



TW PRODUCTS

My Reflections from the CONEXPO CON/AGG

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Last month I attended the CONEXPO CON/AGG in Las Vegas, Nevada. It was my first visit, but it will not be my last. I heard about the show three to five years ago when a customer mentioned how meaningful this tradeshow is for his organization. I was thrilled that our company was able to get a booth and that I was able to attend. It was undoubtedly one of those "wow" experiences.

The most exciting part of attending this tradeshow was the amount of knowledge, experience, and background some industry professionals shared with me. However, some of my

most memorable moments were the interactions with various customers, industry experts, professionals, and apprentices. This includes the empowering viewpoints shared by Doug Worswick, CEO of Certified Slings & Supply, and the inspiring story of Harold King, CEO of Bishop Lifting Products. While it is impossible to depict all of my takeaways from attending this tradeshow in a 4-page newsletter, I will discuss a few highlights as they are certainly worth sharing, especially if they will inspire others as they did with me.

Doug Worswick's Wisdom



Mr. Worswick has been running his company for over three decades. Our conversations were around strategies, human resources, and best practices in general. When we discussed business strategy, Mr. Worswick said, “Always think long-term and plan five years ahead.” Indeed, companies suffer from “myopia,” where they focus on short-term goals, such as selling products, instead of understanding and fulfilling customer needs, which are essential for long-term organizational success. Further, regarding human resources management (HRM), Mr. Worswick said, “Be decisive and take care of your team.” Being decisive is not always easy, as in the case of acquisitions, but decisiveness can

benefit all stakeholders involved. His viewpoint on “always take care of your team” holds true since team members are any organization's foundation. Many know that HRM is about recruiting, training, developing, and retaining the best talent; the organization can hardly survive without the best team members. Mr. Worswick's wisdom is worth sharing because it inspires younger entrepreneurs such as myself to be more strategic and less tactical, be proactive rather than reactive, and focus on fostering a people-based culture that promotes employee engagement and motivation.

Harold King's Inspiring Journey And American Value

Mr. King's story inspired me in several ways and illustrated the importance of "grit." Mr. King shared that he started at Bishop Lifting Company as one of the firm's delivery drivers. He

would pick up the slack wherever needed in the company. When asked about this "secret recipe" for how he went from a delivery driver to the company's CEO worth hundreds of millions of dollars, he said, "Work hard and make yourself valuable to the company." Working hard is simple and generic, yet few truly understand and practice it. Ones who genuinely embrace these values tend to be more



successful than those who do not, as seen in Mr. King's story when he told me that he would pick up extra duties, including making slings whenever needed. Additionally, he made many other sacrifices throughout his career, leading to the fact that he could not get married until four years ago. The tradeoffs he endured to make it to where he is today show immense grit, an essential value to American history.

Many know and would agree that grit sets a person apart from others. The willpower to do what is challenging for uncertain future benefits requires grit. The willpower to trade immediate joy for long-term success requires grit. The willpower to always pick up extra duties to both help out the organization and for self-growth requires grit. These values are not easy to instill in someone, particularly in the contemporary society we live in today, where things are more easily accessible due to technological, environmental, social, and economic advancements throughout the years. However, grit is a value that is essential to both micro and macro success. On the micro level, individuals with true grit tend to be more successful than those without. On the macro level, when citizens build the passion and perseverance to accomplish goals, the

country benefits and gains a competitive advantage in the global landscape. Mr. King's story resonates with me since I grew up in different family businesses, where I saw the traits of both hard work and grit in my ancestors, which helped shape who I am today. I hope his story inspires others to work hard and never give up.

Last but not least, I appreciate the conversations with each of the other industry professionals I met during the convention. This includes, but is not limited to: Kevin Pitcock of



Peak Trading, Steve Cutler of Manufacturer's Warehouse Group, Mark Silver of Weisner, Santiago Ortiz of Ortiz Fischer, Ryan Wyland of Usha Martin, Randy Knapp of Titan, Octavio Loayza of CICB Latin America, Kent Pedersen of Valhalla Custom Gear, Russ Bowman of Yale Cordage, Adam Caisse of Miller Lifting Products, Nizar Danial of Universal Builders

Supply, Copal Pandit of Northgate Cargo Control, Tod Smith, Rob Miller, and Kyle Helbing of Bishop Lifting, Darrin and David at B/A Products Company. I want to thank everyone for their time and kindness, and I look forward to seeing everyone at the next event!