The Hydraquip Experience

By: Austin Stanford
Hydraquip is...

- Fluid power distribution
  - Hydraulic
  - Pneumatic
  - Electric

- 100% Employee owned
  - Retirement benefit
  - Open book policy
  - Skin in the game

- EOHU Umbrella
  - Hydraquip
  - Gulf Coast Controls
  - Hydraquip Custom Systems
  - Supreme Integrated Technologies
The Rotational Internship
Warehouse

- The big move
- Working VLMs
- Will Call
- New organizational system
  - My idea
- Warehouse optimization list
  - Tools, machines, safety
Shop and Repair

- Learned the product
  - Pumps
  - Motors
  - Presses
  - Reservoirs

- Helped foreman with presentations to management
  - Created graphs (AGEC 217)
  - Explained trends (AGEC 105)

- Breaking down units
  - Deeper understanding
Purchasing

- Solo Excel Project
  - Gathered and presented data (AGEC 217)
  - Exceeded expectations
Marketing

- Risk analysis
  - 3300 Top customers
  - Presentation (AGEC 217)
- Product videos (AGEC 314)
- Internship video (AGEC 314)
- Sister company field trips

- Market analysis
  - Shipbuilding industry
    - Compile (AGEC 217, ECON 322)
    - Present
      - Vice President
  - Lunch meeting
    - President and CEO (Dr. Litz)
    - Prepared questions
Inside Sales

- ISO 9001 Certification
- Assist outside salesmen
- Work with customers
- Managed $26,000 account
  - Large stainless steel marine pump
- Teamwork and learning
Outside sales

- Sales calls
  - Shell R&D
    - Hydraulic hose system
  - GE R&D
    - Internal system analysis
  - Shlumberger
    - Fracking trucks
  - Other smaller companies
    - Custom systems
- Product presentations
- CFP
  - Certified fluid power
- Technical Sales
  - Avoiding becoming commoditized (AGEC 314)
How my academics helped (Recap)

- AGEC 217
  - Creating graphs
  - Explaining trends
  - Gathering data
  - Using Excel
  - Market analysis
  - Verbal reports

- ECON 322 and AGEC 105
  - Understanding and explaining graphs and trends
  - Showing trends
  - Understanding demand

- AGEC 314
  - Explaining needs
  - Market analysis
  - Branding
  - Recruitment/advertising

- Dr. Litz’s online classes
  - Presentation
  - Focus points in sales
  - Competence with salesmen
  - Product analysis
Academic needs

- Deeper understanding of Excel!
  - 217 is great
  - Need more training in the basics
  - Multiple opportunities here to impress

- AGEC 314
  - Could use a creative marketing project of some sort
  - Focus is on hard data, need some on creativity and problem solving

- Looking forward to AGEC 315

- Specifically for Hydraquip
  - CFP
  - Mechanical knowledge
Future plans…

- Set on sales or finance now
- Continue education with CFP or CFP
  - (Certified fluid power or Certified financial planner)
- Better myself through continual learning/reading
- Be sure to try other industries before I decide
  - Hydraulics will be hard to beat

- And finally…
Grow up...
As slow as I can and as fast as I must

I need to enjoy my time here, life is not all just work. We are here to better ourselves and those around us. Work is a medium in which we can do this, but life is meant to be lived when and where it can be. The knowledge I have gained here has and will help me greatly in the vocational world. However, it is also something I can use to make a positive and lasting impact for my fellow man outside of work. So I will grow up as slow as I can to enjoy life and help others, and I will grow up as fast as I must to do these things in a way that is mature and effective.
Thanks and Gig ‘Em