

Take Advantage of the Many Benefits FISA Offers Through NAW

The National Association of Wholesaler Distributors (NAW) is located in Washington, DC and has more than 100 different line of trade associations as members. FISA is one of those members.

One of NAW's primary purposes is to represent the wholesale distribution industry before Congress, the White House, and the judiciary on issues that cross the industry's many lines of trade. These concerns include health care reform, taxes, product liability reform, inside sales, business perpetuation, labor/management relations, and employee benefits.

And for FISA members, another significant advantage is utilizing the programs offered

by The NAW Service Corporation. FISA partners with NAW Service Corporation (NAW/SC), a wholly owned subsidiary of the National Association of Wholesalers-Distributors (NAW) to leverage the collective purchasing power of industry firms. By doing this, FISA can offer high quality business programs designed to meet the special needs of wholesaler-distributors at very favorable prices. As a FISA member, you can take advantage of all the NAW programs when you identify yourself as a FISA member.

The programs listed to the right are just three of more than 10 discount programs available to you through FISA's membership in NAW.

Go to www.fisanet.org and click on Member Benefits, Discount Services and you will find a link to NAW. There you can click on Business Services and see the array of programs that are available to you (www.naw.org).

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(Seated L-R) Vice-President, David Brink, M.G. Newell Corporation, President, Chad Sprinkman, W.M. Sprinkman Corp. Past President, Rodney Dobbins, Dobbins Company, Larry Cook, Fristam Pumps USA (Standing L-R) Jim Banks, Sudmo North America, Dennis Wright, Wright Process Systems, James Murphy, Standard Pump, Inc., Amanda Sasse, Nelson-Jameson, Inc., Kevin O'Donnell, Top Line Process Equipment Company, Brad Myers, Arrow Process Systems, Inc., and Dave Murray, SPX Flow Technology

2011 FISA Annual Conference



September 17 - 20, 2011

Hyatt Regency Tamaya
Santa Ana Pueblo
New Mexico

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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



The winter season is here in the Midwest, and the dream of warm summer breezes is just around the corner. We have all received an e-mail about the sudden death of a mentor and good friend of mine

Steve Lefevre, president of King Engineering. He portrayed a strong work ethic and a love for our industry and will be greatly missed. Please keep the Lefevre family in your prayers.

The Long Range Planning Meeting composed of the Board of Directors and two invited guests was held recently in Florida. I want to thank the Board members as well as invited guests, Mark Hess and Rick Campbell, for their time and participation in the meeting. The purpose of this annual retreat is to assess FISA's goals and to plan the next Annual Conference. We are all confident the speaker content and activities planned for New Mexico in September will be just what our members are looking for!!

I like to think of the Long Range Planning Meeting as a real "think tank" since we have time to review trends in the industry and factors we think will impact our businesses as well as FISA. I thought you would be interested to see the trends we identified when we did our business scan. The following trends were identified:

- Continued consolidation
- Increased regulations
- Increased value-added services, e.g., kitting, inventory management, consulting services
- Financial strain created by end users dictating terms (creates relationship strain throughout channel)
- Younger workforce challenges will require employers to assume a greater role as educators (including writing skills and training in legal issues and business ethics)
- Employers are finding increasing challenges in identifying and hiring trained, skilled workers
- The emergence of Good Manufacturing Practices (GMP)
- There is an Age Gap that requires attention. Attracting a younger workforce is critical for

both FISA and the industry.

- Opportunities in the growing brewing industry, particularly with microbreweries
- End User Globalization: End Users are shifting services and equipment from U.S. to international – "Obamacare" will force more companies to consider operations outside U.S. borders
- Third party buying groups will have an increased impact on both manufacturers and distributors
- Margin pressures will continue
- 24/7 communications and technology present unique challenges for workers and companies
- Raw material price increases/fluctuations will impact pricing and margins
- More project work is anticipated
- Sustainability initiatives and efforts in processing will increase
- There will continue to be an increased focus on market share

After considering the trends and studying what you, the membership, said in Conference Surveys and in the Annual Member Survey, we decided on topics for the Conference. I believe you will find incredible take-home value in what is planned for this year. You will be hearing a great deal more about our speakers and the varied activities that are planned in coming weeks. Be sure you have marked the September 17 – 20, 2011 date on your calendar for a visit to Hyatt Regency Tamaya (www.tamaya.hyatt.com) in "The Land of Enchantment."

I am pleased to tell you that FISA is in excellent financial condition and the membership is growing. Our focus continues to be on recruiting distributors so remember to recommend FISA membership to distributors who are non-members. For an up to date listing of our membership, go to www.fisanet.org. In closing, I want to thank our Executive Director, Stella Jones, who keeps the wheels on the track and continues to provide the glue that holds this FISA organization intact.

Chad R. Sprinkman

FISA Planning Meeting Focuses on Future

Rick Campbell, President of Newark Wire Company, was a first time attendee to the Planning Meeting and said, “I was very impressed with the organization and detailed approach that goes into the Long Range Planning Meeting. It was much more analytical than I thought it would be. FISA’s membership questionnaires from the most recent Annual Conference (and earlier), along with the responses from “Survey Monkey” throughout the year, are all considered. The Board of Directors takes the time and makes the effort to select the best possible conference program for its members.”

Here’s a glimpse at what happens in a Planning Meeting:

Participants briefly reviewed a 2002 study conducted by Dr. Bill McCleave that highlighted what the main issues were in 2002 for distributors and manufacturers. Interestingly enough, the 2002 issues sounded familiar with concerns being customer consolidation, pricing/margin pressure, shrinking customer technical staffs and a changing business model from products selling to value added selling. The group was then asked to discuss:

- What will the next five years look like to the number of distributors and the distributors’ role?
- Has the perception of the “middleman” changed?
- What will happen with customer consolidation in the next five years?
- Has the decrease in customer’s technical staffs been positive for distributors? What will next five years bring?
- Has Business Model shifted from product to value-added selling? What does the future hold?



(L-R) Rick Campbell of Newark Wire Company and Mark Hess of Ace Manufacturing participated in the FISA Planning Meeting.



Finding FISA friends in Florida. (L-R) Joyce and Vern Sisson, formerly of UDMC, and Dianne and Dave Murray of SPX Flow Technology. Vern is the retired president of UDMC, a distribution firm now run by his son, Steve. Vern was also president of the FISA Board of Directors from 1996 - 1998. The Sissons send everyone their best wishes. They are loving retirement and miss the Buffalo winters by spending several months every year in Florida.

- Are distributors doing more on-site repair? Future?
- Are distributors becoming fabricators?
- What is the most important issue now and in the future?

Following discussion, the round table reports highlighted the following:

- Despite Distributor consolidation, FISA membership numbers have remained stable throughout the years.
- While manufacturers see the distributors as an extension of their sales team, customers do not necessarily see value and, as a result, focus on price.
- Customer consolidation will continue, but the pace will slow.



Congratulations to newlyweds, James and Liz Murphy, of Standard Pump Inc. The Murphys were married in January of this year. James is a FISA Board member.



Pictured above are Scott and Amanda Sasse. Amanda is with Nelson-Jameson and is serving her first year on the FISA Board of Directors.

- The potential for an embedded distributor in customer location will grow.
- Customers need to pay for engineering services.
- Distributors and manufacturers must work harder to control costs.
- The Corporate vs. local plant issue impacts business relationship and buying decisions.
- Integrators are doing a good job of value added selling since they are focused on the end goal and efficiency. Value added is more than improving efficiency, but looking at the total needs of the project and the customer.
- Distributor onsite repair is increasing.
- Integrators are closer to manufacturers than distributors - higher cost structure.
- Manufacturers want to make sales calls with distributors, but not ride shotgun — there needs to be a game plan established.

Make Your Website Work for You

Meet Bob DeStephano, an online marketing strategist, who will be speaking in September at the FISA Annual Conference in New Mexico. As a value-add service for meeting attendees, Bob will evaluate your company website for its effectiveness at no cost to you. Watch for more details on how to schedule your one-on-one appointment with Bob.



Bob DeStephano is an internet marketing pioneer with over 15 years experience helping business leaders leverage online marketing to produce bottom-line results. As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies from Fortune 500 companies to small family-owned businesses.

Turn Your Website into a Lead Generation Machine

The most successful companies consider their Website to be their most powerful

marketing tool. Do you? Your Website is the most public face of your company. More people will visit your Website than will ever visit your offices, view your literature or talk to your salespeople. Make the most of this marketing channel by transforming your Website into a lead generation machine.

Begin by providing customer-focused content and interactive features that speak to the needs of your customers and provide the solution they are seeking. Next, don't rely on your Website's 'Contact Us' page as the sole method for prospects to take action. To turn your Website into a lead generation machine, pepper your Website with a variety of relevant offers tailored to the needs of your target audience, such as:

- Request a quote or purchase online
- 'Call me now' or online chat to reach out to salespeople
- Order free samples
- Register for seminars, webinars or events
- Request access to 'premium content' – whitepapers, knowledgebase, articles, etc.
- Subscribe to your e-mail newsletter

In addition, don't forget to prominently display your phone number on every page. More than half of Web visitors prefer to call rather than complete an online form.

Attract New Customers from Search Engines

If you are not focusing on search engine marketing, it is likely that your company is invisible online. Search engine marketing is extremely important because, according to research, over 80% of customers begin at a search engine like Google when researching products and services online.

Simply defined, search engine marketing helps ensure your company's Website is presented at the top of the search results when people are searching for your products and capabilities. Prospects who find your Website through search engines are actively looking for information on your products and will be motivated to take action when they land on your Website. And, with the pay-for-performance model of search engine advertising, you only pay when a qualified prospect clicks on your ad and visits your Website.

Welcome New Members

Irving Polishing & Manufacturing

Contact: Steve Irving
5704 46th St.
Kenosha, WI 53144-1899
Phone 262-657-6968
Fax 262-657-6970
steve@irvinginc.com
www.irvinginc.com

Quest Manufacturing Inc.

Contact: Marc Gagliardo
227 Thorn Ave. Bldg H-I
Orchard Park, NY 14127
Phone 716-662-0855
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www.questmfginc.com

Graco

Contact: Kevin Jagielski
88 11th Avenue Northeast
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Walker Hi-Tech

Contact: Steven James
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Sanitube

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Lakeland, FL 33801
Phone 863-606-5960
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www.sanitube.us

Hydro-Thermal

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FDA Food Safety Modernization Act (FSMA)

Food and Beverage Process Industry Supplier Implications

By Norman F. LaVigne

Executive Brief

On January 4th, 2011 President Obama signed into law H.R. 2751 – the FDA Food Safety Modernization Act (FSMA). The expressed goal of this law is to ensure the safety of the U.S. food supply by adopting a proactive approach for the prevention of food contamination outbreaks. This new legislation will improve the current oversight of the U.S. food supply chain and improve food safety by providing the FDA with more oversight responsibility over all aspects of food production instead of specialized agencies (such as the

USDA) monitoring different parts of the food supply chain. In addition, under the FSMA, the FDA will also have the ability to recall contaminated food products. The FSMA will require food processors to create and implement a comprehensive Food Safety Plan for their processing facilities. As a result, many food processors will require process upgrades, new process and laboratory instrumentation, updated process control software, and innovative food safety testing methodologies to effectively implement their new Food Safety Plan.

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Valcour Strategic Group is a Strategic Growth Focused Consulting Services Firm committed to developing and launching New Technology Products that benefit the Water, Food, and Beverage Processing Markets in North America. VSG offers customized Market, Product and Application Research, as well as Strategic Business Planning Services, leading to New Product Innovation and Rapid Market Commercialization of New Products for clients.

Highlights of the FSMA and Industry Implications

Outlined below in quotes are significant aspects of the FSMA legislation from the FDA Web site followed by commentary provided by the Valcour Strategic Group (in blue).

Preventive Controls

For the first time, the FDA has a legislative mandate to require comprehensive and prevention-based controls across the food supply chain.

“The legislation radically changes the FDA’s approach to food safety from a system that far too often responds to outbreaks rather than prevents them. It does so by requiring food facilities to evaluate the hazards in their operations, implement and monitor effective measures to prevent contamination, and have a plan in place for any corrective actions that are necessary.”

This shift in approach of the FDA will become the impetus for Food and Beverage Processors to develop and implement Food Processing Safety Plans specific to their business in order to prevent product contamination. The process of developing

The FSMA will require food processors to create and implement a comprehensive Food Safety Plan for their processing facilities.

this (or upgrading an existing) plan will lead to the implementation of new ingredient and product testing procedures, related instrumentation, and process upgrades by food processors.

Inspection and Compliance

“The legislation recognizes that inspection is an important means of holding companies accountable for their responsibility to produce safe product. The FSMA directs the FDA to meet this expectation by:”

“Applying its inspection resources in a risk-based manner.”

This translates to closer inspection of Beef, Chicken, and Pork Processing Facilities. Egg, Milk, and other food products that are susceptible to food borne pathogens can also be expected to receive increased scrutiny from FDA inspectors. FDA inspectors will be looking for new rapid testing methodologies to assist them in the inspection process and this will drive the

adoption of new instrumentation and food testing kits to enable real time results.

Imported Food Safety

“The legislation provides significant enhancements to the FDA’s ability to achieve greater oversight of the millions of food products coming into the United States from other countries each year. An estimated 15% of the U.S. food supply is imported, including 60% of fresh fruits and vegetables and 80% of seafood. Relative to imported food safety, the FSMA:”

“Requires importers to perform supplier verification activities to ensure imported food is safe while authorizing the FDA to require certification based on risk criteria that the imported food is in compliance with food safety requirements.”

This is a new FDA goal that will drive increased testing of foreign food suppli-

...Continued on page 8

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 May 27, 2011. 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.

E-mail: stella@fisanet.org

Alfa Laval Inc.



John Atanasio

John Atanasio was appointed President and Chief Executive Officer of Alfa Laval Inc. in January 2011. In this role, Atanasio is responsible for leading Alfa Laval in the USA to drive

profitable growth in its markets, leveraging the company's key technologies of heat transfer, separation and fluid handling.

Atanasio joined Alfa Laval in 1982 in the company's Food and Dairy Group. He joined Alfa Laval Separation in 1990 where he held a number of positions including Industrial Fluids Business Manager, Supply Unit Manager, Manager of Environmental Marketing and Division Manager of Industrial Separation. In 2001, Atanasio was named President of Alfa Laval USA's Parts and Service Division, and then President of the company's Equipment Division in 2004. Most recently, Atanasio served as President of the Hygienic and Marine group of Alfa Laval Inc. Prior to joining Alfa Laval, he held a number of positions at Westfalia Separator.

Atanasio holds a Bachelor of Science degree. He has completed executive management programs at Duke University's Fuqua School of Business and the Ashridge Business School. He is based at the Alfa Laval facility in Richmond, Virginia.

Food Equipment & Engineering Co.

Cummins-Wagner Co., Inc., a distributor of industrial process equipment and HVAC equipment in Maryland, Pennsylvania, Virginia, New York and Florida, is pleased to announce that it has completed its acquisition of Food Equipment & Engineering Co (FEECO). FEECO employs 14 people, and is headquartered in Tampa, FL. FEECO is recognized as a leader as a full service distributor and integrator for the food, beverage, citrus, dairy, pharmaceutical and personal care industries.

The combination of Cummins-Wagner's Siewert Classic Branches with FEECO creates a company with greater scale and resources to meet the growing needs of customers, markets and vendor-partners in the Florida markets. This acquisition is a key part of Cummins-Wagner's business strategy of steady, manage-

able growth through new market penetration and acquisition. "The acquisition of Food Equipment & Engineering Co allows us to diversify into sanitary, food and beverage, which are relatively new markets for us," states **Doug Ardinger**, President / CEO of Cummins-Wagner. "We are excited about the opportunities and the addition of the talented employees this acquisition brings."

"Food Equipment & Engineering Company joining forces with Cummins-Wagner allows for future growth by leveraging the resources, people, product lines and customers." said **Dan Orr**, President and Owner of FEECO. "This is very much a win/win for the employees, vendors and customers." FEECO employees will become part of Cummins-Wagner's 100% Employee Stock Ownership Plan (ESOP). "The ESOP is a tremendous benefit and we are excited to have FEECO personnel become fellow employee owners and participate in the future success of the company," said Mark Shaughness, Executive VP / CFO of Cummins-Wagner.

Endress+Hauser Conducta

Endress+Hauser Conducta has won the 'MX Award' for product innovation in the German 'Manufacturing Excellence' competition. The award ceremony was held in Berlin on November 26, 2010.

The Manufacturing Excellence Award aims to strengthen and intensify production competitiveness by spreading best practice solutions. The focus is on identifying exemplary methods and concepts and their utilisation by other businesses. Under the slogan 'Identifying strengths – setting standards,' the award seeks to promote the process of continuous improvement.

Liquid analysis specialist Endress+Hauser Conducta won the 'MX Award' in the product innovation category, with the jury saying: "The company closely involves its customers in the product innovation process, relying on different bodies and customer parliaments. In product development, the parallel development of products and processes and the use of the platform strategy safeguard the efficient integration of new products into existing processes and their further development."

VNE Corporation



To celebrate the Green Bay Packers going to the Super Bowl this year, VNE Corporation had a Packer Tailgate Party on Friday, February 4. They grilled brats, burgers, and had all the tailgate fixings. They also raffled off Packer Super Bowl items to their employees. Fun was had by all!! Due to their continued growth, VNE Corporation announces that **Laurie Long** has joined the company as an Inside Sales Representative. Laurie has 16 years of customer service background to further VNE's commitment in serving our customers.



Laurie Long

Enerquip LLC

Enerquip is pleased to announce that **Ron Herman** joined the company as Director of Sales and Marketing in October 2010. His background includes sales, marketing and management roles with several different companies, most recently with A&B Process Systems Corporation in Stratford, WI. Kirk Novak, President of Enerquip says, "This new position is a key step in growing our sales capability and market presence in support of Enerquip's aggressive growth plan."

Newark Wire Cloth Company

April 3, 2011 marks the 100th anniversary of the Newark Wire Cloth Company. The company's roots are in the manufacture of wire cloth. Newark's humble beginnings

started with three second-hand weaving looms. Newark's fabricated wire cloth parts business began during World War II in support of the nation's aerospace and military efforts. Today, Newark Wire Cloth is a world class supplier, ISO 9000:2008 and AS9100 registered and certified. Newark specializes in supplying wire cloth and wire cloth parts; strainers, filters, test sieves, and fabricated wire cloth parts to a diverse cross section of industry. Newark's line of SaniClean Sanitary Strainers product line is sold through distribution to the food and beverage industries. Newark Wire Cloth is looking forward to the next 100 years, staying focused on supplying quality wire cloth and fabricated wire cloth parts to a growing customer base.

Top Line Process Equipment Company



Jim McCormick

Top Line Process Equipment Company has hired **Jim McCormick** as an Application and Technical Sales Engineer. Jim has over 30 years experience with sanitary process piping components and equipment working for various FISA distribution companies. His prime responsibility will be to assist the sales department with promoting engineered products and to provide technical assistance. Top Line Process Equipment



Lori Henning

Company also announces the promotion of **Lori Henning** to Regional Sales Manager. Lori has been with the company for 11 years as an Inside Sales Representative. She will be responsible for sales growth in her region and will assist distributors with her extensive product knowledge. Top Line Process Equipment Company, and its parent, Allegheny Bradford Corporation, have received final approval as a HUBZone-certified company from the U.S. Small Business Administration and are now eligible to receive HUBZone contracting opportunities. The SBA HUBZone Program's mission is to

promote job growth, capital investment, and economic development to historically underutilized business zones.

Paul Mueller Company

Paul Hume, Director of Marketing with Paul Mueller Company, announces that he will be retiring May 31st of this year. He has been with the Mueller Company for 43 years and will continue working on a consulting basis for the company on an as-needed basis.

CESCO

Marc Truslove of CESCO, a manufacturer of magnetic separation equipment, announces the company will celebrate its 65th year in business on May 1st of this year.



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Mobile – download the free YRC app for Android and Apple devices or simply go to m.yrc.com on your mobile device

YRC gives you more avenues to receive your FISA savings. If you are not enrolled in the YRC shipping program, you can enroll online at www.enrollhere.net, call 800.647.3061 or email associations@yrcw.com.

FDA Food Safety Modernization Act.....continued from page 5

ers for improved traceability of imported foods and ingredients. This requirement will help “level the playing field” for domestic suppliers and increase costs for foreign suppliers. Expect industry leading food and beverage suppliers to invest in research, novel process equipment, and instrumentation solutions that demonstrably improve the quality of their production process. Food processors that have a food safety process and testing advantage over their competitors will be able to market this benefit to consumers and grow their market share at the expense of lower cost competitors over time.

“Authorizes the FDA to refuse admission of imported food if the foreign facility or country refuses to allow an FDA inspection. This will provide an incentive for importers to take additional food safety precautions more consistent with their U.S. competitors.”

This will force foreign suppliers to follow FDA guidelines or risk having their products refused at customs. This “incentive” will drive foreign food processors that export to the U.S. to purchase products specified and used by domestic food processors.

Conclusion

The new Food Safety Modernization Act (FSMA) will be a significant market driver for the Food and Beverage Industry moving forward. The FSMA will require food processors to develop and implement a risk based Food Safety Plan that will lead to new process and software upgrades as well as new process, laboratory, and portable instrumentation purchases. Companies that can effectively develop, launch, sell, and support new products and systems that support the evolving needs of the Food and Beverage Process Industry for increased food safety stand to realize significant market growth over the next 1-5 years.

Mark Your Calendar

May 1

Conference Registration Begins

July 1

Renew FISA Membership

September 17-20, 2011

FISA Annual Conference

Hyatt Regency Tamaya

Santa Ana Pueblo

New Mexico

NOTE:

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



Distributor News

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