

George J. Hayward, Founder

United Sales Associates

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George J. Hayward is founder and president of United Sales Associates, Manufacturers' Representatives of leading manufacturers of industrial safety products in the industrial safety, construction/industrial, sanitary maintenance, and fire markets in the states of Ohio, Michigan, West Virginia, Indiana, Kentucky, Tennessee, Pennsylvania and New York. Founded in 1982 and headquartered in Cincinnati, Ohio, USA has field sales personnel located in Cincinnati, Cleveland, Louisville, Indianapolis, Buffalo, Nashville, and Grand Rapids areas. This combined outside and inside sales force of twenty is complemented by a support staff of ten — over 250 years combined experience in Industrial Safety Sales.

Since 1972 George has been in the industrial safety industry as a “factory rep”, then began in distributor sales before becoming a Manufacturers' Representative in 1979. George has been a MANA (Manufacturers' Agents National Association) member since 1983.

In 1986, as one of the founders of SEMAA (Safety Equipment Manufacturers' Agents Association) he was appointed as Executive Director and SEMAA's first president.

He was appointed in 1988 as the first Manufacturers' Representative to the NIGDA (National Industrial Glove Distributors Association) Board of Directors. Hayward later (1996) was appointed and continues to serve on the QSSP (Qualified Safety Sales Professional) Joint Education Committee, along with the president of the manufacturers' association ISEA and Executive Director of the distributors association, SEDA.

In 1999 he was appointed MANA Manager of International Development to help guide MANA's transition to a more global organization, representing members' needs.

In 2001 Hayward became the first non-European to be elected to the Board of IUCAB (International Union of Commercial Agents and Brokers www.IUCAB.nl) and will serve through his third term ending May 2008 in Berlin, Germany. Also, in 2001, he was elected to the IGA (International Glove Association www.IGA-online.com) (formerly NIGDA) “Hall of Fame”, only the second rep to do so.

In 2005 he was elected to the MANA Board of Directors (Director, District 4). MANA membership consists of approximately 4,000 rep agencies and 1,500 manufacturers in more than 25 countries

In 2007 Hayward was elected to serve on the MANA Board of Directors, Executive Committee.

In 2008 he was re-elected MANA Board of Directors (Director, District 4); he was also elected MANA Chairman Executive Committee - Board of Directors.

George has been a speaker for several years for MANA Educational seminars. Also on behalf of MANA he was featured speaker/lecturer at Ohio University, College of Business.

He has been featured in several periodicals including MANA's “Agency Sales” and others such as “Industrial Distribution”, “Today's Distributor”, “Occupational Hazards”, “Sales and Marketing Management”, and continues as a regular contributor to “Industrial Safety and Hygiene News”.

As a manufacturer – as a distributor and a rep – George has an understanding of how all channel partners function.