

## 2011 Annual Conference in New Mexico Successful

The recently concluded 2011 Annual Conference in Santa Ana Pueblo, New Mexico is one for the record books. Approximately 220 attendees representing 78 different companies attended. Most notably, approximately 27% of the attendees were there for the first time. Some of the first-timers were from long standing member companies and were new to their jobs. Other first-timers represented 11 of the new companies who have joined FISA in the last six months.

Having the energy of a large number of first-timers made networking an especially integral part of the agenda.

Attendees were intentional about making personal connections and establishing new business relationships. Channel partners also had the chance to meet face to face and discuss their existing relationships.

First-timer, Andrew Hider, Vice President and General Manager of Anderson Instrument Company, said, "FISA provided an excellent opportunity to meet many key players within our industry. I have worked in many industries and I can state this is one of my favorites; good purpose, focus, people, and values. The location was perfect for both business and pleasure. It was a great experience as a "first timer" and we look forward to future FISA events."

Another first-timer, Lori Costa is Market-



(L-R) Two generations of FISA leaders: Bob and Donna Sprinkman with son, Chad, of W.M. Sprinkman Corporation. Chad completed his two-year term as President of the FISA Board of Directors, and Bob is a former member of the Board of Directors.

*"The entire conference was engaging, impactful and a fantastic experience."*

ing/HR Manager for Stainless Motors, a new FISA member company, who happened to be located within a few miles of the Tamaya Resort. Lori said, "I wanted to take a moment and thank you for encouraging Stainless Motors, Inc. to become a member of FISA and attend the 2011 Conference at Tamaya. It was obvious that we could not miss this great opportunity, right here in our own backyard, but we were unaware of the number of incredible people involved and the powerful networking possibilities. The people were friendly, the meetings were informative, and the evening gatherings were well planned and enjoyable. The entire conference was engaging, impactful and a

*Continued on page 8...*

### Many thanks to these companies who were sponsors of the 2011 FISA Annual Conference.

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Wright Process Systems



**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.*

**2011 – 2012 FISA Board of Directors**

**FISA Officers:**

**David Brink**  
*M.G. Newell Corporation*  
President

**Bob Morava**  
*Stuart W. Johnson & Company*  
Vice President

**Chad Sprinkman**  
*W. M. Sprinkman Corporation*  
Past President

**Directors:**

**Jim Banks**  
*Sudmo North America*

**Rob Clark**  
*Perrigo, Inc.*

**Jeff Heerema**  
*Heerema Company*

**James Murphy**  
*Standard Pump, Inc.*

**Dave Murray**  
*SPX Flow Technology*

**Kevin O'Donnell**  
*Top Line Process Equipment Co.*

**Amanda Sasse**  
*Nelson-Jameson Inc.*

**Wallace Wittkoff**  
*Pump Solutions Group*

**Dennis Wright**  
*Wright Process Systems*

**FISA Address:**  
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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



“Managers and executives have two major responsibilities. First, to lead their companies today in a positive, productive and profitable manner. Second, to leave their organization in

the hands of even better leaders.” These are the first three sentences introducing Peter Land in the flyer from our last Conference and to me, summarize the essence of this past meeting. The Conference in Santa Ana Pueblo helped us develop the skills to fulfill these two managerial responsibilities and gave us even more. We gained knowledge from each speaker that will help us be better leaders. The Conference also gave all a platform to network and learn from each other. Our challenge now is to take what we learned, share it with others in our organization, and put the knowledge gained into action.

Thank you to Brad and Sheryl Myers, Conference Chairs, for your work at the Conference. Thank you Stella Jones, Executive Director of FISA, for your work starting two years ago when you found such a great location and the continued work up to and through the Conference. The Board deserves credit also for the work done at the Planning Meeting. During this Planning Meeting, the theme, speakers and format were all decided. Most importantly, all FISA members and their spouses should receive a thank you. Truly, it is the participation and welcoming attitude of all that made the meeting such a great event.

This year we had a record number of first time attendees. It was wonderful to meet everyone, and I look forward to you becoming more

involved in the organization. Like so many things the more you are involved, the more you will gain.

Thank you to our Directors who rotated off the Board: Rodney Dobbins, for the past nine years, Brad Myers, Ken West and Larry Cook for the past three years have contributed to guiding FISA in a positive direction. Thank you for the time served on the Board.

Welcome to the new Board members: Bob Morava, Vice President, Jeff Heerema, Rob Clark and Wallace Wittkoff. We appreciate you volunteering to help lead the organization in the future. Chad Sprinkman will remain on the Board for the next two years where he will continue to help guide the organization. Thanks, Chad, for your leadership as president during the past two years.

I urge all of you to please take advantage of or encourage others from your organization to participate in the UID scholarship opportunity offered by FISA. We heard Gray Sherrill and Melissa Fryer express how valuable it was to them. These scholarships are just one of the many benefits FISA offers.

Plans are well underway for next year's meeting in Monterey, CA. With a record number of first timers this year, we should have an even greater overall turn out next year. Please tell other companies in our industry how valuable this past FISA meeting was to you and encourage them to become part of our organization and join us next year in Monterey.

Thank you,

David Brink



### MARK YOUR CALENDAR

**2012 FISA Annual Conference**

**September 15-18, 2012**

**Monterey, CA**

**Monterey Plaza Hotel & Spa**

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

# Annual Meeting Highlights

At the FISA Annual Meeting on Tuesday, September 20th, Chad Sprinkman completed his two year term as President. He will continue to be on the Board of Directors for two years as Past President. David Brink, Vice President and General Manager of M.G. Newell Corporation's Louisville Division, was elected President. David said, "The FISA organization is one of the best tools a distributor in the Food, Beverage and Pharmaceutical Industries can have. The educational sessions, the white papers and the networking have all been a tremendous value to me. The knowledge gained from being a part of this organization has helped me grow professionally and the friendships made will last a lifetime."



Bob Morava

Bob Morava, President of Stuart W. Johnson & Company in Lake Geneva, WI was elected Vice President. Bob commented, "I want to return to the FISA Board of

Directors as a service to my company. Perhaps selfish, but I have found this Association to have great informational seminars, and great networking opportunities. FISA allows me to keep my Company and colleagues informed and educated regarding not just business trends, but Food Industry trends. And the networking allows the opportunity to learn about new industries and processes. I want to help lead our Association forward."

The following members completed three-year terms on the Board of Directors and were recognized for their service and many contributions to FISA: Larry Cook, Fristam Pumps USA; Ken West, WestOne & Associates; and Brad Myers, Arrow Process Systems, Inc. Rodney Dobbins, Dobbins Company, past president of the FISA Board of Directors, was commended for nine years of outstanding service to the Association. Rodney served a three-year

term as a Director; then was elected Vice President and President. FISA is grateful for the outstanding contributions of all four of these retiring Directors.

Newly elected Directors for three-year terms include: Jeff Heerema, Rob Clark and Wallace Wittkoff. Jeff Heerema is Director of Sales and Marketing of Heerema Company in Hawthorne, New Jersey.



Jeff Heerema

Jeff said he was interested in being a Board member because "FISA encourages distributors and manufacturers to bring ideas and issues to the forefront. I look forward to contributing and exploring possibilities for the future of our industry."



Rob Clark

Rob Clark is Director of Pump Sales and Marketing at Perrigo, Inc. Rob says, "It is an honor to serve on the Board of Directors of FISA, an organization that promotes a strong bond between manufacturing and distribution through educational and social interaction. FISA's programs and networking opportunities have strengthen our business environment, and the friendships I have



Brad and Sheryl Myers of Arrow Process Company were recognized for their leadership in chairing the Conference.

developed will last a lifetime. I look forward to helping FISA grow into the future."



Wallace Wittkoff

Wallace Wittkoff, leads the hygienic segment for Dover's Pump Solutions Group which includes the Mouvox, Wilden, and Almatec brands. When asked why

serve in this organization, Wallace says "FISA has had key influence strengthening the relationship among leaders in this industry by gathering the top influencers and thinkers and injecting external know-how via the seminars/presentations offered at gatherings. I am honored to work along side directors and members in both formal and informal setting to shape the industry and for the constituents to become more efficient and effective in the global marketplace.



Three newly elected Directors go incognito with third from left, Bill Heerema, of Heerema Company, a former member of the FISA Board of Directors.

# UID2012

MARCH 5 - 8, 2012

University Place Conference Center and Hotel  
850 W. Michigan St. • Indianapolis, IN 46202  
800-627-2700 • [www.univid.org](http://www.univid.org)

FISA is offering two scholarships to UID. Each scholarship covers the \$995 tuition cost for the March, 2012 UID program. Any FISA employee of a member company is eligible to apply as long as he/she has been employed in the industry for two years. Applicants provide a letter of recommendation from a company principal or manager and write a short essay about why he/she wants to attend. Deadline for submission is November 1st.

Go to [www.fisanet.org](http://www.fisanet.org), click on Member Benefits and in the drop down menu click on Targeted Education. The guidelines for applying and the registration form can be downloaded. If you have questions, call the FISA office at 336-274-6311.



**UID** students can now apply their course work toward earning the Professional Certificate in Industrial Distribution awarded by Purdue University. As an industrial distribution professional, the Purdue University Professional Certificate recognizes your achievements and commitment to continuing education.

Students earn 9 CEUs (Continuing Education Units) through Purdue upon completion of 90 hours of approved course work. A minimum of 30 hours (3 CEUs) must be earned through UID course participation. Past UID attendance counts toward your hourly requirement. Additional credits may be derived from courses taken independently or through your trade association.

There are no additional fees to attain the Certificate. For complete information concerning the Professional Certificate in Industrial Distribution, contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765-494-1101 or email [kanewton@purdue.edu](mailto:kanewton@purdue.edu) or visit the UID website at [www.univid.org](http://www.univid.org) for more information.

## Course Materials

Each registrant will receive materials for each course they have selected only. This will include worksheets, background readings, exercises, and suggested action plans. These are designed to make your University stay a hands-on experience with knowledge

you can apply and share when you return to your company. UID provides a notebook to hold all of these materials. For your convenience, this notebook will be distributed at the UID registration desk upon check-in.

Handouts and workshop materials are not available for classes that have not been assigned.

## Who Should Attend?

CEO's, Branch Managers, Sales & Marketing Managers, Purchasing Managers, Sales Personnel, Human Resources Directors, Operations Managers, Manufacturers Personnel working with Distributors, Inventory Managers, and Training Managers — Anyone looking for an opportunity to improve personal performance and/or the company's bottom-line!

## University Certificates & CEUs

At the conclusion of the program, all attendees will receive, via mail, an official Letter of Completion issued by the Purdue University awarding 30 hours (3 CEUs-Continuing Education Units) for satisfactory completion of this four-day UID program. These CEUs may be applied toward your Professional Certificate in Industrial Distribution.

Contact Dr. Kathy Newton, Department Chair, Industrial Distribution Program, at 765-494-1101 or email [kanewton@purdue.edu](mailto:kanewton@purdue.edu) for more information.

## Schedule At-A-Glance

### MONDAY, MARCH 5

Marketing Strategies *Morning*  
Pricing Strategies *Afternoon*  
Improving the Distributor's Bottom Line  
You Can Always Sell More – How to Improve Any Sales Force  
Creating a Competitive Distinction  
Leadership & Delegation for Distribution Managers  
Differentiating Your Distribution Company – A Winning Strategy

### TUESDAY, MARCH 6

Achieving Effective Inventory Control  
From Dull to Dynamic: Transforming Your Presentations *Morning*  
The Power of the Spoken Word *Afternoon*  
Creating a Winning Marketing Plan  
Profit Myths in Wholesale Distribution *Morning*  
Managing the Account Portfolio *Afternoon*  
Managing Distributor Sales Activities for the Manufacturer Territory Sales Executive *Morning*  
Preparing for 2020: The Manager's Guide to Dealing with the New Workplace *Afternoon* **NEW**  
Proving Total Cost Savings

### WEDNESDAY, MARCH 7

Branch & Operations Management  
Sales Planning for Industrial Distributors  
How to Get Paid for Service Value **NEW**  
Planning and Managing the Distributorship for Greater Profits  
Hiring the Right Salespeople *Morning*  
Improving Profitability Through Joint Sales Calls *Afternoon*  
Value - Added Selling

### THURSDAY, MARCH 8

Personnel Productivity Improvement  
Customers: How to Keep The Best for Life *Morning*  
Increasing Your Sales Force's 'EQ' *Afternoon*  
Negotiation Skills for Distributors  
New Process of Distribution Sales Management  
Fundamental Business Skills and Leadership Training for Today's Distribution Branch Manager  
Creating Shareholder Value in Wholesale Distribution

# FISA 2011 Annual Conference • Santa Ana Pueblo, New Mexico



(L-R) Brian Sprinkman and Jeff Zaiser of Hydro-Thermal, Kristi and Dennis Wright, Wright Process Systems



Rick Largarticha and Mary Lear, BEECO



Aaron Renick, Seepex, Inc.



Kathy and Keith Santi, Trans-Market Process Systems



Jim and Raelyn Jimenez, GFI Stainless



Wolfgang Stamp, Fristam Pumps



(L-R) Ed Clark, DSO Fluid Handling, Cindy and Doug Ardinger, Cummins-Wagner, Diane Clark



Marty Coggins, United Industries and Marc Gagliardo, Irving Polishing & Manufacturing



Pam and Larry Cook, Fristam Pumps USA



Attendees drew numbers for random seating at educational sessions.

# 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, 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@fisanet.org*

## W.M. Sprinkman Corporation

W. M. Sprinkman Corporation recently completed a 5,000 square foot addition to their Elroy Tank Manufacturing operations. **Todd Peterson** has joined their Engineering team. **Jim Hoey** has joined the Franksville Engineering team. Jim has more than 20 years experience with Dean Foods and will operate out of his home in Tulsa, Oklahoma. **Amy Cavitt** has begun to split her time between Engineering and Sales & Marketing.

## M.G. Newell Corporation



Thomas L. Wimmer



Torre Antonazzo

**Thomas L. Wimmer** will be retiring from M. G. Newell Corporation in October, 2011. He has been a sales representative for the last 14 years, responsible for accounts in eastern North Carolina. **Torre Antonazzo** will be taking over the territory previously handled by Tom. Torre is a graduate of Western Michigan University with a Bachelor of Business Administration and Marketing degree. Since 2006, he has been employed by APV. While at APV, he worked in sales and, most recently, applications engineering in their plate heat exchanger division in Goldsboro, North Carolina. He resides in Raleigh, North Carolina. M. G. Newell is a distributor of stainless steel process equipment and system integrator for sanitary process markets.

## Fristam Pumps USA



Luis Mendoza

Fristam Pumps USA is pleased to announce **Luis Mendoza** has joined the company as Regional Sales Manager for Mexico and Central America. Luis will be responsible for Fristam's distribution network within these countries. Luis is bilingual and has over 30 years of pump and process industry experience. Additionally, he holds a PE, Chemical Engineering from the University of Guadalajara and an MBA, Marketing and Finance from

West Coast University, Los Angeles. 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. [www.fristam.com/usa](http://www.fristam.com/usa)

## Cole-Tech Industries

Cole-Tech Industries, Inc. is proud to announce that they will be opening their new 10,000 sq. ft. manufacturing facility by year end. This will enable them to service their distributors with custom fabrications, polishing needs, cut tubing, welding etc. They will also be expanding their inventory with a full line of sanitary valves including Ball, Butterfly, Check & Sample and their own line of ASME BPE certified fittings.

## Midlantic Flow

Midlantic Flow is proud to announce the opening of their west coast warehouse in Modesto CA. Now fully stocked with stainless steel A270 tubing and a full compliment of stainless steel fittings, this new location enables them to offer their distributors new operational hours of 8:30AM-7:30PM Eastern Time beginning January 2, 2012. In addition, in December, Midlantic Flow NJ will relocate to new facilities which will more than double their present capacity of stocking warehouse and executive offices. Their new facility will also house a full service welding facility.

## Standard Pump Inc.

Standard Pump is pleased to announce the addition of **Chris Severt** to their Sales Team. Chris has a BBA in Management and MBA in Business Administration from Shorter College. Chris will be a National Account Manager for both Sanitary and Industrial Sales. **Harold Pattillo** has joined the Engineering Department at Standard Pump. Harold has a Mechanical Engineering degree from Georgia Tech and brings twelve years of product development experience to their engineering team.



Chris Severt



Harold Pattillo

## Tetra Pak

Tetra Pak announces that **Keith Ortman** has been promoted to Product Manager for Tetra Alex Homogenizers. Keith will support customers and distributors by providing technical assistance, solution recommendations and product support for homogenizer and high pressure pumps product lines being sold in the United States and Canadian markets. Tetra Pak Inc. is based in Vernon Hills, Illinois. [www.tetrapakprocessing.com](http://www.tetrapakprocessing.com)

## Anderson Instrument Company

**Alex Araujo** recently joined Anderson Instruments as the Regional Sales Manager for Food and Beverage and Life Science customers in the South Central US and Mexico. Alex has more than 20 years experience with SPX. He will work from his home office in San Antonio, TX and can be reached at [aaarajuo@andinst.com](mailto:aaarajuo@andinst.com). **Scott LeBrun** has accepted the position of Director of Sales for Anderson Instrument Co., Inc., Scott received his Bachelor of Science degree in Mechanical Engineering from the University of Massachusetts. He has more than 15 years of sales and sales leadership experience from the SMC Corporation of America.

## GEA Tuchenhagen

**Brecon Haworth** begins his new position as Product Manager Cleaning Technology in the US, and is responsible for helping

customers with product selection, technical support and sales for tank cleaning equipment, product recovery systems and tank tops. **Dave Quattrucci** has been promoted to the role of Internal Service Manager with the responsibility of building and enhancing the company's servicing and after sales support activities. **Colleen Copelin** joined the company last spring as Assistant Controller after having spent the last 12 years as Controller with Bumble Bee Foods, LLC. Also joining Tuchenhagen are two new sales support technicians to their US office: **Charley Phipps** and **John Boucher**. Both will be primarily responsible for answering technical queries, providing quotations and processing orders.

## DSO Fluid Handling



Edward A. Clark

**Edward A. Clark** is the new General Manager for DSO Fluid Handling. Prior to joining DSO Fluid Handling, Ed worked for ITT Industries/Goulds Pumps from 1976 to 2005. Since leaving ITT Industries/Goulds Pumps in 2005, Ed has held additional senior level positions within Sales and Service for Thermo-Fisher Scientific, Ruhrpumpen and most recently was the Director of Industrial Sales for Pentair. He is a graduate of the University of Delaware.



## Welcome New Members

### Behringer Corporation

Contact: **Dan Mathien**  
125 Washington Highway  
Amherst, NY 14226  
Phone (716)604-8138  
Fax (716)568-8373  
[danm@behringersystems.com](mailto:danm@behringersystems.com)  
[www.behringersystems.com](http://www.behringersystems.com)

### Dynamic Manufacturing Solutions LLC

Contact: **Bud Watts**  
600 Center Ridge Dr.  
Austin, TX 78753  
Phone (919) 274-9401  
[budwatts@dynamicmfgs.com](mailto:budwatts@dynamicmfgs.com)  
[www.dynamicmfgs.com](http://www.dynamicmfgs.com)

### Tel-Tru Manufacturing Co.

Contact: **Yvonne O'Brien**  
408 St. Paul Street  
Rochester, NY 14605  
Phone (585)232-1440  
Fax: (585)232-3857  
[info@teltru.com](mailto:info@teltru.com)  
[www.teltru.com](http://www.teltru.com)

### APT

Contact: **Craig Campbell**  
150 Swendra Blvd.  
Cokato, MN 55321  
Phone: (320)286-5060  
Fax: (320)286-3055  
[ccampbell@apt-inc.com](mailto:ccampbell@apt-inc.com)  
[www.apt-inc.com](http://www.apt-inc.com)

### Advance Fittings

Contact: **Bill Uridel**  
218 West Centralia St.  
Elkhorn, WI 53121  
Phone (262)723-4469  
[buridel@advancefittings.com](mailto:buridel@advancefittings.com)

### Howard Precision

Contact: **Joe Howard**  
371 Turnpike Rd.  
New Ipswich, NH 03071  
Phone (603)293-8012  
Fax (603)293-8013  
[joe@howardprecision.us](mailto:joe@howardprecision.us)  
[www.howardprecision.us](http://www.howardprecision.us)

## TRANSPORTATION BENEFITS

Your membership with FISA entitles you to special savings with Reddaway, Holland, and New Penn for your next-day, second-day, and time-sensitive less-than-truckload (LTL) shipments.



Our leadership in the next-day and second-day markets means:

- **You can rely on our service.** We consistently beat industry standards for on-time performance and claim-free service, so you can get products to market more quickly to avoid stock-outs, production delays or operations shut-downs.
- **Strengthen relationships with your customers by using our online tools and services,** helping you anticipate and respond to customer needs.



Take advantage of this membership benefit by enrolling today. Call your association benefits coordinator at: **800.647.3061** or email [associations@yrcw.com](mailto:associations@yrcw.com)

## 2011 FISA Annual Conference a Success ...continued from page 1

fantastic experience. As John mentioned to me yesterday "We should have been involved in FISA ten years ago." I agree. We look forward to continuing our membership with FISA in the years ahead, and we will see you all in Monterey!"

David Bryant attended FISA Conferences many years ago when he was in a former business. He had not attended a FISA Conference since starting his business, the David Bryant Company, Inc and Food Recruiting.com. David said, "What a great

FISA Conference. Connie and I appreciate the warm hospitality shown by the FISA members at the recent Annual meeting. We really enjoyed everything. The topics were good, the networking was great, and the setting was fabulous. We look forward to becoming FISA members and will look for ways to serve the membership with our support. See you next year in California if not before."

And as one other first-timer commented, "There is a real sense of community here."



Remember a Trade Show is a recruiting opportunity for FISA. Talk to Distributors who are not members and encourage them to join FISA. Contact the FISA office or Membership Chairman, Zino Lappas of Alfa Laval Inc. with names of potential members.

**Check us out at [www.fisanet.org](http://www.fisanet.org).**

## Mark Your Calendar

### November 1

UID Scholarship Applications Due

### December 1

Scholarship Winners Announced

### March 5-8, 2012

UID in Indianapolis

### September 15-18, 2012

FISA Annual Conference  
Monterey Plaza Hotel & Spa  
Monterey, CA  
[www.montereyplazahotel.com](http://www.montereyplazahotel.com)

### NOTE:

Remember to update your company information. Go to [www.fisanet.org](http://www.fisanet.org) and look under the Membership Listing. E-mail changes to [stella@fisanet.org](mailto:stella@fisanet.org).



## Distributor News

1207 Sunset Drive  
Greensboro, NC 27408