

## UID Scholarship Winners Announced

FISA is pleased to announce the two recipients of scholarships to the University of Industrial Distribution (UID) being held March 7-10, 2011 in Indianapolis, Indiana. UID is a concentrated continuing education program focused on the unique needs of the distribution industry. The scholarships cover the \$995 registration fee for each winner.



**MELISSA FRYER** is Sanitary PHE Market Manager for API Heat Transfer. Melissa has been in the industry for 15 years and with API for six months. In her application Melissa says, "While I possess a strong knowledge of the technical needs of the industry, I am still working towards developing a better understanding of the necessary resources and methods of going to market. This is where I feel I would benefit the most from attending the University of Industrial Distribution. The knowledge attained at this program would then be used as I set up a distribution plan and network for API Schmidt Bretten. Ultimately, my goal is to put a business plan together that will not only benefit API, but will be a sought after model for distributors in the food industry."



**GRAY SHERRILL** is Director of Marketing and Business Development for M.G. Newell Corporation. Gray has been with the company for eight years. In his application, Gray stated, "I seek formal guidance on managing a distributorship in today's market. I understand that a profitable business requires good human resources, training, branch management, negotiation skills and more. Making a distribution business profitable requires a well rounded and continuing education. Heightening this proficiency will help me lead M.G. Newell forward."

This is the first year that FISA has offered scholarships to UID. The idea for offering the scholarships was an outgrowth of the Long Range Planning Meeting held in February of 2010. The Selection Committee was composed of Rodney Dobbins of Dobbins Company, John Fearn of Walker Engineered Products and Brad Myers of Arrow Process Systems, Inc. The Committee said, "We had five qualified applicants for the two scholarships and wish we had been able to offer each person a scholarship. It was a difficult decision. We were very gratified to see the interest of the membership in pursuing continuing education."

### Register Now for UID

Registration is now underway for UID. Space is limited so it is important to register now so that you get the courses you prefer. As of December 1st, more than 120 attendees have already registered.

FISA is one of 35 associations sponsoring the four day UID program. Participants select their own courses and build a custom curriculum from 30 courses in areas relevant to distribution. Instructors are well known names in the distribution industry including many who have spoken through the years at FISA Conferences. UID faculty members for 2011 include Jim Pancero, Al Bates, Bill McCleave, Michael Marks, and John Monoky. Presented by the leading industry trade associations and delivered by content experts and nationally recognized university faculty members, the UID program is now in its seventeenth year and is recognized as "the source for distribution management education and cross-industry networking."

UID participants will earn credits toward their Certificate in Industrial Distribution, provided by Purdue University upon the completion of 90 hours (9 CEUs) of qualified educational instruction.

To register, go to the FISA website at [www.fisanet.org](http://www.fisanet.org) and click on Member Benefits, Targeted Education or call 410-940-6348. Be sure to mention FISA to get the member registration rate.

UID is held at the Conference Center of the Indiana University/Purdue University at Indianapolis.



**Distributors Serving Sanitary Processing**

*FISA is an association composed of distributors and manufacturer members who share a commitment to value-added distribution in serving high purity processing industries. FISA's mission is to help its members improve performance and customer value.*

**2010 – 2011 FISA Board of Directors**

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**From the President**



Hello FISA members,  
By the time you receive this newsletter, all of us will have celebrated Thanksgiving. That is a wonderful time to be with family and friends and for those of us serving the

sanitary processing industry, a four day break from work is a welcome gift. We roll out of the Thanksgiving holiday and into the season of giving, Christmas. Speaking of giving, I continue to receive comments about the 2010 Annual Conference in Charleston, SC. The comments have been positive and encouraging in telling us we are delivering what our FISA members want. This feedback is very valuable for me as president and the board members that serve you. Keep the feedback coming.

It is always FISA's goal to provide member benefits that align with the economic challenges we face in running our businesses today. As a new benefit this year, FISA offered two continuing education scholarships to the University of Industrial Distribution (UID). Applications were due by November 1st 2010, and we had five member companies submit candidates. These candidates were recently submitted to the scholarship committee for evaluation and selection. I want to thank all the candidates who applied.

Congratulations to scholarship winners: Gray Sherrill of M.G. Newell Corporation and Melissa Fryer of API Heat Transfer. We look forward to hearing your comments next spring. I have personally attended UID and walked away with a ton of solid management and sell-

ing ideas to help Sprinkman Corporation and its employees. I feel very strongly about this membership benefit and will be glad to answer any questions you may have.

The UID four-day program will be March 7-10, 2011 in Indianapolis, IN and is designed for distribution and manufacturing professionals committed to ongoing education and professional development. Participants select their own courses for each day of the four-day program, including such topics as: Distribution Marketing; Branch Management; Sales & Sales Management; Value-Added Selling; Business Leadership; Distribution Profitability; Consumer Psychographics; and, Channel Alignment. Individual member companies belonging to FISA can send anyone to UID for \$ 995.00; very reasonable for four days of continuing education classes!

Coming up February 10-12, 2011 is the FISA Long Range Planning Meeting. In preparation for that meeting, we will be sending you a Member Survey after the first of the year. Your comments provide a report card on how we are serving you and help us make sure we plan relevant content for the 2011 Annual Conference. Watch for the Survey and be sure to respond.

Also, remember to mark your 2011 calendar with the dates of September 17-20 which is our Annual Conference. Plan to join us in Santa Ana Pueblo, New Mexico in a truly memorable setting. For a preview, visit [www.tamaya.hyatt.com](http://www.tamaya.hyatt.com).

In closing, I want to thank each of you for being a part of FISA and wish all of you a Merry Christmas and a Happy New Year!!!



# Member News & Views

## Kaestner LLC.

After 41 years of service, long time salesman, **John Crow** has retired. Joining Kaestner in 1969, John initially covered the Mid Atlantic region before becoming sales manager in 1989. In 1994, John entered semi-retirement, continuing to faithfully serve his customers in the Baltimore vicinity. In recent years, John transferred to a sales support role working in customer service and shipping. Dave Good says, "We will greatly miss having him around the office and we wish John and his wife Bettie the best in their well deserved retirement."

## H D Supply

**Scott Batten** of HD Supply announces a new branch website: <http://ipvf.hdsupply.com/>

## Steel & O'Brien



Gus Soto



Jim Cramer

Steel & O'Brien is pleased to announce the addition of two new salesmen: **Gus Soto** and **Jim Cramer**. Gus has more than twenty years of experience in the manufacturing sector and as a sanitary fittings sales leader. Jim has 23 years combined industry experience in manufacturing and sales. They will bring their wide array of sanitary and sales knowledge to Steel & O'Brien to help customers with an expanded product line which includes resale tubing, tubular

fittings, valves and special fabrications that complement their machined fittings line. Steel & O'Brien has also completed a 20,000 square foot addition and now has a new special fab production area and new additional inventory.

## Top Line Process Equipment Co.



John Auteri

**John Auteri** has been promoted to General Sales Manager of Top Line Process Equipment Company. He will also continue to manage his duties as International Sales Manager. John has 20 years experience with Top Line serving the process industries. He previously held positions of Regional Sales Manager and Inside Sales Representative.

# Meet the New FISA Board Members

At the FISA Annual Meeting in September three new directors were elected to each serve a three year term on the FISA Board of Directors. The new directors are:



## Jim Banks

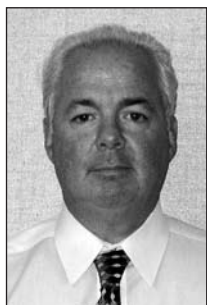
Jim Banks is Director of Sales of Sudmo North America a division of Norit Clean Process Technologies. Jim says "It is an honor to serve on the Board of Directors

of this fine organization. FISA provides an opportunity for distributors and manufacturers to interact in a truly professional, educational and social environment. The programs and services are geared toward the common goal of operating a successful business and providing superior service

to our customers. I look forward to contributing to the future growth of the organization."

## Kevin O'Donnell

Kevin O'Donnell is President & CEO of



Top Line Process Equipment Company. Kevin says, "I specifically enjoy FISA for its extraordinary ability of joining fellow distributors and manufacturers into one room creating a unique feeling of solidarity. FISA's offering of educational and networking events creates a wonderful mix of business and pleasure. I look forward to assisting with the growth of FISA as previous board members have done so well. My goal is to leave the organization as good or better than it was before my tenure."



## Amanda Sasse

Amanda Sasse is a Regional Sales Manager for Nelson-Jameson, Inc., and also serves on their Board of Directors. Amanda feels FISA is an invaluable source of knowledge

and support for those involved in the supply chain of the food industry. She asserts that its members' collective experience, expertise and common interests foster an atmosphere of cooperative learning and professional and personal relationship-building. She is proud to serve on FISA's Board of Directors.

## CHECKING THE PULSE

In the electronic FISA economic survey sent December 3, 2010, we had a 36% return rate from distributors and a 29% return rate from manufacturers. Here is a summary of the results.

*Now that we are at the end of 2010, how does your business compare to the same time last year?*

Profits are	Distributors	Manufacturers
UP	66.7%	55.6%
DOWN	27.7%	5.5%
ABOUT THE SAME	5.6%	38.9%

*Including this year, which of these three years was your best year?*

Year	Distributors	Manufacturers
2010	55.6%	72.2%
2009	16.6%	0.0%
2008	27.8%	27.8%

*Looking forward to 2011, what do you anticipate in sales for your company?*

Sales	Distributors	Manufacturers
INCREASE	66.7%	94.4%
DECREASE	5.5%	5.6%
STAY THE SAME	27.8%	0.0%

## The NAW Institute Releases New Book

The NAW Institute for Distribution Excellence is pleased to announce the first strategy book written specifically for wholesaler-distributors, *Strategic Planning for Distributors: Execution Isn't Everything — It's the Only Thing!* by Thomas O'Connor.

The book provides wholesaler-distributors of all sizes and across multiple lines of trade with 11 proven best-practice strategy steps to apply as they run their business in a rapidly changing competitive environment. *Strategic Planning for Distributors* draws on more than two decades of wholesale distribution research with strategy execution secrets of successful wholesaler-distributors. Distributors will learn how to:

- execute specific action plans to produce sustainable, profitable results
- create effective leadership team roles related to strategy execution
- balance a company's "inside-out" thinking with "outside-in" thinking from channel partners
- link strategy to the right performance

measurement and reward system

- ensure that all employees in the organization are committed to improving their individual performance and achieving the company's overall business strategy.

This book provides proven breakthrough strategies, tools, and guidance, along with plenty of real-world distributor examples to help wholesaler-distributors improve organizational performance and gain competitive advantage. Each chapter describes a best-practice strategy step that frames the wholesale distribution strategy pyramid.

This book will show wholesaler/distributors how to execute a business strategy successfully for profitable, long-term growth.

*To order, go to [www.naw.org/strategicplan](http://www.naw.org/strategicplan) or call 202.872.0885. Quantity discounts apply for two or more copies ordered.*



## Mark Your Calendar

**Association Education Alliance (AEA)**  
in partnership with Relationship  
Economics® presents:

**2011 Internet Marketing / Social Media  
Best Practices Webinar Series**

**Thursday, January 13, 2011**

3pm Eastern (Noon Pacific)

**Online Sales Success –  
Lead Generation and Buyer Behavior**

**Thursday, February 10, 2011**

3 PM Eastern (Noon Pacific)

**Mobile Marketing – Engaging Them at  
the Point of Need and Device of Choice**

■  
**March 7-10, 2011**

**UID–Indianapolis, IN**

■  
**September 17-20, 2011**

**FISA Annual Conference**

Hyatt Regency Tamaya  
Santa Ana, New Mexico



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408