

# HMAVIEWPOINT

## We All Work for the Same Company



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**W**hile sitting in on the last few RC HMA conference calls and monthly board meetings I started thinking, we all work for the same company, the Hobby Company.

Now sure, everyone works for a smaller subset of this company, whether it's HRP Distributing, Big Squid RC or Company Z. However, in the grand scheme of things we all work for the hobby.

One of the coolest things I have witnessed since joining the HMA is how much the members of the HMA understand this. While there may be competitors on the same call, everyone wants to help everyone else succeed. Nobody wants to hear about another company having trouble, because there is a good chance your company could be affected. If a manufacturer is having a production issue, the distributor may suffer because they have customers looking for that product or part. If a distributor is having shipping, inventory or any other internal issues, it's going to affect the manufacturers.

Now, that all makes sense to most people. The manufacturers and distributors have always had that dependent relationship, but the same goes for manufacturers of similar products. If company X starts to struggle in sales, company Y should probably worry a little.

Back in the heyday, if a company wasn't succeeding, it was probably because of their product. The quality, design, or desirability may not have been there, and the company had a "miss." But nowadays, the RC industry is much smaller, sales aren't like they used to be, and if Company X starts to struggle, it may be a sign of a bigger problem. While no one predicted it, it could be the first warning sign.

Right now the scale world is still hot and all those vehicles, bodies, tires, and accessories are moving off shelves. When is the last time you paced the floor waiting for that pallet of short course trucks to arrive?

Times are different in the RC world, and, previously, multiple areas could be hot. Remember not having room for all those monster trucks and short course trucks on the shelves? And where were the buggies supposed to fit? It's a good thing these quadcopters are small.

What if company X invested heavily in the next amazing monster truck? It's durable, fast, affordable, and like nothing anyone has seen before. If they don't move enough for a good return on their investment, it's going to hurt. Company Y may see this, and either bail early on their "next big thing" and not invest in R&D or better OEM plastic, or not put enough dollars into marketing.

The entire industry feels it. Consumers lose because they may not get the best product for their hard-earned dollars. Magazines and websites may lose out on those marketing dollars, making it more challenging to bring the news to consumers. The reputation of company Y suffers because consumers aren't seeing their name or products on the news sites, or worse, if they released an inferior product, now consumer confidence may change. Now the next product release is going to have a much tougher hurdle. Nobody in the RC industry wants to see this. Competition is good. It's what helps make products excellent, and helps make the industry great.

The HMA does its best to help all of its members and look out for everyone. It keeps its eyes on everything from tariffs to laws and the FAA. It helps companies move products and helps keep an eye out for those next trends. The "Hobby Company" is a small one, and we are all part of it, working together to make it the best it can be. **HM**



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