

# WHOLESALE<sup>the</sup>SALE

NEWS OF PLUMBING, HEATING, COOLING AND INDUSTRIAL PVF

**PHCP** PROS

# 52<sup>ND</sup> ANNUAL WHOLESALING 1000



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Team Traeger Brothers having fun during the marketing summit!

## Strengthening Asociaciones in Miami

Traeger Brothers & Associates emphasizes its Cuban history at its marketing summit as the PVF distributor looks toward its 100th anniversary.

### BY TRAEGER BROTHERS STAFF

**TRAEGER BROTHERS & ASSOCIATES** held its 2023 AD Marketing Summit March 31-April 1 in our Miami headquarters. Representatives from our vendor partners — Titan Flow Control, Dodson Global, Empire Industries, Allied Group, Warren Valve, Penn Machine and Spirax Sarco — came for a two-day summit. This included all Traeger employees from our branches in Mulberry, Fla.; Houston; and Curacao. Our itinerary included a happy hour/brewery tour, followed by speed-dating-style networking sessions.

As our company embarks on its 99th anniversary year, we picked the theme: “We’re going back to our roots,” focusing on the history of Traeger Brothers. Originally our company was started when our founding brother, Joe Traeger, got stuck on a banana boat with a failed

engine on its homeward run from Cuba. This was six days adrift at sea — with a Cuban crew.

He quickly learned some basic Spanish and through conversation with the crew, discovered an untapped demand for American products. Cuban American Exports was the name of the company he founded, dating back to that original trip in 1924.



Joe Traeger’s friendly manner and can-do attitude quickly earned the company loyal customers in every corner of Cuba’s growing economy. He used



empty banana freighter boats to deliver household goods, agricultural spare parts and sugar mill equipment. With all his success in Cuba, he quickly expanded his business to Central and South America in the 1930s.

As politics came into play with the Cuban Revolution in the early 1950s, Joe Traeger clearly had to restructure the business. He brought his brothers, Sam Traeger and David Traeger, as well as his sister, Sare Traeger to transform Cuban American Exports into what would now be known as Traeger Brothers & Associates — Miami's foremost trading house for Florida, the Caribbean, Central America and South America.

With our Cuban historical ties, it was only fitting to kick off our summit at the newest Cuban hot spot in the heart of Wynwood, Fla. La Tropical is Cuba's oldest brewery; it recently relaunched its business in Miami.

With everyone dressed in tropical style, our crew and guest vendors hopped on a bus to the gardens and brewery where we got to break the ice over some cervezas, ceviche, empanadas, tequeños and some Cubano sliders. All attendees were treated to a tour of the brewery, where they could learn about the history of how La Tropical began.

The following morning, bright and early, we got back to business. We met April 1 at the Miami headquarters where our vendor guests and team members got pumped up by Sales Manager Frank Buzzanca over a traditional Cuban breakfast and Cafecito.

Booklets were distributed with an agenda including discussion points and statistics for each team and vendor.

What specific problems are there? What can we do better? What goals can we set for this year?

Traeger Brothers broke out into seven team sessions: outside international sales, inside international sales, domestic outside sales, domestic inside sales, marketing and operations. Our vendor guests rotated to each team for 20-minute sessions to problem-solve any hiccups, discuss what we can do better, and jot down goals and ideas.

We completed the meeting with a Cuban luncheon, in our island-themed room filled with tropical plants and fruits. Our booklets were collected, summarized and documented as a plan of action for the year.

This yearly summit discussion with the whole team gave much-needed space to get to know one another and focus on target issues without any distractions. It allowed the team a chance to problem-solve and address any matters in one space, as well as set future goals for success as Traeger moves toward its 100th year as South Florida's oldest industrial supply house.

All employees and guests received parting gifts: our Los Hermanos Traeger t-shirt, a custom sunhat with original marketing artwork from Samuel Traeger on the under brim, and La Tropical/Los Hermanos Traeger-themed beer glasses.



**Celebrating our company and its achievements, pictured are some fun giveaways at our summit.**

**Traeger Brothers goes All-In when it comes to their buying group participation. Pictured is team member Frank Buzzanca, showcasing the company's participation in strengthening partnerships.**

