

# DYNAMIC NEWS

Cornerstone of Quality

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## The Importance of Small Businesses to the US Economy

No one has greater incentive, responsibility or ability to lead an economic recovery than America's small business owners - 350,000 of whom are NFIB members.

Small businesses play a major role in the American economy:

They represents 99% of all employer firms

They employ about half of all private-sector employees

They generated 60% to 80% of net new jobs annually over the last decade

They create more than half of all nonfarm private gross domestic product (GDP)

American small business is now the world's second largest economy (2009), trailing only the United States as a whole, but ahead of Japan, China, Germany and France.

Small business employs more than half of the private sector work force (including the self employed)."

There are about six million small businesses in the United States that employ people other than the owner(s). Ninety percent of them employ fewer than 20 people. In addition, about 22 million people operate full and part time firms that do not employ others.

In a typical year, about 640,000 new employer firms open for business and 580,000 close.

However, the recession has taken

a large toll on the number of new small employing firms over the past two years. In 2009, about 550,000 employer firms opened and 660,000 closed.

About one in 10 adult Americans is currently taking identifiable steps to start a business. More than 90 percent of adult Americans would either approve or strongly approve of a son or daughter starting their own business.

In Missouri, 87% of businesses employ less than 25 people.

**Small businesses represent 99% of all employer firms**

The "Cost of Health Insurance" continues its reign as the number one small business problem, a position it has held for over 20 years.

Health insurance costs have risen 129 percent since 1999, 84 percent since 2001. These huge cost increases have forced some small business owners to terminate their employee health plans while preventing others, including new entrants, from instituting one in the first place.

Small Business pays 18% more for health insurance than big business.

What is my point? Small businesses are the backbone of our nation's economy, and their ability to operate efficiently and free of unnecessary regulatory burdens is key for our country's economic recovery.

Information for this article was provided by NFIB, the National Federation of Independent Businesses



### PRESIDENT'S MESSAGE

Summers in St. Louis! Enough said.

We finished fiscal 2010-2011 on June 30, and praise God, we are up nearly 20% over last year.

It has been a spring and summer full of change and challenges for Dynamic Sales, but The Lord has provided and despite some set backs in technology, we are growing and are excited about the changes we are experiencing.

Britt Wallace has joined the Dynamic team as our warehouse and inside sales and support manager. He has been a blessing and has a servants heart and dedicated, professional attitude. I am sure many of you have spoken with him and found this to be true. If you have not, I encourage you to stop by and meet this dedicated professional addition to our team.

Our planned new software implementation has been put on hold as we work to finalize the conversion process. This has been a major source of frustration, and we look forward to getting this process completed and having the additional technological tools this solution offers.

As always, we are thankful for your continued support and we give thanks to Christ for meeting our needs and giving us grace.





At Dynamic Sales Co., Inc., we bring long term benefits and solutions to our customers to help you achieve greater market share, increase revenue, operate more efficiently, and create more satisfied customers on your end.



Dynamic Sales Co., Inc.,  
Cornerstone of Quality.  
An industry leader since  
1966.

Our Dynamic team is prepared, knowledgeable and willing to provide you with exceptional customer service in order to earn your trust and confidence.

**SIMPSON**

**Strong-Tie**

## Installation Errors

by Jim Mattison, Simpson Strong Tie

### Anchor Bolts in the Way

Typically a standard cut washer and hex nut are all that's needed to attach mudsills to embedded anchor bolts. In seismic regions, though, code requires 3-inch-square bearing plates .229 inch thick. Installed in place of the washer, these plates are intended to keep sills from splitting during earthquakes.

When anchor bolts are not carefully located, the bearing plates can extend beyond the edge of the sill or conflict with framing. To address this problem, some carpenters simply notch the rim, joist, or stud around the plate and anchor bolt (below left), but this is a crude fix that weakens the framing and can lead to a failed inspection. A better solution — and one allowed by code — is to use a slotted plate that can be shifted out of the way (below center).

Another acceptable option is to use straplike mudsill anchors instead of anchor bolts. These anchors are cast into the foundation, field-bent around sills, and then fastened in place with nails (below right). Their low profile eliminates framing conflicts, and they have a lower installed cost than anchor bolts. In most cases they can be spaced about the same distance apart as 1/2- and 5/8-inch anchor bolts.



### Misaligned Hold-Down Bolts



Hold-down bolts frequently end up in the wrong place, because of layout mistakes or last-minute changes to the plans. If a bolt is too close to the post, it may have to be abandoned and a new anchor retrofitted. If a bolt is too far away, it sometimes can be salvaged by extending it with a coupling nut, then gradually offsetting it to meet the raised hold-down. The usual rule is that the rod should be within 5 degrees of plumb (no more than 1/4 inch of offset for every 3 inches of additional height), but it's best to check with the hold-down manufacturer.



## How Does Simple Green Work?

### The Unique Formulation Surpasses Chemicals, Solvents, and Detergents

The key to Simple Green's cutting-edge formulation is MPF™, Micro Particulate Fractionalization. Initially, like many cleaning solutions, Simple Green breaks down oil, grease and fat into increasingly smaller microscopic droplets called "micelles". However, unlike ordinary industrial and institutional cleaners, simple Green goes far beyond chemicals, solvents, and detergents by continuing to breakdown these micelles until the droplets become smaller and more numerous; so, instead of being suspended in solution, the droplets eventually dissolve and become absorbed into the water. Since water is the catalyst of MPF™, the end result is also safer, versatile, efficient, and a more effective way of cleaning. By itself Simple Green does not create any expensive hazardous waste disposal problems and it eliminates redeposition.



Dynamic Sales Co., Inc-  
providing our industry  
with contractor & industrial  
supply solutions,  
jobsite delivery,  
inventory management,  
pricing guarantees,  
technical assistance, and  
application advice. We  
welcome your suggestions  
and ideas on how we can  
serve you better.



Our office/showroom  
hours are Monday- Friday  
7:30am- 5pm.  
Be sure to stop by and  
see what new products  
we have been adding.  
We are here to serve you,  
because we are your  
business partner.

†JOHN 14:6

MATTHEW 6:33

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**Dynamic Sales Co. Inc.**

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## Welcome to Dynamic Sales!

We are a Christian, family owned, small business, established in 1966 by Wayne Henderson.

We are open Monday through Friday from 7:30am—5pm CST. Stop by to see our showroom!

### There Is Value in Struggle by Tom Reilly

"In order to succeed, people need a sense of self-efficacy, to struggle together with resilience to meet the inevitable obstacles and inequities of life." Albert Bandura, Stanford University

There is value in struggle. I didn't say there was pleasure or enjoyment in struggle, just value. The survivors of this Great Recession will one day be able to tell their stories of struggle and success to new generations of managers and salespeople.

By now, most companies have shed the inefficiencies and practices that no longer add value. Most people have shed the excesses that have defined lifestyles for many. Neither of these corrections is inherently bad. Both are good for companies and individuals. Many have learned there is value in struggle and have developed a sense of self-efficacy in their efforts to prevail.

There is value in getting lean. Streamlining and returning to one's roots is invigorating. It's the organizational equivalent to the vine dresser's pruning and prepping the vines for future growth. He removes the unproductive branches so as not to distract valuable resources from those that will produce.

There is value in being strong in weakness. It's not so much the promise of the philosopher, Nietzsche: "That which does not kill us makes us stronger." It is more about finding strength you

didn't know you had prior to the struggle. Each of us possesses a wellspring of strength we dip into when times get tough. The really good news is that the strength is also there for good times.

There is value in the synergy one must find to prevail in tough times. If energy is the resource for individuals, synergy is the indefatigable resource for survivors. John Donne wrote, "No man is an island..." Survivors understand the power of we over me. The wonderful part of a support network is that when one is weak, another can be strong. That reciprocity ensures someone is always willing to carry the load.

There is value in releasing the creativity and inventiveness that struggle calls for. Is necessity the mother of invention? Maybe. Resilience researchers at ASU found that survivors are inventive. They rely on their resourcefulness to find a way out of their difficulties. They make do with what they have.

There is value in the humility that accompanies adversity. Adversity strips away façades and introduces to our naked and vulnerable selves, generally the most likable part of any of us. It is in those dark moments that we cry out for the help that only the humble can appreciate, "I can't do this on my own." Then, miraculously, help arrives.