



TALENT DEVELOPMENT COUNCIL



ADVANCING TALENT ACQUISITION: RECRUITING THE NEXT GENERATION OF TALENT

The Talent Development Council engages participating members in a long-term research initiative to advance best practices, practical methods, and tools for B2B distributors and manufacturers to implement talent acquisition, development, and retention in their businesses. Each year, the Council will focus on one talent area.

The Research Team, comprised of members of the AD Education Team and Texas A&M University, will meet with each participating company individually to gather insights into their current practices related to the topics being researched. The findings are then consolidated and used to inform and build out a virtual workshop, which participating member companies will have exclusive access to.



COUNCIL STRUCTURE

- Member companies will have input in shaping the final topic list.
- The Research Team will interview and collect data on member companies' current practices and policies.
- Spring and Fall workshops will be held via Zoom.
- Member companies can bring unlimited attendees for each workshop.
- All workshop materials, videos, and resources will be shared with all participating members.
- The workshops and resources are exclusive to participating member companies.

"The Talent Development Council has helped us with identifying new hiring strategies, performance management and has provided us with actionable steps to move forward with. We are very excited to be a part of the Talent Development Council for years to come."

– Jeff Faaborg, VP of Sales & Marketing, Acme Construction Supply

"Hands down the best ideation council I've been a part of. Real companies facing current challenges in a best practice and thought provoking team setting. Guaranteed to make you rethink how you go to market."

– Phillip Hull, Vice President – Power Generation, Cummins Sales, and Service

“In the ultra-challenging world of attracting and retaining talent, I feel our involvement in the Talent Development Council has given us a home field advantage.”

– JR Richards, Executive Vice President of Talent Resources, Ewing Irrigation and Landscape Supply

WHY YOU SHOULD PARTICIPATE

- Benchmark your current practices with best-in-class.
- Discover new talent strategies, methods, and tools.
- Identify talent processes for improvement.
- Connect with the next-generation workforce during panel discussions.
- Network with distributors from multiple channels.
- Get better at recruiting, developing, and retaining people. Win the race for talent!

“Investing in employee talent is a vital strategy for our company to ensure continued success and growth. The Talent Development Council is a huge contributor to the success of this strategy.”

– Andy Martinkus, Chief Operating Officer, Western Materials

“The Talent Development Council Program has been such a valuable program for Border States. This gives us an advantage. The program also provides the opportunity to network with other Human Resource peers to learn and apply best practices, and this is invaluable.”

– Kelly Dawson, Executive VP HR & Communication, Border States Electric



WHAT YOU GET FOR MEMBERSHIP

- Implementation Strategy:
 - Includes talent best practices, methods, and tools.
- Access to Engagement Opportunities:
 - One-on-one strategy meetings with the Research Team
 - Six virtual workshops held in partnership with Texas A&M.
 - Optional networking events with Texas A&M University and AD.
- Access to comprehensive digital & print resources, including:
 - 2025 social recruiting guide
 - 2025 social posting calendar
 - Talent Matters – 50 weeks of micro-learning emails
 - Quarterly book summary

WHO IS THIS OFFERING FOR?

The Talent Development Council is for human resources professionals and managers focused on attracting, developing, and retaining talent. It's also available to all employees at participating member companies, regardless of job title or expertise.

INVESTMENT

The \$10,000 membership fee covers all council benefits, providing your company with access to best-practice methods and tools essential for talent acquisition.

2025 FOCUS AREA: TALENT ACQUISITION

Investing in talent acquisition directly impacts an organization's ability to innovate, grow, and maintain a competitive edge. By attracting and hiring top talent, companies ensure they have the right skills and expertise to drive strategic initiatives and achieve business objectives. Effective talent acquisition helps reduce turnover costs, improve employee engagement, and foster a positive company culture. It enables organizations to build a robust talent pipeline, ensuring they can quickly adapt to market changes and seize new opportunities.

Ultimately, investing in talent acquisition leads to a more capable and motivated workforce, which is essential for sustaining long-term success and achieving operational excellence.

The Talent Development Council's focus area for 2025 is talent acquisition. It supports member companies by helping them discover new talent acquisition strategies and methods to improve recruiting efforts and employee retention. Membership includes access to a thorough resource folder, one-on-one company meetings, digital and print resources, and unlimited attendance in six virtual workshops hosted by AD in partnership with Texas A&M University.



"Today every business leader wrestles with the ability to attract, develop, and retain talented employees, especially in the industrial sectors. The TDC has provided us with a platform for best practice sharing with companies facing similar challenges. Our involvement with the TDC aligns with our commitment to the development of our people."

– Alan Singleton, President – West Region, Ryerson

FALL 2025

- **Crafting Employee Value Proposition:** Why should someone work for your company? How to develop and present an authentic and differentiated EVP. How to use it to recruit the right talent.
- **Employer Branding + Social Recruitment:** What is your social media plan? How to get ROI on your digital talent acquisition initiatives. How to showcase your company culture, employee engagement, and leadership.
- **Creating Stellar Job Descriptions:** How to design job descriptions and postings that speak to next-gen talent's needs and wants.



SPRING 2026

- **Designing Internship Programs:** How to execute well-designed internship programs and increase acceptance of full-time offers.
- **Setting up Career Paths:** Design and execute entry-level development and leadership programs, including cohorts, rotations, and milestones. Evaluate and measure effectiveness.
- **New Hire Onboarding Program:** Improve your new hire onboarding process with 30/60/90 day & 3/6/12 month plans. Create checklists, templates, and success plans for employees and managers.

SCHEDULE

DATE

July 2025

August - October 2025

November - December 2025

January - March 2026

April - May 2026

EVENT

Council Registration Complete

Council Launch: One-On-One Interviews & Best Practice Development

Fall Talent Development Workshop Series (3 Workshops)

One-on-One Interviews & Best Practices Development

Spring Talent Development Workshop Series (3 Workshops)

“ The Talent Development Council is a cut above most of the other HR networking groups we’ve been a part of. The preparation time and effort that the TDC organizers invest for the member workshops returns 10-fold in the form of deeper insights, exchanges among the members, and real case examples that we can use to shorten our own learning curves.”

-Brandyn Ferguson, Vice President Human Resources, Endless+Houser USA



FOR MORE INFORMATION OR TO JOIN THE COUNCIL CONTACT:



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CENTER FOR Independent Distributor Leadership

The Center for Independent Distributor Leadership (CIDL) is AD's holistic education initiative to prepare the next generation of independent distributor leaders with the competencies and experiences to build long-term, sustainable success for their companies. By leveraging the CIDL, AD member companies gain the resources needed to develop and retain top talent through comprehensive leadership programs to fuel business and professional growth.



The Industrial Distribution Program at Texas A&M University was founded in 1956. With almost 1000 students, and the only graduate program focused on distribution, it's the country's largest and one of the best Industrial Distribution programs. The Talent Development Council provides distributors with methods, tools, and best practices to improve their Talent acquisition, development, management, and retention.



Together, we win.

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Industrial Distribution
COLLEGE OF ENGINEERING