

## 2008 FISA Conference in California Breaks Records

The 2008 FISA Annual Conference in Santa Barbara, CA had the highest attendance of any Conference with 230 delegates, spouses and guests registered to attend. There were 63 first-timers attending which was 27% of the total attendees. Additionally, 39 different companies joined the 2008 YES team as sponsors of the Conference.

In evaluating the Conference, attendees liked the format, the atmosphere and the location. A number of people commented that the speakers were excellent and the topics timely – particularly, the presentation by economist Brian Beaulieu. Face reader, Mac Fulfur, conducted two sessions and was available during two receptions to read individual faces. His ability to describe a person's personality by looking at his/her face became a topic of conversation throughout the meeting.

When asked his impressions of the Conference, Scott Prouty, Director of industrial Sales for the United States/Canada for PSG- Wilden Pump, commented that FISA had a very inviting, "feel at home" type atmosphere. He enjoyed the networking opportunities and next year plans to bring additional attendees to the Lake Tahoe Conference.

First-timers, Amy Parrish of PT Coupling, and Mitch Trivanovich of Pump Systems, echoed Scott's thoughts saying they liked the informal atmosphere and the setting which made it easy to talk to people. They also gave the speakers high marks and thought the activities were well organized and that it was obvious families and spouses are encouraged to attend.

Karl Summers, President of Ace Manufacturing and a first-timer, said, "Donna and I enjoyed the Conference very much. The

atmosphere is excellent for networking and making new friends. The daily activities provided a great venue for meeting others in a fun setting. The sailing regatta was terrific; what a great idea. Donna bought Mac Fulfur's book, "Amazing Face Reading" and she is having a great time testing her new found knowledge. We look forward to attending next year and getting to know more of the FISA members."

Make your plans now to attend the 2009 FISA Annual Conference at the Resort at Squaw Creek. The Resort is ideally located on 195 forested hillside acres at the base of famous Squaw Valley USA, home of the 1960 Winter Olympics. The full-service resort is nestled in a high altitude, alpine environment near spectacular Lake Tahoe, one of the largest natural freshwater lakes in North America.

*You Are Cordially Invited to the  
FISA Cocktail Reception  
Monday, November 10th • 6:00 - 7:30 PM  
The Tower Club  
20 North Wacker Drive • Chicago, IL  
RSVP Number of Guests • [stella@fisaset.org](mailto:stella@fisaset.org)*

**2009  
FISA Annual  
Conference**

September 19 – 22, 2009  
Resort at Squaw Creek  
Lake Tahoe, CA  
[www.squawcreek.com](http://www.squawcreek.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.*

**2008 – 2009  
FISA Board of Directors**

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**Ken West**  
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[www.fisanet.org](http://www.fisanet.org)

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

**From the President**



Dear fellow FISA members,

I want you to know how much I appreciate your support and thank those of you who came to the 2008 FISA Conference in Santa

Barbara in September. We had a record breaking 230 attendees and in these uncertain times, we appreciate you taking your time and your money to be at the Conference.

Our initial evaluations tell us your time was well spent and that as usual, you most value the networking that takes place at these meetings. Many of you commented about the friendly atmosphere that made you feel at home. The recreational opportunities offer chances to get to know people in an informal setting as well as have fun. We know from past experience that new business connections are made at these meetings and lots of you develop long lasting friendships. A number of you commented that you liked the roundtable discussion at breakfast, and we will certainly keep this in the future and build on this idea.

Once again, our sponsors made this Conference possible. With your sponsorship support, FISA is able to keep upgrading the caliber of our speakers. By pooling our resources, we can have presentations that none of us could afford individually. Certainly, economist Brian Beaulieu, was a timely speaker and none of us could have known when we booked him nine months ago that the economy would be in the headlines every day and Congress voting on a historic rescue package the very week of our Conference. Many of you asked to have Brian come back in two years, and we will certainly

consider that suggestion

I want also to say how much I enjoyed meeting our first-timers. This year nearly one-third of our attendees were there for the first time. Some of you were new to your jobs with companies who have been long-time members of FISA and many others were representing new FISA companies. Our Board members called the first-timers before the Conference and followed up afterwards with them asking for suggestions. We think this personal attention is important and want to listen to your suggestions for how we can make your experience even better in the future.

I said at the Conference and I'd like to say in print how much I value the work of your Board of Directors. They are a hard working bunch of guys, and they are committed to FISA. I particularly thank Paul Sedivy and his wife, Beth, for an outstanding job as Conference chairs and also retiring directors Bob Morava and Michael Sherrill who rotated off the Board. Once again, Executive Director Stella Jones and her man, Friday, handled all the details and made sure everything worked. Many thanks to both of them.

In just a couple of weeks, most of us will be in Chicago for Process Expo. I hope you distributors have used the complimentary code provided by FPSA so that you could register free and also bring your customers at no charge. We appreciate FPSA extending this benefit to us.

I will look forward to seeing you at the FISA cocktail reception on November 10<sup>th</sup> at the Tower Club in Chicago.

Rodney Dobbins

**MEMBERSHIP REFERRALS**

**Help FISA grow. Tell a Distributor about FISA, the Association formed by Distributors for Distributors.**

## Three New FISA Directors Elected at Annual Meeting

Three new directors were elected to the FISA Board of Directors at the Annual Meeting on September 30<sup>th</sup>. Elected to three year terms are: Larry Cook with Fristam Pumps USA, Brad Myers of Arrow Process Systems and Ken West with WestOne & Associates.



**Larry Cook** is Sales and Marketing Manager of Fristam Pumps USA for North and South America. He says, "FISA is a key organiza-

tion for distributors and manufacturers to network and build relationships, as well as learn and gather information concerning current issues and trends. I look forward to help build upon FISA's successes by supporting and promoting the program and networking opportunities."

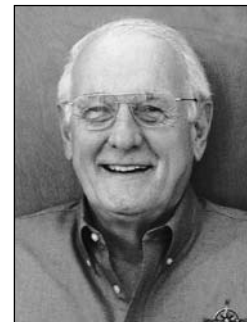
**Brad Myers** is President of Arrow Process Systems, Inc., a distribution firm in Sioux



Falls, South Dakota. He has been involved in the food processing industry for 20 plus years. Arrow Process Systems, Inc provides distribution sales, service, and light stainless steel fabrication in a variety of food, beverage, and pharmaceutical facilities throughout the upper midwest. Brad says, "I am excited to serve on the FISA Board of Directors and be involved in the continued growth of the FISA organization. FISA is a great way to view different perspectives and new ideas in an ever changing market." When he has free time, Brad enjoys spending time with his family, motorcycling, hunting, and spending time on the lake.

**Ken West** is president of WestOne & Associates, Inc., a distribution firm in San Antonio, Texas. WestOne & Associates, Inc. began twelve years ago. Ken was previously

employed by APV for twenty-nine years, however, numerous organizational changes eliminated his position along with others. Several former APV associates joined the WestOne Group and have contributed to the success of WestOne. WestOne & Associates, Inc. distributes Sanitary Process Flow Components including expendables and installs process systems primarily in the Dairy, Food, Beverage and Health Care Industries.



Ken says, "I look forward to being a member of the board, and hopefully, I can make a positive contribution. One of my favorite lines is, "If

you want it done, give it to a busy man." He continued by saying, "Certainly work has consumed a great deal of my time during the last twelve years, however, I try to hunt, fish, and follow my college football."

## Net-iquette: Effectively Communicating on the Net

by Nancy Combs, AEP-SPHR,  
HR Enterprise, Inc.

Here are some tips for business people who communicate on the Net from etiquette authority Emily Post and others who specialize in etiquette in social, business and formal settings:

**Always respond.** Answer every email that is legitimate. You can ignore *Junk* and *Forward To* if you choose but don't ignore your colleagues and friends.

**Use the subject line to increase readership.** Use the Subject line to alert the receiver to the subject matter of your message. You're likely to get a faster response and will not keep the receiver guessing.

**Hide addresses.** Many people may not like having their e-mail address displayed to others. When sending an email to a long

list of addresses use the feature in your address book to suppress the addresses. You can also avoid displaying addresses by sending the email to only one address (your own) and put the addresses of everyone else on the "bcc" line. That prevents the addresses from being viewed.

**Quick responses.** Email means quick and fast. Those who write emails to you are expecting a quick response. If you only check your e-mail once a week, let people know. Otherwise, they may take offense at not receiving a timely (which when it comes to e-mail can mean immediate) response from you.

**Watch your language.** While our e-mail culture is full of its own shorthand, it's best to always reread your messages before sending to make sure there are no grammatical or spelling errors in your message. Proofread your email in the same way as you proofread

a letter or memo. Set your email to spell check the document before it is sent.

**Use care in message content.** If you're sending out e-mail that is sensitive (religious, political), be sure to know that your intended recipient wants to receive it. In many business settings, transferring sensitive (especially profane or sexual) materials via e-mail is grounds for dismissal. Do not send jokes, cartoons and other materials unless you are absolutely certain the receiver wants to receive these materials. They are frowned on in some businesses and forbidden in others.

**Avoid spam.** When you surf or shop retail sites on the Internet, watch out for the "free newsletter" and "customer update" e-mail check boxes. If you sign up, you will be receiving regular e-mail that may not interest you.

*Continued on page 8...*

# Planning for Change

By Brian Beaulieu



A speaker at the 2006 FISA Conference in Cape Cod, Brian returned to the 2008 Conference by popular request. He provides


economic forecasts with 98% accuracy so companies can improve their performance and profits. Brian has been an economist with the Institute for Trend Research since 1982, serving as its Executive Director since 1987. His views have appeared in the *Wall Street Journal*, *New York Times*, *Barron's* and a number of other national publications and media outlets. Listening to Brian will enable you to see the future first before your competition does.

Financial conditions are changing right along with the overall business cycle. By knowing what economic road signs to look for, it is possible to see business cycle trends before they are upon us.

At the 2008 FISA Annual Conference in Santa Barbara, Brian Beaulieu commented that FISA members serving food and pharmaceutical markets were fortunate in that those markets are less affected in an economic downturn than other markets.

A portion of his presentation explained the four phases of the business cycle which are represented on the slide printed below on this page.

On page 5, you will find Phase Management Objectives for each phase of the business cycle. These slides are reproduced with permission from Brian Beaulieu and the Institute for Trend Management. If you would like the complete presentation, please e-mail [stella@fisanet.org](mailto:stella@fisanet.org).

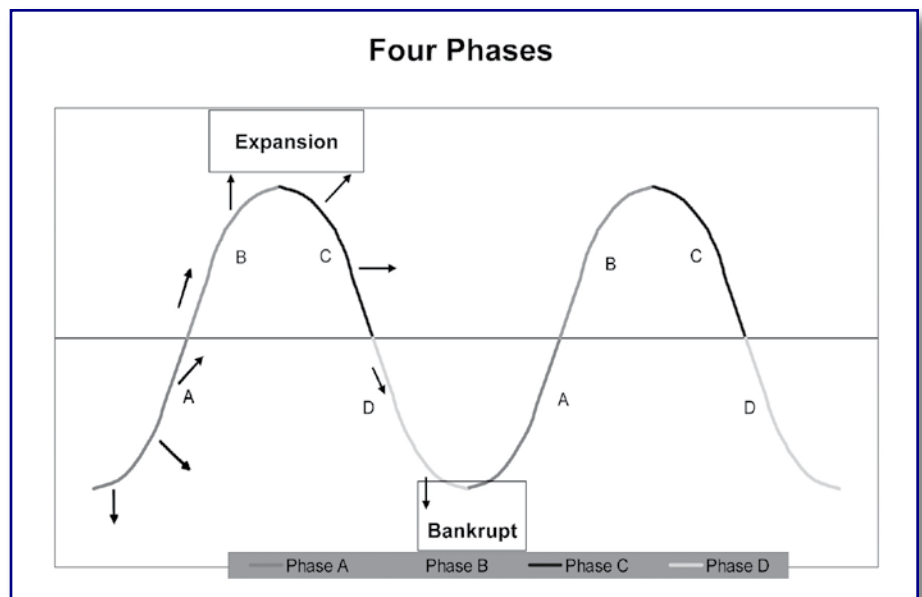


**FISA**  
*The Future Is Your Decision*

September 2008

*Presented By:*  
Institute for Trend Research  
Brian Beaulieu

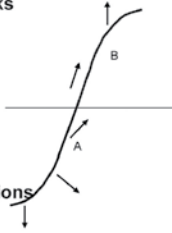
[brian@ecotrends.org](mailto:brian@ecotrends.org) ♦ [www.ecotrends.org](http://www.ecotrends.org)



### Phase Management Objectives™ :

#### Phase Early B - Growth:

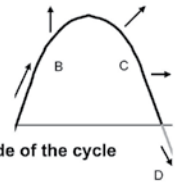
1. Accelerate training
2. Check the process flow for possible future bottlenecks
3. Continue to build inventory
4. Increase prices
5. Consider outside manufacturing sources if internal pressures becoming tight
6. Find the answer to "What next?"
7. Open distribution channels (your own or outsource)
8. Use improved cash flow to improve corporate operations
9. Use cash to create new competitive advantages
10. Watch your debt-to-equity ratio and ROI
11. Maintain/pursue quality: don't let complacency set in



### Phase Management Objectives™ :

#### Phase Late B Early C - Prosperity:

1. Stay in stock on A items, be careful with C items
2. Consider selling the business in a climate of maximum "goodwill"
3. Penetrate new selected accounts
4. Develop plan for lower activity in traditional, mature markets
5. Freeze expansion plans (unless related to "what is next")
6. Spin off undesirable operations
7. Consider taking on subcontract work if the backside of the cycle looks recessionary
8. Stay realistic – beware of linear budgets
9. Begin missionary efforts into new markets
10. Communicate competitive advantages to maintain margins



### Phase Management Objectives™ :

#### Phase Late C - Warning:

1. Begin work force reductions
2. Set budget reduction goals by department
3. Avoid long-term purchase commitments late in the price cycle
4. Concentrate on cash and balance sheet
5. Reduce advertising & inventories
6. De-emphasize commodity/services in anticipation of diminishing margins
7. Weed out inferior products (lose the losers)
8. Encourage distributors to decrease inventory
9. Identify and overcome any competitive disadvantages
10. Make sure you and the management team are not in denial
11. Cross train key people
12. Watch Accounts Receivable aging
13. Increase the requirements for justification of capital expenditures
14. Evaluate vendors for strength (don't get caught honoring their warranties with no one to accept returned goods).
15. Manage the backlog through pricing and delivery, try to fill the funnel



### Phase Management Objectives™ :

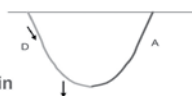
#### Phase Early D - Recession:

1. Continue force reduction
2. Reduce advertising – be very selective
3. Continue to avoid long-term purchase commitments
4. Review all lease agreements
5. Increase the requirements for justification of capital equipment
6. Eliminate all overtime
7. Reduce overhead labor
8. Combine departments with like capabilities and reduce management
9. Select targets of opportunity where price will get the business
10. Tighten credit policies – increase scrutiny
11. Look for opportunistic purchases
12. Grab market share as your competitor dies

### Phase Management Objectives™:

#### Phase Late D - Recession / Early A - Early Recovery

1. Prepare training programs
2. Negotiate union contracts if possible
3. Develop advertising & marketing programs
4. Enter or renegotiate long-term leases
5. Look for additional vendors
6. Capital expenditures & acquisitions considered in light of market-by-market potential
7. Make acquisitions – use pessimism to your advantage
8. People will be scared – lead with optimism and "can do" attitude



Find a way to expand your business opportunities in the "counter-cyclical" or largely unaffected areas:

- Energy
- Green
- Water
- Canada / Exports
- Higher Education
- Health Care Practices
- Leisure
- Pets

# 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 December 1, 2008. 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*

## Tetra Pak Inc.

is pleased to announce that **Keith Ortman** has accepted the position of Application Engineer for the **Tetra Alex Homogenizer** product line, based in Vernon Hills, IL. Keith will support customers and distributors by providing technical assistance, solution recommendations and training for the homogenizer product line for the United States and Canadian markets.

## Fristam Pumps



is pleased to announce that **Brian Gullede** has joined the company as Materials Manager. Brian will be responsible for coordinating Fristam's supply chain management activities.

He has over 25-years of experience in Production and Inventory Control and Materials. Brian is a long-time member of APICS and is certified in Production and Inventory Management.

Fristam Pumps is also pleased to announce the promotion of **Duane Ehlke** to the position of Director of Operations.

Duane has been with Fristam for 15 years and previously held the title of Director of Engineering. In his new role he will oversee Fristam's Engineering, Manufacturing and Quality Assurance departments. Duane has a Bachelors of Science degree in Mechanical Engineering from the University of Wisconsin-Platteville.



## PSG - Wilden



**Wallace Wittkoff** has been appointed as Global Hygienic Director for Dover Corporation's newly formed Pump Solutions Group (PSG). Wallace was formerly the Global Sanitary Product Manager for

Wilden Pump and Engineering. In addition, **Jim Becker** and **Liem Chau** have been appointed as Hygienic Product Managers for US/Canada and Europe/Asia Markets respectively. The Hygienic team will continue to drive new product development and enhancements for this industry, coupled with specialized support PSG's worldwide array of stocking distributors, sales managers as well as pharmaceutical, food, and beverage vertical market channels.

The Pump Solutions Group (PSG) with **John**

**Allen** as President combines the Wilden and Almatec diaphragm, Mouvex eccentric disk, and Blackmer rotary vane along with recently acquired Griswold centrifugal and Neptune metering pump companies. These technologies will further enhance highly cleanable, seal-less, low slip, low shear, particulate handling, and critical suction solutions for the hygienic industry.

## Paul Mueller Company (PMC)

announces the appointment of **Paul Hume** to the position of Director of Marketing, which is a newly created position. Paul is now on the Executive Staff reporting to President, Matt Detelich. Paul says, "It's a very exciting opportunity and I am looking forward to the challenge." PMC also has completed the purchases of SSP (Stainless Equipment Manufacturer) and MEKO (Distributor) in Holland, and have changed their names to MUELLER BV.

## Twinco Inc.

announces the retirement at the end of August of **Cleo Moeller** their longtime Office Manager. Cleo had been with Twinco for 35 years and was well known by many in the industry. We wish her well in her retirement and future endeavors. Twinco looks forward to the future with **Kimberly Roncone** and **Rachel Oubre** handling the jobs that Cleo did along with their other day-to-day tasks.

## Chicago Stainless Equipment

proudly announces their quality management system has officially been ISO 9001:2000 & ISO 13485:2003 (medical devices) certified. **Mark Mistarz** commented, "We believe the certification not only validates the commitment we've made to quality and continual improvement in our company, but also to the organizations and industries we serve."

## NewAge Industries, Inc.

has appointed **Fred Pfaff** to the newly created position of Distribution Sales Manager. Additionally, Inside Sales



Manager **Annabelle Black** now

handles responsibility for the company's entire inside sales team. The changes were made to better meet the needs of the company's increasing number of distributors.



*Continued on page 8...*

# FISA 2008 Annual Conference in Santa Barbara, CA



## Net-iquette, continued from page 3

**Keep it professional.** At work, keep all personal information out of e-mail. This isn't the venue for dissing coworkers or spilling the beans about your weekend adventures with the "hottie" at the coffee shop. It is also critical to avoid using all caps, which is the email equivalent of screaming at another person.

**Broadcasting to the world.** "Send to All." Only the most relevant work-related messages should be sent to "all" recipients. Private messages or messages that only apply to a few recipients should never be sent this way.

**Address updates.** If you are leaving your job, be sure that your e-mail account is closed and that incoming messages get forwarded to the appropriate person. Also, be sure to let everyone know your new e-mail address.

**Control your image.** Any email written when you are angry should be written with a blank address line. That prevents the email from being automatically sent. Save the email. Re-read it tomorrow and then decide if

you really want to send it. Email is quick and convenient and a great place for the knee-jerk reaction and comments you will regret.

**Be reader friendly.** Use only one type font if possible. Mixing typefaces is hard to read. Use a type style that is familiar, such as Times New Roman. Remember that many adults can read 12 pt. type comfortably. Do not use a colored background or type that is difficult to see. Eye stress is a common problem of computer users and the correspondence reflects on you and your business.

**Be accessible.** If you want your receiver to contact you, be sure to include your name, address, telephone and fax number on your email. It is convenient and shows your concern for the time of the receiver.

**Understand the lack of privacy.** Always keep in mind that emails are never totally private. Your email may show up in court, whether you like it or not. Always write an email as if it will show up on the front page of the *Local Daily News*.

## News & Views, continued from page 6

NewAge Industries manufactures plastic and rubber tubing and hose at its 240,000-square-foot facility in Upper Southampton Township, Bucks County, PA. Its AdvantaPure® group manufactures tubing, hose, single-use process systems, injection-molded sanitary silicone components, and RFID solutions for pharmaceutical, biomedical, chemical, and other high-purity applications.

### Mark Your Calendar

**NOVEMBER 10, 2008**

FISA Cocktail Reception

6:00 - 7:30pm

The Tower Club, Chicago, IL

**MARCH 8 - 11, 2008**

University of Industrial Distribution

Indianapolis, IN

**SEPTEMBER 19 - 22, 2009**

2009 FISA Annual Conference

Lake Tahoe, CA



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408