

2014 Annual Conference Receives High Marks

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

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

When asked what they considered the greatest “take home” value they learned at the conference, attendees overwhelmingly mentioned the outstanding line-up of speakers. Sam Richter’s presentation on how to use the internet was frequently mentioned as information that was immediately useful. Also, many people commented that the opportunity to meet people and develop relationships was invaluable. One attendee said, “I got the chance to meet people that previously I’d only spoken to over the phone.”



(L to R) Ken Cox, Twinco Inc., former POW and speaker, Porter Halyburton, and David Newman, Newman Sanitary Gasket Co.

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

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

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

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

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

2014 Conference Sponsors

Ace Sanitary
Alfa Laval Inc.
Ampco Pumps Co., Inc.
Anderson Instrument Company
Andron Stainless Corp.
APT Inc.
Arrow Process Systems Inc.
Bykowski Equipment Company
Behringer Corporation
Burkert Fluid Control Systems
CSI
Cummins-Wagner-Florida
DCI Inc.
Definox
Dobbins Company
DSO Fluid Handling
Endress-Hausser
Enerquip LLC
Feldmeier Equipment, Inc.
Flowtrend Inc.
Food Engineering/Food Master
Fristam Pumps USA
GEA PHE Systems
GFI Stainless
Girton Manufacturing Company
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Nelson-Jameson Inc.
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Oliver M. Dean, Inc.
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Perrigo Inc.
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Quality Tank Solutions
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SPX Flow Technologies
Standard Pump Inc.
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Tel-Tru Manufacturing Company
Tetra Pak Inc.
Top Line Process Equipment Company
Twinco Inc.
Unisource Manufacturing
United Industries Inc.
VNE Corporation
W.M. Sprinkman Corp.
Walker Engineered Products
Westone & Associates Inc.
Wright Process Systems
YRC Freight

fisa

Distributors Serving
Sanitary Processing

FISA is an association composed of distributors and manufacturer members who share a commitment to value-added distribution in serving high purity processing industries. FISA's mission is to help its members improve performance and customer value.

2014 – 2015 FISA Board of Directors

FISA Officers:

Bob Morava

*Stuart W. Johnson & Company
President*

Brad Myers

*Arrow Process Systems
Vice President*

David Brink

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Directors:

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SPX Flow Technology

Neil Hopkins

Twinco Inc.

Jim Larsen

Alfa Laval Inc.

Chris LoPresti

Andron Stainless Corp.

Andrew Mahoney

ITT Corporation

Albert Marquez

Duhig Stainless

Eric Perkins

Statco Engineering

Jason Ryan

PureServe Systems

FISA Address:

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Greensboro, NC 27408
Phone 336-274-6311
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Stella L. Jones
Executive Director
Email: stella@fisanet.org

From the President



Dear FISA members,

We have just returned from our annual FISA Conference, this year held in Newport, RI. From the tours of large homes, little clam shacks, sporting events, and the Newport International

Boat Show, this year's event provided great opportunities to sightsee and relax in New England. More importantly, the Conference gave us new tools and insights into how to manage our business, forge new partnerships, and even how to live our lives.

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

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

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

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

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

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

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

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

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

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

Great Success to all!

Bob

2015 FISA Annual Conference
Austin, TX • Barton Creek Resort
October 10 - 13, 2015



2014 Annual Meeting Highlights

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

- Stella Jones reported that FISA gained six new members this year. Membership now includes 50 distributors, 76 manufacturers and four associate members for a total of 130 members.
- Bob Morava announced that the Board voted to once again offer two scholarships to UID and encouraged members to apply by November 1 for the scholarships.
- Jeff Delancy with YRC Freight thanked FISA members for their participation in the FISA freight program and urged anyone not signed up for the discount program to contact him for more information.
- Bob Morava noted that Andrew Hider had resigned from the Board of Directors because of a position change within Danaher Corporation, and Andrew was no longer in the industry. He has one year remaining on his three-year term.
- Rodney Dobbins, Chairman of the Nominating Committee announced a slate of four new directors. A motion was made, seconded and carried and the following four directors were elected to the FISA Board of Directors.



Andrew Mahoney, Director of Global Valve Sales of ITT Corporation was elected to a one-year term on the FISA Board of Directors and said, "I am honored to have been

asked to serve on FISA's Board of Directors. FISA provides great opportunities for distributors and manufacturers to interface and discuss market conditions that we are all facing. FISA has helped me strengthen relationships with existing distributors as well as develop relationships with new distributors and other manufacturers."



Chad Hawkins, National Sales Manager of the Food & Beverage Division of SPX Flow Technologies, was elected to a three year term. Chad said, "I look forward

to serving on the FISA Board of Directors because I view it as a valuable opportunity for members to develop both personal and professional relationships. The educational programs and social interaction provide a solid foundation for our members to grow individually. And the networking opportunities serve as a unique means to strengthen the value of the supply chain."

Also elected to the Board for a three-year term was **Neil Hopkins** who is President



and owner of Twinco Inc., a distribution firm located in West Falls, NY. Having grown up in the business as a member of the second generation of Twinco owners, Neil says it was

not until he attended his first FISA conference that he understood the value of FISA. "Through FISA, I have been exposed to many great experiences and to knowledge from the speakers; and have forged many relationships from every conference. I am honored to have the opportunity to be on the FISA board, and promise to approach every task with the same intensity as I do every day of my life. This is an opportunity given very few, and I look forward to working with you all."



Albert Marquez was elected to a three-year term and is President and co-owner of Duhig Stainless, a distributor located in California and covering the Western states. He says, "I

was excited when asked to join the Board because it has been a pleasure interacting with the professional and friendly FISA members. As a board member, I hope to bring new energy and continued enthusiasm as we seek ways to grow in this dynamic market."

Apply to Win a UID Scholarship

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

FISA will once again offer two scholar-

ships to the March 8-11, 2015 program in Indianapolis, IN. The scholarships cover the \$995 tuition cost. Any FISA employee of a member company is eligible to apply as long as he/she has been employed in the industry for two years. Applicants provide a letter of recommendation from a company principal or manager and write a short essay about

their reasons for wanting to attend.

To download an application, go to www.fisanet.org and click on Member Benefits. In the drop down menu, click on Targeted Education. Deadline for submission is November 1 and the winners will be announced December 1. If you have questions, call the FISA office at 336-274-6311.



Preparing for 2020: Manager's Guide to New Workplace



Dr. Kathy Newton and Jim Zaiser, Hydrothermal Corp.

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

Dr. Kathy Newton is a Professor and Coordinator of the Supply Chain Management Technology Program in the Technology Leadership and Innovation Department at Purdue University. She also chairs the TLI Graduate Studies. Kathy is an accomplished

1

The "Innovation" Era

- Major predictions as we move to 2020:
 - Hiring/promoting will be based on reputation capital;
 - Your workplace will revolve around your mobile device;
 - Job requirements for CEOs will include blogging;
 - Corporate curriculum will use video games, simulations and alternate reality as key delivery models;
 - HR focus will move from outsourcing to crowdsourcing;
 - Lifelong learning will be a business requirement;
 - Corporate social responsibility will be used to attract and retain employees; diversity will be a business issue;
 - Social media literacy will no longer be an option;
 - Work-life flexibility will become commonplace

2

What Does this mean for Managers?

- The new generation will be using technologies much farther ahead than the companies hiring them.
- Managers can now acquire, use, and integrate talent from around the world.
- Technology makes it possible to connect with collaborators anywhere, anytime.
- Hyperconnectivity is now big business

NEWTON & ASSOCIATES

3

HR Musts for the Future

- Be prepared to engage the new, more diverse generation of employees – get fluent in the new language of business
- Get innovative with technologies using video to allow people to communicate, learn and collaborate
- Build a personal, more inclusive and open employee experience
- Get connected! Recruit online and use online systems
- Create a learning culture that embraces innovation and change
- Be prepared for the new wave of employment options
- Be aware of developing standards for incorporating sustainability into business plans and operating strategies. Develop your strategy for social responsibility
- Prepare your leaders with the new competencies needed for the 2020 workplace.

Know More! Relationships/Selling...



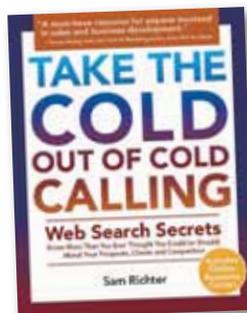
Sam Richter

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

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Take the Cold Out of Cold Calling

If information is power, *Take the Cold Out of Cold Calling* is "power on steroids!" Know more than you ever thought you could (or should) about your clients, prospects, and competition. No more winging it. No more guessing what the other person cares about. *Take the Cold Out of Cold Calling* is a fascinating journey into the world of information, how to easily find it, and how to apply it to make sure you are offering relevant solutions. By practicing the techniques taught in the book, you will make a great first impression during sales calls and you will provide value and build meaningful and mutually beneficial client relationships. Once you master Warm Call techniques, you win more business, establish deep relationships with clients, and have more fun.



Prosperity in the Age of Decline



Bob Morava and Brian Beaulieu

Brian Beaulieu, the CEO of ITR presented a clear look at the economic outlook for our industry and for the global economy. Attendees were encouraged to borrow and reinvest money in their businesses while interest rates continue at record low levels.

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

1

Phase Management Objectives™

Preparing for 2015-2017

1. Positive leadership modeling (culture turns to behavior)
2. Invest in customer market research (know what they value)
3. Training programs (people, process, internal metrics)
4. Review and uncover competitive advantages
5. Spend \$ on new products, marketing, advertising
6. Improve efficiencies with investment in technology and software
7. Check systems for readiness to accommodate increased activity
8. Add Sales Staff and Hire Top People
9. Lock in costs
10. Judiciously examine credit
11. Work on "what's next"

ITR ECONOMICS

2

Look for More Opportunities in These Sectors

<ul style="list-style-type: none"> ▶ Energy Distribution ▶ Water Distribution/Conservation ▶ Exports from U.S. ▶ Vocational Education ▶ Regenerative Medicine ▶ Food ▶ Mexico 	<ul style="list-style-type: none"> ▶ Housing ▶ Printed Electronics ▶ Alcohol ▶ Security ▶ 3-D Printing ▶ Natural Resources (Harvesting/Conserving) ▶ Entertainment
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ITR ECONOMICS

3

8 Must Watch Items

- ❖ ITR Leading Indicator
- ❖ Housing Starts
- ❖ Bond Market
- ❖ US Leading Indicator
- ❖ Purchasing Managers Index
- ❖ Retail Sales
- ❖ Employment
- ❖ Nondefense Capital Goods New Orders

Available from ITR via ITR Trends Report, the ITR Advisor, or on the web

ITR ECONOMICS

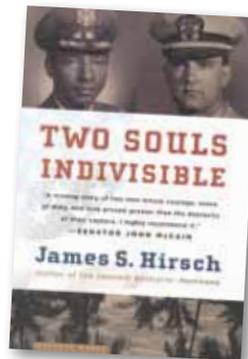
Choices: The Essence of Personal Freedom



Porter Halyburton

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

Two Souls Indivisible.



Two Souls Indivisible

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

Member News & Views

The who, what, where, when and whys of the FISA membership.

How to Submit News

The Distributor News is published quarterly and the deadline for the next issue is December 1, 2014. 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@fisanet.org

STAUFF Corporation



Jeff Behling

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

Sani-Matic, Inc.



Todd Brown

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



Jerry Judd



Shawn Grubb



Steve Schuetz

Corrosion Fluid Products

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

Feldmeier Equipment Co.

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

VNE Corporation

VNE Corporation, a member of the worldwide Ehrenberg Group, announced the acquisition of HPT (High Purity Technologies), effective August 26, 2014. Located in Hudson Valley of New York, HPT Inc. was founded in 1983 and currently supplies industries with electropolished and O2 cleaned tubes and fittings for ultra high purity distributions systems and related applications. VNE Corporation also announced the promotions of **John Geor-**



Jessica Pasiecznik



Melissa Bauwens

gen to Regional Sales Manager and **Jessica Pasiecznik** to Projects Coordinator. **Melissa Bauwens** has been hired as a Customer Service representative. Melissa comes to VNE with 11 plus years of customer service experience.

OCS Process Systems



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

W.M. Sprinkman Corporation

W.M. Sprinkman Corporation (WMSC) announced the promotion of **Amy Cavitt** to the role of **Engineering Manager**. Ms. Cavitt has been with the company since 2008 and will oversee all engineering personnel, including **David Lau**, who recently joined WMSC as a **Mechanical Designer**. W.M. Sprinkman

(Continued on page 8...)

2014 FISA Conference • Newport, Rhode Island



James & Miller Murphy, Standard Pump



Jeff Lindsey, QSM, Chris & Jennifer LoPresti, Andron Stainless



Kari & Oliver Adams, Sanitube



Lori Neisner, Ampco Pumps, Jim McCoy, Pentair Sudmo, Mike Nicholson, Ampco Pumps



Rick Largarticha, BEECO, Wayne Brinkman, DCI, Tim Papierski, BEECO, Chuck Leonard, DCI



Lisa & Derek Myers, Arrow Process Systems, Murray & Linda Smith, Nelson-Jameson



David Strouse & Cory Clement, Walker Stainless



Rob & June Clark, Perrigo



Wolfgang Stamp, Fristam Pumps, Gary Rinck, Statco-DSI



The Heerema ladies during the fire drill



Jen & Bryan Downer, CSI

Member News & Views

(Continued from page 6)

specializes in stainless steel sanitary process system engineering, manufacturing and field services for Food and Beverage Processing, Dairy Processing and Craft Brewing (Sprinkman Brewing Systems).

DM Sourcing Solutions LLC

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

Welcome New Members

Cheese & Whey Systems

Contact: Jim Banks
1932 E. 26th St.
Marshfield, WI 54449
Phone: 715-305-5474
Fax: 715-384-3768
Jim.banks@gotocfr.com
www.gotocfr.com

DM Sourcing Solutions LLC

Contact: Michael Glaser
31 Aspen Dr.
Livingston, NJ 07039
Phone: 201-207-6789
Fax: 973-369-7088
mglaser@dmssl.com

PFC-USA LLC

Contact: Jorge O. Fraga
202 Overland Trace
Montgomery, TX 77316
Phone: 832-525-8709
Fax: 832-934-1003
Jorge.ochoa@pfccorp.com

Mark Your Calendar

NOVEMBER 1, 2014

UID Scholarship
Applications Due

DECEMBER 1, 2014

Scholarship Winners
Announced

MARCH 8-11, 2015

UID in Indianapolis

OCTOBER 10 -13, 2015

FISA Annual Conference
Barton Creek Resort
Austin, TX

NOTE:

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



Distributor News

1207 Sunset Drive
Greensboro, NC 27408