

HUB

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INSIDER

DOES YOUR SLOGAN "WORK" FOR YOU

AND SET YOU APART FROM
YOUR COMPETITORS?

P4

Ideas
PLAN
WORK
business
SUCCESS
StRaTegy
Marketing

SEE
PAGE
8

WIN A BBQ
SET IN
TIME FOR
SUMMER



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MONARCHS MAKE A COMEBACK



Monarch butterflies make an amazing 2,500 mile migration from Canada to Mexico every year. It hardly seems possible that such delicate, meandering creatures could propel themselves in any purposeful way for 100 miles in their lifetime, let alone 2,500. Yet this is the well-documented life cycle that monarchs have hewn to since time immemorial.

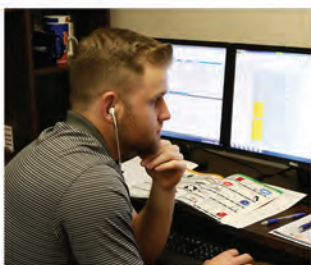
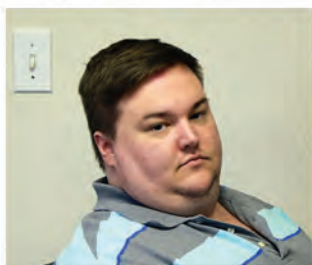
In recent years, the numbers of monarch butterflies have been declining. The reference indicator for monarch population is how much area they occupy every winter in the forests of Michoacan state in Mexico. In 2013, the butterflies concentrated in just 1.7 acres of territory, which is the lowest on record.

The highest recorded concentration of monarchs was 1996, when they occupied 44 acres.

The good news is that the numbers have been increasing since 2013. This winter, the trees of Michoacan are loaded down with enough

butterflies to cover 10 acres, which is an increase of almost four times the population from the year before!

Pinpointing the reason for the resurgence of the species is almost as tricky as explaining what has caused their decline. Deforestation, climate change, pollution, and loss of habitat are all plausible reasons to explain the deterioration of numbers, but what's so different now that they seem to be coming back? Weather certainly plays a role, and the El Niño effect has translated into butterfly-friendly conditions this year. Butterfly advocate groups such as Monarch Watch believe that their conservation efforts are also contributing to the resurgence, most notably from an initiative to plant milkweed along the migratory routes.



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Pictures tell the
story of life at HUB



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WHY YOUR SLOGAN CAN SET YOU APART



It may seem like a trivial thing, but a well-conceived slogan can do great things for your company. For your own team members, a good slogan can be a unifying theme, like a flag the troops rally around in a battle. For those outside your company, your slogan can give your brand a distinctive identity that can set you apart from your competitors.

I was in my car recently and drove past a truck driven for Old Dominion Freight Lines. On the cab of the tractor trailer, I read this slogan—"Helping the World Keep Their Promises." I thought, "What a brilliant summation of everything that company does!" In just six simple words, everybody who works for OD as well as the rest of the world can understand what the true objective of their business is. In six simple words, the mundane operations of bills of lading, vehicle maintenance, logistical scheduling, etc. become elevated into something noble and highly motivating: "Promises have been made, and I'm invested in seeing to the fulfillment of those promises!"

We all can call to mind the slogans of many consumer brands because they are so tightly connected to the brands. If I were to say, "Just Do It," like Pavlov's dogs, you're going to picture a "swoosh" and the word "Nike." A lot of investment went into establishing that reaction in the mind of the shoe-buying public, but it has paid off immensely for Nike. Can manufacturing companies similarly benefit by having a well-conceived slogan? I know it can't hurt if you choose your slogan wisely.

I can think of a few examples of brands whose slogans don't work so well. Do you know what Google's present slogan is? It's "Don't Be Evil." That's a real head scratcher, that one. What in the world does not being evil have to do with the stuff Google produces? And why make it negative? It sounds like a commandment rather than a slogan. At the very least, they could have turned it around to something affirmative like, "Let's Do Good!"

Another unfortunate slogan for a product I really like is Dippin' Dots—"The Ice Cream of the Future." Here's a


product with a funny name competing against a lot of very yummy dessert options, and the slogan focuses attention on the futuristic format of their ice cream. In case you've never had it, it's real ice cream uniquely flash-frozen into BB-sized pellets that retain their form until they melt in your mouth in a very satisfying taste experience. But when I think of "future" foods, I picture astronauts drinking Tang and other unappetizing fare that comes in a foil pouch, which I would never choose to eat over good old Häagen Dazs! By touting exactly the wrong thing in their slogan, a great product has had a bumpy ride in the marketplace.

How about this one: "Pallets Move the World?" That's the slogan of the National Wooden Pallet & Container Association, proving that an industrial product (or in this case, association) can benefit from a well-conceived statement to focus those inside and out of the organization what their primary purpose is.

Our Slogan at HUB is "Specializing in YOUR Industry," which highlights our service to the key niche industries that we have dedicated ourselves to.

What are some of your favorite and least favorite slogans? Share them with me, and I'll send you a Boss Button!

Have a great spring!

GABRIEL 
GABRIEL CURRY
GMC@hubindustrial.com



HUB Industrial has both a slogan and a motto, which is "You're the Boss!"

A couple of years ago, I thought it would be a great way to promote our motto by ordering some desk buttons that would sing out our motto on demand whenever the button was mashed. We've given out hundreds of these buttons, and many folks in the HUB nation have gotten a chuckle out of having them on their desks and being able to hear "You're the Boss" whenever the fancy strikes them. • The fact is, I ordered too many buttons, and it's time to get them out of inventory for once and for all. If you've never had one of these conversation pieces, or even if you already have one and want more to give away to friends or enemies, let me know and I will gladly include it with your next shipment! Once they are gone, they aren't coming back, so now is the time to request your free button by phone or email to boss@hubsupply.com!



Ken and wife Aida reconnect with family in Varadero, Cuba

FEATURED EMPLOYEE KEN LACEY

You may have noticed a lot of people with the last name of Lacey working at HUB. There are actually four of them: three brothers who are all industry reps; and their dad, Ken, who is our content manager.

As content manager, Ken is responsible for most of our written communications. That includes product descriptions in our catalogs, blog articles, and many of the stories you read in this newsletter. He also is involved in the videos we produce.

For Ken, his job matches his interests perfectly. "I love the opportunity to be creative with words and writing, and part of me also really enjoys the technical aspects of learning about our product line and the details of the regulatory issues facing our customers," he says. "And I love the nurturing environment that exists here at HUB."

The son of an advertising executive, Ken grew up in the Chicago area in a community loaded with talented people.

"One of my classmates is now a U.S. Senator; another is an opera singer in Vienna," Ken says. He moved his family to Lake City in 1989 and pursued a dream of owning his own business while raising his four boys with his wife in the country. It was a bumpy ride. "Every year, I did a little better than the year before," he says, "but I could never quite get out of the hole that I had started out in. Then the economy went nuts around 2008." It was time to try something new.

When his son Sam got hired as a sales trainee, he showed Ken some of the marketing materials HUB was using at the time. Ken could see an opportunity to improve upon what he saw, and after a conversation with then president Gabriel Curry, he started helping out on a freelance basis. In 2011, he came to work for HUB full time.

Ken and his wife Aida celebrated their 30th wedding anniversary earlier this year. He met his future wife about a month after she had emigrated with her mom and stepfather from Cuba. Ken and Aida just returned from a trip to that country, which for her was the first time she saw many family and friends in nearly 35 years. A photo album of the trip is posted here: <http://bit.ly/23pT6ax>

DID YA KNOW?

FUN FACTS

NINE OF THE MOST SUCCESSFUL SLOGANS OF ALL TIME

1 "A Diamond is Forever" This deceptively-simple advertising slogan was launched by the De Beers Diamond Company in 1938 as the headline for what would become one of longest-running marketing campaigns of all time.

2 "Just Do It." In 1988, a struggling sportswear company introduced this memorable line into its advertising and soon catapulted to the front of the pack. The company is called Nike. You might have heard of it.

3 "Got Milk?" This ad campaign, created by Goodby Silverstein & Partners, debuted in 1993 as a message from the California Milk Processor Board to encourage people to drink more milk. Its simple tagline was accompanied by witty commercial situations, attractive stars wearing milk mustaches, and stadium cups emblazoned with the short-but-sweet slogan.

4 "Where's the Beef?" This marketing campaign, created for Wendy's by Saatchi & Saatchi, captured the frustrations of every fast food patron in the 1980s. Although this top-ten tagline was intended to poke fun

at competitors' beef-lacking burgers, the catch phrase rapidly became a symbol for everything lacking in substance and quality, from student essays to company budgets.

5 "Don't Leave Home Without It" American Express launched this campaign, created by Ogilvy & Mather, in 1975. The slogan was intended to establish traveler's cheques and traveler's check cards as essential accessories for daily life, right up there with the house keys.

6 "Melts in Your Mouth, Not in Your Hand" Coined by ad man Rosser Reeves and introduced by M&Ms in 1954, this enduring slogan has real appeal to consumers of all ages.

7 "Does She...or Doesn't She?" Clairol first used this mysterious tagline in 1957. Clairol aimed to remove the stigma of hair coloring by introducing a new line of more natural-looking color. The answer to the slogan's question, as written by Foote, Cone & Belding, was: "Hair color so natural, only her hairdresser knows for sure."

8 "You're in Good Hands with Allstate" This simple yet firm slogan, written by an Allstate Insurance Company salesperson in 1956, was intended to depict a strong and trustworthy institution committed to its customers.

9 "We Try Harder" Avis Rent-A-Car launched a new advertising campaign in 1963 that featured this tagline written by Bill Bernbach of DDB. Bernbach suggested that Avis shift its focus to customer service, a monumental decision, and a slogan like "We Try Harder" reinforced that focus.

CUSTOMER COUNT

12508

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Last Issue's Winners:

Garden Scooter
Alonda Dowling

Italian Herb Trio set
Alison McKee
Karlie Price

Gardening Tool Set
Martha Lane
Steven Roberts



**Wireless Grilling
Thermometer**

**3
WINNERS**



BBQ Set

**3
WINNERS**



Meat Claws

**3
WINNERS**

RIDDLE ME THIS! THIS MONTH'S

BRAINTEASER

Send your answer to gabriel@hubindustrial.com

You are in a room with 3 chimpanzees. One has a banana, the other has a stick; the third chimp has nothing. Who is the smartest primate in the room?

Last Month's Riddle:

Name a seven letter word from which, if you take away four letters, you will have one left. Hint: the word means to allow or give permission to something that is controversial or wrong.

Answer: Condone