

## EXPERIENCE RESILIENCE & REJUVENATION AT THE 2022 FISA ANNUAL CONFERENCE

The FISA Board of Directors looks forward to welcoming you to Hilton Head Island for the 2022 FISA Annual Conference. Joe Reynolds, Conference Chairman, said, “With the unprecedented business challenges we have seen in the past year, the conference’s educational sessions will give insight on the inflationary economy, disruptive technologies, need for creative leadership, and how to recruit and retain talent.”

Special thanks go to the three companies who are Speaker Sponsors for the Conference this year. SPX FLOW is sponsor of “Over the Wall” with Andy Papanthassiou. CSI is sponsor of “Technologies to Change the World” with facilitator Dr. Bruce McCabe and panelists Rikke Kau Breinholt, MSC, PhD, Vice President BU Hygienic Fluid Handling, and Head of Research & Development with Alfa Laval Kolding A/S and Kristi Hobbs, Global Marketing Director of Anderson-Negele. Perrigo, Inc. is sponsor of “How to Keep Your Top Talent from Being Someone Else’s” with Lisa Ryan.

With more than 285 attendees now registered, we are looking forward to a record number of distribution companies attending. First-time attendees make up about 26% of the total attendees.

### Here’s a quick snapshot of how we are promoting members connecting:

- In advance of the Conference, each attendee receives an e-mail list of attendees and profiles of companies attending.
- Here’s the link to the FISA App sponsored by CPE Systems, Inc. (**Click Here**): <https://my.yapp.us/FISA2022>

Download app to your phone and have all the conference information at your fingertips including the attendee list, agenda, company profiles, speakers, etc. plus you can post photos

- When checking in the hotel, you will get a packet with your name badge. Your name badge is your admission to all events. First-timers are designated with a teal ribbon. Distributors have a small star on their badges.
- For breakfast Friday and Saturday, we draw numbers for random table assignments. This is a favorite way to meet new people. If you like, wear your company logo shirt to the meetings – just one more way to recognize people from a distance.

Remember, the main purpose of the FISA Annual Conference each year is to promote connections among members. Bringing together the leading distributors in the hygienic processing industry with their manufacturer partners is a cost-effective way to strengthen the distribution channel.

*See page 3 for more sponsors.*



## PINNACLE SOCIETY

**Many thanks to the members of the 2022 Pinnacle Society who each contributed \$1,700 to make the Conference possible.**

- Alfa Laval, Inc.
- Anderson-Negele
- Andron Stainless
- Burkert Fluid Control Systems
- CSI
- Enerquip Thermal Solutions
- Dobbins Company
- Endress+Hauser
- Fristam Pumps USA
- Haynes Lubricants
- Nelson-Jameson, Inc.,
- Newman Sanitary Gasket Co.
- Perrigo, Inc.
- QSM, Inc.
- Quality Stainless, Inc.
- Quality Tank Solutions
- Ferguson Industrial
- Rath Gibson
- Richards Industrials/Steriflow Food & Beverage
- Rodem, Inc.
- Sani-Matic, Inc.
- Statco/DSI
- Unibloc Hygienic Technologies
- Steel & O'Brien Manufacturing
- VNE Corporation
- Stuart W. Johnson & Co., Inc.
- Thermaline, Inc.
- Triplex Sales
- Unisource Manufacturing, Inc.
- Verder Hygienic Pumps
- Wayland Industries
- Wright Process Systems
- Yellow Freight



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

**2021 – 2022  
FISA Board of Directors**

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**Eric Perkins**  
*Statco-DSI*

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**Barry Dobbins**  
*Dobbins Company*

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**Jason Ryan**  
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**Tony Roisen**  
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**Andy Soukup**  
*Triplex Sales*

**Ola Westrom**  
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Stella L. Jones  
*Executive Director*  
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**FROM THE PRESIDENT**



It is hard to believe that we are already approaching our annual conference. I am very excited about this year's event. We have added some new items to make it one of the best yet

and our attendance is outstanding. As you are aware, the conference is at The Westin Hilton Head Island Resort & Spa in South Carolina. This is Merisa's and my first time to the area and hotel. It looks like an amazing venue, and we look forward to seeing everyone there and enjoying it together. The conference could not be what it is without the generous contributions of our sponsors. Thank you to Joe Landry and Tony Roisen, Sponsorship Co-Chairs, and to all our sponsors!

The FISA organization has continued to grow over the years. This is not only due to new members, but also by getting the younger generation involved. The "Next Generation" is extremely important to our industry and FISA. We should work diligently together on continuing to promote their involvement. To support this, we will be designating one of the UID scholarships for a NextGen member (someone under 40 years of age) this year. I particularly want to thank Andy Soukup for heading up the NextGen group and hosting a dinner with them. This is a great start to the future of FISA.

Throughout the pandemic, there have been many downfalls, and our thoughts go out to everyone who has been affected. However, for the FISA Board of Directors, the pandemic has strengthened our communication and efficiency. By having virtual Teams meetings, technology allowed us to meet more often, collaborate better, and spend more time discussing FISA and the upcoming conference. We have gone the extra mile for this year's conference and hope you enjoy it. I would like to personally thank Joe Reynolds, Conference Chairman, and all the Board Members for their dedication and commitment.

Along with changing the frequency of Board

meetings, the Board has recognized the need for updating our By-laws. Currently, the President and Vice President's positions could only be held by a distributor and not a manufacturer. Over the years, relationships have evolved as manufacturers have continued to work closer with distributors. Both parties see the value in the "Partnership" and the success it brings working together. Quite honestly, I feel this has been driven by FISA, its mission and members. During several board meetings, there have been discussions about the need to amend the By-laws, so that a manufacturer would be eligible to be an officer of FISA. The change would be that the Nominating Committee would have the discretion to nominate a manufacturer as an officer, but at no time, would both the President and Vice President be manufacturer members. The By-law change will be voted on at the Board of Directors Meeting on October 5th in Hilton Head.

I was once told by my mentor, "As long as people are eating and drinking, our industry and business will always prevail." He was so correct. I recently did a market study and would like to share this information with the FISA members. ESL and Aseptic products are expected to grow at a rate of 7.1% CAGR in the US through 2032. The US beverage market's forecasted revenue growth is 5.21% CAGR to 2025. The Global Energy Drinks market is expected to grow 8.3% CAGR through 2030, and the carbonated soft drink market at a rate of 4.7% CAGR through 2028. The Global Ready To Drink (RTD) coffee and tea market is expected to grow at a 6.3% CAGR through 2030. The US Beer Market is forecasted to grow 3.6% CAGR through 2028. Our industry is continuing to grow and stay very strong. We are extremely fortunate to be in the industry we are in and have such a great organization as FISA to support us.

I look forward to seeing everyone at our fall conference.

*Eric Perkins, Statco/DSI*

## APPLY NOW FOR 2023 UID SCHOLARSHIP

The University of Innovative Distribution (UID) is an annual, intensive four-day educational program focused on the unique needs of the wholesale distribution industry. FISA

will once again offer two scholarships to the March 13-16, 2023 program in Indianapolis, IN. One of the scholarships will be awarded to a FISA member under the age of 40. The scholarship covers the \$1095 tuition cost. Students select their own courses each day with classes focused on distribution management, territory sales, marketing, negotiation skills, inventory management, sales management, human resources, leadership, information technologies and many more.



Any FISA employee of a member company is eligible to apply for the scholarship 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 their reasons for wanting to attend. To download an application, go to [www.fisanet.org](http://www.fisanet.org) and click on Member Benefits. In the drop-down menu, click on Targeted Education. Deadline for submission is November 1 and the winners will be announced December 1. If you have questions, call the FISA office at 336-274-6311.

## MARK CALENDARS FOR HR WEBINARS

FISA, along with other associations who are members of the Association Education Alliance (AEA), has been sponsoring a series of Webinars on “Winning the War for Talent” with Alex Chausovsky, Director of Analytics & Consulting, Miller Resource Group. Here are links to the final two webinars in the series.

**October 19, 2022:** In this fifth of six webinars, Alex will highlight key focus areas for businesses to become better at attracting, hiring, and retaining workers

### Zoom Registration Link (Click Here):

<https://us02web.zoom.us/join/91012022001>

**December 14, 2022:** In this last webinar in the series, Alex will focus on developing and committing to a cohesive and intentional talent strategy at the senior management level

### Zoom Registration Link (Click Here):

<https://us02web.zoom.us/join/91012022001>

## THANKS TO THESE 2022 SPONSORS

Many thanks to these companies who made the FISA Conference possible:

- Arrow Process Systems, Inc.
- BEECO
- Behringer Corporation
- CPE Systems, Inc.
- DCI, Inc.
- FCX Performance
- Feldmeier Equipment, Inc.
- Flowtrend, Inc.
- Girton Manufacturing Co.
- M.G. Newell Corporation
- MDE Corporation
- Nether Industries
- NOSHOK, Inc.
- OCS Process Systems
- Oliver M. Dean, Inc.
- RT Process & Supply, Inc.
- Tetra Pak, Inc.
- The Williams-Carver Co., Inc.
- Twincos, Inc.

## BOARD BRIEFS

The FISA Board of Directors held a virtual meeting on August 22, 2022.

Following are highlights of the meeting:

- Stella Jones reported a July 31, 2023 balance of \$314,562.93.
- Membership currently totals 116 companies: 48 Distributors, 64 Manufacturers, and four Associate Members.
- The contract has been finalized for the 2023 FISA Annual Conference September 21 – 24, 2023 in Colorado Springs, Colorado at The Cheyenne Mountain Resort.
- The Board reviewed the template for the FISA Economic Newsletter being prepared by Dr. Chris Kuehl and suggested final revisions. Ola Weststrom was recognized for his leadership in advising on the content.
- Stella Jones announced six new member companies will be attending the Conference: Advance Fittings, Anderson Process, Carotek, F & H Food Equipment, ParaCloud AI, and Porter Pipe & Supply. In addition, two guest Distribution companies are attending: Fluid Flow Products and Koss Industrial.
- The amendment to the By-laws that will be voted on by the Board of Directors on October 5th is as follows:

FURTHERMORE, Article VII of the Bylaws, relating to “Officers”, is hereby amended by amending Section 1 thereto to read as follows:

“Section 1. OFFICERS: The officers of the corporation shall consist of a President, a Vice President and an Executive Director. Except for the Executive Director, only persons who are active employees of a member may serve as an officer. Each of the President and Vice President shall be an employee of a member which is a Distributor or a Manufacturer; provided, however, at no time shall the positions of both the President and Vice President be concurrently held by employees of Manufacturer members.

# 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, 2022. 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 or email [stella@fisanaet.org](mailto:stella@fisanaet.org)*

## Dobbins Company



*The families of Rodney and Barry Dobbins at the dinner celebrating the 50th Anniversary of Dobbins Company*

On August 13, the Dobbins Company hosted a dinner in Birmingham, AL for present and past employees, vendors and family to celebrate the 50th anniversary of the company's founding. The Dobbins Company was founded in 1971 by **Felix Dobbins, Rodney and Barry Dobbins'** father, but the Pandemic delayed celebrating the anniversary last year. As a distributor of processing equipment and supplies, the Dobbins Company has grown by offering solutions to the dairy, food, citrus, textile, poultry, bakery, beverage, cosmetic, and pharmaceutical industries. Currently there are branch offices in Alabama, Florida, Georgia, and Texas. The Dobbins Company has a long history of active membership in FISA. Felix Dobbins served as President of the FISA Board of Directors from 1989 to 1991. Felix was joined in the company by his sons, Rodney and Barry, and they have continued his legacy of leadership in the Association. Rodney was President of the FISA Board of Directors from 2007 to 2009 and Barry is currently Vice-President of the FISA Board of Directors.

## The Williams-Carver Company



*Joel Cummings*

The Williams-Carver Company is excited to announce that **Joel Cummings** will be joining their sales team. Joel brings a wealth of experience, and a particular skill-set aimed at providing support for client relationships and the growth of their business as a whole. Joel is a graduate of Western Wyoming Community College where he studied Oil and Gas Production and Pump Technology. This preceded his career in numerous fluid handling industries. Joel started with Williams-Carver in early August and can be reached by email at [jcumings@williams-carver.com](mailto:jcumings@williams-carver.com).

## Dixon Sanitary



*Jeff Nitz*

Dixon Sanitary announces **Jeff Nitz** is the new National Sales Manager. Jeff has been with Dixon for seven years as the Ohio Valley Regional Manager. With 25 years of experience in the fluid power and fluid conveyance industries, in both distribution and manufacturing, Jeff brings a wealth of knowledge to the table. You can contact Jeff at 443.480.1772 or [jnitz@dixonvalve.com](mailto:jnitz@dixonvalve.com).

## QualiTru Sampling Systems

QualiTru Sampling Systems is excited to announce three new hires and one promotion as the company continues to strengthen its impact on food and safety. **Ian G. Davis** is QualiTru's new Chief Executive Officer. He comes with more than 25 years of senior-level management experience, including leadership positions in sales, operations, and information technology in the food, travel, and logistics industries in the U.S. and Europe. Most recently, he was Vice President of Operations for a privately held industrial services firm based in Indiana. He began his career working at a dairy in his native British Columbia. Davis earned his Bachelor of Arts degree in Economics from Simon Fraser University in Vancouver, British Columbia.

QualiTru also welcomed **Barbara Grayes** and **Scott Larson** to the team this year. **Barbara Grayes** is QualiTru's new Vice President of Sales. Barbara, who recently ran her own firm as an independent manufacturers' representative in the sanitary and industrial sectors, has more than three decades of sales experience in the dairy, food processing, beverage, pharmaceutical, and industrial industries. She is an alumnus of the University of St. Thomas. Barbara will play a critical role in helping customers address the many demands of the rapidly evolving food and dairy production environment. **Scott Larson** joins the team as the Vice President of Operations and Supply Chain. Scott holds a Bachelor of Science degree in biochemistry with a minor in microbiology from the University of Minnesota and is a Certified Professional Project Manager. Scott's role is key to ensuring they effectively and efficiently serve the thousands of dairy farms, haulers, and food processing plants around the world.

In addition to the new hires, QualiTru has promoted **Anne Bigalke** to Vice President

of Strategic Development. Anne holds a bachelor's degree in International Political Economy from the University of Puget Sound and a Master's degree in Business Administration from St. Catherine's University. Anne has played a pivotal role in QualiTru's systems becoming a trusted method for gathering aseptic and representative milk testing samples for thousands of large dairy farms, haulers, and food processing plants across the world.

## Girton Manufacturing Co.



(L to R) ASHRAE (American Society of Heating, Refrigerating, and Air-Conditioning Engineers) Anthracite Chapter President-Elect, James Pensyl, and the sales manager for the Thermal Division of Girton Manufacturing Co., Inc. presents Dean Girton, President and CEO of Girton Manufacturing Co., Inc. with a Silver Sponsorship Award in recognition of Girton's support of the ASHRAE Region III Annual Conference held recently in Wilkes-Barre, PA.

Girton Manufacturing is pleased to announce new additions to their Service Department.

**James Beagle**, Technical Service Manager, has several years of experience in the customer service arena before coming to Girton Manufacturing. He is dedicated to providing outstanding service to all Girton customers.

**Mark Byer**, Service Technician, comes to Girton with 40 plus years of maintenance mechanic work. Mark is well versed with current technology and troubleshooting automation issues. Customer service is a top priority for Mark, and he works diligently to make sure that the customer is up and running and satisfied with his work before he leaves the jobsite. **Scott Turner**, Service Technician, has 13 years in the Navy as an E-5 Electronics Technician. Scott is one who won't shy away from unfamiliar territory and loves a good challenge. He has an eagerness to complete challenging repairs and has found his place at Girton Manufacturing to be satisfying.

## Tetra Pak

Tetra Pak® is pleased to announce some organizational changes to the Processing Solutions & Equipment Division. **Doug Harper** has been appointed to the Director of the Channel Management & Key Components team for the Americas and Europe. He has been with Tetra Pak nearly 30 years, with extensive experience in the Processing and Services divisions. On his new journey, he will



Doug Harper

count on **Ana Morelli** and **Karl Kieffer**, appointed as Channels Manager and Key Components Manager respectively, for the Americas. The new team is responsible for the market development of Tetra Pak Key Components, such as, Homogenizers, Separators, Heat Exchangers and High Shear Mixers. They will also have the responsibility to development integrators and distributors, establishing partnerships and indirect sales channels for the Tetra Pak equipment portfolio.



Ana Morelli



Karl Kieffer

## Steel & O'Brien

Steel & O'Brien Manufacturing is pleased to announce the addition of **Chase Henry** to its West Coast sales team. In this role, Chase will focus on sales and business development in the western United States. With more than six years of experience in the Sanitary PVF industry, he brings the skills and expertise needed to provide customers an unmatched level of service. Chase is passionate about learning their clients' distinct applications and facilitating viable solutions. Headquartered in Arcade, NY, Steel & O'Brien is a manufacturer of stainless-steel process equipment, including sanitary and BPE fittings, tubing and valves for industries with strict hygienic and high-purity standards. For more information, visit [steelobrien.com](http://steelobrien.com).



Chase Henry

## Rodem, Inc.

Rodem recently welcomed several new team members to the Rodem family. Their Engineering department has expanded by three. **Brad Munchel** has joined their Cincinnati team as Engineering Manager. Brad holds a B.S. in Chemical Engineering from Rose-Hulman Institute of Technology. He has spent most of his career working in food and chemical manufacturing in various engineering, operations and leadership roles. In 2022, they added two engineers. **Joe Steiner**, previously of General Mills, has joined their Nashville team and **Joe Gayetski**, who brings extensive engineering and piping design expertise, will work out of their Cincinnati location. With the addition of personnel in the engineering department, they are enhancing the systems integration segment of their business, SaniSmart Solutions, and delivering innovation, efficiency and performance to America's processors. Rodem also



Brad Munchel



Joe Steiner



Bryan Rumrill

recently welcomed **Bryan Rumrill** to the Sales team. Bryan is an industry veteran with experience both in distribution and manufacturing. Bryan will serve as Rodem's Sales and Business Development Manager. He will work with corporate key accounts and oversee their outside sales team in our southern territories.

## SPX FLOW



Luke Jaax

**Luke Jaax** has joined SPX FLOW as District Sales Manager in the East Region. Luke will be responsible for working with and supporting their Channel Partners on the APV, Waukesha Cherry-Burrell, Gerstenberg-Schroder, and Seital Separation brands. Based in Raleigh, NC, his territory will include North and South Carolina, Virginia, Maryland, West Virginia, Tennessee, Kentucky, and most

*continued on next page...*

## News & Views, continued from page 5

of Ohio. He will also share Indiana with **Tom Kaufman**. Luke graduated from the Moore School of Business at University of South Carolina with a Bachelor of Science in Business Administration majoring in Operations & Supply Chain, International Business, and minoring in Spanish. While in college he studied abroad at ESADE Ramon Llull University in Barcelona and completed internships at Boeing and Trane Technologies. Most recently Luke has worked in the SPX FLOW Global Operations Excellence Rotation, first at Lightning in Rochester, NY and then at Hydraulics in Rockford, IL.



### Christopher "Chris"

**Close** has joined SPX Flow in the role of Regional Sales Manager (RSM) for the N&H West Region. Chris' territory will include the

complete West region. In this role, Chris will manage region sales for the Nutrition & Health (N&H) APV PHE portfolio products, driving sales growth with channel partners and providing end user customer support. Chris' responsibility will be for Industrial, HVAC and Sanitary APV PHE products and market segments.

Chris joins the company with technical sales and channel management experience in heat transfer from another manufacturer for seven years mostly in the Industrial market segments for Power, Petro-chemical, Oil & Gas. Chris resides in the Ft. Collins, CO area north of Denver, CO.

## IN MEMORIAM

**FISA extends sympathy to the family and friends of Tony Villena who passed away August 8, 2022. Tony was employed as a Sales Engineer by Miller Machinery & Supply Co. for almost 50 years and retired in 2018.**

## BEHIND THE SCENES



**Bruce Michael**

Making the FISA Annual Conference function requires lots of volunteers behind the scenes. In looking at the history of the Conference, one person stands out as a constant, and that is **Bruce Michael**. This is the twentieth year that Bruce has chaired the Sporting Clay event.

Bruce has been employed at Girton Manufacturing Co. for 51 years and is currently Sales Director. In addition to having a passion for baseball, his other passion is sporting clays. He initiated the idea of adding this shooting event to the FISA Conferences. From a small group in the beginning, sporting clays has grown annually to more than 30 participants.

As soon as the Board finalizes a conference location, Bruce begins researching the best sporting clay options. Many times, the preferred shooting venue has been more than an hour's drive from the conference site but the dedicated members don't mind the travel and enjoy the camaraderie. Bruce organizes the teams and handles all the logistics. He says, "It's great to have "our regulars" every year but it's especially fun to introduce the sport to people trying it for the first time and great to see more women enjoying sporting clays."

## MARK YOUR CALENDAR

**OCTOBER 6-9, 2022**

FISA Annual Conference  
Hilton Head Island, SC

**WEBINAR SERIES:**

All dates are Wednesdays • 3pm ET

**OCT 19 • DEC 14, 2022**

**Presenter:** Alex Chausovsky,  
Director of Analytics & Consulting,  
Miller Resource Group

**NOVEMBER 1, 2022**

UID Application Deadline

**DECEMBER 1, 2022**

UID Winners Announced

**MARCH 13-16, 2023**

UID – Indianapolis, IN

**NOTE:**

If you have a Marketing Manager, send his/her name to Stella Jones to be added to the FISA email list.

## WELCOME NEW MEMBER

### ParaCloud AI

**Contact: Sam J. Svitenko**

1771 S. Sutro Terrace  
Carson City, NV 89706  
Phone: (949) 370-0218  
<https://ParaCloud.AI>  
[ssvitenko@paracloud.ai](mailto:ssvitenko@paracloud.ai)

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execute scripted automation steps, with sensor-based or manual verification, allowing continuous, or near-continuous, manufacturing capability. ParaCloud's "context-aware capture" of all machine and sensor data in real time allows Artificial Intelligence and Machine Learning to quickly optimize future production processes. Our service includes all software updates, has no arbitrary additional "add-on" license fees, and allows customers to pay only for what they control--when they control it. ParaCloud's framework provides training, optimization, and services opportunities for partners to work with customers on this Industry 4.0 transition. ParaCloud helps customers get to market—and revenue—faster, with lower costs, better agility, and remote support and management flexibility. We look forward to meeting and engaging with FISA members at the conference in October!