

## FISA Awards Two UID Scholarships

FISA is pleased to announce the two recipients of scholarships to the University of Industrial Distribution (UID). The UID program is a concentrated education program focused on the unique needs of the distribution industry and will be held March 10 – 13, 2013 in Indianapolis, Indiana. UID is sponsored by FISA and 32 other industrial distribution associations in cooperation with the Industrial Distribution Program of Purdue University.

**Tracey Putnam** is a chemical engineer who has been employed by Alfa Laval Inc. for more than eleven years. In her scholarship application she writes, "I was hired as an applications engineer, a position in which I stayed for nine years. I was excellent at the technical aspect of my job but I enjoyed interacting with customers. In 2010, I became the Gulf Coast Regional Sales Manager. My territory is undeveloped, so I have been spending much of my time prospecting. I am very comfortable in social situations and know my product so making cold calls has been rather enjoyable. I am beginning to develop a base business, though and it is time to interview/hire sales channels and develop a sales plan. I have no business or marketing training and yet it is one of the most important functions of my job." She will be taking sales and marketing seminars at UID to enhance her professional career.



**LeighAnn Diener** was literally born into the distribution business. LeighAnn is the daughter of Chris and Carolyn Diener, of Rodem Inc. based in Cincinnati, Ohio.



LeighAnn has been employed by Rodem for the past four and a half years, working in marketing/sales analysis/safety. As part of the third generation of one of the largest sanitary processing distributors in the country, LeighAnn says, "Not only is it my hope that this educational opportunity will provide me with additional insight and experience to help me make confident and educated decisions regarding my future role, I also believe that some of the course material directly applies to my current position. I am particularly interested in learning different marketing strategies for this type of industry. Because our market is such a niche industry and we have to use specific business to business marketing tactics, I have been looking for a way to effectively apply the social media marketing platform to our brand. Any additional exposure and insight to marketing strategies in our ever evolving world would be a great tool to apply to my daily practices."

Registration is open now for UID and classes are filling quickly. January 11, 2013 is the deadline for the discounted early registration fee of \$995.00. Be sure to identify yourself as a FISA member and register today. For more information or to register online, go to [www.univid.org](http://www.univid.org).

## Checking the Pulse

In the electronic survey sent to members on December 7, 2012, we had a 36% return from distributors and a 21% return from manufacturers. Here is a summary of the results.

*Now that we are nearing the end of 2012, how does your business compare to the same time last year?*

	DISTRIBUTORS	MANUFACTURERS
<b>Profits are:</b> Up	57.9%	66.7%
Down	10.5%	13.3%
About the Same	31.6%	20%

*Including this year, which of these three years was your best year?*

	DISTRIBUTORS	MANUFACTURERS
<b>Year:</b> 2012	57.9%	86.7%
2011	21.1%	13.3%
2010	21.1%	0.0%

*Looking forward to 2013, what do you anticipate in sales for your company?*

	DISTRIBUTORS	MANUFACTURERS
Increase	68%	73.8%
Decrease	10.5%	6.7%
Stay the Same	21.1%	20%

*Are you planning to hire additional personnel in 2013?*

	DISTRIBUTORS	MANUFACTURERS
Yes	47.4%	86.7%
No	10.5%	6.7%
Undecided	42.1%	6.7%

*If you are planning to hire, what type of personnel will you be interested in hiring?*

### Distributors:

- Sales engineers & engineer project management
- Outside sales (4)
- Sales executives & technical
- Sales support
- Entry level engineer
- Sales professional
- Warehouse, purchasing, order entry
- Engineer, service person
- Sales, clerical, warehouse
- Sales
- Talented people

*Continued on page 2...*



## 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.*

### 2012 – 2013 FISA Board of Directors

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*Nelson-Jameson Inc.*

**Wallace Wittkoff**

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

## From the President



Dear FISA members,  
Socrates, the great Philosopher, once said that "The Un-Examined life is Not Worth Living." In our quest to live meaningfully, it often helps to have standards.

As FISA members, we have standards, against which to examine and measure our business practices. For example, as FISA members, we share a commitment "to Value-Added distribution" and we strive to continually "Improve Performance and Customer Value."

As we examine our lives this New Year Season, let's commit to personal and professional growth. Let's use FISA's tools, including networking and educational sessions at the annual conference, White Papers posted on our

website, Nancy Combs' Virtual HR Department also on our website, NAW SmartBriefs and The University of Industrial Distribution to help us.

This February, the FISA leadership will examine the Association to be sure we are living up to our vision statement. Please contact us anytime with your thoughts and ideas, as they are quite helpful, particularly as we strive to improve performance and value for FISA members.

Please join me this year in a renewed effort to live up to the values we espouse, and the opportunities we share as FISA members.

I wish each of you and your families a Merry Christmas and all the best in 2013.

David Brink



### Checking the Pulse

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**Manufacturers:**

- Sales manager & regional manager for South America
- Fabricators, engineers
- Inside sales, fabricators/welders, quality control
- Sanitary engineer, plant skilled labor, inside sales
- A psychiatrist to help me cope with another 4 years of Obama
- Sales & marketing
- Sales & manufacturing
- Engineering, sales, assemblers
- Process engineers & service engineers
- Sr. VP & inventory control manager
- Support personnel
- Technical, production & sales
- Machinists, polishers, warehouse people
- Marketing manager, district sales manager, warehouse & QC staff



### MARK YOUR CALENDAR

**2013 FISA Annual Conference**

**September 14-17, 2013**

**Savannah, GA**

**The Westin Savannah Harbor  
Golf Resort & Spa**

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

# 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 February 22, 2013. 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.*

*Email: stella@fisanet.org*

## Statco Engineering



**Jack Jordan** will join the company on January 1, 2013 as Vice President of Business Development and National Sales. In this role, Jordan will be responsible for the growth of Statco's systems business to national food, dairy and beverage processors in North America. For the past 16 ½ years Jordan was president of Südmo North America, Inc., during which time he grew the company to be a valve technology market leader. Prior to Südmo North America, Jordan held senior sales, engineering & management positions in multinational companies supplying components and turnkey solutions to the dairy, food and beverage industries. A native of Ireland, Jordan has lived in the United States since 1990, and is a dual citizen of these countries. Statco Engineering, founded in 1982, is one of the largest sanitary processing equipment distributors and system integrators in the United States. Statco provides equipment sales, service and systems to the food, beverage, dairy and pharmaceutical industries.

## Anderson Instrument Company



**Seth Hanson** has been promoted to a Regional Sales Manager for all Food and Beverage and Life Science customers in Wisconsin, Minnesota, North Dakota, and South Dakota effective October 1, 2012. Seth joined Anderson through the acquisition of Accurate Metering Systems in 2003 as a Flow Application Specialist. He received his Bachelors of Science in Animal Industries Management from the University of Minnesota. Seth and his family will be relocating to the Minneapolis, MN area to support his new role. He can be reached



at shanson@andinst.com or 920-636-6824. **Brian Simpkins** has accepted the position of Strategic Account Manager. In his new role, Brian will be responsible for increasing share at strategically positioned accounts (OEM's, System Integrators, A&E Firms, End Users) in our market space. Brian joins us from RedZone Robotics, where he was a Regional Business Development Manager, responsible for the sales of service and software asset management programs to municipalities. He received his Bachelors of Arts in Communications from Purdue University and his Masters of Business Administration from Butler University. He can be reached at bsimpkiss@andinst.com or 317-601-7844.

## Winter Technologies

Winter Technologies welcomes **Dirk White** as Operations Manager. Dirk joined WinTech on November 26, 2012 as Operations Manager. Dirk's background includes over thirty years of managerial, financial, budgeting, and procurement experience. Dirk received his Bachelor's degree in Business Management at Southwest Missouri State University.

## Chicago Stainless Equipment

Chicago Stainless Equipment announces the retirement of our National Sales Manager, **Jerry Williamson**. Jerry has been a part of the CSE family for almost eight years, and he will be missed by everyone here. Some of Jerry's most cherished memories have been of the wonderful relationships he has made throughout the industry - especially at the FISA conferences. We are grateful to Jerry for his dedicated service to us and our customers as we extend our congratulations to him and wish him and his wife Sally a happy and fulfilling retirement!

We welcome the addition of **Edward (Ed) Ciampi** as the new Director of Sales and Marketing. Ed comes to us with over twenty five years of sales experience and he will be focused not only on our current North American partnerships, but will also be refining the sales and marketing efforts of our continued expansion into international markets.



## Fristam Pumps USA



**Zach Suardini** has joined the company as an Application Engineer. He will be responsible for providing in-house and in-field technical support and customer service. Zach comes to Fristam with four years of pump sales engineering experience and he has a Bachelor of Science degree in Engineering Technology from the University of Wisconsin - Stout. 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.

## Freudenberg Process Seals



**Miles Martin** has recently been hired by Freudenberg Process Seals (FPS) to manage sales in the United States. He will be supporting the Food & Beverage, Pharmaceutical and Chemical indus-

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## News & Views ...continued from page 3

tries with sealing solutions from FPS. Some of their solutions include: O-rings, radial shaft seals, diaphragms and custom-molded shapes. FPS has industry specific elastomeric compounds that fulfill FDA, USP class VI and 3-a requirements.

### Arena Products

Food packaging safety has been a growing concern since the passing of the Global Food Safety Initiative in 2000 in the EU and the FDA Food Safety Modernization Act of 2011 in the US. Food packaging safety has always been a primary concern of Arena Products – the inventor of the first all-plastic, collapsible, 330-gallon liquid shipping Intermediate Bulk Container (IBC). In September 2012, Arena became one of the first manufacturers of flexible liners to have their products both ISO 22000 and PAS 223 certified. The FDA legislation passed in 2011 states that all members of the food supply chain must have a program based on Hazard Analysis and Critical Control Point (HACCP) principles. ISO 22000 certification confirms compliance through a third-party audit. Founded in 1989, Arena Products offers a high-quality line

of patented, industrial packaging products, including a plastic container and liner solution, which allow customers to fill, ship and dispense liquids more efficiently

### Germanow-Simon Corp.

Germanow-Simon Corp., parent company of Tel-Tru Manufacturing Co., celebrated the recent completion of a \$3.25 million upgrade to the company's facilities located at 408 St. Paul Street in Rochester, NY. Germanow-Simon Corp. consists of two operating companies: Tel-Tru Manufacturing Co. and G-S Plastic Optics, and is one of Rochester's oldest continually operating manufacturing businesses founded in 1916. Tel-Tru Manufacturing Company is a manufacturer and supplier of bimetal thermometers, pressure gauges, and transmitters. Its products are available through a network of distributors in the United States and around the world.

### Wright Process Systems

**Stephen Romanazzi** has been hired as Construction Manager. Stephen will manage the newly-created Construction Division, which brings in-house for the first time all construction capabilities including grading, excavation, concrete, and specialty trade

work. Stephen has over 30 years' experience in the heavy construction industry, coming from management and ownership roles in companies of all sizes. Stephen is based out of the Tulare, California office and will handle construction projects in California and the Western States. Wright Process also congratulates **Shawn Wright** on his promotion to Account Manager for the Central California area. Shawn, his wife Holly, Wright Process Marketing Administrator, and their son Davy have relocated to work out of the Tulare office. Shawn is tasked with expanding business into the Central California area, and helping serve new and existing customers in the area.

## Mark Your Calendar

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UID in Indianapolis

**September 14-17, 2013**

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## Distributor News

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Greensboro, NC 27408