The objective of the FISA Annual Conference is to provide the venue for distributors and those manufacturers who go to market through distribution to meet in person. Existing relationships are strengthened; new relationships are created; and together attendees learn about the major trends impacting their businesses. The agenda is planned to provide specific take-home value and practical ideas to implement. This year, we are pleased to add speakers to the breakfasts on both Sunday and Monday.

On Sunday, September 15th for our opening breakfast, spouses and guests are invited to attend and stay to hear the first speaker, Andy Fastow, former CFO of Enron Corporation.

Each year, much of the conference energy comes from introducing new FISA companies who have joined during the year. First-time attendees, whether they are from a new company or simply a person attending for the first time from a long-time member company, can expect to be warmly welcomed. Each first-timer will receive a phone call from a member of the FISA Board of Directors prior to the Conference and will be personally invited to the First-timer’s reception on Saturday, September 14th at 5:00 pm.

Several weeks before the Conference, all attendees will get an email listing each person coming to the Conference along with a description of each company attending. By reviewing this material and planning ahead, you can contact individuals and schedule meetings during the Conference. This is a cost-effective way to build your business. In a survey conducted after the 2018 Conference, 92.13% of the attendees reported reviewing the company profiles in advance. 75.28% said they scheduled meetings during the conference, and 93.26% reported meeting someone with whom they would follow up for future business. This conference is all about connecting people.

If you have not reserved your room at the Grand Geneva Resort & Spa, do that right away.

Go to www.fisanet.org and click on the Meetings tab where you will find a direct link to the Resort for booking your room. If you prefer, call the Resort directly at 262-248-8811. Our room block is filling quickly. It’s also important to submit your conference registration and sign up for the many networking opportunities offered. Some of the activities have limited capacity and many are filling rapidly.

Experience the FISA Annual Conference, and you will find a friendly environment where industry professionals meet to learn and to network in a relaxed environment. As one of our past presidents said, “There’s just no substitute for getting to know someone and putting a name with a face. If you ever have a problem or an issue, it is so much easier when you can talk with someone you’ve met.” Join us in September and experience FISA where the focus is on strengthening distribution in hygienic processing.

REGISTRATION INCLUDES
- All Meeting Materials
- Three Breakfasts & Receptions
- Monday Evening Cocktails/Dinner
- Two Guest Breakfasts

THINGS TO KNOW
Throughout the Conference, dress in comfortable resort attire. Collared shirts for the men and slacks, bermudas, or skirts for the ladies would be appropriate. Monday night’s dinner at the Resort will include a casino night. No dressy cocktail attire needed so come in comfortable resort attire for a fun night of gambling and socializing. Average temperatures in September range from 75 degrees in the day to 53 degrees in the evenings. Weather permitting, Friday and Saturday cocktail receptions are outdoors so wear comfortable shoes.

TWO CLICKS WILL DO IT!
REGISTRATION IS ONLINE. IT’S EASY AND CONVENIENT.

Go to www.fisanet.org and click on the Meetings tab. Click on To Register. Registration is online this year however you may pay by either credit card or check. Be sure to register yourself first and choose your activities; then register your spouse/guest and then if you want to be a sponsor of the 2019 Conference, include your sponsorship.

After you register for the Conference, be sure to go back to the Meetings tab and Click on the link that takes you directly to Grand Geneva Resort & Spa to book your room.
FROM THE PRESIDENT

The online registration for the fall conference in Lake Geneva opened a few weeks ago and since that time, we have seen a large number of early registrants, including some events already nearing capacity. With the conference just over three months away, now is the time to lock in your room and activities that Lake Geneva has to offer. The conference officially kicks off on September 14th with many arriving on the 13th. The historic Grand Geneva resort room block will be dropped on August 12th. Each year the FISA membership typically exceeds the allotted room block. Links to register for the conference and your room can be found on the FISA website (www.fisanet.org).

The educational content mixed with high value networking opportunities is what sets FISA apart from other associations. This year’s speaker line up is high credentialed and diverse with highly relevant topics for every part of member organizations. The rapidly changing market, preparing and leading through it and some insights into how consumer trends will affect each of our businesses will be relevant information. For networking plan EARLY, if there are specific meetings you would like to have reach out and schedule now. If you need assistance with a connection, contact Stella or a board member soon. As the conference nears, schedules fill up quickly.

A great conference depends on the generosity of the membership through sponsorships. These contributions help to offset the overall costs of the event, in addition they provide marketing opportunities. Bryan Downer from Sani-Matic and Eric Perkins from Statco-DSI are leading the sponsorship campaign this year. On behalf of FISA, I want to thank you in advance for your consideration in contributing to this incredible conference.

As our industry evolves, we continue to see new members and new attendees coming to the conference. This spring the Board created a task force of young leaders to help provide some insight and feedback to the conference material. Emily Kloos from OCS Process, Dan Eldon from Oliver M. Dean and Joel Scipio from FCX Performance contributed a well-written report that is being acted upon by the Board.

There are many decisions big and small that make the annual conference successful year after year. For 2019, Gray Sherrill of M.G. Newell Corporation and his wife, Tara, have agreed to be our conference chairs. Chris LoPresti from Andron Stainless is leading digital communication through LinkedIn and programming the App for the conference. Thank you to everyone for your contributions! For those who have attended a conference before, you are well aware that the reason everything runs so smoothly is because of the countless hours that Stella and her husband, Charlie, put in throughout the year. I can’t say thank you enough!

Lisa and I have enjoyed serving on the Board and look forward to our first visit to Lake Geneva in the fall. We hope to see you there!

Have a great summer!

Jason Ryan, FCX Performance

Promoting Distribution is a Team Effort

Help recruit new member distributors and manufacturers who market through distribution. FISA focuses on strengthening the distribution channel. It’s a win-win situation.
Joel Scipio was awarded a FISA scholarship to attend the 2019 UID.

I am very thankful to have been able to attend the University of Innovative Distribution (UID) in March of 2019. From start to finish, the experience was hands down one of the most beneficial conferences that I have been a part of. During my time, I was able to sit in and listen to a number of different presenters. Each of them brought their own unique delivery of material and it was very apparent that they are truly knowledgeable and experts in their field. Two courses and presenters made the most impact for me: Al Bates “Improving the Bottom Line” and Joe Ellers “New Process of Sales Management”. Al and Joe were both extremely thorough, and open for questions and discussion directly related to the audience. The passion and experience they showed made each day fly by with the wealth of information presented.

I would highly recommend that any FISA member company take the time and resources to invest in their personnel and help them grow and learn with UID. The information that I received has been immediately helpful, and implemented into my day to day. I look forward to endorsing others within my organization to attend next year, and I want to thank our partnership with FISA for this opportunity.

REFLECTIONS ON UID

THE MUTUAL VALUE OF SPONSORSHIPS

By Bryan Downer

Bryan Downer, Sanimatic, Inc. and Eric Perkins, Statco/DSI are Sponsorship Co-Chairs for the 2019 FISA Annual Conference.

Throughout the year, FISA strives to bring value to our members. Our annual conference is the pinnacle event for our organization where we may network and be educated about topics critical to our business. This event is possible due not only to the event fees but also the generous sponsorships made by our members.

Sponsorships are not only an important way to support FISA but they also provide your company with visibility throughout the conference. As a sponsor company you are recognized and your commitment to the organization is visible to all attendees. Having been a Pinnacle Society member as a distributor and a manufacturer I can attest to the return value of sponsorships.

There are many sponsorship opportunities, including Pinnacle Society, I would encourage you to go to https://www.fisanet.org/meetings and download the sponsorship form to find a few sponsorship opportunities that are right for you. As well, I am always happy to answer questions.

Just Do It!

Apply for UID Scholarship.

One of the best ways to encourage and develop millennial employees is to provide learning experiences. There is no better way to learn about distribution than to attend the University of Innovative Distribution (UID). UID is a concentrated educational program focused on the wholesale distribution industry. Bringing excellence in education for 26 years, UID is sponsored by leading professional distribution associations, including FISA. More than 40 courses allow you to select the learning experience you need. CEOs, branch managers, sales and marketing professionals, operations managers, purchasing and inventory personnel, HR staff, and manufacturers who work with distributors all benefit from attending UID. Networking is also a big part of UID. You’ll have a chance to compare notes with professionals from other distribution-based industries.

FISA will once again offer two full scholarships to UID which will be March 8-11, 2020 at the J.W. Marriott in Indianapolis, IN. UID is a concentrated educational program focused on the unique needs of wholesale distribution. Any FISA member who has been employed for two years or more is eligible to apply for the two scholarships. The applicant writes a short essay saying why he/she wants to attend and includes a letter of recommendation. Go to www.fisanet.org and click on Member Benefits, education to download the application. Deadline for submitting applications is November 1, 2019.
ARE SUPPLIERS YOUR MOST IMPORTANT CUSTOMERS?

In our recent Facing the Forces of Change® challenge paper, Creating Innovations and Shaping the Future of Business, we identified a growing movement in wholesale distribution, in which leading distributors are innovating business services as a means of fighting disruption. Since the publication of our challenge paper, our continuing research has revealed evidence of distributors striving to identify and align with market trends to find willing buyers of new service offerings. While most distributors focus on end customers for service opportunities, it may turn out that suppliers are a target-rich environment.

Suppliers are making plans for the digital age, and their actions will have significant impact on distributors. This reality is highlighted in a tED magazine article about a supplier trends study conducted by Infinity Research, first reported as Manufacturing Industry Trends: What’s New in 2019? Both articles are short and worth a read, especially for distributors that are seeking to identify and offer new services.

Infinity Research’s study offers a glimpse of the future. The report’s insights show how manufacturer plans can be used to inspire potential service offerings from distributors. My analysis follows — a quick summary of important trends highlighted in the study followed by suggestions for service-minded distributors.

Predictive maintenance.
Factories incur costs when equipment goes down. By leveraging sensors and data, predictive maintenance creates a significant opportunity for new repair paradigms. In turn, these new paradigms will lead to improved productivity. Savvy distributors are building relationships with the manufacturing engineers tasked with implementing predictive maintenance programs, and they’re doing so well in advance of inevitable changes to procurement policies and sourcing requirements. Building on these relationships, distributors can go further and offer similar programs for the products sold by suppliers to end customers.

Reshoring.
Manufacturing is returning to the U.S. as wages rise in offshore options, but also because support infrastructures in emerging markets often fall short of requirements for advanced manufacturing processes. Distributors can get out in front of this trend by telling their story through relationships with executives responsible for reshoring decisions, and by telling stories through digital marketing and social media initiatives. Services might involve programs tailored to restarting returning operations, but they should go further and include services designed to leverage the underpinnings of advanced manufacturing — factory automation, the Internet of Things, artificial intelligence and so on.

Simplified supply chain management.
Manufacturers are rethinking supply chain strategies to find simpler ways to deliver more value to end customers. These conversations are likely starting with directives from executive leadership and with initiatives launched outside of the channel management teams that are responsible for distributor sales. It is imperative that distributors know which of their suppliers are embracing this trend. More than that, distributors must proactively offer ideas and a willingness to consider new methods. Getting out in front, distributors must also take a strategic approach to their brand, ensuring that their company is seen as a thoughtful and innovative member of the supply chain.

ERP systems.
Manufacturers, like distributors, are updating their ERP systems to better leverage data and improve competitiveness. In our research, we have found distributors that are moving toward sharing their inventory and point-of-sales data in real time through live access. Their goal is to leverage top suppliers’ capabilities around big data and artificial intelligence and to jumpstart collaboration around digital marketing and coordinated sales and service capabilities. We have even heard of one manufacturer asking its distributors to get on the same ERP platform. From one point of view, all of this movement is an effort to save traditional value chains and fend off challenges from disruptors. To do this effectively, distributors must demonstrate knowledge of supplier plans around updating ERP platforms and force a conversation as early as possible in the manufacturers’ shopping and decision-making process.

Our quick analysis points to several essential requirements for distributors. Distributors must be aware of how their suppliers are embracing these trends and developing new strategies. This...
Distributors will not succeed without bringing something to the table. Some examples of ways to demonstrate value include suggestions for leveraging the distributor’s knowledge about supply chain best practices and ERP implementations, displaying a willingness to collaborate with open data, developing resource commitments, and making commitments to improving the manufacturer’s operations for achieving strategic goals.

All of this requires distributors to approach suppliers as customers, with a willingness to listen and to identify and offer new solutions. New strategic relationships are essential, as is knowledge of supply chain and technology trends that go beyond what is necessary to run a distributor’s business. To be successful at developing services aligned with critical trends for manufacturing, distributors must be willing to collaborate, adjust their business model and build an airtight business case for replacing traditional channel compensation programs with new service-based partnerships.

Hard work lies ahead, but if services are an essential requirement for defeating the threat of disruption, distributors’ success depends on elevating their relationships with suppliers and understanding their operations on a deeper level. In fact, suppliers may become distributors’ most important customers. As a Fellow for the NAW Institute for Distribution Excellence and the lead researcher for the next Facing the Forces of Change® report, I welcome your feedback on this article and your ideas and suggestions for how distributors may survive and thrive in the digital age. Please reach out to me at mark.dancer@network4channelinnovation.com.

By Chris LoPresti, Andron Stainless Corporation

Chris is a former FISA Board member and currently chairs the Technology Task Force.

In case you weren’t aware, FISA has recently made some changes to its online presence. FISA’s desire to keep in touch with industry drove us to make these updates. We felt in today’s world LinkedIn is an important platform which may be used for communication with our membership.

Besides our existing website, fisanet.org, we have created two new platforms to stay in touch with the membership. Each of these platforms will be of relevance to the membership but serve two different purposes. First, we have created a FISA company page on LinkedIn. This page serves two purposes. One is a way for FISA to communicate with existing membership. Second, it allows FISA to communicate with potential new members and create a unique online presence separate from the existing FISA website. To reach this company page, go to the search bar at the top of the page on LinkedIn and type, FISA (Food Industry Suppliers Association). Click on Follow to receive updates from the page. We would appreciate everyone on LinkedIn following the page.

Additionally, FISA has an existing group page. Where the company page can be viewed by members and non-members alike, the group page is exclusive to members only. The group page also serves as a platform to communicate with fellow members in a discussion board format. We encourage everyone to use this platform to raise industry awareness or ask a question where you may need an industry perspective. A link to this page may be found on the LinkedIn company page, in the lower right corner of the page, under Featured groups. Please make note of the group rules, on the right side of the page, prior to posting.

FISA would appreciate you making any coworkers aware of these platforms so as to increase FISA’s ability to reach all of its membership. We look forward to seeing you on LinkedIn!

Maximize Your FISA Conference Experience

As the number of attendees coming to the Conference grows each year, it’s important to think in advance about what you want to accomplish. While the Conference offers great educational sessions and fun activities, most attendees say they attend for the tremendous value of networking.

Ways FISA encourages interaction:

- Look for the complete attendee list which will be emailed to you a few weeks before the Conference and review it in advance.
- Read the one sentence description of each company attending which will also be emailed prior to the Conference. If you’re not familiar with a company, visit their website and find out what they do.
- Contact people you’d like to meet prior to arriving in Lake Geneva and schedule time to talk during the Conference.
- If you do not know someone and want to be introduced, tell a member of the FISA Board of Directors who will be glad to facilitate the introduction.
- For breakfast on Sunday and Monday mornings, we draw numbers for tables to encourage meeting new people.
- If you’re looking for a distributor, look for a gold star. Distributors will have a gold star on the upper right of their name badges.
- Delegates will have light green name tags and spouses/guests will have cream colored name tags.

FISA is constantly looking for ways to encourage interaction and networking. If you have a suggestion, please contact a member of the Board of Directors or call FISA at 336-274-6311.
Aquionics
Aquionics has announced a key appointment that strengthens its position as a leading provider of high-quality ultraviolet (UV) disinfection technology. Bill Petrozzi will assume the role of Regional Manager for the United States western territory and will be responsible for providing efficient and reliable water and wastewater treatment solutions to the region's industrial markets. Petrozzi has extensive knowledge of industrial water and wastewater treatment applications. He joins Aquionics with prior UV experience from Aquafine, Trojan Technologies and Atlantic Ultraviolet. “With demand for UV disinfection technology increasing in industrial water and wastewater applications, Bill's appointment to this role is an important addition to the Aquionics team,” said Ken Kershner, Regional Director at Aquionics. “His understanding of the industrial water industry will enable us to advise our customers on advanced and reliable UV disinfection technology and help solve their toughest water treatment challenges.” Aquionics, part of the HALMA Group, has over 60 years of combined UV sales experience and thousands of municipal, industrial and aquatic installations in North America. The company has more than 50,000 UV installations globally, making it one of the world’s leading UV technology suppliers.

Andron Stainless Corporation
Andron is pleased to announce the return of Jim Necastro to their Andron team. Jim was a member of Andron management from 1995 through 2015. After working with a valve manufacturer for three years, he has returned to Andron in 2019. Jim has served in a wide range of roles including inside and outside sales, purchasing, IT, production scheduling, facility management and finance. Jim’s 32 years of experience in the stainless steel pipe, valve and fittings industry is a welcome addition to our team.

Anderson Dahlen
Anderson Dahlen Inc. is very grateful to be recognized as the ‘City Of Ramsey 2019 Business Of The Year’ by the Ramsey Economic Development Authority (EDA) and the City of Ramsey, MN. Brian Woltman has joined Anderson Dahlen as Midwest sales representative for their distributed products: SPX FLOW, Alfa Laval, Graco, Anderson Instruments, Delavan + others. Brian offers significant experience with sanitary products and applications.

Rodem
Rodem has expanded their sales force with the hiring of four new account managers. Since last fall they have added the following: Matt Woods started in October of 2018 in the Indianapolis office. He is a graduate of Ball State and has more than a decade of sales and account management experience. Lynzee Perdaris has a business management degree and outside sales and account management experience in the sanitary industry. She will cover accounts in South Carolina. Ryan White is based in Georgia and has sales and account management experience within the industry as well as an educational background in business. David Winter started with Rodem in 2010 as a Customer Service Representative in the Inside Sales Department. He has also worked in a procurement and purchasing role for projects and in early 2019, moved to an Account Manager role in the Nashville office.

Dixon Sanitary
Dixon Sanitary located in Pewaukee, WI, recently appointed Michael Hintz to the position of VP/Division Manager. With his vast management, manufacturing, and product development experience, he will play an integral part in growing their Sanitary business through the development of innovative products.
Centro, Inc.
Centro Inc. (www.CentroSolves.com) with offices in Little Rock and El Dorado, AR Shreveport, LA, Mobile and Birmingham, AL, Memphis, Knoxville and Nashville, TN has been appointed as a distributor for Yaskawa Motoman collaborative robots and the Yaskawa Motion product line. Centro will distribute both product lines from Yaskawa in Alabama, Kentucky, Tennessee, Florida Panhandle, Mississippi, Arkansas and the Northern half of Louisiana. The Yaskawa product lines will become part of the Automation & Robotics Division which is managed by Jerry Walling, Division Sales Manager. With the addition of these two lines, Centro now distributes the three major product categories for Yaskawa: Drives, Motion and Robotics.

Sani-Matic Inc.
On May 21, Sani-Matic Inc., a Wisconsin-based manufacturer of sanitary process cleaning equipment and components, announced the opening of its new, state-of-the-art manufacturing and office facility. A small ribbon-cutting and flag raising ceremony marked its grand opening with group tours spotlighting the facility’s innovative environment. Critical partners of the new facility including all Sani-Matic employees, Ryan Companies, Eppstein Uhen Architects (EUA), Avison Young, WING Capital Group, BMO Harris Bank, and Sun Prairie Mayor Paul Esser, attended the ribbon-cutting and flag raising ceremony to honor both the project’s success and Sani-Matic’s military veterans. In August 2018, Sani-Matic began building the modern facility in Sun Prairie’s Park 151 to consolidate its two facilities into one larger, more efficient facility, ensuring strategic growth. “We started this journey to get our talented group of craftsmen, engineers, and employees under one roof, to learn from one another, innovate, and generate operational efficiencies,” stated Sani-Matic president and CEO, Aaron Zell. “We also kept the customer experience top of mind with each facility layout decision.” Sani-Matic Inc. delivers sanitary process cleaning solutions through targeted engineering, automation, and craftsmanship.

Ace Sanitary
Ace Sanitary is proud to announce the addition of Taylor Walker to the position of Marketing Coordinator. Taylor is a recent graduate from the University of Cincinnati with a bachelor’s degree in Marketing. In this new position, Taylor is responsible for Branding and Identity, Social Media Marketing, Digital Marketing, and Analytics. He will also act as a liaison between Ace Sanitary management and the website development team.

Thermaline
Thermaline is pleased to announce the addition of Jeff Walters as the Bio-Pharm Market Director and is responsible for Business Development into the food and beverage markets. Jeff brings over 30 years of experience in sanitary and high purity equipment design, specification and manufacturing. Jeff comes to Thermaline from Sani-Matic where he was responsible for sales into Sanitary and Bio-Pharm markets. Jeff’s broad knowledge base and understanding of these markets will play a key role in further developing Thermaline’s Distributor and OEM relationships across all processing sectors.

Welcome New Members
Wangen America Inc.
Contact: Andrew Wood
925 Cambridge Dr.
Elk Grove Village, IL 60007
847-201-3121
a.wood@wangen.com
www.wangen.com/en
Wangen America is happy to become a new member of FISA. Wangen America is a manufacturer of Twin Screw Pumps and Progressive Cavity Pumps. We are located in the Chicagoland market and we service the US and Canada from this location. We are a wholly owned subsidiary of Pumpen Fabrik Wangen based in Wangen, Germany. The Wangen America site will assemble all of our pump ranges from components that are manufactured to the German standards. Wangen America services, through distribution, the food, dairy, beverage, personal care and pharmaceutical industries. We also have a division that focuses on the wastewater treatment, municipal and industrial industries. Wangen America has several innovative products that could help the end-users in their processing needs. We are looking forward to the meeting in Lake Geneva this year.

Anderson Dahlen
Contact: Perry Henderson
6850 Sunwood Dr. NW
Ramsey, MN 55303
763-852-4700
phenderson@andersondahlen.com
www.andersondahlen.com
Anderson Dahlen, Inc. was founded in the 1940’s. The Knoll family purchased the company in 1978. It had 10 employees at that time, was located in North Minneapolis, and revenues were around $600,000. The business focus was redirected into stainless steel fabrication for the food processing industry. Today ADI has 2 facilities (Ramsey, MN + Waconia, MN) with ~ 225,000 ft^2 of manufacturing + office space. From which we serve customers in numerous business segments - Food, Pharma, Industrial + Vacuum. We provide contract manufacturing services, design + build for custom projects, SS fabrication, and distribution of standard components. Our distribution group stocks components & equipment from the leading brands in the market. And traditionally our focus for distribution

Continued on page 8...
products is the upper Midwest, but we are working to expand in western + eastern US regions. Whether you are designing new food processing systems or require replacement parts for your current manufacturing equipment; We can provide the products and specialized technical assistance needed to assure your project is successful.

Lighthouse Process Corp.
Contact: Debra Tracy
842 Upper Union St., Suite 7
Franklin, MA 02038
401-617-6303
www.lighthouseprocess.com

Lighthouse Process Corp. is a new distributor located in Franklin, MA. We provide sanitary process equipment, components and spare parts to the Food, Beverage, Pharmaceutical, Biotech and Personal Care industries. Lighthouse Process provides exceptional customer service backed by over 30 years of industry experience. We are proud to be a Woman Owned Business and are certified as such by the Women’s Business Enterprise National Council (WBENC).

NOSHOK, Inc.
Contact: Sheryl Pritt
1010 W. Bagley Rd.
Berea, OH 44017
Phone: 440-243-0888
jstolz@noshok.com
www.noshok.com

NOSHOK is proud to be a new member of the FISA organization. We are a leading manufacturer of pressure, level, temperature and force measurement instrumentation, along with needle and manifold valves, serving major industries around the globe. Our products address industries including fluid power, oil and gas, industrial automation and water/wastewater, and we are now rapidly expanding our offering in the food & beverage, dairy, pharmaceutical and biopharmaceutical industries. We look forward to future growth with FISA!

Mark Your Calendar

JULY 1, 2019
Renew FISA Membership

AUGUST 12, 2019
Room Block Dropped Grand Geneva

SEPTEMBER 14 - 17
FISA Annual Conference
Grand Geneva Resort & Spa
Lake Geneva, WI

NOVEMBER 1, 2019
UID Application Deadline

DECEMBER 1, 2019
UID 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

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