

READY, SET, GO: THE 2015 CONFERENCE IN AUSTIN, TEXAS

As this newsletter goes to press, more than 220 FISA members have registered for the upcoming 2015 Annual Conference in Austin, TX, October 10-13, 2015. Another 15 are holding rooms and will be registering in coming weeks. 71% of the attendees are bringing spouses/guests, and we are delighted to welcome 24 first-timers.

Jason Ryan, Conference Chairman said, "A first for us this year is the use of a web registration process. We have received a lot of positive feedback on the ease of its use and the ability to make changes. If you have not registered yet, please make it a priority and let us know if you have encountered an issue. Our goal is to have a painless process. Back by popular demand for the 2015 Conference will be the Conference App. Prior to the Conference, we will send out the link for downloading. The App will have a complete schedule of events, names of all attendees including guests, and a platform to share pictures and comments from your conference experience. As networking is our main goal for the FISA event, please let us know if you need assistance making a connection or setting an appointment with another attendee. Being intentional about your networking will make the Conference an excellent investment."

For your convenience, FISA also will be sending you names of restaurants in Austin. For companies wanting to make group reservations, it is important to do that well in advance. On both Saturday and Sunday nights, FISA will have buses leaving the Resort after the cocktail receptions and dropping attendees in Austin at a central location where you can walk to restaurants and music venues. The buses

will return to the Resort on staggered schedules for your convenience. Because of traffic congestion and the distance from the Resort into Austin, do not plan on driving yourself into town. The weekend we are in town is the second weekend of the Austin City Limits music festival (ACL) and the city will be even busier than usual. You can also contact the concierge at the Resort for restaurant suggestions and to make your own individual transportation plans if you prefer.



DRESS CODE

Dress for the entire Conference is resort casual – no sport coats needed and no dressy clothes for the ladies. On Monday night, we'll be on Resort property at the Rock House, a unique outdoor venue for a Texas-style barbecue. Pack your jeans and kick back to enjoy this rustic setting.

AIRPORT TRANSPORTATION

The Austin-Bergstrom International Airport is 17 miles (about a 30 minute drive) from the Resort. The Omni Barton Creek Resort offers shuttle service at \$47 per person each way. To schedule, call 512-329-4535 in advance.

SPA RESERVATIONS

The Three Springs Spa offers comprehensive spa treatments. Advance appointments are recommended; call 512-329-4550.

The Pinnacle Society

The 2015 members of the Pinnacle Society include the following 30 companies. Each has contributed \$1500 to help underwrite the costs of the upcoming Conference. To date, a total of 61 companies are sponsors of the Conference, and FISA greatly appreciates each sponsor's contribution. A complete list of sponsors will be published in the December newsletter.

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fisa

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.

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FROM THE PRESIDENT



Dear FISA Members,

As we look forward, to the 2015 FISA Conference in Austin, Texas, in October, I want to welcome all who will be attending. Bring your cowboy hats and wran-

gler boots! Manufacturers, and distributors alike, enjoy discussing and planning for our future at the Conference. Our daily crusades rarely allow for this type of time together, plotting and planning. This respite is always welcomed.

We all know there is a cost to attending and participating in our annual FISA Conference. I would like to confirm to all the ROI-Return on Investment that we all look for in each of our business days. New manufacturers bring us new equipment to analyze and sell. Established manufacturers bring us updates in equipment and service, and enhance our relationships with camaraderie. The manufacturer's ROI is added interest leading to increased revenue. As distributors, our job at the FISA Conference is also to get to know the new manufacturers and products in the mix. The ROI becomes the new opportunities we take home with us to present to our associates, and eventually our customers.

As a distributor, my immovable goal every year is to meet and engage one new manufacturer. The success rate has been about 75% over the past 20 years. We have created and strengthened personal relationships throughout our history with major suppliers, and established ties with distribution that would not have happened outside of FISA.

Another ROI is experienced during the educational programming at the Conference. We

have nationally recognized speakers within arm's reach every year moving our part of industry forward. Past topics like Sales Training, Hiring, Business Reviews, and Performance Enhancement are focused on our Processing industry. By meeting as we do, attendee cost of these seminars is significantly lower than if we staged them individually.

As FISA members, we have the power to select how we spend our time and monies to move our organization and businesses ahead in this challenging industrial climate. One rule we must adhere to is growth. How do we reinvent ourselves to appeal to the ever-progressive group of X's, Y's, and millennial customers? And how do we retain and appeal to associates and co-workers who are following in our footsteps? The way we do business is now changing daily- the earth is moving under all of the baby boomers! The rules we've made and adhered to don't apply. Price isn't always what wins. Quality is taken for granted as a minimum to market entry. The "buy" words are now convenience, ease of order, and quick response, but without human intervention. Moving forward means adding technology, and using it. Future Conference programming will continue to delve into this exciting new era of opportunity.

Ruth Anne and I look forward to seeing all of you at the October Conference in Austin. As always, if you have questions about the Conference, or logistical issues, please contact Stella Jones at the FISA office, or me.

Best Regards,

Bob

STAY
CONNECTED
TO

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Distributors Serving
Sanitary Processing

FISA member companies are encouraged to use the FISA logo on your web sites. Link your company to FISA to let the industry know that your company supports distribution. Also, go to www.fisanet.org and click on the Membership Directory. Check on the accuracy of your company's listing. Has the contact person changed? Is there a new phone number? Email your corrections to stella@fisanet.org.

INDUSTRY SUPPORT AND EXPERIENTIAL LEARNING PRODUCES GRADUATES WHO ARE READY FOR THE WORKPLACE



By Norm Clark, Ph.D.

The Industrial Distribution Program is one of the most highly recruited programs on the Texas A&M University campus. The program is interdisciplinary in that students take a combination of business courses, technical courses and distribution courses. The findings from comments made by employers of Industrial Distribution graduates in two focus groups identified three key areas beyond the interdisciplinary curriculum that influence the ability of graduates from the program to adapt quickly and to become highly productive employees upon entering the workplace.

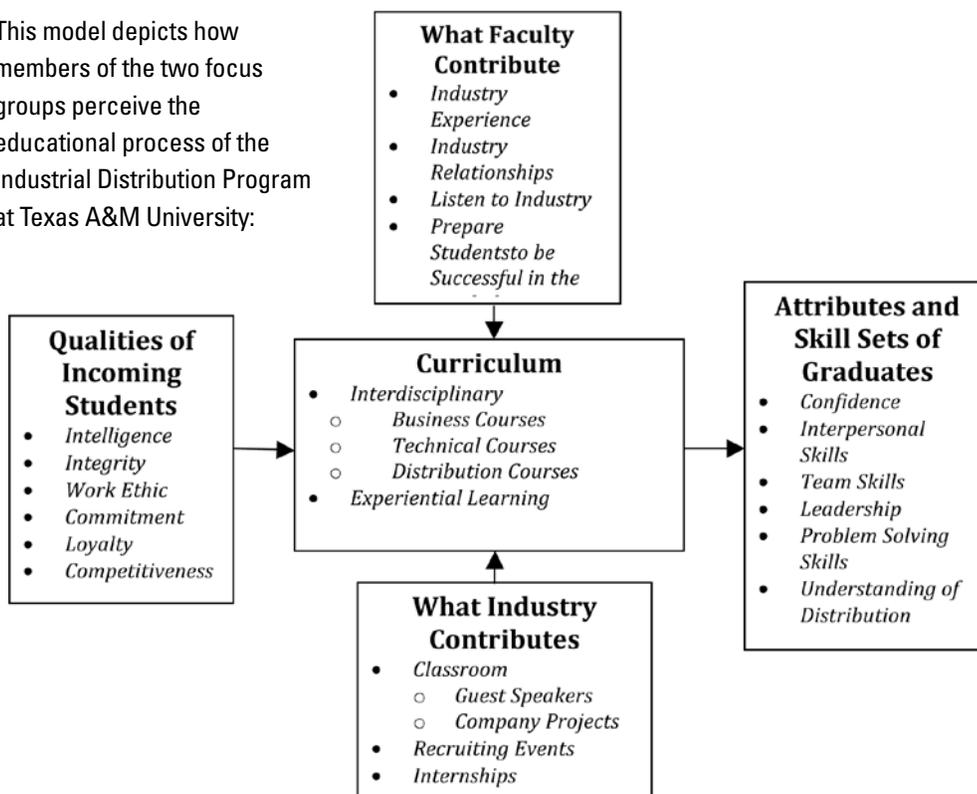
The first area was the characteristics of the student attracted to the program. Beyond the intelligence required by the rigorous academic requirements for admittance to Texas A&M University, employers identified integrity, a strong work ethic, and a competitive desire to do well. The second area is the interaction that the faculty has with industry. Many of the members of the faculty have worked for companies in industry; others are connected to industry through research and class projects and the delivery of professional development programs to individuals who work in industries that hire graduates from the Industrial Distribution Program. The third area focused on how the companies that hire the graduates of the Industrial Distribution Program influence and support the program. By providing funding and equipment for labs, financial support for endowments, research and scholarships, and summer internships

for students these companies not only hire graduates of the program, they help to educate the students. The study found that collectively these factors work in conjunction to provide the experiential learning opportunities that expose students to applications for what they are learning and foster realistic expectations concerning what it will take to adapt and perform well once they enter the workplace.

Norm Clark, Ph.D. will be speaking at the upcoming FISA Conference in October. He is a senior lecturer in the Industrial Distribution faculty in the Dwight Look College of Engineering at Texas A & M University. The two focus groups referenced in the article were used to gather data for Dr. Clark's dissertation which addressed the issue of why Industrial Distribution graduates from Texas A&M University adapt to the workforce and become productive at an advance rate.

Industrial Distribution Program Model Texas A&M University

This model depicts how members of the two focus groups perceive the educational process of the Industrial Distribution Program at Texas A&M University:



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Identifying and hiring skilled employees has been identified as a challenge for many FISA companies. Perhaps, your company might consider offering an internship to a Texas A & M student. If you would like to discuss future possibilities, contact nclark@tamu.edu.

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5 Ways Wholesale Distributors Can Succeed with the Millennial Generation



Stewart Applbaum,
SVP and General Manager
at Infor

ABOUT THE AUTHOR

Stewart Applbaum is responsible for the growth and profitability of Infor's hospitality, banking, retail and services industries business units, directing all related industry, product, and sales strategies. He is also in charge of global enterprise software for Marketing Management, CRM, Enterprise Financial Group, SMB Financials, CloudSuite Business and CloudSuite corporate, overseeing activities and growth across all of Infor with these solutions.

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www.inddist.com*

According to the U.S. Bureau of Labor Statistics, in 2015, the number of Millennial employees (those born between 1982 and 2004) will exceed that of Baby Boomers, and by 2030, Millennials will represent 75 percent of the workforce. As the most technologically adept generation in history, the impact Millennials will have on the business world is expected to be significant:

- As employees, Millennials value collaboration, rapid advancement, and innovation.
- As customers, Millennials value choice, flexibility, and the ability to do business using the technology they prefer. Many Millennials research products online, share reviews on social media, order online, and interact with customer service through online chat or social media.
- As suppliers, Millennials prefer partners who can share data streams easily with their own technology, so they can analyze trends and monitor real-time activity.

Here are 5 tactics that can help you prepare your business to succeed with the next generation of customers, partners, and employees.



1. Use a CRM system to strengthen relationships with customers and suppliers.

Nothing is more important than maintaining strong relationships with customers and partners. When surveyed, 85 percent of industrial distributors felt that relationships are a pri-

mary reason customers do business with their companies. Now that Millennials are the largest generation in the workforce, it's important to manage those relationships with their preferences in mind. The primary job of a customer relationship management (CRM) system is to keep the business connected to customers, so employees can deliver an exceptional customer experience. Instead of sales professionals owning customer relationships, the CRM system records customer preferences, opportunities, and purchase histories for the benefit of the company and all customer-facing employees. A CRM system is also a good tool for managing relationships with supply chain partners.

A CRM system is only useful if it is widely adopted across the business. Therefore, distributors need to evaluate the future potential of CRM systems in terms of the technology capabilities that Millennials value, including mobility, social media integration, and cloud-based access. In fact, according to a Nucleus Research report, "The Value of Mobile and Social for CRM," a CRM system with both social and mobile capabilities increases sales productivity by more than 26 percent.

And, because Millennials expect technology to work for them, not the other way around, a CRM system should adapt easily to individual working preferences. For example, it should offer customizable dashboards to reflect individual preferences.

2. Embrace mobility to get the right information to the right people.

Eight out of ten Millennials reach for their smartphones first thing in the morning, and 87 percent report that the phone "never leaves my side, day or night," according to a survey by Mitek and Zogby Analytics. With these statistics, it's easy to understand why Millennials are such enthusiastic adopters of mobile devices and applications in their work lives. Many Millennial employees prefer to use mobile devices over a PC or laptop. By providing mobile access to CRM and inventory management applica-

tions, distribution companies can give field sales professionals the ability to look up customer and product information, current inventory levels, purchase history, logistical information, and more — anytime, from anywhere. It's also important to remember that Millennial customers prefer mobile devices for using the Internet and often for making purchases. Unfortunately, 86 percent of Millennials surveyed by Mitek and Zogby Analytics report that “there are still a lot of websites that don't offer good mobile functionality.” To gain loyal customers, distributors should invest in mobile apps and mobile-friendly websites that make purchasing easier.



3. Consider cloud-based applications for new technology.

Distributors should consider cloud computing (also called software-as-a-service or SaaS) in their future technology plans. A SaaS technology model puts the burden of software development, maintenance, and updates on the software vendor who hosts the application. SaaS makes it possible to deploy new applications more quickly, and can empower distributors to focus more on their customers and core competencies, while moving away from complex IT infrastructure. Cloud models shift what was once a capital expenditure (software) to an operating expenditure (service) by spreading the costs over time using a subscription-pricing model. This is an important driver for businesses, and helps to explain why 65 percent to 70 percent of businesses sur-

veyed plan to move some of their business application processing to the cloud within the next two years. Millennial employees see the value of the cloud because it allows them to access applications securely, from anywhere with an Internet connection. This gives them the flexibility to share information in real-time between multiple offices or warehouses, to telecommute, and to stay connected to work while traveling.

4. Invest more in online commerce as a key driver of future business.

E-commerce is essential; every distributor needs to be able to take online orders. With Millennials forming the largest share of future customers, having a website won't be good enough. Millennial customers will visit the website first, before contacting anyone from the company. For many prospective customers, the website may be their only interaction with a new distributor.

Obviously, the actual purchase and monetary transaction on the website must work flawlessly. But for Millennial purchasers, the entire customer experience matters. The website should be fully optimized and functional from mobile devices. Consider the needs of buyers to determine what's needed on the website. B2B purchasers might benefit from a product selection app, live quotes, and freight calculations. All customers would like to be able to live chat with customer service if needed during the ordering process. Distribution businesses should continually invest to create an easier, more robust online customer experience that will build competitive advantage for the future.

5. Improve inventory management to maintain a competitive edge.

An efficient warehouse can be the key to unlocking additional profitability for distribution businesses. Millennials have grown up in the era of Amazon and other mar-



ketplaces. They expect to be able to find, select, and purchase any type of product with ease and efficiency. They're looking for a hassle-free customer experience, and that experience is likely to happen online.

If distributors want Millennials' business, they need to either have inventory in stock or lock down fast, reliable supply chains that can meet the expectations of impatient purchasers. If one distributor can't fulfill an order today, Millennials may search online for another. Warehouse automation and inventory management technology can help distributors improve operational efficiency, manage inventory levels, and run a profitable next-generation warehouse. A warehouse management system (WMS) can combine inventory control capabilities with barcoding or RFID and advanced picking methodologies to move inventory through the warehouse more quickly.

A WMS can help distributors fulfill more orders, more accurately, with fewer warehouse employees. Integration between the WMS, CRM, and ERP systems is essential for a smooth customer experience with no surprises. ERP and WMS systems typically service “back-office” employees, while CRM solutions service “front-office” employees like sales reps, marketing personnel, and support technicians. When these front-office and back-office solutions are integrated and can synchronize data, the entire organization can gain greater visibility into customer relationships — from lead to customer.

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, 2015. 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@fisaret.org

Sani-Matic



Aaron Zell

Sani-Matic, a Madison, WI-based sanitary cleaning process equipment and components manufacturer for the food, beverage, and health industries, recently announced the appointment of Aaron Zell as president and CEO. The senior manufacturing executive joins Sani-Matic with over 25 years' experience successfully leading manufacturing organizations serving global industrial markets. Zell's expertise developing go-to market strategies, building growth platforms and operational efficiencies closely aligns with Sani-Matic initiatives to further develop its channel partner sales networks and Lean-based operational improvements. Most recently, Zell served as vice president and general manager for the ITW business unit, ITW FEG Food Machines, a manufacturer of Hobart, Berkel and Peerless food equipment. Prior to his oversight of the Food Machine group he served as general manager at Gaylord Industries for ITW, a large supplier of premium tier kitchen ventilation systems. Zell's management experience also includes two decades with Parker Hannifin Corporation where he served as general manager of a global process filtration platform. He holds an MBA in Business Administration from Butler University and a Bachelor's Degree in Accounting from Indiana University-Purdue University Indianapolis.

Top Line Process Equipment Company



Howard Fyock

Top Line Process Equipment Company of Bradford, PA announces the addition of **Howard Fyock** as Sales Manager. Howard joined Top Line with many years business experience as a business owner and a business consultant at Gannon University in Erie, PA. He has a diverse background that includes marketing, market research, personnel training and coaching, teambuilding, sales, and customer service. In his position at Top Line, Howard will oversee its worldwide sales organization including its sales team consisting of regional managers, technical sales personnel, and the customer service team. Howard holds a Bachelor's Degree in Business Administration with a minor in Marketing from Trinity College. He is a certified instructor of NxLevel, ServSafe, OSHA, and entrepreneurship. Howard is a veteran of the US Air Force. Prior to joining Top Line, he owned a local industrial laundry company.

GEA Heat Exchangers, Inc., PHE Division



Randy Parks

GEA Heat Exchangers, Inc., PHE Division, is pleased to announce that **Randy Parks** of Castle Rock, CO has joined their sales team as a Regional Sales Manager for their Food segment. Randy will work with Melissa Fryer, their Segment Sales Manager, and will focus on business development. Randy graduated from Texas State University with a double major in Management/Marketing. Randy has a great deal of experience in the Food industry partnering with Companies to provide solutions to their operational needs. GEA Heat Exchangers, Inc., PHE Division, manufactures stainless steel heat exchangers for the Food and Beverage industry.

Steel & O'Brien

Once again it has been an exciting year for Steel & O'Brien. They purchased a 205,000 sq ft building and moved their entire operation under one roof in June.



Josh Stuck

They now have double the Fabrication/Welding/Polishing departments along with much more space for machining and warehouse. In May, **Josh Stuck** joined their sales team, and he has eight years of sanitary industry experience. **Tim Bainbridge** joined their engineering group in February. His experience with pressure vessels and stainless welding, will help continue to grow their product lines.



Tim Bainbridge

Andron Stainless



Jim McCormick

Andron Stainless Corporation in Columbia, South Carolina, is excited to announce the addition of **Jim McCormick** to their applications and technical sales team. Jim is in his 30th year serving the sanitary process equipment industry at both the manufacturing and distribution levels. Andron Stainless continues to grow, and the addition of McCormick to the team brings technical knowledge and a keen sense of the market to the table. He will focus on bringing new products to the Andron line. Jim hails from Chicago and began his career in 1986 at Holland Applied Technologies in Burr Ridge, Illinois as a Customer Service Representative. He has experience in project design and management, branch management, human resources, contract negotiation, product

training, outside sales as well as business expansion and relocation.

SPX



Gerard Lang

SPX, a provider of food processing solutions, announces the appointment of **Gerard Lang** to the position of Global Product Manager for Pumps and Valves and Strategic Marketing. He will lead product development and targeted growth initiatives for the company's APV and Waukesha Cherry-Burrell pump and valve product lines and coordinate marketing efforts globally across the product lines. Gerard has experience in engineering, product development, and marketing from positions with Newell Rubbermaid, Titus Tool, and e-commerce start-up Chewy.com. He holds a Bachelor of



JP Phillips

Science Degree and Master's Degree in Mechanical Engineering from Virginia Tech. **JP Phillips** has been appointed District Sales Manager covering Florida, Georgia, Alabama, Mississippi and middle and western Tennessee. JP will provide commercial and technical support to Channel Partners. JP brings extensive sales management, training and technical support experience from his past roles at Ampco Pumps, Food Equipment and Engineering Company and ProcessFlo Inc. JP holds a Bachelor of Arts and Sciences degree from Capital University. **Bruce Hanke** has been appointed Aftermarket Sales Manager covering SPX's food & beverage equipment in the United States and Canada. Bruce will provide commercial support and develop key value propositions on the benefits of utilizing OEM parts and services to help grow the SPX aftermarket business. Bruce has experience in global aftermarket, sales, marketing and product management from his previous roles at Case-New Holland, Jacobson-Textron, and Velvac. He holds a Finance degree from the University of Wisconsin – Milwaukee and an MBA from Marquette University. **Vincent Rufo** has been appointed District Sales Manager covering Northeast Ohio, Pennsylvania, New York, Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New Jersey and Delaware. Vincent will provide commercial and technical support to Channel Partners. He has account management, sales, and application engineering experience from his past

roles within SPX and at Southeastern Pump. Vincent holds a Bachelor Degree in Mechanical Engineering and a Master's Degree in Business Administration from the University of South Florida. Based in Charlotte, North Carolina, SPX Corporation (NYSE: SPW) is a global, multi-industry manufacturing company with approximately \$5 billion in annual revenue, operations in more than 35 countries and over 14,000 employees.

Fristam Pumps USA



Jim McCoy

Fristam Pumps is pleased to announce **Jim McCoy** has joined the company as Sales Manager. In his new position, Jim will oversee Fristam's North, South and Central American Sales Departments as well as the Customer Service Department. Jim comes to Fristam with 35 years of industry experience including food production, process design, system design, equipment sales, business development and equipment sales management. Jim has a Bachelor of Science degree in Food Engineering from the University of Wisconsin-Madison. 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.

Hydro-Thermal Corporation

Hydro-Thermal Corporation has been named a 2015 Future 50 company by the Metropolitan Milwaukee Association of Commerce's Council of Small Business Executives (COSBE). The Future 50 program, now in its 28th year, recognizes privately-owned companies in the seven-county Milwaukee region that have been in business for at least three years and have shown significant revenue and employment growth.

Rubber Fab Technologies Group

February 7, 2015 marked Rubber Fab Technologies Group's 20th anniversary! They are a gasket, hose, hose assembly and o-ring manufacturer for the food, beverage and pharmaceutical industry. When Rubber Fab started back in 1995, **Bob DuPont, Sr.** and **Pat Parisi** were working out of a farm house in Andover, NJ and the hose shop was in a barn on the property. Their first product that went to market was the Smart Gasket® and the business has been growing ever since. In 2008, they moved to a new state-of-the-art building in Sparta, NJ which

houses the hose shop, gasket inventory and office space, etc. Rubber Fab is pleased to announce the new Antimicrobial Technologies group and the upcoming release of the ionAssure range of cutting-edge elastomer products and solutions with broad spectrum antimicrobial protection.

PSG

Grant Gramlich has joined PSG, (manufacturer of Mouvex, Wilden, and Quattroflow brands) as Market Manager of the sanitary/hygienic segment. **Wallace Wittkoff**, a former FISA Board member, has been promoted to Sales Director for Quattroflow globally for the biotechnology/single use segment. Wallace will be overseas during the Conference but sends his best regards and wishes for a successful event.

M.G. Newell Corporation

M.G. Newell is pleased to announce that **Greg Coil** has joined the company as the Director of Engineering for its Greensboro, NC division. Greg is an engineering professional with degrees from the U.S. Naval Academy and New York Institute of Technology. He was a Navy Electronics Technician, a Navy Nuclear Officer and has held positions in the commercial nuclear power industry, the energy industry, the consulting engineering and construction industries, and in the chemical and food process industries. Greg is filling the position formerly held by **Tony Saenz**. Tony has been promoted to Vice-President of Engineering for M.G. Newell. M.G. Newell is a full service distributor and systems integrator of sanitary processing equipment for the food, beverage, dairy, pharmaceutical, and personal care industries.

Welcome New Members

NewAge Industries/Advantapure
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Southampton, PA 18766
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VOGUARD GmbH NA
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www.kronesusa.com

SIGN UP FOR ZENTANGLE CLASS IN AUSTIN

Lauryn Eldon discovered Zentangle® just over a year and a half ago when she was searching for a new creative outlet. Zentangle® is a fun, relaxing and easy to learn way to create beautiful abstract images by drawing structured patterns. She was immediately drawn to the intricate drawings made using only simple repetitive strokes. The method promised that anyone could learn, that no artistic training was required, and that it would also be fun. Lauryn began taking classes from certified teachers and practicing on her own. She gained confidence in exploring the infinite variety of patterns and thoroughly enjoyed the meditative process and focus.

In April 2015, Lauryn traveled to Providence, RI to attend a 3-day intensive seminar to become a Certified Zentangle Teacher (CZT). The seminar was led by



Lauryn Eldon, CFO of Oliver M. Dean, Inc. and a FISA member, displays some of her Zentangle® drawings.

Rick Roberts and Maria Thomas, founders Zentangle®. Combining Rick's practice of meditation with Maria's art background, they created a series of steps that would allow anyone to easily experience the benefits of a relaxed focus while creating beautiful art. Since then, Lauryn has been sharing the joy and focus of putting pen to paper, sharing that "anything is possible, one stroke at a time.™"

There is still time to sign up for Lauryn's introductory Zentangle® class at the Austin conference. In just two hours, you will create your own unique work of art and have fun learning the simple techniques in a supportive and encouraging environment. Lauryn is happy to answer any questions you may have about Zentangle®. You can contact her at lauryn@atanglededge.com or visit her facebook page, A Tangled Edge, for more examples of her artwork.

Mark Your Calendar

OCTOBER 10-13, 2015

FISA Annual Conference
Barton Creek Resort & Spa
Austin, TX

NOVEMBER 1, 2015

UID Scholarship Application
Deadline

DECEMBER 1, 2015

UID Scholarship Winners
Announced

NOTE:

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

Distributor News

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1207 Sunset Drive
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