Chair’s Message

As we start the 2013-14 AWS Season I would like to thank all of you that have supported the section in the past and encourage all members to come out to a meeting and get involved. We have a full schedule of technical programs that can be used for professional development credit. (See below)

Remember that the AWS is a society and a society is only as strong as its members.

Paul Lenox, CW, CWI
AWS NJ Section Chairman
DCM Erectors

Professional Development Hours — Yours for the Taking!

One of the additional benefits of attending AWS NJ Section meetings is that you can earn credits toward professional development hours (PDHS) just by attending them.

This is very valuable and convenient for those whose careers require continuing education. It is especially important to Welding Instructors and Certified Welding Inspectors. They can be applied toward the hours needed for Instructor certifications or nine year CWI re-certifications.

Certificates are given out right at the meetings.

Member News

Changed companies? Received a promotion? Share your news and achievements with other NJ Section members by sending it to the newsletter:
Email to: grillonpkg@comcast.net
Subject: AWS NJ Section News

25th Anniversary

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“Proper Selection and Safe Use of Welding Cables”

Speaker: David Oriatti, Vice President, Coleman Cable, Inc.

Dave Oriatti, Vice President of Specialty Distribution and New Product Development for Coleman Cable Inc., has held a variety of product, sales, and marketing leadership positions for the firm over the past decade. For the past several years, he trained welding and industry professionals across the globe on the technology, selection and safety of welding and other cables.

His knowledge and expertise related to Industrial, Welding, Electrical Contractor, HVAC and Irrigation markets and products have been developed through 23 years of overall industry experience.

Throughout his career, Dave has trained union electricians, general maintenance personnel and sales people on a multitude of product applications, including Proper Selection and Safe Use of Welding Cables, Industrial Cable Selection, GFCI & Personnel Protection, Portable Lighting Technology & Selection, Data/Electronic Cable Selection, Fuse Selection & Technology, Wire Connector Safety & Technology, Lock-Out/Tag-Out Safety, and Hand Tool Safety.

Dave is a member of WEMCO and The American Welding Society. He received his Bachelor’s of Business Administration degree from DePaul University and his Master’s of Business Administration degree from Lake Forest Graduate School of Management.

Visit the company website: www.colemanwire.com
Fabtech 2013
November 18-21 in Chicago
North America’s largest combination metal forming, fabricating, welding and finishing event will be held at the North and South Halls of McCormick Place, Chicago, Illinois, November 18-21, 2013.

Co-sponsored by AWS, CGAI, FMA, SME, and PMA Metalform, the upcoming event is expected to cover more than 550,000 net square feet, present 1,500 exhibiting companies and it anticipates over 35,000 attendees.

For complete information about registration, education programs, an exhibitors list and more, go to: www.fabtechexpo.com

There even is a mobile application that you can download for ongoing updates and info.

25th Anniversary
AWS New Jersey Section News is now 25 years old and many of the Sponsors who make this newsletter possible have been with us since the first season. We sincerely thank them for their ongoing support and hope that you will support them in return.

We also invite other companies to become Sponsors to provide support for the NJ Section newsletter, website, and other forms of communications with the membership.

Sponsorships can begin with any issue, run for an entire year and include benefits beyond the display ad in each issue.

For complete info, email: grillonpkg@comcast.net, or call: 973-731-2967.

—AWS NJ Section News September, 2013—
J.W. Goodliffe & Son / Cyberweld 1938-2013

75 years of growth

Cyberweld was also one of the first to provide a fully optimized version for mobile phone applications. The mobile site went live in 2010.

By 2012, they had over 1.2 million visits to the online retail website. Cyberweld was named to Bizrate® Insights Circle of Excellence for 2012 joining a very exclusive group of only 1.8% of online retailers to receive this distinction.

The 50 item offering has grown to about 2,000, and all of the SKUs, except the initial 50, have been created by Bob Goodliffe, himself.

They also take full advantage of Social Media such as Facebook to boost marketing through customer interaction, feedback, and even online contests for best suggestions.

Bob has been running their Facebook page as one of his primary duties, but he’s currently passing on some internet business responsibilities to his son Jim—the fifth generation in the Goodliffe family business.

Visit their website at:
www.cyberweld.com

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The two had been in the trucking business and had hauled gas cylinders for Union Carbide of Newark, NJ for ten years. When the contract was terminated, Pascal Oxygen (later part of Liquid Carbonic), asked them if they would set up a distributorship, and the rest is history.

Current president Bob Goodliffe, the grandson of Joseph, Jr., started in the welding industry in 1984, working for Acetylene Supply Company, another Goodliffe family business, before moving over to J.W. Goodliffe & Son in 1986. He took over the business from his father, Robert in 1992. This was just after the 1991 recession and Bob quickly realized that he would have to diversify the business to keep it successful.

Bob started to see the potential of using the internet while listening to a speaker at a Miller Electric distributor meeting in 1995. He began by partnering with a few other companies online, before taking the leap of launching his own company website with an initial 50 products capacity.

He recognized the benefit of search engines very early and began experimenting with site optimization before SEO even became an industry. He soon discovered that he would need a website with more capacity. So, he built the Cyberweld site that is currently in use today.

**Cyberweld—Weld with your mouse**

Ease of use has been a priority from the start. Bob built the website using the philosophy that their customers should be able to buy things “in four clicks or less.”

Cyberweld has been a priority for the Goodliffe family business since its inception. The 50 item offering has grown to about 2,000, and all of the SKUs, except the initial 50, have been created by Bob Goodliffe, himself.

They also take full advantage of Social Media such as Facebook to boost marketing through customer interaction, feedback, and even online contests for best suggestions.

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Visit their website at:
www.cyberweld.com

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Support AWS Sponsors
**Coming Events**

AWS NJ Section Meetings are held on the 3rd Tuesday of each month from September through May except December. Unless otherwise posted, the meeting location is: Pantagis Renaissance/Snuffy’s Clambar, 250 Park Ave., Scotch Plains, NJ. Guests are welcome to attend.

**September 17, 2013**  6:00pm
AWS NJ Section Meeting
“Proper Selection & Safe Use of Welding Cables”
David Oriatti, Coleman Cable, Inc.

**October 13-19, 2013**
AWS CWI Seminar & Exam
PSEG Training Center (see p 3)

**October 15, 2013**  6:00pm
AWS NJ Section Meeting
“Fume Extraction”
Lewis Thomas, ITW

**November 18-21, 2013**
Fabtech Expo
McCormick Place, Chicago, IL
Info email: www.fabtechexpo.com

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**Classified Ads**

Help Wanted and other classified ads are available free to members and member companies. Just email your text to: grillonpkg@comcast.net

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**Connect**

Made a change? Have a position to fill? Launching a new service? Found a helpful website? Share your news and information with other AWS NJ Section members by sending it to the newsletter:

Email to: grillonpkg@comcast.net
Subject: AWS NJ Section News

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**Newsletter Contact info:**
Publisher/Editor: Pat Grillon
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Phone: 973-731-2967

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**NJ Section News Benefactors**

Al Fleury, A.F. Fleury Associates
Gus Manz, A.F. Manz Associates
Bob Petrone, CWI Services, LLC

We acknowledge and thank these members for their ongoing support.

For info on how you can become a NJ Section Benefactor or Sponsor call 973-731-2967, or email: grillonpkg@comcast.net

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**AWS New Jersey Section Contact info:**
Website: www.aws.org/sections/newjersey
Send emails to: weldnj@optonline.net
Mail correspondence to:
AWS NJ Section, c/o Jim Dolan,
169 Clover Hill Rd., Millington, NJ 07946

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