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UPDIKE UPDATE

USEFUL IDEAS VOLUME-REDUCED FROM LEADING PUBLICATIONS

Welcome to Updike Update

Welcome to the inaugural edition of Updike Update. We will be publishing this newsletter every 1-2 months as a means of keeping you informed of new product introductions and specials, significant developments at Updike and other items of general interest. We hope you find it interesting and entertaining. If you have any comments or suggestions or would prefer to receive it via email please let us know at sales@updikesupply.com.

Thank You for Your Business!!!!

They are two words that can't be said often enough— especially when directed to you, our customers. What are they? THANK YOU!!

We are very fortunate at Updike Supply. Our business is growing rapidly and we have had the privilege of not only serving many of you for a number of years but also making a lot of new friends as we assist new customers. Each of us at Updike appreciates it very much and promises to do everything we can to continue to earn your business for many years to come. Thank you!!!!!!

Did You Know.....

...that through its nationwide distributor network Updike Supply has access to virtually any cutting tool or abrasive product line you might require? While we are very proud of the many quality lines we distribute, we realize that your specific requirements might dictate use of a different product. One source - save time and money. Call today!

Exciting News

We are extremely excited to announce that due to our tremendous growth Updike Supply has broken ground on a new facility. Our new home will be in the Centerpoint 70 Commerce Park at I-70 and Route 235 in Huber Heights, Ohio. This new location provides easy access to I-70, I-75, I-675 and Rt 4.

While our current facility has served us well, it simply has become too small. The new facility will be over 40% larger than our current building with room for future expansion. The layout and new equipment will maximize efficiency both in office and warehouse operations.

We are committed to making the investments necessary to provide the very best service and value for our customers. While the new facility is one example, recent investments include significant expenditures for upgraded computer capabilities and numerous automated inventory management systems for our customers' use.

New Addition to Updike Team

No investments are more important than those we make in knowledgeable, professional team members. That is why we have created the new position of Operations Manager and are pleased that Steve Taylor has joined Updike in that capacity.

Steve has extensive experience in inventory management programs as well as product and process applications. He will manage customer service and logistics at Updike. Please let Steve know how Updike can better serve you.

Consider A Flexible Management Style

If you and your company haven't adopted a flexible workplace, you might want to ask yourself why not. Previously a flexible workplace has been viewed as a perk to reward star performers or a way to help working parents manage the varied demands on their lives. **But a new study**, "Business Impacts of Flexibility," released by the Washington-based nonprofit Corporate Voices for Working Families challenges that view of flexibility. **In the study**, 28 large American businesses report that flexibility is not just an accommodation, but also an important management tool that helps companies improve the bottom line. As a matter of fact, the study reports that flexible workplaces can impact business outcomes in several ways. Here are four areas of business management that flexibility can impact positively:

- **Talent management.** Research shows that flexibility can help companies hold on to key talent. Flexibility saves millions of dollars for companies each year in preventing turnover of talent.
- **Human capital output.** Research shows that even small measures of flexibility in how and when work gets done creates greater job satisfaction, higher commitment and engagement—lower levels of stress. These outcomes often translate into quality innovation, customer-retention and shareholder value.
- **Financial performance.** Flexibility has been shown to increase financial performance and productivity.
- **Lower rates of burnout.** Employees who have access to flexibility tend to avoid burnout as opposed to those who do not have access to flexibility.

The bottom line is that flexibility is a powerful management tool, and it helps companies reach their goals.

—Adapted from First Draft

Thinking Multifaceted

A leader manages by thinking multifaceted. Leaders are able to handle a variety of projects at one time. Their thoughts are organized into a series of channels. They are able to select the correct channel, tune their mind to it, immediately evaluate the status of it, and then receive or give information about it. The next phone call or other input is about another project. Again they switch to the appropriate channel and effectively handle the situation. The person who can only think in singular terms will have great difficulty in being a *true* leader.

—Common Sense Leadership by Roger Fulton

The Power Of Your Name And The Words You Speak

We all have the chance to influence people's lives. Sometimes it just takes a few well-chosen words to plot the path a life will take. There's no better example of this than the story of the great boxer Muhammad Ali. According to Gregory Allen Howard on the official Muhammad Ali Web site, in 1954 in Louisville, KY, Ali—then 12 years old and known as Cassius Marcellus Clay—was the victim of a petty crime. His bike was stolen while he was at a gym. The young Cassius located a policeman in the gym. That policeman's name was Joe Martin. **Cassius was ranting** and saying that he was going to "whup" whoever had stolen his beloved bike. Martin, not knowing he was about to set the trajectory of a young boy's life said: "You better learn to box first." In just a few weeks, Cassius, at 89 pounds had won his first bout. Muhammad continued his new found career in the boxing ring for another 27 years, winning an Olympic gold medal, becoming the heavyweight champion of the world and ultimately inspiring millions. Speaking of millions, Ali recently sold 80 percent of the marketing rights to his name and likeness to a firm for 50 million dollars.

Common sense is the knack of seeing things as they are, and doing things as they ought to be done.

—Josh Billings

Make Every Interaction Count

In addition to passing on information or delegating tasks, use each interaction with your employees to motivate them, too. Try setting two goals for every meeting or conversation:

1. **The business goal.** Explain whatever topic or task is at hand.
2. **A relationship goal.** This could be building confidence, increasing trust, or supporting an employee's efforts to increase his or her own skills.

Ask yourself, "What can I say or do that will help the employee walk away more ready and more willing to do what he or she has to be assigned?"

—Adapted from *How to Use Power Phrases...*, by Meryl Runion (McGraw-Hill)

Reason and judgement are the qualities of a leader.

—Tacitus

Utilize Your Customer Info To The Fullest

Successful businesses follow a consistent pattern for generating and updating a customer profile database. While strategies may vary, companies should be tracking as much information about their customers and their purchases as possible. Having access to a single, current customer profile database will allow virtually any business (large or small) to analyze, forecast, communicate with and/or conduct any type of marketing campaign in short order. If your salespeople keep their own customer database to themselves, then it's time for change. If that information is not accurate or up-to-date, it's time for change. If your company is lacking in this area, now is the time to implement that change and track these basics at every stage of the game:

- **Customer information.** Customer name, customer location, type of business, Web site, size, time/date of contact.
- **Customer contact information.** Bio-sheet, contact name, contact information, job title.
- **Sales information.** Products purchased, quantity, date & time, dollar amount of sale.

These are just some of the basics to record and track. Information is knowledge, and knowledge is a powerful tool if used properly under the right circumstances. The time it takes to create and periodically update your customer profile database will be rewarded over and over as long as you utilize it to the fullest.

ASSETS—Each of us possess amazing resources of knowledge, wisdom, and creativity. Our organizations need to learn to respect, nurture, and accommodate this wealth of human capital.

—Jeffrey S. Nielsen, leadership consultant

Stop With The Negative Ways!

If you're at the office and you start to feel negative for any reason, it's probably best to stop whatever you're doing and take a short respite. Break the negativity by getting up and stretching. Go get a drink of water or take a short walk if possible. Change your environment slightly and try to find a quiet place to sit by yourself. The point is to stop any stimulation that might be making you feel bad and start something else that has the potential to make you feel better.

---Thought Starters---

The Law of Coffee: As soon as you sit down to a cup of hot coffee, your boss will ask you to do something which will last until the coffee is cold.

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Seeds of kindness grow the deepest roots.

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Step on someone's hopes—and you trip.

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Jump *on* opportunities, not *to* conclusions.

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Ignoring an awkward truth, does as much damage as fabricating a comforting lie.

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Law of the telephone: When you dial a wrong telephone number, you never get a busy signal.

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Time never stops, yet it does come only one day at a time.

.....

On Perseverance

There are pearls in the deep sea, but one must hazard all to find them. If diving once does not bring you pearls, you need not therefore conclude that the sea is without them. Dive again and again. You are sure to be rewarded in the end....If your first attempt proves fruitless, do not lose heart. Persevere in your efforts....

—Sri Ramakrishna

Astronomy Day is Saturday, May 6th.

Mother's Day is Sunday, May 14th.

International Jazz Day is Saturday, May 27th.

Memorial Day is Monday, May 29th.



Major Product Lines – by Manufacturer

Indexable Tooling/Inserts

Inserts/Indexable Tooling

- Kennametal
- Walter
- Manchester
- LMT-Fette
- Dapra
- Metcut
- Allied Machine
- P.H. Horn
- Circle
- Scientific Cutting Tools
- Advent

Carbide and HSS Cutting Tools

Carbide and PCD tipped

- Kennametal
- SGS
- OSG
- Guhring
- M.A. Ford
- Melin
- Niagara
- Superior
- Onsrud
- Hannibal
- American Carbide

HSS & Cobalt

- OSG
- Guhring
- Vermont Tap
- Melin
- Brubaker
- Niagara
- Emuge
- Keo
- Amada
- Precision Twist
- Balax
- Lavalee & Ide
- Simonds
- Minicut International
- LMT-Fette
- Regal Cutting Tools
- Hassay-Savage
- Dormer

Metal Finishing – Coated, Non Woven and Bonded Abrasives/Brushes

Vitrified and Resin Bond/Dressing Tools/Accessories

- Cincinnati Tyrolit
- Radiac
- Hermes
- Modern Abrasives
- Riten
- Citco
- Desmond-Stephan
- Sopko
- PIC

Super Abrasives

- Cincinnati Tyrolit
- Citco
- Hermes
- Universal
- Amplex
- Diagrind
- Di-Coat
- Engis

Coated & Non Woven Abrasives/Brushes

- 3M
- Standard
- VSM
- Pacific
- Superior
- Arc
- Weiler
- Pferd
- Maryland Brush
- Osborn

Coolant/Metalworking Fluids/ MRO Chemicals

- Blaser Swissslube
- ITW Acculube
- ITW Rocol

Tool Holders/Work Holding/ Gages & Measuring

- Kennametal
- Lyndex
- Command
- Te-Co
- Toolex
- Jergens
- Techniks
- Schunk
- Positrol
- Pratt-Burnerd
- Dillon
- Buck Forkardt
- Fowler
- Mitutoyo
- Glastonbury/Southern
- Vermont Precision
- Hitco

General Industrial/Safety Supplies

- 3M
- Kimberly Clark
- Dynabrade
- Boss Mfg.
- EAR
- Kennedy Mfg.
- Royal
- Apex (Cooper)
- Wilton/Jet Machinery
- Loc-Line
- Precision Brand
- Lista



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COMPANY

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