

## GET IN TUNE WITH FISA IN NASHVILLE

What do Chris Stapleton, Katy Perry, the Indianapolis Colts and more than 230 FISA members have in common? The answer: they will all be in Nashville during the same time in October. Nashville is known at the moment as “the hottest destination in the country for meetings” and the list of performers at the Bridgestone Arena and the NFL Monday night game in Nissan Stadium are both adding to the buzz.

For FISA members, however, the bigger news is that this conference will include a record number of distribution companies attending as well as a record number of new FISA member companies in attendance. We also have a large number of first-timers so the opportunity for creating new relationships and re-connecting with existing suppliers is tremendous.

Here’s just a quick review of how we will promote members connecting:

- About two weeks before the Conference, each attendee will receive an e-mail with a list of all the attendees.
- Each attendee will also be e-mailed a one-sentence description of every company attending. This gives you an opportunity to research those companies you may not know and contact the person coming to schedule a meeting during the Conference.
- Each attendee will also be e-mailed a list of restaurants in the area. With “The Music City” hopping, advance reservations are recommended.
- You will also be emailed the link to download the Conference app which will have the agenda and all the attendees listed in one convenient place. Any changes to venues or last minute notices will be posted to the app.
- Each attendee will have a name badge to wear to all events and first-timers are



designated with a teal ribbon. Look for the first-timers and introduce yourself.

- To further distinguish members, distributors have a small star on their badges.
- At breakfast on Sunday and Monday morning, we draw numbers for seating. This has proven to be a great way to meet new people.
- If you like, wear your shirt with company logo 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. Providing outstanding educational sessions aimed at helping each business prosper is the primary objective of the FISA Board of Directors when they plan the conference agenda.

As Conference Chairman, Chad Hawkins of SPX Flow says, “Join us to gain valuable insight into topics that will help drive your future success, re-acquaint with old friends, develop new relationships and experience all the education and networking opportunities FISA has to offer.

### The Pinnacle Society

The 2017 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, more than 50 companies are sponsors of the Conference. FISA greatly appreciates each sponsor’s contribution. A complete list of sponsors will be published in the December newsletter.

CPE Systems, Inc.  
Enerquip LLC  
Murzan, Inc.  
VNE Corporation  
Steele & O’Brien Mfg.  
Stuart W. Johnson & Company  
CSI  
Perrigo, Inc.  
Fristam Pumps USA  
Quality Tank Solutions LLC  
Tel-Tru Manufacturing Co.  
Nelson-Jameson, Inc.  
Sani-Matic, Inc.  
Wright Process Systems  
Newman Sanitary Gasket Co.  
Custom Fabricating & Repair  
Quality Stainless  
Andron Stainless Corporation  
APT  
Topline Process Equipment Co.  
Alfa Laval, Inc.  
Haynes Manufacturing Co.  
Standard Pump, Inc.  
Statco-DSI  
W.M.Sprinkman Corporation  
Pentair  
Ryan Herco Flow Solutions  
RathGibson, Inc.  
SPX Flow  
Flowtrend



**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.*

**2016 – 2017 FISA Board of Directors**

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**Andrew Mahoney**

*ITT*

**Albert Marquez**

*Duhig Stainless*

**Yvonne O'Brien**

*Tel-Tru Manufacturing Company*

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**FROM THE PRESIDENT**



Dear FISA Members-

As fall approaches, I'm startled by the changes that have occurred in our market place. A year ago FISA surveys indicated that Amazon and other e-commerce

sites were not generally affecting our businesses, but in the interim it is becoming more and more apparent that Amazon.com, in particular, has become a behemoth, and wants to extend its selling influence into every aspect of the market chain. They are even offering simple packages to distributors to help "facilitate" their sales. We are all in for a bumpy ride, and the manufacturers are under the same pressures as well, but their situation could become even more untenable as their stock holders require additional return.

Fortunately, our membership has shown resiliency with creative growth and skilled staff. We have had remarkable developments in the last twenty-five years that have influenced our businesses before- the fax machine for communication, computers for inventory control and billing, the internet for information and marketing dissemination. E-commerce is here, and over the next few years we will learn to harness it to the advantage of our distributorships in relationship with our customers and manufacturing partners. More than ever, our expertise will be the driving force for our businesses. We will be less reliant on our MRO and parts business, and more often handle problems we didn't create. Forward thinking and creative distributors will lead the way to a new market place.

Our conference in Nashville in October will discuss these issues and others that are dramatically altering our business climate. We all handle regional business models, but are deeply affected by the global business climate. Herb Meyer and Dr. Chris Kuehl will offer us insights into the global situation and the US economy

in the future. We are also dealing with additional hygienic regulation and new production standards, so, in spite of our current political climate, we are anticipating a future that protects the populace from food borne pathogens, chemical additives, and unsafe drugs. Dr. Mark Morgan will touch on these issues, and Paul Reilly and Randy Disharoom will speak about changing sales practices and inspiring your leadership team.

I want to thank Pete Herb (Fristam Pumps USA) and Brian Downer (Sani-Matic), our Sponsorship Co-Chairs, as well as all of this year's sponsors. The success of our sponsorship program is a reflection of the vitality of our association, and Pete and Brian deserve a big thank you for the job they have done this year.

I'm excited to see everyone in Nashville and look forward to a unique experience in a wonderful urban environment. It is not often that FISA has our conference in the heart of a bustling city with an incredible business environment, as well as a thriving music and sports scene. You are not going to have enough time to do all the things that might interest you, and the opportunities for networking are unlimited. Please do not hesitate to call or email Stella or myself if you need any additional assistance in your planning.

In a few weeks, we will send you information on how to download the Conference app for your phone. You will find this is a great way to keep up with any last-minute program announcements and is a convenient way to have names of conference attendees at your fingertips.

Travel safely, and June and I look forward to seeing you in a few weeks in Nashville.

Warm Regards,

Rob Clark

*The state of Texas and particularly FISA members and their employees are in our thoughts and prayers.*

# LINKEDIN: A TOOL FOR MORE THAN JUST JOB HUNTING



by Chris LoPresti

When discussing LinkedIn with people, I often hear people say they are not looking for a job so they are not on LinkedIn. There seems to be a big misconception that LinkedIn is only for job seekers. According to LinkedIn's website, there are over 500 million registered members with over 138 million in the United States. According to Statista.com there were only 127.54 million full-time employees in the United States in July 2017. Not everyone on the site can possibly be looking for a job.

LinkedIn can be thought of as the Facebook of the professional world. Of course, you don't want to be showing pictures of your latest vacation or what you had for dinner, but you can share articles that would interest your professional colleagues.

Although it is true it is good a way to find a job, it is also a way to "link" with other professional contacts you meet or know in your professional world. Additionally, it is a great way to find more information about those people you want to know. Whenever I go to a conference, such as the FISA conference, I proactively look up those people I want to make contact with at the conference. I also ask to "link" with those people with whom I want to stay in contact.

These are just a few of the things you can do with LinkedIn that don't involve looking for a job. Join the LinkedIn Workshop for Beginners at the 2017 FISA Conference if you are not already a LinkedIn member and want to learn more.

If you are attending the workshop, please be sure to bring the following items:

- A laptop computer (with Wi-Fi capabilities)

- A "digital" copy of your resume
- A professional-looking "digital" photo of yourself (ideally a headshot)

Our goal will be to take these items and create your profile on LinkedIn. Then you will be able to use your new profile to participate in activities that we will discuss in the workshop on LinkedIn.

*Chris LoPresti is General Manager of Andron Stainless in Columbia, SC. An active FISA member, he is a former member of the FISA Board of Directors and administrator of the FISA LinkedIn group. He also is a member of the Machine Tool Advisory Committee for the Center for Advanced Technical Studies and Machine Tool Advisory Committee for Midland Technical College. He previously was on the Board for the South Carolina Manufacturer's Alliance Plant Manager's Division from 2009-2016 and was Chairman of the Board in 2014-2015.*

## FISA CONFERENCE INCLUDES SPECIAL SPOUSE/GUEST PROGRAMS



Keith Matheny

Spouses and guests attending the Nashville Conference are in for a unique treat with two special programs created just for you. On Sunday morning, the Spouse/Guest breakfast starts at 8:30 am with a buffet breakfast and guest speaker, Keith Matheny, presenting *Mind over Magic*. Guests register online to attend the programs and there is no charge to attend.

Keith Matheny is one of the most entertaining and delightful speakers you will ever hear. You will be captivated, amused and remember his presentation for a long time. Over the past decade, he has toured nationally with a unique brand of motiva-

tion that combines audience participation with fun demonstrations of the power and ability of the mind. His messages are geared toward helping people overcome obstacles, gain confidence in their abilities and expand the horizon of possibilities.



Patrick Henry

Monday morning at 10:00 am come for coffee and an hour of "Fun with Patrick Henry." Yes, Patrick does have a famous name but this is no historical presentation. Our Patrick is a performance keynote speaker, author, and Sirius XM Radio humorist who uses music and laughter to delight his audiences. He is a former songwriter in Nashville and will tell stories about his Nashville experience

and entertain you with his humor, guitar playing and the performing of original songs. Patrick always brings his southern accent and is willing to use it at a moment's notice.

Patrick grew up in the football town of Auburn, Alabama and has seen firsthand how fans are made. He graduated from the University of Southern Mississippi in 1994 and has been actively involved in the leadership of both the National Speakers Association and NSA Carolinas where he served as president in 2010-2011. Patrick lives in North Carolina with his smoking hot wife, Lesley, and three semi-adorable children Jack, Robert and Meredith. He is a firm believer that "If you do what you love to do for a living, you'll never work a day in your life."

# How to Compete with Amazon



by Paul Reilly

*Paul Reilly is the owner of Reilly Sales Training, a St. Louis based privately owned company, that specializes in training business-to-business sales professionals and sales managers.*

*A frequent writer for Industrial Distribution Magazine, he is also a faculty member at the University of Innovative Distribution (UID) and will be a speaker at the upcoming Nashville Conference.*



*This white paper provides guidance on how to infuse an agile and powerful digital transformation strategy into every aspect of your business.*

In a recent seminar, a salesperson asked, “Is Amazon going to replace salespeople?”

Amazon is a formidable competitor. They disrupt every market they touch. Amazon successfully enters different markets because they are customer-centric. They focus on the customer’s needs, not the competition. Jeff Bezos, the Amazon founder, famously said, “We’re not competitor obsessed, we’re customer obsessed. We start with what the customer needs and we work backwards.”

Salespeople are competing with one of the most customer-centric organizations that has ever existed. Amazon has made it ridiculously easy to buy. They offer one-click ordering, cheap prices, and free next-day delivery. Amazon makes it easy to buy online.

Although buying online is easy, there will always be a need for face-to-face interaction. Even Amazon understands the importance of a face-to-face customer experience. Why else would they spend over \$13 billion on Whole Foods? People still buy from people, and they want a more comprehensive customer experience.

If you’re competing with Amazon, focus on the unique aspects of your solution. Don’t just sell products, sell your end-to-end customer experience. In Value-Added Selling, the end-to-end customer experience is called the Critical Buying Path®. The Critical Buying Path® is the sequence of steps buyers go through from the moment a need exists through complete satisfaction. The transaction is a small part of the overall experience, but too many buyers view the transaction as the focal point.

If the buyer only focuses on the transaction, Amazon is going to win. When presenting your solution, offer pre-sale value that Amazon can’t. Detail the value-added support you provide customers in the pre-sale phase. Here are some sample value-added extras you can offer the buyer before the sale:

- Product demonstrations
- Technical presentations
- Specification writings
- Engineered solutions
- Value engineering

Buyers want more than just a cheap product. Our research shows there are ten things more important to a buyer than acquisition price. Buyers have a different set of needs and expectations in the post-sale usage phase. Present the total value of your solution by emphasizing your post-sale support. Here are some services you can provide that Amazon can’t offer:

- Face-to-face technical support
- Value-added training
- Additional product warranty/guarantees
- Local customer support
- Dedicated sales representative

Back to the original question, “Will Amazon replace salespeople?” They will, if you let them. You can’t out-Amazon Amazon. Amazon has a significant advantage in the transactional phase of the sale. Keep in mind, the transaction is only one small part of the end-to-end experience. Emphasize the value you deliver before and after the sale. Your support before and after the sale has to be more compelling than the convenience of one-click ordering

## Take Advantage of NAW Publications

Through FISA’s membership in the National Association of Wholesaler-Distributors (NAW), any employee of a FISA member company can order publications and download leading edge research. To receive a discount, be sure to indicate you are a FISA member when ordering publications. Some of the White papers are available free of charge for download.

Visit the NAW website <https://solutions.naw.org/publications/> to see the latest publications which include *Mergers & Acquisitions for Distributors: Expert Advice for Buyers and Sellers*, *Becoming a Digital Distributor: Services and Tools that Create Value*, the *NAW 2016 Employee Compensation Report* and the five-year growth roadmap for distributors entitled *Facing the Forces of Change*. Take advantage of these resources to keep up with the changing dynamics of distribution and the latest research on how to run a profitable business.

# THINGS TO KNOW ABOUT NASHVILLE

## NFL Networking

Local FISA members in Nashville are helping identify convenient locations to gather and watch football Sunday afternoon October 15th. More than 50 of you have indicated an interest in participating. As you can imagine, with the number of visitors to Nashville that weekend and the variables of which teams are playing and the timing, we are not able to guarantee advance reservations at any local sports bar. We will, however, designate several different locations and make announcements at the meeting about these gathering places as well as putting the information on the Conference app.

## One-on-One with Herb Meyer

A limited number of reservations are still available for an informal conversation during lunch with Herb Meyer. Here's your chance to ask questions not asked in the general session. Delve into topics that interest you about what's going on in the world, and in the current state of unrest. Herb is an author, guest on leading television and radio talk shows and served during the Reagan Administration as Special Assistant to the Director of the Central Intelligence Agency and Vice Chairman of the CIA's National Intelligence Council. Cost of the luncheon is \$50.00 per person. To make a reservation, contact Stella Jones at 336-274-6311 or email [stella@fisanet.org](mailto:stella@fisanet.org).

## Downtown Nashville

Explore on your own two museums that are less than a block from the hotel.

## Country Music Hall of Fame & Museum

The Country Music Hall of Fame and Museum safeguards over 2.5 million artifacts, with two floors of gallery space. It is also home to Historic RCA Studio B and Hatch Show Print.

## The Johnny Cash Museum

Browse exhibits that chronicle Cash's achievements and legacy through photos, interactive technology, and artifacts.

## Dress Code

Dress for the entire Conference is resort casual. Collared shirts for the men and slacks or skirts for the ladies would be appropriate. No sport coats needed and no cocktail dresses for the ladies. On Monday night, we will go a few blocks down Broadway to the Acme Feed & Seed where we have rented the third floor and the rooftop overlooking the Cumberland River. Dress casually and enjoy food stations, music, and a wonderful view of the Nashville skyline. Nashville temperature in October is around 71° in the day and drops to an average of 48° in the evenings.

## Airport Transportation

The Nashville International Airport is only about 15-20 minutes from the Hilton Nashville Downtown. Uber is widely available and an estimated Uber charge from the airport is \$18.00. Taxis are also a convenient option and readily available. Parking at the Hilton is very limited and the underground lot is adjacent to the hotel. The parking rate is \$32 per night plus tax.



## APPLY FOR A 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 11-14, 2018 program in Indianapolis, IN. The scholarships cover the \$1095 tuition cost. Students select their own half or full-day 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.

Jessica Goessl, Product Manager- Lab Instrumentation and Equipment and Assistant Department Manager-Lab at Nelson-Jameson, Inc. was one of two scholarship winners in 2016.

Jessica said, "My first time attending the University of Innovative Distribution, was packed full of valuable information and resources that I was able to take back with me and apply to my work and share with my company. In particular, I enjoyed Dr. Bill McCleave's course, Differentiating Your Distribution Company. I will definitely be attending again in the future!"

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.

## DISPLAY FISA MEMBERSHIP SIGN—WIN \$250!

With Process Expo right around the corner, you have another opportunity to display your FISA membership sign in your booth, take a photo of the sign and email the photo to [stella@fisanet.org](mailto:stella@fisanet.org). The name of the individual



submitting the photo will be entered in a drawing and the winner's name will be drawn at the FISA Conference in Nashville. And for the winner, no, it's not like winning the Power Ball jackpot but you

will receive a \$250 VISA gift card.

The FISA vision is: To strengthen and grow our member companies through relationships, connectivity and education. Displaying the FISA membership sign and

downloading the FISA logo to your website are ways you as a member help show the connectivity of FISA. Strengthening the distribution channel through active FISA participation is a win-win situation.

# 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 August 29, 2017. 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@fisamet.org*

## Rubber Fab

**Rubber Fab**, a Garlock Hygienic Technologies company has announced it has expanded its manufacturing facility in Sparta, N.J. The addition of more than 5,000 square feet of manufacturing and warehouse space brings the total operational footprint to more than 20,000 square feet. According to Rubber Fab General Manager, Gary Huether, the expansion was necessitated by the continued growth the company has realized in the last few years, and especially since the acquisition by Garlock in 2016. "Our increased manufacturing space allows us to hold the additional inventory required now that we incorporated some of Garlock's products to the portfolio." Additional activity has been announced in Asia, where Garlock, Rubber Fab's parent company, has established Garlock Singapore as a master distributor, effectively creating an Asia-Pacific hub to support the fast expansion across the region. The new, 2,000 square foot facility is located in Woodlands, a district in northern Singapore. The site has been dedicated to supporting and growing the Rubber Fab business, with investment already made with significant inventory and further plans for hose assembly and customization services planned throughout 2017.

## Saint-Gobain

**Saint-Gobain** is pleased to announce that the manufacturing site located in Bridgewater, New Jersey will soon be moving to an updated and improved location. The new site at 1600 Cottontail Lane, Somerset New Jersey is approximately 10 miles from the current location and will be active in September 2017. The toll-free number continues to be **(800) 435-3992** and the local number is **(732) 652-0910**. The new site will allow Saint-Gobain to safely and consistently fabricate Versilon™ ReSeal™ and Versilon™ crimped assemblies for the food, beverage, gas production, chemical processing and cosmetics industries.

## M.G. Newell Corporation



John DeBruin

**M.G. Newell** is pleased to announce that **John DeBruin** has joined the company as a Controls System Engineer in their Greensboro, North Carolina office. In this position, John will report to Carlton Davenport, Controls Engineer Manager for the Greensboro Division. John brings over five years of engineering experience to M.G. Newell. While going to school for his Mechanical Engineering degree through the University of Wisconsin – Platteville, he interned

year-round at Galloway Company as a Controls System Engineer.

## Feldmeier Equipment, Inc.

**Feldmeier Equipment, Inc.** proudly announces their expansion to a new location in Syracuse, NY. The company has officially broken ground on a new 128,000 square foot manufacturing building, with an additional 28,000 square feet of office space. The new location is in close proximity to the existing headquarters, which Feldmeier acquired in 1990. Determined to expand production and increase floorspace, this new facility will allow for a 30% increase in capacity. Feldmeier Equipment projects the new facility to be fully operational by their annual Feldmeier Day, June 17<sup>th</sup>, 2018."

## Zwirner Equipment Company



Ashley Zwirner

Zwirner Equipment Company announces **Ashley Zwirner** has joined the company as a Production & Purchasing Coordinator. Ashley will be responsible for overseeing the flow of production by tracking deadlines, mitigating risks, and strategically purchasing necessary parts and materials. Ashley grew up in the industry and is the third generation of family business. Ashley is a graduate of Kent State University, with a B.B.A. in Managerial Marketing.

## Tel-Tru Manufacturing Co.



Ross Edison

Tel-Tru Manufacturing Co., which recently celebrated its 100th anniversary as a Rochester, NY based manufacturer, is pleased to announce **Ross Edison** has joined Tel-Tru as Engineering Manager. Ross has more than ten years of operational and engineering management experience. He has a proven track record of success in the Manufacturing/Engineering area utilizing lean tools, project management, creative problem solving, decisive decision-making and teamwork.

## SPX Flow, Inc.

Pierre Sbabo heads up the Food and Beverage sector of the SPX FLOW business in EMEA. He comes from a strong background in the water and process technology markets with international experience. With a Master's Degree in Marketing and International Business from ESC Chambery, Sbabo has worked for global leaders in water and fluid treatment and processing, most recently with Pentair, and joined SPX FLOW in May 2017. Based in Charlotte, North Carolina, SPX FLOW,

Inc. (NYSE: FLOW) is a global supplier of highly engineered flow components, process equipment and turn-key systems, along with the related aftermarket parts and services, into the food and beverage, power and energy and industrial end markets. SPX FLOW has approximately \$2 billion in annual revenues, operations in over 35 countries and sales in over 150 countries.

## Unisource



Charlie Jockers

Unisource Mfg. is pleased to announce and welcome **Charlie Jockers**, who will join the Engineered Products team as the Business Development Manager.

Charlie comes to Unisource with 30 years of sales

and marketing experience in the Food and Beverage industry. In his role, Charlie will be responsible for the development and growth of the Sanitary and Industrial markets.

## W.M. Sprinkman Corporation

W.M. Sprinkman Corporation, a third-generation family business providing sanitary, stainless steel processing solutions for the food and beverage, dairy and brewing industries

welcomes a number of new employees. **AJ Naber** has been hired as Sprinkman's new Director of Engineering. **Laura Burke** has been hired as a Senior Process Engineer, **Nathan Vander Pas** as a Process Engineer and **Troy Brown** as a Project Manager.

W.M. Sprinkman Corporation is headquartered in Waukesha, Wisconsin with another manufacturing facility in Elroy, Wisconsin.



Nathan Vaner Pas



Troy Brown

## Sani-Matic



Brian Downer

Sani-Matic, Inc. announced the appointment of **Bryan Downer** as vice president of sales and marketing. Downer, a 24-year industry veteran with extensive engineering and sales leadership experience,

began his career as a process engineer with Central States Industrial Equipment & Service, Incorporated (CSI) and advanced to the role of vice president of sales and product

management. In between his engineering and executive leadership positions at CSI, he spent seven years in engineering and leadership roles for Shick Tube-Veyor Corporation. Bryan has a Bachelor of Science degree from Missouri State University and a Master of Business (MOL) from Evangel University. Downer is a 3-A certified evaluator, serves on the FISA Board of Directors, and is



Justin Jaeck

an EHEDG (European Hygienic Engineering and Design Group) coordinator. **Justin Jaeck** has been promoted to vice president technical sales. Following several IT and entrepreneurial leadership roles,

Jaeck joined Sani-Matic in 2013 as the Tactical Solutions manager and, in 2015, was advanced to director of Tactical Solutions, which included oversight of the company's important sanitary components business. Jaeck has a Bachelor of Science degree in both Electrical Engineering and Computer Science from the University of Wisconsin-Madison. Following Jaeck's new organizational leadership role, **Micah Muller**, Tactical Solutions manager, assumes responsibility for both the Tactical Solutions consultative service program and the traditional service offerings including the preventative maintenance (PM) program, start-up and field services. Muller joined Sani-Matic in 2012 as a field service engineer following a position as a mechanical engineer with the engineering firm, Symbiont. He was promoted to Tactical Solutions manager in 2015. Muller has a Bachelor of Arts from Simpson College and a Bachelor of Science in Mechanical Engineering from the University of Iowa. Since 1943, Madison, WI-based, Sani-Matic, Inc. has delivered cleaning process solutions in serving the food, beverage, pharmaceutical, personal care and biotech industries.

## Endress+Hauser



Measurement engineering and process automation specialist Endress+Hauser has further expanded its production facilities in the

United States. The Raman analyzer manufacturing plant in Ann Arbor, Michigan was extended at a cost of 9 million US dollars. In Greenwood, Indiana, the company built a new 8 million dollar plant for temperature measurement production.

Endress+Hauser has manufactured temperature measurement technology and system products since 2008, in Greenwood, Indiana, also the US sales center headquarters. The company has now invested more than 8 million US dollars in a 3,900 square meter (42,000 square feet) state-of-the-art production facility. The new plant will produce sensor elements, thermometers and thermowells as well as transmitters, system components and recorders. Endress+Hauser has been present in the US with its own sales center since 1970. The company relies on a nationwide network of select representatives to service customers. Endress+Hauser, in the US, produces instrumentation for flow, level, pressure and temperature measurements, liquid analysis technology, Raman spectroscopy instruments and laser-based gas analyzers. The Group employs more than 850 people in the US.

## NewAge Industries



*NewAge Industries Building Renovations (L-R) Glenn VandeGrift of AES Clean Technologies, Bob Volk of NewAge Industries, Rob Satterfiels of AES Clean Technologies and Ken Baker of NewAge Industries.*

Preparations at NewAge Industries are underway to expand and renovate 40,000 square feet of space for more clean room suites, inspection areas and warehousing. NewAge will invest \$9.5 million into the project and has contracted with AES for design and construction. In business since 1954, NewAge Industries manufactures plastic and rubber tubing in reinforced and unreinforced styles. In 2006, NewAge initiated an ESOP and became an employee owned company for the benefit of both its employees and customers. The AdvantaPure division of NewAge Industries is ISO 9001:2015 certified as of July 2017.

# WELCOME NEW MEMBER BULK EQUIPMENT

National Bulk Equipment and Brawn Mixer, each located in Holland, Michigan, are both subsidiaries of NBE Holdings. National Bulk Equipment designs, engineers, and manufactures, dry bulk material processing systems, bulk liquid processing systems, and integrated bulk material processing systems. The full line of National Bulk Equipment material handling equipment and automated processing systems includes: bulk bag dischargers, bulk bag fillers, container dischargers, container fillers, conveyance systems, bulk material storage systems, mixing and blending systems, NTEP-certified weigh systems, packaged product recovery systems, liquid filling systems, and automation controls

design and engineering.

The Brawn Mixer industrial fluid mixer product line features fixed-mount, top-entry mixers; portable, top-entry mixers; side-entry mixers mixer support structures, and mixer controls design and engineering. Brawn Mixer systems are engineered and manufactured for liquid mixing in general industrial and sanitary industrial applications.

Employing over 170 staff members, the companies of NBE Holdings design, engineer, manufacture, automate, and integrate bulk material handling systems for dry and liquid processing operations, and fluid mixing systems for liquid processing operations.

## Mark Your Calendar

**OCTOBER 14-17, 2017**

FISA Annual Conference  
Nashville, TN

**NOVEMBER 1, 2017**

UID Scholarship Application  
Deadline

**DECEMBER 1, 2017**

UID Scholarship Winners  
Announced

### NOTE:

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

Distributor News

**fisa**  
Distributors Serving  
Sanitary Processing

1207 Sunset Drive  
Greensboro, NC 27408