



Belt Line

A publication of NIBA-The Belting Association

A CEO's Review of NIBA Technical Training Seminars

by Stephenie Davis, CEO of Davis Industrial

Stephenie Davis is the Chair of NIBA's Education-Technology Committee. She attended NIBA's spring Technical Training Seminars alongside her team to discover if they really are worth the investment.

As Chair of NIBA's Education-Technology Committee, I wanted to see how we could improve our educational course offerings for our members. As a CEO, I wanted to see what I was signing my employees up for.

Would it be worth the investment? Would they gain anything from it that they could bring back to the team and implement?

Even though 100% of the spring course attendees said they would recommend the program to others, I put my chair hat on and set out to discover what we could do to improve the experience. As CEO, I wanted to see for myself what all the hype is about. How exciting can Track, Train, and Troubleshoot (3T) be? So, I packed my bags and headed to the 3T Training in Calera, Alabama, the self-proclaimed "Heart of Dixie" which happened to be home to our host quarry, Carmuse Lime & Stone.

Track, Train, and Troubleshoot

We were greeted the first evening at the local Cracker Barrel for the "Meet the Trainers" dinner, where Dick McConnel, Buddy Wilson, Mike Hesslau and Brad Bundy introduced themselves and got to know the attendees in advance of the next day's training. The following two days were a whirlwind of information taught by true experts. Two of our survey responders said it: "They covered a wide range of topics, everything that comes to mind when you think of conveyors" and "I enjoyed the whole view of how every part makes a happy or unhappy belt." After all, nobody wants an unhappy belt.

It was rapid-fire education in an easy-to-consume style. In the classroom sessions, Buddy Wilson demonstrated belt tension



forces by asking attendees to hold their arms high above their heads in a W pattern while he pointed his finger to his nose animatedly with every correct answer. At the onsite visits, attendees walked the systems collaborating, surveying, and documenting issues impacting the plant operations. The debrief upon return to the classroom showed that the information taught had really made an impact. I left the training feeling pleased and also perplexed about how we can improve the program for the fall courses.

Key Principles and Best Practices of Lightweight Belting

The following week, I traveled to the bustling town of Grand Rapids, Michigan, which is evidently the "Center of Office Furniture Manufacturing." Who knew?

I approached the Key Principles and Best Practices of Lightweight Belting course, held at Flexco's stunning new facility, in the same manner I had for 3T: As a chair — How do we improve? As a CEO — What are my people going to gain from this?

Again, I was pleasantly surprised at how



President's Message



Rich Holderman
NIBA President

Registration numbers for NIBA 2022 are looking promising. We are also seeing increases in new member applications. Rooms are limited. Book your room now at the JW Marriott San Antonio Hill Country Resort if you haven't already.

At NIBA 2022, we also plan to try some new things based on member feedback. The Annual Business Meeting will have a new format, there will be more time scheduled for the Women of NIBA and First Timer events, and our Monday - Friday schedule will include plenty of space for business meetings. We are always looking for ways to improve the member experience and build on last year's great event.

The NIBA Board of Directors met in June for their annual summer meeting. The Board discussed plans for NIBA 2022 as well as other topics, such as committee reports, finances, staff performance, award nominations, and technical education. We also approved the Nominating Committee's slate of officers for the next term. I would like to sincerely thank Jonathan Morgan, Jenny Dakos and James Leach for their service as Board members. We have a very strong slate of new candidates and I'm excited about the future. The Board is always looking for new members who are interested in serving. Please reach out to me, the staff or any of the Board members if you are interested.

Next, I would like to thank, Jonathan Morgan for his leadership, dedication and service to NIBA, but more importantly, for being a great colleague, partner in crime and, most of, all my friend over the last 5 years. NIBA is a better association because of JJ.

Last, I would like to thank Flexco for hosting the NIBA Lightweight Basics class in Grand Rapids this spring. The class was sold out and received very high reviews. Thanks to our trainers – Don Rabb, Mike Wieland and Chad Ackerman – for their contributions and commitment to continuous improvement. The 3T class was also hosted this spring in Birmingham Alabama. It was also sold out and the trainers – Buddy Wilson, Dick McConnell, Brad Bundy and Mike Hesslau – again delivered a high-quality experience for the attendees. NIBA is in the process of scheduling four in-person technical seminars in the fall and registration is forthcoming.

Please remember that NIBA member companies and their employees have complimentary access to over 100 online resources at www.niba.org/learning-library. ●

Technical Training

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Chad Ackerman, Don Rabb, Mike Wieland, Sander Romers, and Mark Green could capture the attention and interest of almost 30 people for two straight days. After a half day of getting the basics of lightweight belt types and constructions, we visited Uni-band's facility where they were in the process of mixing the compounds and manufacturing the belting. The attendees raved that this was one of the best parts of the training as it pulled together everything they had learned that morning and set the baseline for the hands-on portion of the training the following day.

It was great to see the mix of attendees learning and collaborating — from those on only their second day of work, to those with more than 30 years' experience in the industry. It didn't matter that some were in sales or management or even field technicians, they all discovered something new. Even my heavyweight salespeople devoured the information and said it truly opened their eyes to the possibilities out there.



I'll never forget Don Rabb's "Junk in The Trunk" presentation — a real-life demonstration on how to approach and be prepared for a sales call. He kept it educational while still upbeat and fun.

From the chair perspective, I was excited to see the involvement from every member of the audience. Maybe they were all vying for that \$500 Rubber Ron Scholarship in 3T and the Steve Fournier Scholarship in lightweight training. You could see the interest in their note taking and the questions they were asking. I knew our attendees were

in good hands and getting great value from the training and the take-home materials.

From the CEO perspective, it was the answers to the questions, the knowledge and experience of the trainers, and the hands-on demonstrations that gave me confidence my people were in good hands. And I was able to see the fruits of that investment immediately upon their return. We sent employees from management, sales, and service; they all came away saying they would highly recommend these trainings for employees at any level of an organization. We will definitely send several attendees in the fall.

What I learned on behalf of NIBA, is that we need more training programs like these. The NIBA Education-Technology Committee is working diligently on developing NIBA's online certificate courses and we welcome your suggestions for those, as well as future in-person trainings. Perhaps, an advanced lightweight course and some application-specific training for both heavyweight and lightweight is to come. Let us know what you think.

The trainers and courses were so engaging we had volunteers to review the courses afterwards. Check out the recap videos. ●

NIBA 2022 Highlights

World-Class Golf, City-Wide Tours, Special Parties

Every NIBA Annual Convention is packed with exciting elements.

From the beloved Expo to can't-miss networking and unforgettable social events (remember Frank Sinatra?), each Convention features everything you need to do business and have fun.

NIBA 2022 is no different.

Check out some of the top highlights you'll experience this year.

NIBA Expo. The Expo is your premier opportunity to meet with business leaders from all aspects of the belting industry. More than 90% of attendees say the Expo is their favorite part of the Annual Convention. Come find out why.

Golf Outing. The NIBA Golf Outing will take place onsite at the TPC San Antonio Oaks Course. TPC San Antonio is host to the Valero Texas Open – the third oldest PGA Tour tournament. It features 36 holes designed by two of the world's most talented and respected golf course architects: Pete Dye, considered by many the most influential golf course architect of the past five decades; and World Golf Hall of Fame member Greg Norman.

Highlights of San Antonio Tour.

Take a break from business and explore your host city to see the top must-sees of San Antonio. The tour includes a self-guided tour at the Alamo, a private Barge tour through the famous Riverwalk, plus free time to explore the Historic Market Square. Transportation included. Additional fee applies.

Women of NIBA Reception. Join the female-only community of women leaders from around the belting industry. The inaugural Women of NIBA Reception was a smash in 2021, and you won't want to miss it this year.

Next Gen Pool Party. If you are under 40, you are invited for an afternoon full of fun and additional networking opportunities! Included with all registration types, but please select for headcount. ●

Keynote: Beat the Odds In Business and Life

Sandy Gennaro, a world-class rock and roll drummer, and has toured the globe and recorded with world-renowned artists: Cyndi Lauper, Joan Jett and the Blackhearts, Bo Diddley, The Monkees, Michael Bolton, and The Mamas and Papas to name a few.



Sandy will lead you through:

- Methods that Hall of Fame Rock Stars use to stay relevant and create career longevity such as adapting to change
- Ideas to generate an ever-growing, multi-generational customer "fanbase"
- Methods to cultivate trust and transparency with colleagues and employees
- Ways to create a spirit of service and altruism within yourself and throughout your entire workforce
- Ways to establish and maintain a positive mindset regarding yourself, your job, and your future
- Ways for leaders to empower their people with the freedom to make informed decisions and be creative in solving problems
- Tools to nurture and create a culture of improved communication and relationships at work and at home

NIBA  **2022**
SAN ANTONIO, TEXAS **SEPTEMBER 27-30**

The Annual Convention of NIBA - The Belting Association

Member News

News submitted by and for NIBA members

Personnel

Flexco appointed **John Hein** to the position of Regional Sales and Distribution Manager. In this role, Hein will provide leadership and coordination of Flexco Territory Managers and Field Specialists in the Western Region of the United States and Canada.

AFM Industries wishes a happy birthday and retirement to industry legend **Tony Landers**. Tony has enjoyed staying involved in the industry for so many years and in August he will celebrate his 90th birthday before retiring and moving closer to his family.

Mergers and Acquisitions

Marubeni Corporation announced a new North American combined company and executive team. The new company will provide oversight of Marubeni's conveyor belting supply and service assets in the United States and Canada by merging Belterra Corp and All-State Belting Co.

Janice Stasiuk, who is the current President and CEO of **Belterra Corporation**, will be promoted to the role of CEO for the new company. Other position changes include:

- **Sergio Restagno**, promoted to Chief Operating Officer of Belterra Corporation, with oversight of our Canadian operations.
- **Kevin Gaer**, promoted to Chief Operating Officer of All-State Belting, with oversight of U.S. operations.
- **Ivo Beljo**, Vice President of Business Development-Canada.
- **Doug Berner**, VP Sales & Marketing in the U.S.
- **Cody Bissett**, CFO North American operations
- **Yuhei Iwata**, VP Marubeni
- **Zen Sato**, VP Marubeni
- **Akira Hata**, COO All-State Belting

Recognition

Motion Industries, Inc. named Gates Corporation "2021 Supplier of the Year." The award recognizes companies that have shown exceptional commitment to Motion through quality products and services, as well as earning the highest score in the multi-faceted Supplier Stratification rating system.

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NIBA Foundation Awards Scholarships to Eight Students

We're pleased to congratulate this year's winners of the Memorial and Presidential Scholarships. The following students showed exemplary commitment to their communities and education. Memorial Scholarship winners receive \$2,000 and Presidential Scholarship winners receive \$4,000 each.

Presidential Scholarship

María Teresa Cárdenas Ganfornina

"The fundamental pillars of my life as a student have always been my parents, who have supported me in every decision I ever made, although I was not a hundred percent sure about it. They are the only ones that are really available in every moment of every day, no matter if they are ill, if it is four in the morning or they have had the worst day of their life. And that commitment is the one that keeps me going without looking back. And they are the ones that I will reward most in a not-so-far future, making sure that they are proud of building me up as the person that I am today."

Emiliano Mendoza

"Leadership can be defined as a process of social influence, which maximizes the efforts of others, toward the achievement of a goal. This attribute is an exceptional quality that not everyone has and the ones that do are fortunate to have it. But just because you have this attribute does not mean that you are special, it is what you do with the characteristic and the outcomes that occur that make the difference between you and others."

Kate Roseburrrough

"When we look at the people in this world, we can see how diverse we are. We all have our individual thoughts and feelings which can lead to each of us striving for drastically different goals. Why does this happen? I believe that one of the biggest influences of our future is our past."

Kylee Foley

"Ever since the beginning of high school, I typically take the leadership role in everything I do. Every sports team, musical activity, church activity, and more, I have always been viewed as a leader by my peers around me."

Cody Robert Nantz

"Watching a loved one succumb to end-stage liver disease is life-changing. It took my uncle's life slowly and painfully. Watching this disease slowly overtake his body was saddening to witness, and his death also changed my life in how I viewed drug abuse. I started to research statistics of drug abuse in West Virginia, and I found that my state ranks approximately second in the United States. My uncle's death, and its effect on my family, prompted me to be part of making a positive change within my community."

Katie Chace

"A leader can be defined as a person with the ability to guide, lead, and influence others in a positive way. Leaders exist in school, in the workforce, and even out in public. I have always been drawn to leadership positions, but it was not until I became a leader in those types of settings that I really saw how important strong leaders are to every aspect of life."

Memorial Scholarship

Alex Goodall

"Attending college, I would like to major in automotive technology. There will always be a need for automotive technicians or mechanics because we have depended on them for the past 100 years in our daily lives, in war, and to expand our technology further. We have depended on them for decades and we will depend on them for centuries to come."

Dillyn Sanchez

"I had my first lesson on leadership with my dad. We were going to pour a front porch at our house. Throughout the years we have done many other projects together and I have learned from my dad how to be a good leader." ●

Member News

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Education

Martin Engineering launched their on-line Foundations™ Learning Center. It draws from the collective knowledge and expertise gathered over nearly 80 years solving bulk handling challenges. Aimed at apprentice technicians and experienced engineers alike, the non-commercial information is offered at no charge and is accessible by computer, tablet, or smartphone.

Flexco announced the addition of Segmented Transfer Plate (STP) Installation School to its lineup of educational offerings. Those who attend the two-day, instructor-led program will receive application-based knowledge, as well as troubleshooting tips for installation and maintenance to ensure optimal performance.

Partnerships

Beltservice Corporation announced that they are now the exclusive aftermarket supplier of the Nitta LVR-60 belt in the United States and Mexico.

Products

Beltservice Corporation introduced their new MOVEX Zero ATP Pro. The Zero ATP Pro uses a micro-pitch 510 series belt to connect conveyors and guarantee smooth product transfer with limited structural work.

Habasit introduced new and improved TPU food belts. The FMB-5EMCT-W2 and FMB-5EMWT-W2 feature greater longitudinal flexibility, excellent layer adhesion, expanded operating temperature range, longer service life, and a lower environmental impact.

Motion Industries, Inc. announced the formation of its fluid power business brand: Mi Fluid Power Solutions (Mi FPS). Mi

FPS's main focuses are hydraulics, pneumatics, lubrication, filtration, process pumps, precision industrial tooling and factory automation products.

Facilities

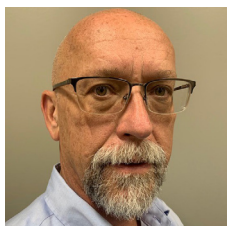
Richwood has acquired a new 27-acre campus with over 140,000 sq ft. of production and office space in Ashland, Kentucky. Richwood has also expanded its Arizona operations with a new warehouse facility in Safford.

Beltservice Corporation is expanding their Charlotte facility. This addition will add 25,000 sq. ft. of space dedicated to housing their modular plastics division.

Schlatterer Esband will initially be operating a sales and distribution center at 2400 Pari Way in Midlothian, Virginia. Schlatterer Esband produces and sells drive belts, conveyor belts, special belts, garniture tapes and suction tapes under the "Esband" brand. ●

NIBA Member Spotlight

Randy Scofield at Midwest Rubber Service & Supply



Randy Scofield

*Randy Scofield,
Director of
Operations, Midwest
Rubber Service &
Supply Co.*



Tell us about your company

We are a second-generation, family-owned business that has operations in the United States, Netherlands, and China. Our core business is supplying critical wear parts to facilities that use conveying, floor cleaning, and processing equipment. Midwest Rubber was built on delivering reliable

service and problem-solving solutions to customers and maintains that focus today. In our 46 years of service to the market we have built capabilities to support material selection and development, fabrication, sourcing, distribution, field testing and installation of belting products.

Describe what you do on a day-to-day basis

I have been with Midwest Rubber for more than 10 years. I guide our production, supply chain, engineering, and warehouse teams. Along with that I work closely with our sales team to support organizational strategies.

What was your first industry job and how did it lead you to where you are today?

I was first introduced to the industry when I came to work for Midwest Rubber back in 2011 as a purchasing manager. I credit many of belting manufacturers for teaching me many aspects of the market along with my fellow colleagues. This has resulted in many opportunities to fuel my personal growth.

What is the one piece of advice you wish someone had given you before you started in the belting industry?

Get involved with NIBA right away! There is a plethora of knowledge out there and many that want to share it.

How did you hear about NIBA?

Midwest Rubber Service & Supply Co. has been an active member for many years. We have had other employees participate with varying committees and quickly learned from them about the organization.

How has NIBA impacted you, both personally and professionally?

I believe our economy is driven by effective relationships that are built on trust, which is the one thing that changes everything.

In your opinion, what sets NIBA apart from other associations?

NIBA does a nice job at encouraging business interests that are embraced by many in the markets we serve, allowing us all an opportunity to learn.

Why should someone attend the NIBA Annual Convention?

It's an opportunity to get engaged with those who have a strong passion for the conveyance industry. Each year I attend, I walk away with newfound knowledge and new friendships that can be of assistance down the road.

Tell us about your favorite moment from a past NIBA Annual Convention

There are many memories, from the record temperatures and bull riding in Scottsdale to the dinner cruise in Washington, D.C. But the 2021 keynote speaker Jesse Cole was a fun one. He kept the crowd entertained, and many side bar conversation were conducted throughout the remainder of the convention about that presentation.

What is the belting industry's biggest challenge?

Challenges to me are better stated as opportunities. We continue to face the opportunity to get younger talent to join our industry. I believe the technology they've been exposed to could help improve a company's operational efficiency/effectiveness resulting in excellent experiences for both uses and customers.

How can NIBA help to resolve it?

Continue to execute NIBA's vision and mission. Be nimble enough to pivot on strategic outcomes to position NIBA for continued success.

Why should someone build their career in the belting industry?

The industry serves many aspects of our global economy. Food processing helps feed the world with delicious and healthy foods. Building and construction help create functional and beautiful buildings. And then there's specialty manufacturing — remember those mylar balloons that help us celebrate moments in time? That said, how could one resist becoming a part of the belting industry family? ●



At a Glance

Member Totals

Distributor Fabricators.....	135
Manufacturers.....	102
Affiliates.....	12
Total.....	249

New Members

- Binkleman Corporation
- Beltex, Inc.
- Viking Aggregate
- Comercial Química Massó, S.A.
- 4-Belt srl
- Smiley Monroe, Inc.



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