Two hundred and thirty-one attendees representing 80 different companies attended the recent Annual Conference in Newport, RI. FISA gathers feedback from conference attendees through on-site surveys at the conclusion of each of the educational sessions and through an electronic survey sent to attendees a week after the Conference. By compiling responses, the FISA Board of Directors notes trends and responds to suggestions in making plans for the next conference. 80 of the 135 attendees participated in the post-conference electronic survey. Here are a few of the highlights:

- 74% rated the 2014 Conference as excellent and 26% said good.
- 89% said they reviewed company profiles of attendees prior to the conference.
- 71% said they contacted an attendee prior to the conference to schedule a meeting while in Monterey.
- 94% said they met a new contact during the conference and would be following up with them about possibly doing business in the future.
- 89% said they were planning to attend the 2015 Conference in Austin, TX.

Of the total number of 231 attendees, 34 or 15% were first-timers. First-timers are always special, and the goal of the FISA Board is to reach out to first-timers to ensure they become regular attendees.

Ted Haley, with new member company, F. W. Webb Company said, “Newport, RI was our first FISA conference. When we add up the networking sessions, informative speakers, and social events, this is one of the best values available! Thanks to everyone for the warm welcome.”

Ed Ciampi, Sales Manager of Chicago Stainless Equipment Company said, “The conference was great, very well organized, in a beautiful location, at a great hotel. The speaker’s presentations were excellent. The information that was presented was, current, entertaining and very useful. But the nicest part for me was how friendly and welcoming everyone was, I felt I had known the group for many years.”

Jerry Fleishman, President of Brawn Mixer said, “Although my expectations were high, you exceeded them. The speakers were top notch and networking was tremendous. I’ll see you in Austin.”

While the Newport Conference is now in the record books, planning for the 2015 Annual Conference in Austin, TX is well underway. Your suggestions are always appreciated so contact any FISA Board member or the FISA office at 336-274-6311.
Dear FISA members,

We have just returned from our annual FISA Conference, this year held in Newport, RI. From the tours of large homes, little clam shacks, sporting events, and the Newport International Boat Show, this year’s event provided great opportunities to sightsee and relax in New England. More importantly, the Conference gave us new tools and insights into how to manage our business, forge new partnerships, and even how to live our lives.

Economist Brian Beaulieu discussed our future opportunities with a spin on how to best succeed during a predicted economic downturn. We can still grow our business through periods of consolidation and industry reevaluation. We, as FISA members, have resources to excel now, during a period of real growth, as well as in the uncharted future.

Dr. Kathy Newton gave us good insight from her perspective at Purdue University. Her discussion on working with employees/associates both now and in the future, and changing skill sets, means we have to adapt even if it causes distress.

Sam Richter provided tools for us to use the internet faster and more efficiently. By implementing codes and strategies, we can find that “correct contact” to drive the next new sales opportunity.

And finally, the inspirational presentation from Mr. Porter Halyburton will not be forgotten. His stories of captivity in North Vietnam inspire perseverance and dominance of spirit. Our benefit in hearing his discussion effects personal and business opportunities. He is a fine example of class and determination.

Thank you to Stella Jones, our FISA Executive Director, for her efforts constructing and managing this Conference. Conference success is in managing the details, and this year there were many, many details.

Many thanks to June and Rob Clark for their efforts as Conference Chairs. Joe Allman and Eric Perkins led this year’s charge for FISA sponsorship donations. In contacting folks early in the process, they were able to set a record with a 14% increase in contributions over last year. We had a record 26 members of the Pinnacle Society this year. For more details, contact Joe or Eric, as they’ve been selected to lead the sponsorship committee next year.

As a new marketing resource, this year we enjoyed our first “FISA App”. By uploading the app., we had the Conference schedule, attendees, and speaker information at our fingertips. And during the event, many attendees used the “news feed” upload to show pictures and comments throughout the Conference.

I would like to thank outgoing members who roll off of the board this year. They are Jeff Heerema from Heerema Co., Wallace Wittkoff of Pump Solutions Group (PSG), and Conference Chair Rob Clark of Perrigo, Inc. In addition, I would like to welcome 4 new members to the board. A one year term for Andrew Mahoney of ITT fills in for a recent resignation. And three year terms go to Albert Marquez of Duhig Stainless, Neil Hopkins of Twinco Inc., and Chad Hawkins from SPX. Thank you all for your service.

Please remember to encourage your colleagues to participate in the University of Innovative Distribution (UID) in March 2015. FISA offers 2 scholarships valued at $995.00 ea for tuition, with a deadline of Nov. 1, 2014. Applications are found at the FISA website.

In closing, the Newport Conference was a great memory. That said, it’s time to make more memories, and expand our business knowledge using this trade association as the catalyst. If you are a member of FISA and have not attended the Conference, please consider coming next year. For those of you who did not make it this year, please know that you were missed.

Great Success to all!

Bob
At the FISA Annual Meeting on September 16, President Bob Morava presented plaques to retiring Board members Wallace Wittkoff, Jeff Heerema and Rob Clark and thanked each for their contributions these past three years. Bob also recognized Rob Clark and his wife, June for their leadership in planning the 2014 Newport Conference.

Stella Jones reported that FISA gained six new members this year. Membership now includes 50 distributors, 76 manufacturers and four associate members for a total of 130 members.

Bob Morava announced that the Board voted to once again offer two scholarships to UID and encouraged members to apply by November 1 for the scholarships.

Jeff Delancy with YRC Freight thanked FISA members for their participation in the FISA freight program and urged anyone not signed up for the discount program to contact him for more information.

Bob Morava noted that Andrew Hider had resigned from the Board of Directors because of a position change within Danaher Corporation, and Andrew was no longer in the industry. He has one year remaining on his three-year term.

Rodney Dobbins, Chairman of the Nominating Committee announced a slate of four new directors. A motion was made, seconded and carried and the following four directors were elected to the FISA Board of Directors.

Andrew Mahoney. Director of Global Valve Sales of ITT Corporation was elected to a one-year term on the FISA Board of Directors and said, “I am honored to have been asked to serve on FISA’s Board of Director’s. FISA provides great opportunities for distributors and manufacturers to interface and discuss market conditions that we are all facing. FISA has helped me strengthen relationships with existing distributors as well as develop relationships with new distributors and other manufacturers.”

Chad Hawkins. National Sales Manager of the Food & Beverage Division of SPX Flow Technologies, was elected to a three year term. Chad said, “I look forward to serving on the FISA Board of Directors because I view it as a valuable opportunity for members to develop both personal and professional relationships. The educational programs and social interaction provide a solid foundation for our members to grow individually. And the networking opportunities serve as a unique means to strengthen the value of the supply chain.”

Also elected to the Board for a three-year term was Neil Hopkins who is President and owner of Twinco Inc., a distribution firm located in West Falls, NY. Having grown up in the business as a member of the second generation of Twinco owners, Neil says it was not until he attended his first FISA conference that he understood the value of FISA. “Through FISA, I have been exposed to many great experiences and to knowledge from the speakers; and have forged many relationships from every conference. I am honored to have the opportunity to be on the FISA board, and promise to approach every task with the same intensity as I do every day of my life. This is an opportunity given very few, and I look forward to working with you all.”

Albert Marquez was elected to a three-year term and is President and co-owner of Duhig Stainless, a distributor located in California and covering the Western states. He says, “I was excited when asked to join the Board because it has been a pleasure interacting with the professional and friendly FISA members. As a board member, I hope to bring new energy and continued enthusiasm as we seek ways to grow in this dynamic market.”

Apply to Win a UID Scholarship

The University of Industrial Distribution has a new name and a new logo but the mission remains the same – to provide the premier educational program for distribution. Now called the University of Innovative Distribution, the new name more accurately depicts the changing field of distribution.

FISA will once again offer two scholarships to the March 8-11, 2015 program in Indianapolis, IN. The scholarships cover the $995 tuition cost. 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 their reasons for wanting to attend.

To download an application, go to 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.
Dr. Kathy Newton is a Professor and Coordinator of the Supply Chain Management Technology Program in the Technology Leadership and Innovation Department at Purdue University. She also chairs the TLI Graduate Studies. Kathy is an accomplished speaker, consultant and author of a wide variety of topics and frequently works with distributors, manufacturers and trade associations internationally. She currently serves as the Coordinator and speaker for the University of Industrial Distribution (UID).

Sam Richter, internationally recognized expert on sales and marketing, is considered one of the world’s thought leaders on Sales Intelligence. His experience includes building innovative technology, sales and marketing programs for start-up companies and some of the world’s most famous brands. Sam was recognized with a Codie Award, the ‘Oscar’ of the software industry and his most recent book Take the Cold Out of Cold Calling has also won numerous awards. As the founder of the acclaimed Know More! Business improvement program, he is a past finalist for Inc. Magazine’s Entrepreneur of the Year.

If information is power, Take the Cold Out of Cold Calling is “power on steroids!” Know more than you ever thought you could (or should) about your clients, prospects, and competition. No more winging it. No more guessing what the other person cares about. Take the Cold Out of Cold Calling is a fascinating journey into the world of information, how to easily find it, and how to apply it to make sure you are offering relevant solutions. By practicing the techniques taught in the book, you will make a great first impression during sales calls and you will provide value and build meaningful and mutually beneficial client relationships. Once you master Warm Call techniques, you win more business, establish deep relationships with clients, and have more fun.
Brian Beaulieu, the CEO of ITR presented a clear look at the economic outlook for our industry and for the global economy. Attendees were encouraged to borrow and reinvest money in their businesses while interest rates continue at record low levels.

For a complete look at his presentation, please go to the Members Only section of the FISA web site. If you have forgotten your user name and password, contact FISA at 336-274-6311

A graduate of Davidson College, Porter Halyburton was deployed to Vietnam aboard the aircraft carrier USS Independence in May of 1965. He was the 40th person taken as a POW. Following his release after 7 ½ years of captivity, Halyburton was assigned to the Naval ROTC Unit at Georgia Tech and completed his graduate work in journalism at the University of Georgia. He subsequently served many years as a professor on the faculty of the United States Naval War College in Newport, RI. A decorated military hero, Halyburton received numerous civilian awards and has been featured in film, television, and in the book Two Souls Indivisible.

An unforgettable true story, Two Souls Indivisible stirringly recounts the forging of a legendary, heroic bond between two soldiers. Fred Cherry and Porter Halyburton first met in their shared cell in a brutal POW camp in Vietnam. Cherry, an air force pilot, was badly injured after his plane crashed; he became the first black officer to be captured by the North Vietnamese. Halyburton, a young navy flier, was a naive white southerner thrown in as Cherry’s cellmate. Their captors hoped close quarters would inflame American-bred racial tensions and break both men. Instead, American integrity and honor flourished, and as Cherry was nursed back to health, a friendship grew strong. The intense connection, powerfully reported by James S. Hirsch, would sustain both men through the war and throughout their lives. Inspiring, heartbreaking, remarkable, and never more timely, Two Souls Indivisible shows how good people can achieve greatness in the most hellish of circumstances.
STAUFF Corporation

Jeff Behling has been named President and CEO of STAUFF Corporation (USA). STAUFF is a developer, manufacturer and supplier of process products including sanitary tube hangers. Before joining STAUFF, Mr. Behling served as President of Tuthill Vacuum & Blower Systems, and Tuthill Drive Systems (now Terra Drive Systems), Brookston, Indiana.

Sani-Matic, Inc.

Sani-Matic announced the appointment of Todd Brown as chief operating officer. The Madison, WI-based company manufactures sanitary cleaning process equipment and components for the food, beverage, pharmaceutical, personal care and biotech industries worldwide. Brown most recently served six years as vice president and controller of ABB, Inc. He will report to Sani-Matic President and CEO, Ted Lingard. Sani-Matic has restructured its sales team to include new regional managers: Jerry Judd, Northeast Regional Sales Manager; Shawn Grubb, Southeast Regional Sales Manager; and Steve Schuetz, Midwest Regional Sales Manager, all of whom have sales experience in the food and beverage markets.

Corrosion Fluid Products

Columbus, OH-based FCX Performance, Inc. (FCX), a distributor of process flow control products, announced that it has completed the acquisition of Corrosion Fluid Products, Corp. (CFP). Based in Farmington Hills, MI, CFP is a regional distributor of pumps, valves, FRP fiberglass and specialty lined pipe, hose & fittings to the process markets from eight branch distribution centers located across the Midwest. “We are excited to welcome the dedicated employees, customers and vendors of Corrosion Fluid Products to FCX Performance,” said Charles D. Hale, President of FCX Performance, Inc. “Joe Andronaco and his staff have built a quality organization that is well-recognized by customers and vendors alike.”

Feldmeier Equipment Co.

In February of 2014, Feldmeier Equipment opened a state-of-the-art tank manufacturing facility in Little Falls, New York. The Riverside plant added 18 new employees and will fabricate large diameter vessels for the food, dairy and beverage industries. The addition of this operation will increase to six the number of US locations with over 600,000 square feet of production space and employing more than 420.

VNE Corporation

VNE Corporation, a member of the worldwide Ehrenberg Group, announced the acquisition of HPT (High Purity Technologies), effective August 26, 2014. Located in Hudson Valley of New York, HPT Inc. was founded in 1983 and currently supplies industries with electropolished and O2 cleaned tubes and fittings for ultra high purity distributions systems and related applications. VNE Corporation also announced the promotions of John Georgen to Regional Sales Manager and Jessica Pasiecznik to Projects Coordinator. Melissa Bauwens has been hired as a Customer Service representative. Melissa comes to VNE with 11 plus years of customer service experience.

OCS Process Systems

Beth Kloos, President of OCS Process Systems is shown accepting VNE Corporation’s “Outstanding Customer Award” from (L-R) Pete Dunbar, National Sales Manager and Dan Larsen, CEO. This Award is presented yearly to VNE’s top performing customers.

W.M. Sprinkman Corporation

W.M. Sprinkman Corporation (WMSC) announced the promotion of Amy Cavitt to the role of Engineering Manager. Ms. Cavitt has been with the company since 2008 and will oversee all engineering personnel, including David Lau, who recently joined WMSC as a Mechanical Designer. W.M. Sprinkman
specializes in stainless steel sanitary process system engineering, manufacturing and field services for Food and Beverage Processing, Dairy Processing and Craft Brewing (Sprinkman Brewing Systems).

**DM Sourcing Solutions LLC**
DM Sourcing Solutions LLC is a privately owned manufacturer/supplier of replacement parts for the dairy, food and beverage industry. The core employees are comprised of prior management/ownership of DSO Fluid Handling Co. Inc.® (DSO®). They include: **Darrin Oppenheim**, managing member of DM with 25 years of experience in the parts industry and the founder and past owner of DSO®; **Michael Glaser**, managing member of DM and past president of DSO® with over 15 years experience in the industry; **Lisandra Silva**, Office Manager of DM, with over 10 years in the industry as the past purchasing agent; and **Mario Soto**, DM’s warehouse manager with over 17 years in the industry as the past warehouse manager at DSO®.

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**Welcome New Members**

**Cheese & Whey Systems**
Contact: Jim Banks
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Phone: 715-305-5474
Fax: 715-384-3768
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www.gotocfr.com

**Mark Your Calendar**

**NOVEMBER 1, 2014**
UID Scholarship Applications Due

**DECEMBER 1, 2014**
Scholarship Winners Announced

**MARCH 8-11, 2015**
UID in Indianapolis

**OCTOBER 10-13, 2015**
FISA Annual Conference
Barton Creek Resort
Austin, TX

**NOTE:**
Remember to update your company information. Go to www.fisanet.org and look under the Membership Listing. Email changes to stella@fisanet.org.