

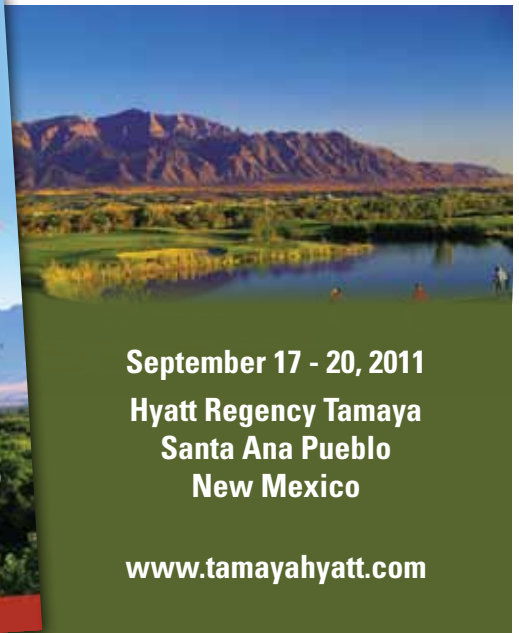
## Register Now for 2011 FISA Conference in New Mexico

Reserve your hotel room today for the 2011 FISA Annual Conference in Santa Ana Pueblo, New Mexico. The Hyatt Regency Tamaya Resort & Spa is sold out during the Conference so it is important that you secure your room quickly. To reserve a room, go to [www.fisanet.org](http://www.fisanet.org) and click on the Meetings tab. A link will take you directly to online reservations. If you prefer, call the hotel directly at 505-771-6068.

In addition to securing your hotel room, remember to register with FISA. Registration forms also can be downloaded from the FISA website or call the FISA office at (336)274-6311. The theme for this year's Conference is Maximize Your Marketing. Our speakers are nationally known in their fields and will be delivering solid content with actionable take-home value.

Back by popular demand this year is Jade West, Senior Vice President-Government Relations for the National Association of Wholesaler-Distributors (NAW). She will discuss some issues you need to be concerned about, as well as the tidal wave of new regulations that will directly impact your businesses.

Two of our speakers, Pete Land and Michael Marks, are long term faculty members at the University of Industrial Distribution (UID).



**September 17 - 20, 2011**

**Hyatt Regency Tamaya  
Santa Ana Pueblo  
New Mexico**

**[www.tamayahyatt.com](http://www.tamayahyatt.com)**

### REGISTRATION INCLUDES

- All Meeting Materials
- Three Breakfasts & Receptions
- Monday Evening Dinner
- Two Spouse Breakfasts

FISA is a sponsor of this popular in-service education program held each year in March in Indianapolis. By hearing these speakers, you will get a preview of the excellent level of instruction available to you at UID. Our time frame does not permit in-depth presentations but you will be able to hear two excellent presenters and benefit from their extensive knowledge. Be prepared for them to encourage you to attend UID next year, and remember FISA offers two scholarships.

Another outstanding speaker is Bob DeStefano who will be talking about how to market to generation net. Bob says, "The first rule of business is know your customer. However, a dramatic shift is taking place and the face of your customer is being transformed by Generation Net." He will also show us how to harness the power of a customer-focused website and how to understand search engine marketing.

As an added value for attendees, Bob will

schedule one-on-one appointments with you to evaluate your company's website. More information about how to sign up for this valuable service, offered at no cost to you, is on page 5 of this newsletter and will be posted on the FISA website. Fill out the questionnaire, schedule your appointment and take advantage of this opportunity.

While the FISA Conference provides outstanding education, it is also the premier networking Conference for distributors and those manufacturers who market through distribution. This is your chance to meet your suppliers face to face, establish personal connections, and develop new business relationships. A complete attendee list along with a short description of each company will be e-mailed to everyone in early September. By planning ahead, you can schedule meetings with suppliers and make this a cost effective way to strengthen your business relationships.



**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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**FISA Address:**  
1207 Sunset Drive  
Greensboro, NC 27408  
Phone 336-274-6311  
Fax 336-691-1839  
[www.fisanet.org](http://www.fisanet.org)

Stella L. Jones  
*Executive Director*  
E-mail: [stella@fisanet.org](mailto:stella@fisanet.org)

## From the President



As I write this article for our June, 2011 newsletter, the turning of the season here in Wisconsin has a special meaning for me. We are often reminded of just how precious life

can be when we see a loved one go through a difficult situation. My father had triple bypass surgery and is doing great. Surrounded by family, friends, and dedicated employees, he can rehab at his own pace so his lease on life can be increased.

Starting out my article with some personal information is not really my style but the correlation between seeing someone agree to improve their quality of life and FISA resonates with me and I will tell you why. This organization is surrounded by family, friends, and dedicated volunteers who want to see its lease on life grow. Your Board and members invest time and energy to bring member benefits to each of our companies in an effort to help us grow our businesses.

Many of you, by the time you receive this newsletter, will have seen the conference brochure for our 2011 Annual Conference being held September 17-20 in New Mexico, nicknamed "Land of Enchantment." The venue looks spectacular and should offer excellent opportunities for us to network, learn through educational seminars, and play a little bit while enjoying each other's company.

Our theme for this year is "Maximize your Marketing," and we have a lineup of wonderful speakers. Jade West has spoken to us before, and I'm sure again will be coined fastest talking mouth in the West as she brings us a tremendous amount of knowledge about what's happening in Washington!!! Peter Land will tell us "How to Delegate Effectively Without Losing Control." Bob Stefano is an authority on "How to Market to Generation Net." Michael Marks is a nationally recognized authority on distribution and will focus on "Making Joint Sales Call Work" & "Marketing Strategies in the World of

B2B." Both of our educational sessions on Sunday and Monday look to be very informative.

Also, I urge you to take advantage of the opportunity to have your website critiqued by Bob DeStefano. There is more information about this complimentary consultation in this newsletter and on our website. Sign up today and increase your take-home value from attending the Conference.

In closing, I can share with you that FISA continues to be in a very good financial position, membership is growing, and the 2011 Annual Conference has the content to help us learn new and creative ideas to market our businesses. I, like most of you, love to laugh. The two business quotes listed below really hit my funny bone. I hope it does yours, too.

*"The successful business person is the one who finds out what is the matter with his business before his competitors do." (Roy L. Smith)*

*"You don't want another Enron? Here's your law: If a company, can't explain, in ONE SENTENCE... what it does....it's illegal." (Lewis Black)*

This will be my last letter as your President. As the leaders before me have said, "where does the time go??" I feel the same. During my term with FISA, I watched two of my children graduate from high school and go on to college – amazing. But my fondest memory of FISA is being surrounded by so many talented people. Thank you to all the Board members that served with me and committee member volunteers who make this organization what it is. When approached to accept the job of President, I had only one criteria: the current Executive Director could not leave her position. We are so lucky to have Stella Jones. Thank you, Stella, for the support and professionalism you provided me during my two years as acting President!!

Have a great summer, and I will see you in September for the 2011 FISA Annual Conference in Santa Ana Pueblo, New Mexico.

Regards,

Chad R. Sprinkman

# FISA 2011 Annual Conference



Fellow FISA Members,

As we move through a busy 2011 schedule, I would like to personally invite each of you to join my wife, Sheryl, and me for the 2011 FISA Annual Conference which will be held in beautiful Santa Ana Pueblo, New Mexico.

This year's conference promises to be one of interest for distributors and manufacturing firms alike. We have a conference program which will not only be informative but will allow everyone to evaluate their companies' marketing and sales strategies which are currently in place and provide options for improving profitability.

FISA continues to experience growth in new company memberships. I sincerely want to welcome each of you to FISA and look forward to meeting you at the conference in September for a few days of networking, knowledge building, and fun for all our FISA members and spouses.

Please make plans to attend the 2011 conference. I am confident you will leave knowing you are part of an organization which not only provides great learning opportunities but long term friendships as well. FISA—what a great group of people!

*Brad Myers*  
Brad Myers, Arrow Process Systems  
Conference Chairman

## ABOUT THE RESORT

**Hyatt Regency Tamaya Resort & Spa**  
1300 Tuyuna Trail • Santa Ana Pueblo, New Mexico 87004  
Tel: 505 867 1234 • Fax: 505 771 6180



Set on more than 500 acres along the Rio Grande, Hyatt Tamaya Resort and Spa is a truly unique Resort. The design and ambience of the Resort is a reflection of the Native American people who first settled this land and own the property today. In this peaceful, restful setting, you can soak up the luxury of a premier spa, enjoy golf on a scenic championship course, lounge by one of three pools, or explore the trails that take you through the Bosque and along the Rio Grande River. There are numerous comfortable gathering places making networking easy and an integral component of the Conference. Experience the history, architecture, culture and cuisine of the people of Tamaya and go home refreshed and energized.

## THE LOCATION

Just 20 minutes from Albuquerque and 40 minutes from historic Santa Fe, the Hyatt Regency Tamaya Resort and Spa is nestled beneath the majestic Sandia Mountains. Here old legends meet modern luxury and the smells of fresh bread baking in Pueblo ovens will tantalize the senses.

## 2011 FISA Annual Conference Agenda

### Friday, September 16

- 6:30 - 10:00 am Hot Air Balloon Ride
- 5:00 - 6:30 pm Board of Directors Meeting

### Saturday, September 17

- 8:00 am Golf Tournament
- 9:00 am - 4:00 pm Tour of Santa Fe
- 2:00 - 4:00 pm Trail Ride
- 5:00 - 6:00 pm First-Timer's Meeting
- 6:00 - 7:30 pm Cocktail Reception/Dinner on your own

### Sunday, September 18

- 7:00 - 7:45 am Breakfast & Jade West *Legislative Update*
- 8:00 - 9:45 am *How to Delegate Without Losing Control* – Pete Land
- 8:30 - 9:45 am Spouse Breakfast
- 10:00 - 12:00 pm Ladies Golf Clinic
- 10:00 - 12:00 pm *How to Market to Generation Net* – Bob DeStefano
- 12:30 - 4:30 pm Kayaking on the Rio Grande
- 12:30 - 4:30 pm Sandia Peak Tram
- 12:30 - 4:30 pm Albuquerque International Balloon Museum
- 6:00 - 7:30 pm Cocktail Reception/Dinner on your own

### Monday, September 19

- 7:00 - 7:45 am Breakfast
- 8:00 - 9:45 am *Marketing Strategies In the B2B World* – Michael Marks
- 8:30 - 10:00 am *All About Turquoise* – Joe Dan
- 10:00 - 12:00 pm *Making the Joint Sales Call Work* – Michael Marks
- 12:30 - 4:30 pm Old Town Albuquerque Tour
- 12:30 - 5:30 pm Sporting Clays
- 12:30 - 4:30 pm Sandia Peak Tram & Sandia Crest Hike
- 6:30 - 9:00 pm Cocktails & Dinner

### Tuesday, September 20

- 7:30 - 8:45 am Breakfast & FISA Annual Meeting/  
Everyone Invited

## ABOUT THE AREA

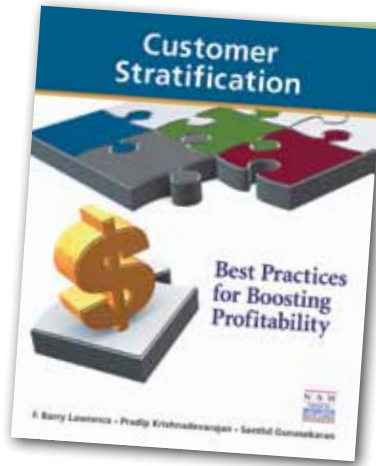
New Mexico's nickname is "Land of Enchantment" which evokes the mysterious power of the state's landscape, history, and people to transport visitors, at least temporarily, to another world. Each corner of the state has something magical to offer, whether from the Native American culture, the traditions of the 400-year-old Spanish heritage, or the sheer beauty of the state. One of the oldest cities in the U.S., Albuquerque is recognized as one of the most culturally diverse cities in the country. Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine. Countless customs and traditions passed down over generations are a vibrant part of daily life in the city, and make Albuquerque an epicenter of authentic Southwestern culture.



# Customer Stratification: Best Practices for Boosting Profitability

NAW Institute for Distribution Excellence is pleased to announce its newest, groundbreaking research study, *Customer Stratification: Best Practices for Boosting Profitability*, based on a two-year research consortium conducted by Texas A&M University's Global Supply Chain Laboratory.

Best-in-class wholesaler-distributors categorize customers based on various factors, but customer stratification has long been an unexplored area for most wholesale distribution companies. That is no longer the case. That gap is filled by this first-of-its-kind research study, *Customer Stratification: Best Practices for Boosting Profitability*. The authors are Barry



To order copies, please go to: [www.naw.org/customerstrat](http://www.naw.org/customerstrat) or call 202.872.0885. Be sure to get your FISA discount. Quantity discounts apply when ordering two or more copies.

and execute well to achieve greater profitability. When a distributor's staff is educated about the customer stratification

best practices found in this book, they have the tools, knowledge, and motivation to establish and sustain this important business process, and ultimately improve shareholder value.

*“Customer stratification has greatly enhanced our understanding of our customers.”*

Lawrence, Pradip Krishnadevarajan, and Senthil Gunasekaran of Texas A&M University's Global Supply Chain Laboratory.

Specifically for wholesaler-distributors, this brand-new study offers 20 practical action steps that wholesaler-distributors can implement today and over time as a result of the best practice research conducted with 68 real wholesaler-distributors across multiple lines of trade.

This cutting-edge study focuses on the four key dimensions of customer stratification: Buying Power, Customer Loyalty, Profitability, and Cost-to-Serve. It presents the customer stratification framework, a distributor-specific cost-to-serve model, a step-by-step implementation approach, and a series of real-world distributor case studies. The customer stratification framework not only distinguishes customers from each other, but it also provides a blueprint for conducting future business. The research study concludes with a roadmap that provides an action plan and suggestions for implementing a customer stratification framework at a distribution company.

Customer stratification is a critical business process that every distributor should adopt

According to Frank Flynn, President of Sager Electronics, “Customer stratification has greatly enhanced our understanding of our customers. We now know which customers maximize our value proposition. Linking customer stratification to our supplier and inventory systems empowers our team to quickly distill the variables affecting risk and reward so they can make better and more profitable business decisions.”

This research study is the second study created through collaboration between NAW Institute for Distribution Excellence and Texas A&M University's Industrial Distribution Program, two leaders in wholesale distribution education and training. These organizations joined forces in January 2009 to launch an alliance dedicated to further the understanding and application of best practices in wholesale distribution. Through this alliance, the Council for Research on Distributor Best Practices (CRDBP) was created. The mission of the CRDBP is to create competitive advantage for wholesaler-distributors through development of new industry research, educational programs, and publications to deliver that research and knowledge to

industry executives and their management teams. Learn more about the CRDBP and the other consortia at <http://www.naw.org/crdbp>. The first study is *Optimizing Distributor Profitability: Best Practices to a Stronger Bottom Line* ([www.naw.org/optimizdistprof](http://www.naw.org/optimizdistprof)).

National Association of Wholesaler-Distributors (NAW) is a federation of more than 80 wholesale distribution line of trade international, national, regional, state, and local associations and thousands of individual firms that collectively total more than 40,000 companies. The role of NAW Institute for Distribution Excellence is to sponsor and disseminate research and knowledge in strategic management issues affecting the wholesale distribution industry. Visit [www.nawpubs.org](http://www.nawpubs.org) to learn more.

## VOICEMAIL TIPS

With the increased pace of business today, it's important that we maximize the effectiveness of the voicemail messages we leave. Here are a few tips:

- Quickly state the purpose of your call.
- State the contact information at the beginning of the message (in case the message gets cut off).
- If the message is complicated, inform the person you'll send details in an e-mail.
- Have a call to action in the message.
- Repeat the phone number twice and speak slowly so the person can understand it.
- Provide specifics in the message rather than leave a generic “call me back as soon as possible” message.
- Keep it brief, as the optimal voicemail message is between 8 and 14 seconds.

# Give Your Website a Lead Generation Checkup



By Bob DeStefano

Do you want specific recommendations on how to turn your Website into a lead generation machine? Then, sign up for our popular Website Analysis consulting service – **at no charge to you!**

Bob will sit down with interested attendees at the Annual Conference and present a 40-Page Custom Analysis detailing specific recommendations on how their Website, search engine ranking, social media marketing initiatives and email marketing activities can be improved to produce measurable business results.

**Space is limited so book your analysis by visiting [www.svmsolutions.com/analysis](http://www.svmsolutions.com/analysis), calling SVM at 877-786.3249 x3 or emailing [results@svmsolutions.com](mailto:results@svmsolutions.com).**

Your Website can be your most powerful marketing tool, delivering a steady stream of new business leads and filling your sales pipeline. Unfortunately, most companies do not optimize their Websites for lead generation – offering, instead, nothing more than passive online brochures.

## Lead Generation Checkup

What about your Website? Find out your Website's lead generation potential by giving it a lead generation checkup. Review the following 10 questions, and give yourself one point for each Yes answer. Good luck!

**1. Does your homepage clearly communicate what your company does and the audiences you serve?**  Yes  No

First impressions count, and more people will see your home page than any other page on your Website. So, make sure your home page is as welcoming and useful as possible. It should clearly communicate your capabilities and the solutions your company provides. Moreover, it should provide a timely digest of the latest and greatest information you offer deeper within the site. Most important, it should focus on your prospects' needs and serve to guide them through your Website to find the information that can best help them.

**2. Do you use a conversational tone in your Website's copy?**  Yes  No

People think their Website is designed to serve the thousands of people that will visit

it. The reality is that one person will visit your Website at a time. Make sure you connect with each visitor by taking a friendly, conversational tone in your copy. Write as though you're sitting with them over coffee. Demonstrate that you understand the challenges they face and offer a solution.

**3. Do you offer useful educational content in addition to product and service information?**  Yes  No

Don't just sell – educate. Complement your product and service information with valuable educational information that helps your customers do their jobs better. Pack your site with "how to" articles, best-practices guides, training videos, and other educational content. This will turn your Website into more of a resource center that your customers and prospects will trust and visit regularly.

**4. Is your Website optimized for top ranking in the search engines?**  Yes  No

Search engines such as Google are your best source for targeted, motivated leads. Your prospects are searching for you. Make it easy for them to find you by boosting your rank in the search engines. To turn your Website into a search-engine magnet, fill your Website's copy and coding with the keyword phrases your customers use most often. In addition, build a network of quality inbound links to your Website from reputable and industry-relevant external Websites.

**5. Are you updating your Website's con-**

**tent on a regular basis?**  Yes  No

Is your latest press release from 2008? Does your copyright notice still say 2009 or earlier? People want to do business with dynamic companies. And, to project your dynamism, you need to have a fresh and relevant Website. Make it a point to take a critical look at your Website at least monthly, and add or remove information to improve its value to your customers and prospects.

**6. Does every page of your Website include a compelling call to action?**  Yes  No

Don't make the mistake of relying on your Contact Us page as the sole method for prospects to take action. To turn your Website into a lead generation machine, pepper your Website with a variety of relevant calls to action inviting prospects to reach out and take the next step.

**7. Do your calls to action address prospective customers at each stage of the buying cycle?**  Yes  No

Not everyone is ready to buy from you today. Some people are kicking tires; others may have a basic early-stage question. Look for ways to compel all prospects to reach out to you by offering tailored calls to action that appeal to prospects at each stage of the buying process. Examples include Ask the Experts forms, complimentary consultations, downloadable best-practice guides, free trials, etc.

**8. Is your phone number prominently displayed on every page of your Website?**

Yes  No

Don't forget to prominently display your phone number on every page of your Website. In our experience, people are at least as likely if not two to three times more likely to pick up the phone when they are browsing a company's Website. And there is no better time to be talking with a prospect because you can use your Website as a presentation tool.

**9. Are your online forms short, asking only for basic contact information (e.g., name, company, phone, and email address)?**

Yes  No

*Continued on page 8...*

# Member News & Views

The who, what,  
where, when and  
whys of the FISA  
membership.

## How to Submit News

*The Distributor News is published quarterly and the deadline for the next issue is September 1, 2011. Due to space limitations, we cannot print specific product information, but personnel changes, changes of address, expansions or other industry news is always of interest.*

*If you have a question, please call 336-274-6311.*

*Fax information to FISA at 336-691-1839 or mail to FISA at 1207 Sunset Drive, Greensboro, NC 27408.*

*E-mail: stella@fsanet.org*

## Alfa Laval USA



**Mark Larsen** has been appointed Senior Vice President of Alfa Laval Inc.'s Hygienic Division. In this role, Larsen will be responsible for implementing sales and marketing strategies to drive profitable growth for the company's Life Science, Sanitary, Food and Vegetable Oil Segments. Larsen joined Alfa Laval in 2002 as Vice President of Alfa Laval USA's Sanitary Segment, where he successfully drove profitable growth for this part of the company's business. Prior to joining Alfa Laval, Larsen was with Wilden Pump & Engineering and Eastman Kodak. He holds Master's degrees in International Management and Business Administration.

## Newman Sanitary Gasket

**Dave Newman**, President of Newman Sanitary Gasket has announced **Tom Moore**, Vice President of Sales, will be retiring July 31. Dave said, "Tom has been with us for 24 years and will be greatly missed." Tom has been an active FISA member for many years and when the By-laws were changed in 1997 to permit manufacturers to become members of the FISA Board of Directors, Tom was among the first manufacturers elected to the Board. An active triathlete, Tom regularly participates in Triathlons throughout the country. FISA appreciates Tom's many contributions to the Association and wishes Tom and his wife, Nancy, all the best. In February of this year, **Scott Spahr** joined Newman Sanitary Gasket, and he will be taking over Tom's responsibilities as Sales Manager. Scott will continue with his current responsibilities in a limited capacity, as testing engineer with their NewFlo™ diaphragm project and will be training his replacement. Scott is a graduate of the US Military Academy at West Point with a bachelor's degree in Mechanical Engineering. He is a native of Lebanon, Ohio along with his wife Amber and they have two children, Anna and Emily. After completing his military obligation in 2006, Scott joined Toyota, working in their Purchasing Commodity Engineer group in Erlanger, KY.

## United Industries

**Greg Sturicz**, President of United Industries announces that to help accommodate the growing demand for its laser-welded tubing, United Industries recently added approximately 20,000 square feet to its facility in Selmer, Tennessee, which includes a new stock room for sanitary

tubing. The facility, which has undergone previous expansion since the company began operations there in 1995, is now up to 110,000 square feet. The latest expansion was completed at the end of February, and United has just completed moving inventory into the new warehouse. The space includes cantilever type racking that enables them to utilize the entire cubic area. It also houses the company's "Class A Packing" which provides custom packaging for many shipments. Customers will experience a more efficient flow, from order to shipping, now that the expansion is complete.

## Midlantic Flow Components LLC

Midlantic Flow Components LLC is pleased to announce the recent formation of their new design and process engineering group. Providing engineering assistance for the complete processing plant, their staff is available to assist their distributor network with remote engineering support, in-person visits to the distributor's location, or to the end user with the distributor.

## HD Supply

HD Supply IPVF has recently added **Pamm Curtis** to their team in Lakeland, Florida. Pamm will be concentrating on their carbon, stainless, special alloy, and sanitary with specific focus on the pipe, tube, flange, and flange side of the business. Pamm comes to HD Supply with more than 25 years of PVF experience. **Scott Batten** says the company has launched their new website at <http://ipvf.hdsupply.com/>

## Paul Mueller Company

Paul Mueller Company is pleased to announce that **Robert A. Nosal** has been appointed President and Chief Executive Officer effective April 19, 2011. Mr. Nosal has a broad range of executive experience with companies in global industries. He has experience in change-agent leadership and business turnarounds and a record of implementing value-added programs to drive global sales and profit growth. He has a BS in chemical engineering from Rensselaer Polytechnic Institute and an MBA from the Wake Forest University Executive Program. **Matthew T. Detelich** has resigned as President and Chief Executive Officer to pursue other interests. The Board of Directors expresses their appreciation for Mr. Detelich's long service to the Company and wishes him well in his future endeavors. Paul Mueller Company manufactures stainless steel equipment and performs on-site construction and repair/maintenance in over 100 countries

worldwide on dairy farms and in a wide variety of industrial applications, including food, dairy, beverage processing; pharmaceutical, biotechnological, and chemical processing; water distillation; heat transfer; HVAC; heat recovery; and process cooling.

### Walker Engineered Products

**Matthew J. Bunk** has recently joined the sales team of Walker Engineered Products, manufacturer of a full range of processing and storage vessels and custom fabrications for the food, beverage, dairy, pharmaceutical, fine chemicals and personal care industries. He will be responsible for the sales of the full range of the company's products in the Midwest region. Matt brings many years of successful sales and project management experience to Walker Stainless. He has a solid background in the manufacture of stainless steel vessels for on-farm use. Matt has also worked with companies such as Caterpillar and The Toro Company in industrial components development and sales. During his initial introduction, **Sharron Groskreutz** will support Matt. Sharron, after four decades of service with Walker, will be retiring in the summer. We thank Sharron for her dedicated service and the success she has she brought to Walker Stainless during her career.

### VNE

VNE would like to welcome **Jennifer Meale**. Jenny has accepted the position of Buyer II. Jenny comes to VNE from Advanced Machining & Engineering where she worked as a Senior Buyer. Her responsibilities included managing vendor relationships, negotiating with vendors on pricing, quality and deliveries, and international logistics and expediting. Jenny brings VNE a great purchasing background.



### A Message from FISA Sponsorship Chairman, John Fearn

FISA Members,

I am excited about Conference this year and just wanted to send you a reminder. Be sure to sign up to become a member of The Yes Team and become a 2011 Conference sponsor. Your financial support is what enables FISA to keep adding to the value of the Conference without increasing your cost to attend.

By keeping registration fees reasonable, FISA makes it possible for more people to attend. We always get feedback that this is the premier networking experience for distributors and those of us manufacturers who go to market through distribution. In addition to the networking and the fun, we have real take-home value.

As a sponsor, you will be recognized in writing and verbally at the Conference. You also will have signage for the event or events you sponsor and will be recognized in the fall newsletter. For

those of you who become members of the Pinnacle Society at \$1500, your color logo will be posted throughout the Conference. So you see, this is a win-win situation. Through your financial support, FISA keeps strengthening the quality of the Conference and you gain valuable exposure for your company.

Sponsorship forms were mailed with the Conference registration material in early May. If you have misplaced your form with the list of varied sponsorship opportunities, you can download one from the FISA website or call Stella in the FISA office at (336) 274-6311, and she will be glad to send you one. The members of the Sponsorship Committee this year are Brad Myers of Arrow Process Systems, Inc, Dennis Wright of Wright Process Systems, and Kevin O'Donnell of Topline Process Equipment Company. They join me in urging you to support FISA and be a sponsor of the 2011 FISA Annual Conference.

## Welcome New Members

### Carmel Process Solutions, LLC

#### Don Audia

484 E. Carmel Drive #213  
Carmel, IN 46032  
(317)705-0217  
daudia@carmelprocess.com  
www.carmelprocess.com

### Cole-Tech

#### Len Manns

3852 Broadway St.  
Cheektowaga, NY 14227  
(716)601-7485  
len@cole-tech.com  
www.cole-tech.com

### Stainless Motors, Inc.

John Oleson  
7601 Nita Place NE  
Rio Rancho, NM 87144  
(505)867-0224  
john@stainlessmotors.com  
www.stainlessmotors.com

## Give Your Website a Lead Generation Checkup ...continued from page 5

Are your online lead generation forms as long and daunting as a tax return? If so, shorten them. The more fields your forms include, the less likely prospects will be to fill them out. Ask only for basic contact information that your salespeople will need to make an intelligent follow-up. You can program those forms to identify the page the person was on, so your salesperson can prepare for the call.

**10. Do you have a process in place to ensure your Website inquiries receive immediate follow-up?**  Yes  No

How long does it take for your salespeople to follow up on online lead inquiries? If the follow-up is not immediate, you are leaving money on the table. Assign salespeople to follow up on online leads, and make sure the inquiries get to them as soon as possible. To streamline your lead-management

and follow-up process, tie your Website forms into a customer-relationship-management (CRM) system such as Salesforce.com or SugarCRM.

So how did you do? If you scored a 7 or higher, you're doing well, and your Website is a powerful lead generation tool. However, if you scored a 6 or below, you have some work to do. I hope this checkup got you thinking about ways to improve your Website.

*Bob DeStefano, president of SVM E-Business Solutions, is an online marketing strategist and professional speaker with over 15 years experience helping industrial companies leverage online marketing to produce bottom-line results. He can be reached by calling (877) 786-3249 x234 or on the Web at [www.svm-solutions.com](http://www.svm-solutions.com) or [www.bobdestefano.com](http://www.bobdestefano.com).*

## Mark Your Calendar

### July 1

Renew FISA Membership

### August 12

Hotel Room Block Dropped

### September 17-20, 2011

FISA Annual Conference  
Hyatt Regency Tamaya  
Santa Ana Pueblo  
New Mexico

### NOTE:

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## Distributor News

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