

# October 2018 - DISTRIBUTOR HIGHLIGHT

Bruce Heller, President - Cavalier, Inc.

## Distributor News



**Bruce Heller**  
President - Cavalier, Inc.

Cavalier, Inc. joined NISSCO in 2008 - smack dab in the middle of the recession. I attended my first conference in Washington DC that spring. I knew just a few hours in that NISSCO was different than groups I had participated in with previous employers. NISSCO had a "family" feel and a positive, business forward attitude. It was a place where your individual voice could and would be heard. Cavalier, Inc is not just an account number floating in a sea of many others. I absolutely feel that any NISSCO member, current or past, as well as any Manufacturer, current or past, will tell you the same thing. The executive staff of NISSCO has always been approachable, available and helpful with anything and everything you need. It does not take very long before you are on a first name basis. That relationship focus is just the NISSCO way - it happens naturally and it helps form strong business ties.

Participating in the conference is undoubtedly a major benefit of membership. I sit with every manufacturer (even if they deal with a competitor) and am given the ability to create positive relationships that could and have come in to play. All of Cavalier's major Suppliers have come via NISSCO - another true testament to quality over quantity as the relationships you are able to form tend to stick.

But, the most important thing to me are the relationships I have formed with other Distributors across the country. I have formed relationships that have turned into friendships. These friendships have benefited Cavalier, Inc. more times than I can count. I would liken it to a fraternity / sorority - a place where you establish relationships that are mentoring, consulting, partnering and most importantly, honest and bound by integrity.

In summary, if I were to give NISSCO a mantra it would be "Quality Over Quantity." If you actively participate by moving product lines to the NISSCO Suppliers and attend the annual NISSCO conferences - you and your business will reap the rewards.