

Z-Carb™ family of endmills: With unique helix geometry, Z-Carb™ endmills from **SGS** maximize stock removal and improve productivity in most milling operations. With a special chatter-resistant design that improves surface finish, the patented Z-Carb features unequal helix geometry. Each Z-Carb™ endmill is coated with Ti-NAMITE-A (AlTiN), one of SGS's proprietary PVD tool coatings for maximizing tool life and increasing speed and feed rates.

Z-Carb™ HTA for high-temperature alloys: For high-temperature alloys, the Z-Carb-HTA features geometric enhancements suited for difficult-to-machine materials, such as Inconel, Waspaloy, Hastelloy, Rene, A-286, Stellite and more. The Z-Carb-HTA endmill maximizes stock removal and improves productivity in most milling operations. Z-Carb-HTA is available in metric specific corner radius sizes.

Z-Carb™ CR specific corner radius: For applications requiring Z-Carb™ high-performance with a specific corner radius, the Z-Carb-CR is available with a variety of CNC-ground corner radii options available from stock.

Z-Carb™ MD endmills for mold & die applications: These unique endmills feature a chatter-free design that produces a smooth surface finish. Ideal for mold and die applications, the Z-Carb-MD provides a 200% improvement in tool life over the nearest competitive traditional product.

Updike Team Grows

We are very thankful that Updike Supply has experienced tremendous growth in the past year leading to over a 25% increase in employment. The two newest members of the Updike Supply team are **Sharon Feeser** and **Nadine Herrington**. Sharon is responsible for purchasing and inventory management, allowing **Amy Howard** more time with automated inventory management programs at our customers. Nadine will assist in the accounting and sales administration areas. **WELCOME!!!**

Motivate Workers To Bloom Where They're Planted

Results of a past *Wall Street Journal*/ABC News poll indicated that half of all Americans would rather be working at something else than their current professions. How do you motivate people who'd rather be elsewhere? Start by...

- **Encouraging workers to focus on the task at hand.** We all have other things on our minds—family crises, physical ailments, child-rearing challenges, upcoming vacations. And it's hard to be enthusiastic about your job when your mind is someplace else. Coach workers to stay in the moment by suggesting exercises such as counting the steps in a process and determining whether any can be eliminated, trying to best their time, or figuring out what they really like about a particular task.
- **Encouraging workers to focus on helping others.** It's always great to feel needed. Prompt workers to pitch in and help their coworkers, even if it's "not in my job description." Reward those who are willing to lend a hand by giving them their pick of assignments or putting them on the fast track to a raise or promotion.
- **Encouraging workers to embrace change.** When workers become dissatisfied it's often because everything around them is in flux and they're not happy about it. Since change is an inevitable part of life, counsel workers to expect it and learn to view it as something that keeps work fresh and exciting.
- **Encouraging workers to move on.** You don't want to lose valuable employees. But you don't want to hang on to those who aren't giving it their all. Why? Because a) you're being shortchanged, and b) one disgruntled worker can spoil the whole batch. If workers steadfastly resist your attempts to help them bloom where they're planted, maybe it's better for everyone if they find a new garden.

—Adapted from "You Can't Love Your Life if You Hate Your Work," by Thomas W. McKee, on the Advantage Point Systems Inc. Web site

"I could motivate my employees with fear. I could motivate my employees with incentives. What I have chosen to do, though, is to **motivate by offering the opportunity for growth and change.** When you offer the opportunity for growth and the chance for someone to change their life, you have an employee who is working with you, someone who sees your goal and their goal as the same one. Such an employee brings enthusiasm to the workplace that is hard to equal."

—Paul Siginaw, cofounder of Zingerman's Deli in Ann Arbor, Mich.

Talk Like A Leader, Be Seen As A Leader

Stop speaking the language of weakness. Overdosing on qualifiers, inserting needless filler phrases and giving wimpy opinions will destroy your authority. Add muscle to your words with these tips:

- **Cut the constant "I."** Starting with "I" undermines your power because you imply that whatever faults you describe are your problem, not theirs. For example, "I have a problem with the tech support manager, who doesn't organize time well" sounds as if you're talking about you. Saying, "The tech support manager doesn't organize time well" keeps the focus where it needs to be.
- **Talk tough.** Always say exactly what you mean, and don't habitually hedge your comments. For example, if the CEO asks you for your opinion about a business deal, don't say, "I feel it was a winner," or, "I really like how we handled it." Instead, make a specific observation: "It worked because we negotiated several key concessions," or, "We won by forcing his hand."

—Adapted from *Executive Leadership*

Tap Expertise Among 'Youngsters'

Problem: The young people in your organization know lots more about technology than some of your senior employees and executives do.

Solution: Suggest that those newcomers serve as "technology mentors" to those senior employees and managers, offering training and advice when needed. Your people will learn quickly... and 'youngsters' with the potential to lead will be identified in the process.

—Adapted from *Executive Leadership*

Put Your Problems Into Perspective

Help keep the day's minor catastrophes in perspective by rating them on a 10-point scale. Think of the worst problem or tragedy that's ever befallen you and classify that as a 10. Then as problems creep up during the day, assign them a number based on how they compare to your worst moment. You'll find that most of your day-to-day tribulations rank between 2 and 5. Once you see that you really are dealing with small stuff, it will be a lot easier to stop sweating.

—Adapted from "37 Stress Management Tips," on HealthyPlace.com

Tired of Falling Short of Your Goals? Try this!

Your goals should be challenging yet not impossible to reach. Devise achievable goals by following these steps:

- **Focus on performance rather than outcome.** Many people fall into the trap of setting goals over which they have no control. Actors, for instance, can commit to giving a great performance but they can't guarantee an Oscar win.
- **Strive to make incremental improvements.** Rather than setting whole-project goals, divide your ambitions into a series of steps. Achieving each interim goal should move you closer to the ultimate objective.
- **Devise goal statements that accentuate the positive.** Phrase goals so they declare what you will do rather than what you won't do—for example: "I will eat more fruits and vegetables" not "No more chocolate."
- **Put goal statements in writing.** Goals have more power when you commit them to paper and place them in clear view. Every once in a while you need to remind yourself what those goals are and determine where you stand.

—Adapted from "Personal Goal Setting,"
on the Mind Tools Web site

Wisdom—A desire not to butt into other people's business is at least 80 percent of all human wisdom... and the other 20 percent isn't very important.

—Robert Heinlein, *Stranger in a Strange Land*

A Formula For Losing

Be totally content, never take a risk. Every time you're tempted to do something, always ask yourself, "What will everybody else think?" Be totally inflexible, stay on course, no matter what. Fear change, and do everything you can to avoid it. Don't ever think for yourself; rely instead on others to make decisions for you. Do whatever it says to do in the directions, never try to think of a better way on your own. Set few goals, and keep the ones you do set fuzzy as possible, so you can keep changing them to match your progress. Let your attention drift, daydreaming and distraction will help make the time go faster. Don't invest anything of yourself in the job; instead, put yourself first in everything you do. And finally, memorize the formula TGE, That's Good Enough, to set a ceiling on the quality of your work or a limit on the time you spend at it. If you do all this conscientiously, you'll be well on the way to losing.

—Adapted from *How to Write a Speech that Moves Employees to Take Action*, by Brian R. Alm

---Thought Starters---

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Don't go looking for trouble,
there's enough to go around.

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Small doubt, small enlightenment;
great doubt, great enlightenment.

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There are many echoes in the world,
but few original voices.

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You know you're successful when people claim
that they went to school with you.

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Great minds discuss ideas. Average minds discuss events. Small minds discuss people.

.....

When wealth is lost, something is lost;
When health is lost, much is lost;
When character is lost, all is lost.

.....

Permissiveness is just neglect of duty.

TIP: Here's one way to improve your training program. Ask your employees to create a list of three skills they feel need boosting. Then use the most frequent responses as a guide when determining the most effective way to utilize your training budget.

New Years Day is Tuesday, Jan 1, 2008.

Martin Luther King, Jr. Day is Monday, Jan 21st.

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