

# Distributor Spotlight

## BELDEN BRICK SALES

**F**ounded in Detroit in 1930 as a Factory owned Distributorship, 2010 marks the 80th anniversary of The Belden Brick Sales Company. In 1991 Belden Brick Sales Company moved to a new facility on 1 acre of land in the Detroit suburb of Fraser. Most of the companies sales were Architectural sales, it wasn't until 2007 that Belden Brick Sales made the move into the retail market while continuing to maintain it's architectural sales roots.

This was the result of two nearly simultaneous events. First, a nearby competitor known for an extensive selection of masonry supplies, closed their doors after 100 years. Second, the lumber yard on 3 acres of property adjoining Belden Brick Sales closed after 70 years, paving the way for acquisition. It meant more warehouse and yard space and allowed for expanded inventory. Next, Belden Brick Sales hired Mark Krus, a long time masonry supply expert to manage the newly remodeled Lumber yard office. With expanded product lines, a new showroom, extensive paver displays, and a new limestone shop to custom cut window and door sills, Belden Brick Sales almost over night entered the masonry supply business.

The original north Fraser office houses the 5 person Architectural Sale division while the south lumber yard office is home to a full service retail supply store. Although hard times have hit the Detroit market, Belden Brick Sales has positioned themselves to capitalize on the return of a more favorable business climate.



### A sampling of recent high profile architectural projects and the corresponding sales person follows:

Greektown Casino and Hotel with matching thin brick on the parking deck

*Jeff Van Hee*

New Marysville High School

*Scott Hosking*

New Harper Woods High School

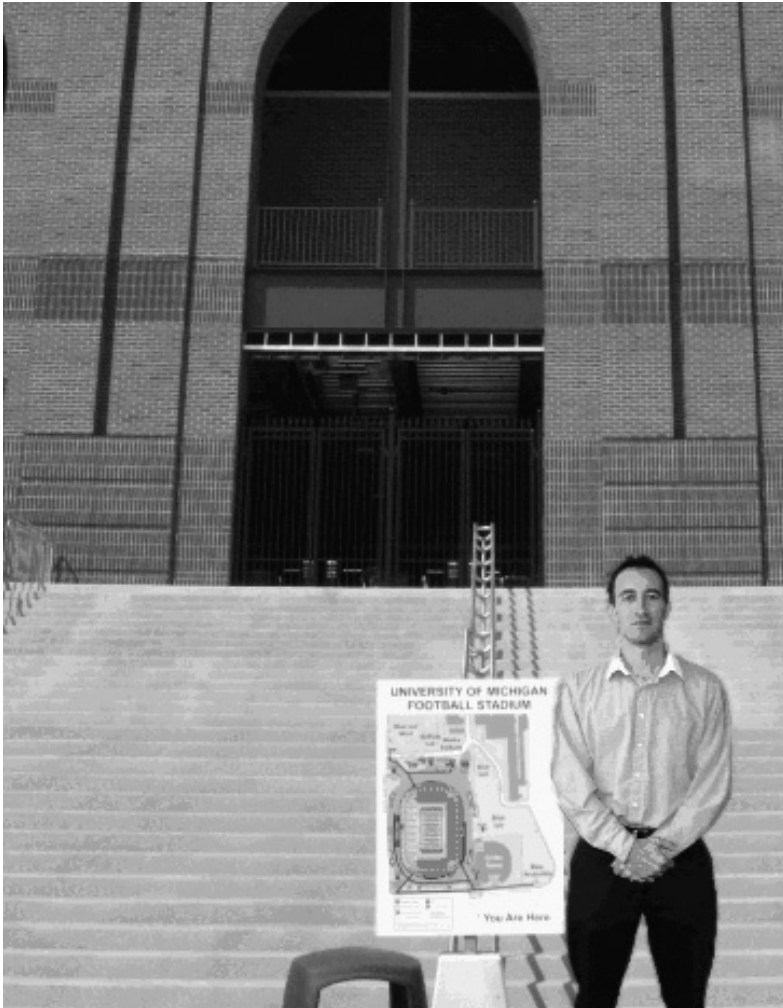
*Isabelle Bonello*

Book Cadillac Renovation and addition, custom blend to match brick nearly 100 years old,

*Richard Winski*

And the "Mother of all Brick jobs" New University of Michigan Football Stadium, over 2 million custom blend brick

*Dave Lacovic*



*Standing (left to right): Jeff VanHee, Jerry Wisnant, Richard Winski, Ken Pomante, Mark Krus, Scott Hosking, Mike VanPoppelen, Joe Haxer*

*Seated (left to right): Raquel Rodriguez, Isabelle Bonello, Jeff Sayers*

*Not Pictured: Dave Lacovic, Sharon Woodward, Mary Dacey*

### Improving Lead Management ... continued

In order to improve the flow of information related to jobs, we will be implementing a variety of new tools this year. The first improvement will be active alerts regarding JPFs that are approved, but haven't had any activity. Beginning in April, we will be automatically generating notifications to dealers on these jobs to alert dealers to important dates and requesting updates to jobs that have not secured an order. The second improvement will be to track the reasons why JPFs cancel or expire. We would like to know why so that we can improve our efforts to secure more orders in the future. Please take a few moments to respond to these notifications and update the dates or provide the reason why the job fell through. Thanks!

## Importance of Samples and Job Names

Samples are the lifeblood of most dealers. The Belden Brick Company provides the highest rated samples in the industry for quality and color match. Our dealers know that quality in the eye of the customer is all about matching that sample. No brick company does more to monitor the quality and consistency of their products than The Belden Brick Company, that's why Belden remains "The Standard of Comparison."

One of the many reasons that we provide such a high quality product is that we pay attention to the details. Our order process asks for information that many other manufacturers neglect to pursue. As a result, we satisfy our customers and ultimately your customers better than anyone in the industry. Ultimately, the quality of the job comes down to the diligence and care of the manufacturer, the dealer, and the contractor in their roles supporting the project.

For the Belden Brick Company, that process starts with tracking the development of the job and ends with the finished project photos. We rely on accurate information from our dealers to produce the product that will satisfy our customers and that's why we pay close attention to the sampling process and the job name.

At the Belden Brick Company, we maintain records on every production run and every sample made

## 2010 Graduating Class



## Annual Sales Training Class March 29th, 30th and 31st

### Importance of Samples ... continued

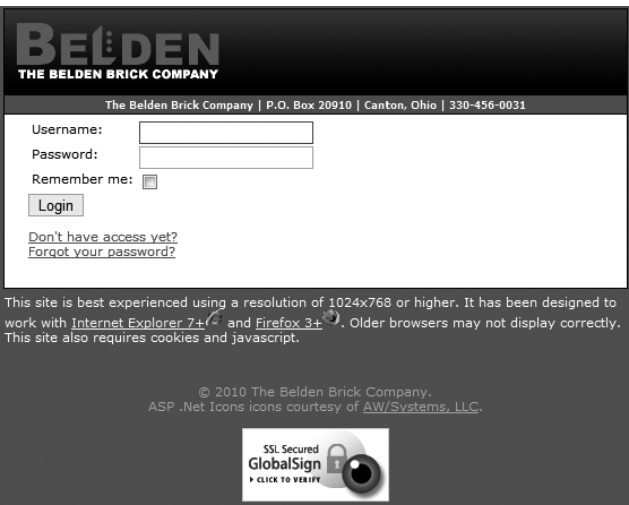
so that we know the unique characteristics that create each and every brick. When dealers order mini panels or straps, we record the actual run information with that sample and we record any information we are given about the sample order. Job name is a critical piece of information. In order for us to tie all of the information together regarding a job, we rely on our dealers to provide us with information about the sample selection process and the job in question.

When dealers provide job names and sample order numbers we are able to tie this information together providing a better understanding of everything about the job and what the expectation is for the customer. When we have this information we can confirm that we are making the sampled product with the same specifications to the extent possible and maximize our ability to match the sample and expectation of the customer.

How can you help? Be sure to provide job names and sample order numbers when placing orders. If jobs are sampled from minipanel, take the time to find out what

the code date of the minipanel is and provide it on your order. This information is a key detail that can be used to unequivocally provide our plant with the exact expectation of the customer.

We are "The Standard of Comparison" for a reason! We pay attention to the details!





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# From the President's Desk

Dear Friends and Colleagues,

In 1885, Henry S. Belden and several other local businessmen started the Diebold Fire Brick Company in the southeastern end of Canton known as Waco. One hundred twenty-five years later, we have the good fortune to celebrate the founding of what eventually became The Belden Brick Company.

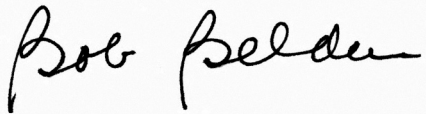
It is no small feat to have survived 125 years in business. In my effort to research the likelihood of a company existing for 125 years, I did not find hard data to support what we all feel must be true – it is the rare organization that endures for 125 years. According to The Living Company, a book written by Arie de Geus in 1997, “the average life expectancy of all firms, regardless of size, measured in Japan and much of Europe, is only 12.5 years. I know of no reason to believe that the situation in the United States is materially better.” My reading of the earliest years of the Diebold Fire Brick Company is that we are fortunate that we didn't bring the average lifespan down. Thanks to the hard work and dedication of hundreds of individuals, we have endured and thrived for 125 years. The book cites four characteristics of long-lived companies:

1. They are sensitive to their environment. They manage to react in a timely fashion to the conditions of the society around them.
2. They are cohesive, with a strong sense of identity. Management's top priority and concern is the health of the institution as a whole.
3. They are tolerant of activities on the margin: outliers, experiments, and eccentricities within the boundaries of the cohesive firm, which keep stretching their understanding of possibilities.
4. They are conservative in financing.

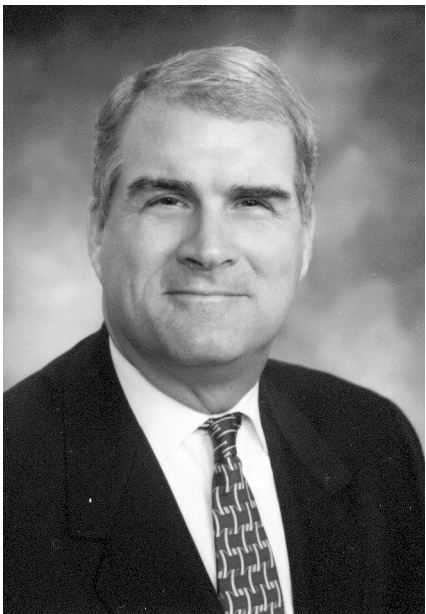
I would argue that The Belden Brick Company exhibits several, if not all, of these traits. We owe a great deal of gratitude to our predecessors both in management and in the brickyards. They established the values and traditions which we have inherited and for which we are now responsible. It is our duty to transmit them to our successors. It is because of their efforts that we have the good fortune to be in this place at this time to celebrate this rare achievement.

Please join me in honoring the memory and the contributions of all those who have made the Diebold Fire Brick Company, the Canton Pressed Brick Company, and The Belden Brick Company an enduring and substantial part of the fabric of Stark County and Tuscarawas County for the last 125 years. We should all be proud to be part of something truly special, and I know that we are all committed to continuing and improving this wonderful organization going forward.

Sincerely,



Robert F. Belden  
President & CEO



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# Distributor Dinner Photos

*Celebrate*



# BELDEN NEWS

S U M M E R 2 0 1 0

## Improving Lead Management in the Job Protection System

The Belden Brick Company sales team works hard to help distributors pursue and protect every potential business lead. Our Regional Sales Managers use Reed Construction Data to track commercial and civil projects across the country and alert territory dealers to opportunities in their area. In addition, we manage arrangements between dealers via our Job Protection System providing for the protection of efforts by dealers to obtain jobs anywhere in the country. Some dealers have architectural and construction management firms in their region that place Belden brick on jobs all over the country. By working together, both the dealer in the region where the specifying firm is located and the dealer in the region of the job site can be rewarded for working to secure Belden on the job.

To manage this process, we use our Job Protection Form (JPF) system. The JPF system allows distributors who work hard to secure the specification of Belden Brick in construction projects to share in the revenue from the jobs that result from the specification. In cases where a distributor has secured the specification for Belden Brick in a territory other than their own, they may submit a JPF to collect a commission on that job. In order to qualify for protection, the dealer must submit a fully completed JPF. The Belden Brick Company management must then approve the JPF. Upon approval, the dealer requesting protection and the dealer in the job territory are notified that the Belden Brick Company has approved the JPF. This system can start with a piece of paper, but Belden Brick dealers have access directly to the system via our Dealer Extranet at [www.beldenonline.com](http://www.beldenonline.com).

When JPFs are approved, they are assigned an expiration date. While the JPF is active, the status of the JPF is monitored and additional notifications are automatically sent to the dealers when an order is actually received, begins shipping, and the order is completed. The person who submits the JPF is automatically signed up to receive updates about these JPFs. Any person at the dealer can receive these JPF notifications by signing up on under myevents. If the option isn't available, then contact the administrator for your beldenonline account.

If we never receive the order or information is never given to us to link the order received to the job protection form, the JPF will eventually expire. Before expiration, a notification is automatically sent to the dealer warning of the JPF expiration. This often results in corrections to our records because a job was actually received or changes to the timeline of the project delayed the start.

## in this issue

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LETTER FROM THE PRESIDENT & CEO

## Quality/Safety Corner

### Belden Continues to Invest in the Process

Belden Brick continues to look for ways to improve the brick making process. We recently purchased a destoning unit that will allow us to separate materials based on their relative density. This technology has been used by the agricultural industry for decades to separate stones from nuts and grains. It allows particles of the same size to be separated based on their weight difference.

Through testing conducted over the past several years, similar equipment was found to be effective in separating deleterious minerals from our fireclay and shale raw materials, thereby purifying them. The addition of this process builds on our current capability to separate materials based on their relative size (through screening and filtering) and magnetic potential (through electromagnetic separation). For the near term, this laboratory-sized unit will be used to test the separation/ purification potential of materials that cannot be effectively separated by screening or magnetic means. These findings may eventually translate into similar equipment being used to purify our brick-making materials on a large scale.

STAY TUNED.....