

## FISA Announces New Membership Benefit

### Human Resources Consultant Available to Members

FISA is pleased to announce the engagement of Nancye Combs as the endorsed Human Resources Consultant for FISA members. Nancye is President of HR Enterprise, Inc. in Louisville, KY. She has more than 35 years of practical experience in Human Resources and has worked



Whether you need Nancye's help with a policy, procedure, unusual employee problem, pay issue, or employment regulation, Nancye will be available to help you. More than 600 clients and 4,100 association members call on her. For some, she is considered an extension of their management team and their

only HR person. For others, the internal HR Manager seeks her advice on difficult problems or problems that should be outsourced. FISA will pay for the first half-hour of assistance you receive from Nancye. When you call, be sure you tell her you are a FISA member and give her your membership information. The FISA Board of Directors is pleased to provide this useful resource for FISA members. Nancye's contact information is:

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Nancye Combs  
HR Enterprise, Inc.  
Phone: 502-896-0503  
E-mail: nancyecombs@aol.com  
www.hrenterprise.com

Last year, when companies renewed their FISA membership, you were e-mailed a comprehensive Personnel Manual written by Nancye. This is a wonderful resource and if you did not receive a copy, contact Stella in the FISA office at 336-274-6311 or stella@fisaset.org, and she will e-mail you a copy.

## Feeling the Pulse Survey Results

Several members wanted to know which trade shows FISA members would be attending in 2010, and asked that FISA survey the membership. A survey was sent to each FISA company in January of 2010 and 44 companies returned the survey. The results show a number of members are still undecided.

### TOTAL RESPONDENTS: 44

Manufacturers-23, Distributors-21

### Will you attend Process Expo July 18-21 in Chicago?

Yes-23 ■ No-9 ■ Undecided-11

### Will you exhibit at Process Expo July 18-21 in Chicago?

Yes-13 ■ No-27 ■ Undecided-4

### Will you attend IDFA's International Dairy Show September 13-15 in Dallas, TX?

Yes-8 ■ No-21 ■ Undecided-21

### Will you exhibit at IDFA's September show in Dallas?

Yes-4 ■ No-31 ■ Undecided-6

### Will you attend Pack Expo October 31 - November 3 in Chicago?

Yes-30 ■ No-11 ■ Undecided-12

### Will you exhibit at Pack Expo in Chicago?

Yes-9 ■ No-28 ■ Undecided-6

**2010 FISA Annual Conference  
September 18 -21, 2010**

**The Mills House • Charleston, SC**

[www.millshouse.com](http://www.millshouse.com)



## 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.*

### 2009 – 2010 FISA Board of Directors

#### FISA Officers:

**Chad Sprinkman**

*W.M. Sprinkman Corporation  
President*

**David Brink**

*M.G. Newell Corporation  
Vice President*

**Rodney Dobbins**

*Dobbins Company  
Past President*

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**Larry Cook**

*Fristam Pumps USA*

**Ron Eiseman**

*Twinco Inc.*

**John Fearn**

*Walker Engineered Products*

**Zino Lappas**

*Alfa Laval Inc.*

**James Murphy**

*Standard Pump, Inc.*

**Dave Murray**

*SPX Process Equipment*

**Brad Myers**

*Arrow Process Systems*

**Ken West**

*WestOne & Associates*

**Dennis Wright**

*Wright Process Systems*

**FISA Address:**

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Fax 336-691-1839  
www.fisanet.org**

Stella L. Jones

*Executive Director*

*E-mail: stella@fisanet.org*

## From the President



Hello FISA members,

Hard to believe we are moving into the third month of the 2010 calendar year. I often comment to family and friends that life is like an odometer in my car

that is ticking off the miles way too fast. I again was reminded of this during our recent Long Range Planning meeting in Phoenix, AZ. We were planning our 2010 Annual Conference, and it is hard to believe the Conference in Charleston, SC. is only six months away. Fasten your seat belts because your executive director, president and board of directors have put together an awesome program.

From *The Little Black Book of Connections* by Jeffrey Gitomer that was handed out during our 2009 conference, I quote. "All things being not quite so equal. People STILL want to do business with their friends."

Hint: To climb the ladder of success, you don't need more techniques and strategies, you need more friends. (Remind you of FISA)

"Connecting is all about your friendliness, your ability to engage, and your willingness to give value first. When you combine those three attributes you will have uncovered the secret of powerful connections that lead to **RICH** relationships."

FISA incorporates those three attributes (friendliness, ability to engage and willingness to give value first) in serving our member companies. I believe FISA continues to have one of the best networking venues of any of the associations dealing with the high purity processing industries.

At our Planning Meeting, we developed several task forces. The Membership Task Force is chaired by Zino Lappas and supported by Ron Eiseman and Dave Murray. The Sponsorship Task Force will be chaired by John Fearn and supported by Brad Myers and Dennis Wright. I ask each of you to assist in these efforts by sharing names of prospective member companies with the Membership Task Force and becoming

ing a sponsor of the 2010 Annual Conference. Sponsorship opportunities will be mailed to you with the Conference information in early May. I can't stress enough what a difference your financial support makes in enabling FISA to continue providing outstanding speakers.

The third task force is a new one and is certainly in line with the idea of giving value. At our Board meeting, we approved a motion for FISA to offer two scholarships next year to the University of Industrial Distribution (UID). As you know this is an excellent educational opportunity that takes place annually in Indianapolis each March. David Brink is the Chairman of the task force assisted by Rodney Dobbins and John Fearn who will develop the criteria for these scholarships and determine how the winners will be selected. I look forward to giving you more information on this in future issues of the newsletter.

Another significant new benefit for you is that we are contracting with Nancye Combs to provide Human Resources consulting. As you read on the front page of this newsletter, each FISA member company is entitled to thirty minutes of consultation annually paid for by FISA. We recognize that many of you have H.R. departments but for those companies who do not, Nancye is an incredible resource. Because of her extensive experience in distribution, she also can be a great resource for your own H.R. department.

While you read about these new programs being added, you may be wondering about the cost. The good news is that there is no increase in costs for you. Our annual dues will remain at \$735 a year, the same as they have been for the past five years. Your FISA Board of Directors is committed to being responsive to your needs and keeping costs affordable.

Thanks for your support and always feel free to give me, Stella, or any member of the Board of Directors feedback. FISA is focused on serving you.

Regards,

Chad R. Sprinkman

# FISA Planning Meeting Charts Course

The FISA Long Range Planning meeting was held February 4 – 6 in Phoenix, AZ. Participants included the FISA Board of Directors and invited guests: Beth Kloos, of Haynes Manufacturing and Doug Harper of Tetra Pak Inc. Trish Lilly served as facilitator.

The purpose of this meeting each year is to review FISA's goals, to discuss the industry and market conditions, and to plan the next Annual Conference. By reviewing evaluations from the past Conference and member surveys, the group is responsive to what topics interest the membership. Back by popular demand for our Annual Conference will be Brian Beaulieu, the economist, who has spoken to two FISA conferences. He will be giving us his assessment of the economy and what he projects for the next several years. Other speakers will be announced soon and the entire agenda will be posted on the FISA website in early May. Your conference registration information will also be mailed in early May.

Another important part of the Planning Meeting is having distributors and manufacturers share insights about current market conditions. In doing the business scan, the group identified the following trends:

- Technical service offerings are on the upswing
- Customers are bypassing distribution with greater frequency
- Rapid reaction time is critical
- Credit flow presents challenges
- Process optimization minimizes cost and maximizes efficiency
- Integrated Supply relationships are increasing
- There is a need to educate customers on the value-added provided by distribution
- There is a trend toward customers dictating terms
- There is a lack of knowledge of industry specialization in the high purity and sanitary processing marketplace
- Automation growth continues
- Consolidation will continue
- More parties are involved in the decision-making process



(L to R) Dave Murray, SPX Process, Larry Cook, Fristam Pumps USA, Zino Lappas, Alfa Laval Inc., Doug Harper, Tetra Pak Inc. and James Murphy, Standard Pump Inc.

- The bidding process has become more competitive

Another portion of the meeting was devoted to having manufacturers and distributors meet separately to each discuss, "What Keeps You Up at Night?" Each group reported key points which are summarized below.

## MANUFACTURERS

- Distributors are taking more on; ordering online more.
- Distributors need to take more ownership in the sales process and use available online tools offered through their manufacturers. More value-added selling skills are required.
- Manufacturers want more of their distributors' mind-share. What can a manufacturer do to help their distributor focus more on their equipment?
- Customers are calling manufacturers direct for service support.
- Acquisition angst
- Discounts should be earned – not given.
- End users need to better understand the value offered through distribution.
- Volatility of raw material pricing
- Is the distributor line card diluting what they sell into the marketplace?
- The distributor is becoming a competitor to manufacturer through additional services, etc. There is the potential for

a distributor to become more like a manufacturer.

- How can manufacturers align with distributors to help provide greater engineering services to customers?
- Off shore manufacturing
- Europeans seeking to distribute products in US
- No progress without competition

## DISTRIBUTORS

- Personnel issues (finding competent inside and outside sales persons)
- Corporate purchasing
- Direct sales (distributor needs to be a part of the sale – manufacturer should fight for distributor)
- Finance/Terms
- Lack of Time
- Insurance – liability, workman's comp, health insurance
- Contract terms on projects
- Lack of communication by Manufacturers when changes in products and pricing occur
- Evaluation of distributor by manufacturers, but not vice-versa

As you can read, the discussion was thought provoking and points of interest can be expanded to be discussed at Roundtables during the Charleston Annual Conference.

# YOU CAN ALWAYS SELL MORE...

## by Realizing You Don't Just Have To Match the Lowest Price

By Jim Pancero



*Jim Pancero will be a speaker at the 2010 FISA Annual Conference. He has one of the most advanced "business to business" sales management programs available today. His bottom line focus is to increase an organization's strategic competitive advantage and market uniqueness. His book, "You Can Always Sell More — How to Improve Any Sales Force" is in bookstores nationwide. [www.pancero.com](http://www.pancero.com).*

Defending business against lower priced challenges is a normal and ongoing effort of any salesperson with an established customer base. However, during these tougher economic times more customers than ever are evaluating, or re-evaluating if they can buy what they need at a cheaper price. Most sales reps I meet are being forced to spend significant amounts of time defending their existing business from competitive attacks, especially lower priced competitive attacks. Do you have any accounts currently under attack? If you do then here are eight questions to consider that might help. By the way, I'm sure you've thought of solutions to several of these questions already, but maybe a few of them might contribute to your selling plans.

### **QUESTION 1: Which of your current customers is most exposed to competitive attacks?**

You cannot work to protect all of your customers at the same time. Prioritize your customer base to identify your most important or most exposed current customers. It's important to also share your prioritized list with your manager, reviewing not only why they're your most important or exposed accounts but also what actions you plan to take to save their business.

## ...when times become tougher, customers become more demanding and you face stronger competitive challenges.

### **QUESTION 2: Are you really providing any unique value and can you prove it?**

All sales reps talk about their "added value" and uniqueness. But now is the time to take a realistic look at each of your exposed accounts to evaluate if you're really providing any uniqueness, value or savings.

Value is always a part of any vendor replacement evaluation. The only way a competitor can take business away from you is by showing your customer how they can provide the same (or greater) value but at a cheaper price. Very few buyers will take the personal

risk of being responsible for switching to a lower priced vendor who has significantly lower quality or service levels.

So how much value, uniqueness or savings are you currently providing your customers? The simple reality of business is the greater your value difference then the more customers will be willing to pay to do business with you.

If your customers see no value or uniqueness in your products or service levels then they will quickly switch to whoever happens to be the lowest priced vendor. The only possible way for you to save that business will be by being the lowest priced bidder.

However, if you do have any uniqueness, value or savings, you might now have a chance to keep this business. You will likely still have to drop your price but you don't have to match or beat the lowest competitive price bid to win.

There're only four reasons why buyers buy in a competitive market. They chose you over all the other competitive alternatives because you either lowered their risk; made their life or work easier; increased their profitability or lowered their total costs; or you've helped increase their competitive advantage.

This is a great time to re-evaluate your customer references who can talk about the value you provide and why they chose you. Have you been able to collect any testimonials or inside support to validate your value and what you've done to improve their business?

### **QUESTION 3: Can you be proactive by initiating any "value provided" customer discussions before the "competitive hordes" attack?**

Examples of value, uniqueness or savings will be a lot easier to collect when your customer is not in the middle of evaluating and comparing you to several of your competitors. You will want to collect as much of this information as early as pos-

sible. What have you been doing to collect references to be able to validate and prove your uniqueness?

**QUESTION 4: Do you have connections within your customer's decision-making organization so your "value message" is heard and recognized?**

The majority of customers have political environments where different departments have different and sometimes even conflicting goals. An example of conflicting goals would be when the plant manager tells you their company most values provable quality and process improvements when selecting a vendor but their purchasing agent tells you they only consider lowest priced proposals.

It takes higher level intervention within a customer's political environment to fight for the selection of a higher priced vendor who provides greater value, quality or longer term savings, otherwise whoever gives the lowest price wins.

What have you been doing to get higher, wider and deeper within your most important or exposed accounts? Don't be surprised if your most exposed accounts are also the ones where you have the weakest political power, established contacts, executive support or proof of value or savings. How do you think these customers became competitively exposed in the first place?

**QUESTION 5: Can you quantify and validate your ability to provide the "lowest total cost" solution?**

What kind of numbers or tracking data can you prove? We all talk about how we can help our customers save money, so do you have any references, studies or documentation to really prove your ability to help their business?

During prosperous times most sales reps do not take the time to track and position the savings and improvements they have been providing their customers. Your proof of uniqueness has most likely always been intuitively assumed, you just haven't taken the time to quantify, collect and validate how your customers have actually benefited by buying from you.

However, when times become tougher, customers become more demanding and you face stronger competitive challenges.

Now is when you most need to increase your proof and validation of impact to help you confirm your message and uniqueness to a new client.

What can you do to go back to your oldest and best customers to build or expand your lists of solid references who can talk about the actual dollar savings or improvement results they've experienced?

Consider developing a reference letter to give to your best prospects. This letter lists five or six of your best references with their contact name, company, job title and contact information included for each reference. Also contained in this letter are several paragraphs for each reference listing in detail how you worked with them, the results you helped generate and a quote from the customer confirming the impact you have had.

This way, your prospect gets your entire story from all of your references just by reading the letter even if they don't contact anyone. Most will only call one or two to confirm what you've written. In addition, once one or two check out, most prospects will tend to believe the validity of all your references without having to do the work to call each one.

What else can you be doing to get your message and uniqueness better communicated to your prospects?

**QUESTION 6: Can you utilize your manager, company executives or support team to help communicate and prove your "added value" and "lowest total cost" solutions?**

Either most sales reps don't like to use others to help them sell, or their company expects them to sell everything on their own without any help or support. However, during a tougher economic climate more customers are expecting and demanding to see more than just their sales rep working to persuade them to buy.

When a sales rep is the only one showing up to talk with a prospect it's easy for a customer to assume your promises are only being made and supported by you. However, when anyone else from your company joins you on an important call, especially a manager or company executive, then your prospect tends to believe your promises

are now backed up and supported by your entire company.

Who can you take to the customer to help you convey your messages of savings, value and uniqueness? Remember this doesn't necessarily have to be a face-to-face meeting. Even having one of your senior executives talk by telephone with an important customer can still help you get your "total company support" message across to your prospect.

In addition, don't forget the negotiating benefits of multiple players from your company being involved. If you, the sales rep, are the only one talking and negotiating with your prospect then your potential customer might assume you have lots of flexibility in your pricing and they can exert more negotiations pressure.

But you can increase your negotiating strength when you can show your prospect that there is more than just you the sales rep involved in establishing your final price. With multiple players (and executives) involved from your company you now imply less flexibility in immediately cutting a price or offering major concessions. Who else can you get involved to help strengthen your negotiating position within your most exposed accounts?

**QUESTION 7: Can you stop the bleeding?**

In today's tougher economic climate, buyers are putting pressure on all of their suppliers to increase their service offerings at the same time they also cut their prices. If you have a large contract now coming up for renewal your customer will assume and expect they will get some type of price reduction or savings compared to what they were paying.

One of the ways a buyer can help accelerate you lowering your prices is to bring in several of your competitors, especially the lowest priced ones, to help increase the competitive bidding. Many buyers might even bring in companies to bid that they would never actually buy from due to that competitor's higher risk, lower service levels or reduced product quality. Those competitors are used only to get the other higher priced vendors that they would like to buy from to offer lower prices or to offer additional concessions.

*Continued on page 7...*

# 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 June 1, 2010. 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@fisanet.org*

## W.M. Sprinkman Corporation

As W.M. Sprinkman Corporation continues to focus on providing process design and manufacturing innovation, the company has made some additions. **John Luther** has been brought on board as a Project Engineer. He comes to Sprinkman with a PhD in Chemical Engineering and 15 years of experience in the Biotechnology industry. **Matt Sewell** has also been hired as the Southeast Regional Sales Representative. For years, Matt's family has operated their own distribution business in the southeast region. A number of production employees have also been hired to help with the newly established small tank manufacturing at the Franksville facility.

## Kaestner LLC

**David Good** of Kaestner LLC writes, "The new year often is a time of change and new beginnings. As we usher in 2010, Kaestner LLC would like to announce several organizational changes. Former owner, **Don Good**, began his career with Kaestner in 1963 as a welder. Over his nearly 50 year career, Don worked his way up to become a sales engineer, partner, and eventually the sole owner when he purchased the company from Albert Kaestner in 2005. Our customers have enjoyed Don's reliable work and his great rapport turned professional relationships into friendships that spanned decades."

"Although Don will be spending most of his days in the beautiful farmhouse that he and his wife, Carol, meticulously restored, we are excited to have him continue to work for the company on a consulting basis. While we will miss Don's regular presence, we have a number of familiar faces in the industry who have joined the Kaestner team. We are proud to announce the addition of Sales Engineers **Mike Corrigan** and **Rich**

**Townsend**, and Account Manager **Don McKee**. Mike Corrigan will be covering Pennsylvania and New Jersey. Rich Townsend will be covering Virginia and West Virginia. Don McKee will be calling on accounts in Delaware and the Eastern Shore of Maryland. These gentlemen look forward to being of service to customers in the Mid-Atlantic region!"

## Tetra Pak Inc.

Tetra Pak Inc. announces that **Kelly Xenos** has been promoted to the Flow Coordinator position and will be supporting their Tetra Pak flow equipment product lines. Kelly will support customers and distributors by providing proposals, solution recommendations and product assistance for the United States and Canadian markets.

Tetra Pak Inc. is based in Vernon Hills, Illinois. For further information on Tetra Pak, please visit their website at [www.tetrapakprocessing.com](http://www.tetrapakprocessing.com)

## Fristam Pumps USA



is pleased to announce **Marcos Magoni** has joined the company as Regional Sales Manager for South America, responsible for Fristam's distribution network in South America.

Marcos has over 10 years of pump and process industry experience and a degree in Administration – Management Process from the Uninter Fatec International in Brazil. Additionally, Marcos is trilingual, speaking English, Spanish, and Portuguese.

Fristam Pumps USA, Middleton, WI, is a global manufacturer of sanitary centrifugal and positive displacement pumps, blenders and mixers used by the beverage, dairy, food and pharmaceutical/biotech industries.

## 3-A SSI Announces New Information on 3-A Symbol Holders

3-A Sanitary Standards, Inc. (3-A SSI) announces new public information on current 3-A Symbol holders to assist regulatory sanitarians, processors, equipment fabricators, and other interested parties. Along with a list of authorized 3-A Symbol licensees for 2010, 3-A SSI posted the first licensee information on a

new Probationary List.

"The public data on 3-A Symbol licensees is more valuable today than ever for inspection authorities, equipment fabricators and users," according to 3-A SSI Executive Director Tim Rugh. "Recognition and demand for the 3-A Symbol have

grown in step with the need to know that equipment conforms to the appropriate 3-A Sanitary Standards, and the 3-A Symbol conveys this assurance," he said.

New this year, a Probationary List was recently added to disclose information on

*Continued on page 8...*

## YOU CAN ALWAYS SELL MORE... *Continued from page 5*

However, a mistake consistently made by most reps is to assume the only way they can keep the business and win a challenge from a lower priced competitor is by matching the lowest quoted price.

A reality of negotiations is that you don't always have to match the lowest price to win (or to keep) the business. After all, the main buyer might only be looking to prove to their company that they were able to receive a price reduction due to their negotiating expertise. The actual size of the reduction compared to the other bids they received could be a distant and secondary issue.

Let's say you have a customer who you've been selling \$5 million dollars a year in products. Your annual contract is almost up for renewal and your main buyer has come back to you showing you everyone's final bids, and pointing out that you're a million dollars a year higher than the lowest bidder. Of course your customer will expect you to meet the lowest price, but you might not have to!

This is where your account pre-work and negotiations skills mentioned earlier can come into play. The easiest, lowest risk, but most expensive action you could take would be to immediately agree to the one million dollar price reduction, a major hit to your and your company's profitability.

But if you've done the math and build up a performance history with this customer you might be able to show they're already experiencing an annual savings of \$100,000 due to your faster run times or higher product quality. You also might be able to generate additional proofs of savings due to your larger inventories, more consistent delivery schedules, or past applications savings (with the promise to keep working on more savings efforts in the future).

The bottom line here is you might be able to create a message showing how you have saved them money in the past, are interested in continuing to work for more savings in the future, and are a lower risk as a supplier to their business. With all of that additional justification considered you might only need to lower your price to \$600,000 or \$700,000 a year. Still, not

a happy price reduction to have to offer, but a whole lot better than just offering \$500,000 to match that lowest price.

So how much risk are you willing to take with your pricing? You won't have to drop your price as much to keep their business if you have your company executives involved, are able to reference past savings and successes you've collected and validated, are working to get "higher, wider and deeper" into your customer's political environment, and are able to show the future savings work you're interested and committed to continuing.

### **OUR FINAL QUESTION 8: Can you still find anything to sell?**

Even during this tougher and more challenging economic climate it is still critical to keep selling! Even as you're fighting to keep your current business, it's still important to keep looking for new and/or additional application opportunities where you can help them lower their costs, lower their risk or improve their efficiencies or results. It is a lot harder for a customer to throw you out for a lower priced vendor if you have several cost savings or application improvement projects currently under joint research and development.

During tougher economic climates, buyers are also most interested in learning about new or additional ways they can improve their business operations or reduce their costs. Now is the time to be initiating conversations for new or additional business. These types of new applications discussions are also a great way for you to get "higher wider & deeper" within an account.

These are definitely some of the most challenging economic selling conditions any of us have ever faced in our selling careers. However, even in a tougher economy the stronger and more persuasive sales teams will still win more business than will their competitors.

We know you're good, now the question is, are you good enough and committed enough to keep selling to still win or keep the business, but without having to match the lowest competitive price bid?



### **Seven Steps to Search Engine Marketing Success**

**Tuesday, April 13 • 1:00pm EST**  
**\$149 per location**

Right now, somewhere, a potential customer is searching for your products. But, who will they find first – your company or your competition? Search engine marketing is all about getting in front of customers at the very moment they are searching for your products on Google and the other engines. But how do you take full advantage of search engine marketing and outshine your competition.

- Make your Website attractive to Google
- Choose the most profitable keyword phrases
- Attract quality links to your Website
- Run a results-focused pay-per-click advertising campaign
- Measure your search engine marketing success

### **How to Be successful with E-mail Marketing**

**Tuesday, May 11 • 1:00pm EST**  
**\$149 per location**

Is your email newsletter a success? The big challenge in producing a successful email newsletter is generating content that will motivate prospects and customers to open, read, and respond. E-newsletters that simply provide a recap of your latest products and news may be of great interest to you, but they are of little interest to your readers.

- Define an effective email marketing strategy
- Build your list and gain permission
- Create content your customers will love
- Measure the success of your email marketing efforts
- And more!

**To register for either Webinar:**  
**[www.aea-2.eventbrite.com](http://www.aea-2.eventbrite.com)**

### 3-A SSI Announces New Information... *Continued from page 6*

any licensee that is responsible for a finding of non-conformance, including the company name and the specific type and model of equipment. According to Tim Rugh, "The Probationary List is not intended to penalize the licensee, but to help inform all concerned parties that the licensee is addressing specific issues it has acknowledged require correction." The licensee remains in this status until a plan for corrective action is completed and verified by third party inspection.

The value of the 3-A Symbol in the marketplace was enhanced by the Third Party Verification (TPV) inspection requirement instituted in 2003 as a requirement for 3-A Symbol authorization. The TPV requirement moved 3-A Symbol authorization away from an era of self-certification. Between 2003 and the end of 2007,

approximately 520 TPV inspections were completed for equipment fabricated in the U.S. and 22 other countries around the world, according to 3-A SSI. The inspections must be renewed every five years to maintain a 3-A Symbol authorization, whenever equipment non-conformance is found, or if there is a significant change in materials or manufacturing processes.

Since 1956, the 3-A Symbol has been used to identify equipment that meets 3-A Sanitary Standards for design and fabrication. Voluntary use of the 3-A Symbol on dairy and food equipment assures processors that equipment meets sanitary standards, provides accepted criteria to equipment manufacturers for sanitary design, and establishes guidelines for uniform evaluation and compliance by sanitarians.

## Mark Your Calendar

**Tuesday, April 13th • 1:00 EST**  
Webinar – Seven Steps to Search Engine Marketing Success



**Tuesday, May 11th 1:00 EST**  
Webinar – How to Be Successful with E-mail Marketing



**July 1, 2010**  
Renew FISA Membership



**September 18-21, 2010**  
FISA Annual Conference  
Charleston, SC



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408