

## REGISTER TODAY FOR THE 2016 CONFERENCE IN SUN VALLEY, IDAHO

The FISA Annual Conference provides an unprecedented opportunity for owners and decision makers of distribution firms to meet face to face with the top personnel of manufacturing firms. As one past president of FISA recently said, “There is just no substitute for getting to

know someone and putting a name with a face. If there ever is a problem or an issue to discuss, it is so much easier when you can talk with someone you’ve met.”

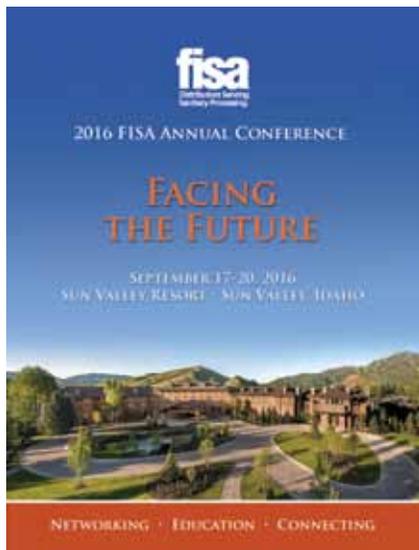
The objective of the FISA Annual Conference is to provide the venue for distributors and those manufacturers who go to market through distribution to meet.

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.

Currently, more than 110 hotel rooms have already been reserved at the Sun Valley Resort. If you have not reserved your room, it is important to do that right away. Go to [www.fisanet.org](http://www.fisanet.org) and click on the ‘Meetings’ tab where you will find a direct link to the Resort for booking your room. FISA has a block of rooms reserved in both the Inn and the Lodge and a variety of different rates according to the type of room.

Also, register for the Conference as soon as

possible since many of the optional activities are filling quickly. Registration is online and you will find the link to register at [www.fisanet.org](http://www.fisanet.org) on the ‘Meetings’ tab. For your convenience, you may pay by either credit card or check and you can include your sponsorship as well.



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. We are delighted that several of our speakers will be staying during the Conference giving you the opportunity to talk with them individually.

First-time attendees can expect to be warmly welcomed and each will receive a phone call from a member of the FISA Board of Directors prior to the Conference. Also, those companies who are new to FISA this year will have the chance to briefly introduce their companies during Sunday’s breakfast. First-time attendees are an integral part of FISA as new employees join companies that have been long-time members and new companies join FISA. If you have any questions, please call FISA at 336-274-6311.

### REGISTRATION INCLUDES

- All meeting materials
- Three breakfasts & receptions
- Monday evening cocktails/dinner
- One guest breakfast

### TRANSPORTATION

Sun Valley is served by Hailey’s Friedman Memorial Airport (SUN) which is 14 miles from the Resort. Transportation from there to the Resort is complimentary for Resort guests. Boise, ID is about a two and a half hour drive and shuttle and van service is available by contacting Sun Valley Express at 800-622-8267.

### THINGS TO KNOW

Dress in comfortable resort attire. Collared shirts for the men and slacks or skirts for the ladies would be appropriate. Monday night’s dinner at River Run Lodge is also casual; no dressy clothes needed. Temperature in September is around 70 in the day and drops to mid 40’s in the evenings. Weather permitting, receptions will be outdoors.

### TWO CLICKS WILL DO IT!

**REGISTRATION IS ONLINE.  
IT’S EASY AND CONVENIENT.**

- 1 Go to [www.fisanet.org](http://www.fisanet.org) and click on the ‘Meetings’ tab. Click on ‘To Register.’ Though registration is online, 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 2016 Conference, include your sponsorship.
- 2 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 the Sun Valley Resort to book your room.



**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.*

**2015 – 2016 FISA Board of Directors**

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**FISA Address:**  
1207 Sunset Drive  
Greensboro, NC 27408  
Phone 336-274-6311  
Fax 336-691-1839  
[www.fisanet.org](http://www.fisanet.org)

Stella L. Jones  
*Executive Director*  
Email: [stella@fisanet.org](mailto:stella@fisanet.org)

**FROM THE PRESIDENT**



Dear FISA members,  
As we move through 2016, I continue to be inspired by this industry. Changes come, and we adjust and succeed. The method with which our customers go to market, and perhaps, what

the identity of these customers have, continues to evolve. Major retailers continue to announce vertical integration plans to manufacture their own food brands. Many traditional food retailers are greatly expanding manufacturing capabilities and food offerings. What will happen to the national brands, these multi-national processors? Will they need to make only "private label" brands some day, and be subject to the competitive nature of that business?

Our fall 2016 FISA Conference is approaching. This year, we will visit beautiful Sun Valley, ID. As you can imagine, there will be many events to exercise and challenge both mind and body. Economist Brian Beaulieu will return to provide images of our financial future. His commentary is thought-provoking, and his economics solid. I'm sure we will have plenty of questions for him following his presentation. Mike Marks will focus on the manufacturer/distributor partnership in the digital world. How do we avoid the "price race to the bottom," while still offering value-added service and engineering solutions that are not commoditized?

Kimberly Bukowski brings many years of processor management experience, and as an extension support specialist at Cornell University to the Conference. She will discuss how the Food Safety Modernization Act (FSMA) will affect our customers and in turn, FISA members. Quality assurance is important, but much of

that product quality relies on proper equipment choices, which involves FISA manufacturers and distributors. Do we have that technology?

Sun Valley offers a myriad of activities and FISA has arranged golf and shooting events for the traditionalists. On the wild side, also available are drift fishing, fly fishing lessons, hiking, biking, and an NFL tailgate party. We will even have a chance to enhance our ice-skating skills with professional skating instructor (and wife of Rob), June Clark.

FISA has had great early response to the Sun Valley Conference. As we did last year, all reservations will be online including hotel and activity bookings and can be done at [www.fisanet.org](http://www.fisanet.org). Special thanks to Lisa and Jason Ryan for coordinating this effort. Chris LoPresti, and his wife Jennifer, will serve as Conference chairs this year. Thank you.

In order to provide speakers, programs and events, we count on your generosity in the form of sponsorships. The Pinnacle Society is a great investment, allowing your company logo and presence to be displayed throughout the Conference. Contact Eric Perkins at 714-375-6300, or Pete Herb at 608-831-5001 to make your commitment today.

As I close my last President's letter, I want to recognize FISA Executive Director, Ms. Stella Jones, for the year-round work she does for this organization. Stella's strength and leadership have this Association moving in the right direction – together!

Ruth Anne and I appreciate the opportunity to serve on the FISA board. Thank you.

Stay inspired,

**CONSIDER SPONSORING THE FISA CONFERENCE**

**By Eric Perkins, Statco/DSI • FISA Sponsorship Co-Chairman**

Pete Herb of Fristam Pumps and I are co-chairing the sponsorship committee. We, along with the FISA Board of Directors, invite you to participate as a sponsor of the 2016 FISA Annual Conference in Sun Valley this September.

Sponsorship of this event provides a unique opportunity to show your involvement and support of this dynamic organization of industry professionals. Sponsorships are used to provide top-level educational opportunities for all attendees by bringing in speakers and educators that are leaders in their field. They are also used

to subsidize the other conference events in order to keep costs down for attendees.

Sponsors are acknowledged with signage at each sponsored event, verbal announcements and Conference program and newsletter recognition.

Ready to Sponsor? For your convenience, you may add your sponsorship to your online Conference registration and make one easy payment either by credit card or check. Go to [www.fisanet.org](http://www.fisanet.org) and download the Sponsorship Form from the "Meetings" tab.

# TAKE ADVANTAGE OF FISA BENEFITS

## Targeted Education



FISA offers two scholarships to The University of Innovative Distribution, a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. Known worldwide for excellence in education, UID is sponsored by a group of leading industrial distribution professional associations. Working together, these groups, including FISA, take great pride in providing a superior learning experience each March in Indianapolis, Indiana. UID will be held March 5-8, 2017.

## Industry News



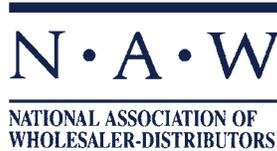
Stay abreast of industry happenings and business management information through this newsletter, *Distributor News*, which is published quarterly. Send us press releases to keep the industry aware of what's happening in your company. Join the FISA LinkedIn group. Sign up to get *SmartBrief*, a 4 times weekly online newsletter published by the National Association of Wholesaler-Distributors (NAW). Go to [www.fisanet.org](http://www.fisanet.org) and click on the SmartBrief logo at the bottom of the FISA home page.

## SmartBrief

## Special Discounts

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. Go to [www.nawd.org](http://www.nawd.org) and click on Business Services for a complete list of programs and special publications.



## Human Resources Consulting

FISA has a virtual HR Department in the Members Only section of the FISA website. You will find a sample Employee Handbook and many other free resources. Also, each member company is entitled to 30 minutes of private complimentary consultation with Nancye Combs, the FISA endorsed Human Resources consultant. If you have misplaced your password for getting in the Members Only section, contact FISA at 336-274-6311.

## Exceptional Networking

Have face to face contact with top management of the leading distribution and manufacturing firms serving high purity industries. Develop new business relationships and strengthen the relationship between distributors and manufacturers serving food, dairy, beverage and pharmaceutical processing firms. FISA offers you opportunities to develop relationships with the leading distributors and manufacturers in the nation. Through service on volunteer committees, receptions at national tradeshow, and the FISA Annual Conference, you can strengthen your relationships with those in the sanitary processing industries.

## COMMENTS FROM UID

This year a total of 608 attendees participated in the UID program including eight FISA members. Two of the FISA attendees, Devon Vogel of Nelson-Jameson, Inc. and Dave Eichler of ITT, were awarded scholarships from FISA which covered the costs of tuition for the program.

Devon Vogel of Nelson-Jameson, Inc. says, "I wanted to express my sincere gratitude to FISA once again for allowing me the opportunity to attend the 2016 University of Innovative Distribution via scholarship. It was an exceptional continuing ed experience geared toward the distribution industry and one that I grew from immensely. It was very evident that this training is a first class event when I was turning my notes into real-life practice as soon as returning to the office. The diverse subject matter was greatly appreciated and allowed me to grow in many areas – personally and professionally. Two courses that I felt were extremely beneficial were *Proving Total Cost Savings* with Tim Underhill and Steve McClatchy presenting *Decide: Work Smarter, Reduce Your Stress and Lead by Example*. I would highly recommend this event for anyone in the distribution arena. Thanks again to all who made this possible."

Dave Eichler said, "I thought the UID was very beneficial. I would say the class I took the most from was definitely *How Do They Do That: Secret Tech Weapons for Work and Home*. Beth Ziesenis was the instructor and she did a fabulous job of showing us a lot of tricks and tools to best utilize the tech tools that are available today. I also liked Sam Richter's class *Know More – Selling*. He delved into a ton of research techniques to help prepare us for meetings before they happen. His focus was on Google search techniques, and I came away with a ton of new tools for my everyday sales efforts. Thanks again to FISA for allowing me to attend the UID. If the opportunity presents itself again in the future, I will happily go back."

# Crossing the Chasm: Lifestyle vs. Professional Management – What’s the Difference?



*By Mike Marks,  
Indian River  
Consulting Group*

## About the Author

Mike Marks will be one of five speakers at the upcoming FISA Annual Conference. He is co-founder of Indian River Consulting Group and has served multiple terms as a Research Fellow with the National Association of Wholesaler Distributors (NAW). He is permanent faculty at the University of Innovative Distribution and for eight years has been Graduate Adjunct Faculty in the Industrial Distribution Department at Texas A & M.

“If my wife knew how much debt we were in when I started this business she would have killed me. If she knew how much money we are making now she would really kill me.”

I heard an owner of a distributor say this to his peers in a bar at a distribution trade show. This is the classic lifestyle business management archetype. Starting a business is a risky proposition.

In the beginning, any entrepreneurial business is undercapitalized and chases revenue to create gross margins before running out of cash. Those that succeed quickly react to avoid threats and capitalize on opportunities. The founder and owner of the capital, or debt, is also the senior operating executive. He is much more concerned with avoiding a bad year than taking any big risks to have a great year. They touch everything in the beginning – making decisions and closely supervising staff while working closely with customers and suppliers. They add expenses at the last minute to keep costs low. With a bit of luck, the business gains some scale. By this time, many of these behaviors are deeply entrenched in the culture of the firm. Decisions are made vertically, running them up to the CEO, and then executing.

Much has been written on this early foundation-building phase, which describes a lifestyle business perfectly. And a lot has been written on best practices in professional management, which typically follows. But there is little of practical value out there on making the leap from a lifestyle business to a professionally managed one. The underlying assumption is that this transition to professionally managed is good, and all firms will eventually do so.

The reality is actually quite different. We have worked with lifestyle businesses that have over \$1 billion in revenue, and we have worked with professionally managed firms that have less than \$20 million. Size is a predictor but not a decisive one. Here are some of the other indicators of whether your business is a lifestyle or professionally managed one:

- In a lifestyle business most decision-making is vertical. Choices move up the organization for a CEO decision. In a professionally managed firm, most decision-making is

made horizontally by CEO direct reports. These executives have access to all financial information, and each carries responsibility for aspects of the firm’s performance. They are managed with post-action controls around budgets rather than pre-action “I’ve got to get permission first” controls.

- In a lifestyle business, the CEO is the final decision-maker. In a professionally managed firm, a board of directors has real responsibility and oversight, even if the firm is 100%-owned by the CEO-entrepreneur. One benefit of this approach: The CEO has trusted advisors who can provide helpful input and execute the CEO’s final wishes if he meets an untimely end.
- In a lifestyle business, the CEO does most of the worrying about risks, the future, and how to grow the business. In a professionally managed business, the load is spread across and carried by the CEO’s direct reports.
- In a lifestyle business, most growth is captured by reacting quickly and responsively to new opportunities. In a professionally managed business, most growth is intentional. It was researched, investments were made, and resources were applied to achieve the plan.
- In a lifestyle business, staff and other expenses are only added when they become critical and the business can’t move forward without them. In a professionally managed business, some expenses are made in advance to prepare the business for growth.
- In a lifestyle business, there is a built-in bias to “this is how we’ve always done it.” In a professionally managed business, innovation and experimentation is budgeted, often by functional department rather than a decision by the CEO.

Understand that these characteristics are gradations on a wide scale.

## Where Plan B Comes In

Old men always stay too long, and denial is much more than a river in Egypt.

Entrepreneurs will always age out. If they are still the center of all decision-making, and they leave, the business invariably fades and

fails. This is the No. 1 driver of making a transition to being professionally managed. Becoming professionally managed creates value independent of the CEO-entrepreneur's direct contributions. This may be to prepare for a transition to a relative or an employee buyout agreement. Or it may be to prepare for the recruitment of a professional employee executive and board for oversight. The alternative is to sell the business to an outsider.

The data below was developed for a research project we conducted for the National Association of Wholesaler-Distributors back in 2003. It shows growth rate relative to the industry as a function of firm age. Growth at 0 on the vertical axis indicates that the firm grew at the same rate as its industry peers between 1998 and 2002. Any values above the line indicate that the firm gained share by growing faster than the rest of their competitors. Below the line indicates share lost as they fell behind.

Firms between 40 and 90 years of age grew slower than their peers, and they lost share. After 90 years, they return to growing faster than their industry peers. We understood the early decline in growth rates as it is easy to have high growth rates when you are very small. It becomes harder to sustain that as you grow. We figured the loss in share years were due to entrepreneurs who aged out and rode their businesses down. We didn't understand the return to share growth after 90 years of age, so we asked those firms why.

**The answer:** They said they had learned to recognize family members who performed badly as leaders and to change before they destroyed the firm. These older firms were able to do this because they had boards and

real executive oversight, a core characteristic of professionally managed firms.

Many aging entrepreneurs don't start thinking about succession until they retire. Remember the genetic bias to react quickly rather than deliberately? This often becomes a fatal flaw as health crises are rarely scheduled.

A shareholder alternative analysis – the fancy term for this aging-out succession plan — really needs to be done well in advance of any change in management. It's a decision that has to be made intentionally, rather than reactively. Helping clients through this has been a part of our consulting practice for decades. Most privately held firms choose to keep the business in their families and usually set up a board and at some point bring in an employee CEO. The transitions of operating management and ownership are very different and need to be handled separately. Advisors who combine these two very different challenges and then optimize business choices to minimize tax liability have destroyed millions of dollars in shareholder value.

At the heart of this transition of operating management is a switch to professional management. The interesting part of this transition is that it can happen when the CEO-entrepreneur decides it should, and this can be now or when they are preparing to exit the business.

The other driving factor is that a professionally managed firm is usually worth significantly more than a lifestyle business. In private equity parlance, a platform firm gets a higher multiple of EBITDA earnings, and is professionally managed. The reason

is that it is already positioned for significant additional growth. An add-on acquisition is typically a lifestyle business that can be integrated into the platform firm.

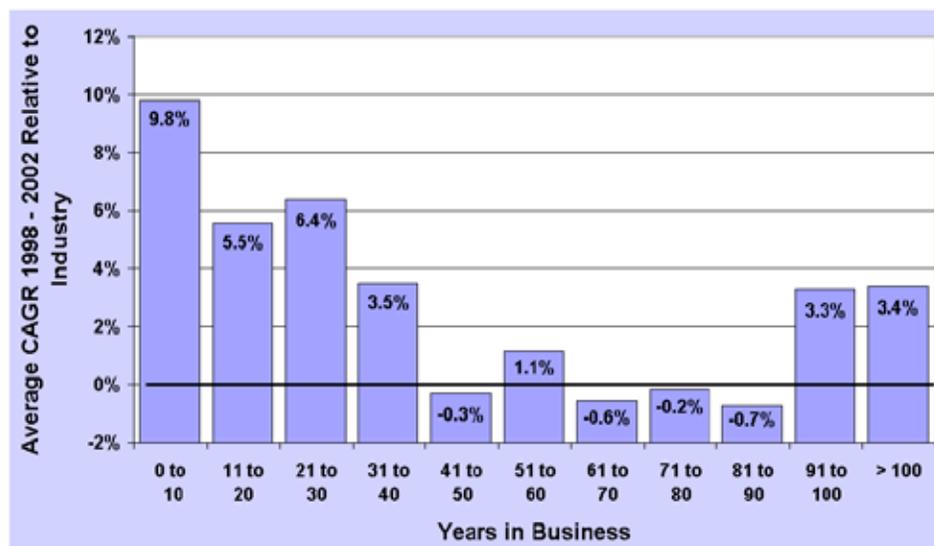
## The Obstacles

It is hard for any CEO-entrepreneur to cross the lifestyle-to-professional chasm. It makes sense to create higher shareholder value and value for the firm after the founder exits. To an outsider this seems like an easy decision.

If this is true, why do so many lifestyle businesses fail to make the transition? For some, the answer is that they don't want to cross. Many enjoy what they are doing, they are good at it, and they have achieved more success than they ever expected. It is good to be a king. For others, they decide that their employees aren't entrepreneurial enough or that they are lazy and incompetent. Even worse, some have large egos and will not allow others to be more successful than themselves, especially if they are doing something different.

Several years ago one of our clients had outgrown the lifestyle approach to growth. In a particularly fierce conversation, the CEO said, "Why do I need to change? I've got two airplanes, and you can see that I haven't missed many meals." He sold his business three years later to a consolidator at a lifestyle-business multiple. It was his money, and he was very happy with the way everything worked out. This exit met the owner's expectations. It is often the exception rather than the rule.

Many other CEO-entrepreneurs know there is something more and they try to cross the chasm themselves. They hire MBAs, consultants and coaches. They go to seminars and sometimes become concept junkies. They end up adopting practices and tools but never confront the underlying challenge of management style. We had a CEO client who went to the Harvard Advanced Management Program (AMP). This is one of the best programs of its kind in the world. When we interviewed his direct reports and asked them what was different, a common response was, "He still makes lousy decisions, but now he makes them faster." This is a tough transition. Our AMP exec tried to cross the chasm and fell into it instead. If you decide to cross, recognize it's a one-way trip and will take several years.



# 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 September 15, 2016. 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*

## United Industries



United Industries, Inc., a manufacturer of laser welded stainless steel tubing for a wide array of industries, including sanitary, pharmaceutical, semiconductor, automotive, HVAC, ornamental, etc., has been recognized by the McNairy County Chamber of Commerce as May Industry of the Month. **Greg Sturicz**, President, United Industries said of the award, "We are very proud and honored to be recognized as the Industry of the Month for May 2016. This clearly reflects the dedication of our employees not only to our company but to the community of Selmer, TN." United Industries first located a manufacturing facility in Selmer, Tennessee in 1999. In 2009, United Industries expanded the Selmer facility to also accommodate the manufacturing previously located in Beloit, Wisconsin. Since that time there have been several additional expansions of the Selmer facility as well as the addition of the United Industries Cutting & Fabricating facility, also located in Selmer, TN. United Industries, Inc. is a subsidiary of United Stars, Inc., headquartered in Beloit, WI.

## Dixon Sanitary

Dixon<sup>®</sup> Sanitary, located in Pewaukee, WI, is pleased to introduce **Tim Koch** as Sales Director for the US. Tim will be leading the sanitary product specialists and work with them to grow the sanitary business, with primary focus on the food, dairy processing, pharma, beverage and brewery segments. Dixon<sup>®</sup> is a manufacturer and supplier of hose fittings and accessories spanning a wide range of industrial uses. Dixon<sup>®</sup>'s range includes products for fire protection, food, dairy processing, beverage and brewery, mobile tankers, mining, construction, chemical processing, petroleum, oil fields, refining, agriculture and manufacturing.

## Ampco Pumps Company

Ampco Pumps Company, a domestic manufacturer of sanitary pumps mixers and blenders, has announced the opening of an additional remanufacturing facility in Stockton, California. This new facility will offer Ampco's west coast

customers local access to the remanufacturing program that was established in Wisconsin in 2010. The new Stockton facility will offer repair, remanufacturing, machining, assembly and testing on all competing model positive displacement pumps up to the 520 model size. End users will receive the same level of service, quality upgrades and fast deliveries that they are accustomed to from Ampco Pumps Company. Ampco Pumps Company has been providing pumps to sanitary, marine and industrial markets worldwide for more than 60 years. In 1995, Ampco Pumps Company came under new ownership and shifted its direction to develop product advantages for the sanitary pump industry. That shift in focus has resulted in tremendous growth over the past 20 years. Ampco Pumps Company's corporate headquarters is located in Glendale, Wisconsin; Herxheim, Germany is home to Ampco Pumps GmbH. Ampco's Remanufacturing facilities are now located in Milwaukee, Wisconsin and Stockton, CA.

## Fristam Pumps USA



Sam Gonzalez

Fristam Pumps is pleased to announce **Samuel Gonzalez** has been promoted to position of Applications Engineer. Samuel has been with Fristam for two years and previously held the title of Bilingual Technical Inside Sales Representative. In his new role, Samuel will provide field support, technical support and customer assistance to Fristam's Latin American customers. Samuel is bilingual and has a B.A. in Spanish Language and Literature from the University of Wisconsin-Madison in addition to over six years of client relations experience. Fristam Pumps USA, Middleton, WI, is a global manufacturer of sanitary centrifugal and positive displacement pumps, blenders and mixers used by the beverage, dairy, food and pharmaceutical/biotech industries.

## M.G. Newell Corporation



Gordon Saylor

M.G. Newell is pleased to announce that **Gordon Saylor** has joined the company as a Project Engineer in their Louisville, Kentucky office. In this position, Gordon will report to Sterling Larsen, Director of Engineering for the Louisville Division. Gordon brings over 15 years of engineering experience to M.G. Newell. Previously, he served for eight years as an Applications Engineer for Vogt Power International. Prior to that, he worked with FMSM Engineers in Louisville

and the Kentucky Department of Environmental Protection. Gordon has a Chemical Engineering degree from the University of Louisville and has his PE license. Headquartered in Greensboro, NC with divisional offices in Greensboro, Louisville, KY, and Nashville, TN, M.G. Newell is a full service distributor and systems integrator of sanitary processing equipment for the food, beverage, dairy, pharmaceutical, and personal care industries.

### Separators, Inc.

Separators, Inc. is pleased to announce the formation of the Separator's Inc. Technical Services Group. This group is comprised of two members of their senior technical staff, **Richard Schildwacher** and **Chad Guding**, and will offer comprehensive centrifuge support including pre-installation site survey, proper machine application to specific customer needs, troubleshooting, and unique centrifuge solutions.

### Andron Stainless Corporation



Randy Crowe

Andron Stainless Corporation is pleased to announce the addition of **Randy Crowe** to the position of Production Scheduler. Randy has a diverse background in production scheduling with over 12 years experience, along with an extensive background in machining/gunsmithing. Randy will be responsible for scheduling of all production processes at our Columbia, SC facility. Andron Stainless Corporation is a manufacturer and supplier of quality stainless steel tube fittings, valves, tubing, and custom fabrications for the food & dairy, beverage, chemical, and semiconductor industries.

### Tetra Pak, Inc.

Tetra Pak is pleased to announce that **Morten Dalsgaard** has accepted the position of **Product Manager - Mixing Technology**, for the Canadian and United States Market Area. He will be based in their Vernon Hills office working in the Branded Products team. Morten has a Dairyman and Dairy Technologist degree from Dalum Technical College in Odense, Denmark. He spent several years working with Arla Foods operating in several positions including Production Manager, Customer Service Manager and Food Scientist.

### Steel & O'Brien Mfg., Inc.



Lindsey Hume

Steel & O'Brien is excited to announce the addition of **Lyndsey Hume** to their family company. Lyndsey will be a welcome and needed addition to their growing sales team. She brings with her 10 years of Sanitary and Pharmaceutical industry experience with a focus on large projects.

### Hydro Thermal Corporation

Hydro-Thermal Corporation has been named as a recipient of the 2016 Governor's Export Achievement Award. Winners were announced as part of the Wisconsin International Trade Conference, at a breakfast with Governor Scott Walker presenting the award. The event was presented by the Wisconsin Economic Development Commission and held at the Wisconsin Center in downtown Milwaukee. The Governor's Export Achievement Award recognizes companies achieving extraordinary results in international markets and elevating Wisconsin's competitiveness in the global economy. Since 2000 Hydro-Thermal grew its distribution from strictly North America to 86 countries in 2016. "It's an ever evolving challenge to cultivate growth internationally, and our staff consistently and enthusiastically welcomes the opportunity," said Hydro-Thermal president and CEO, **Jim Zaiser**. Today, international sales drive 1/3 of Hydro-Thermal's annual revenue. Hydro-Thermal grew the countries they serve from 45 in 2011 to 86 in 2016, a 91% increase. Hydro-Thermal also won the Governor's Export Achievement Award in 2011. "More than 95 percent of world's population is outside of the United States and 80 percent of the economic growth over the next decade is projected to happen outside of the country, creating fertile ground for exports," Governor Walker said.



Hydro-Thermal president and CEO, Jim Zaiser, Hydro-Thermal international sales manager, Gary Bymers, and Wisconsin Governor, Scott Walker.

Hydro-Thermal is a leader in the manufacturing and design of industrial and sanitary steam heating solutions.

### Alfa Laval Inc.



Alfa Laval Inc. hosted members of the Alfa Laval Distributor Vision Council April 24-29 at a meeting in Scandinavia. The group toured factories in Lund, Sweden, Kolding, Denmark and Soberg, Denmark in addition to having a planning meeting. Pictured above at the Alfa Laval pump and valve manufacturing facility in Kolding Denmark, are Alfa Laval product managers with participants in the planning session which included FISA distributors Rick Eldon of Oliver M. Dean Inc., Jim Meholick and Neil Hopkins of Twinco Inc., Bob Nielsen of MDE Corporation, Mark Cook of CSI, Brad Myers of Arrow Process Systems, Inc., Bob Morava of Stuart W. Johnson & Company and Rob Davis of Duhig Stainless.

### Welcome New Members

#### Donaldson

Jessica Exley  
PO Box 1299  
Minneapolis, MN 55440  
952-887-3300  
Jessica.exley@donaldson.com  
www.donaldson.com

#### Cooper-Atkins Corporation

Scott D'Aniello  
33 Reeds Gap Rd.  
Middlefield, CT 06455  
860-894-4439  
sdaniello@cooper-atkins.com  
www.cooper-atkins.com

#### Trynox Corp., Inc.

Carlos Simanca  
1130 NW 144<sup>th</sup> Ave.  
Pembroke Pines, FL 33028  
305-433-8362  
Maria.rodriquez@trynox.com  
www.trynox.com

## 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 at the Conference. While the Conference offers great educational sessions and fun activities, most attendees say they attend because of the tremendous value of networking.

By bringing together the owners and managers of more than 30 independent distribution firms with the top executives of major manufacturers in the sanitary processing industry, the FISA Conference is a cost effective way to connect face-to-face in one location.

Equally as important as strengthening existing relationships is forging new ones. Meet a new vendor. Establish a new working relationship. Meet the person attending for the first time who's just joined a company. First-timers are the lifeblood of FISA and receive special treatment. Look for the teal first-timer ribbons on name badges.

Here are some of the 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 individuals you'd like to meet prior to arriving in Sun Valley and schedule times 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 seating to encourage meeting new people.

Distributors will have a gold star on the upper right of their name badges.

Delegates will have white name tags and spouses/guests tags will be cream colored.

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.

## Mark Your Calendar

**JULY 1, 2016**

Renew Membership

**SEPTEMBER 17-20, 2016**

FISA Annual Conference

Sun Valley Resort

Sun Valley, ID

**NOVEMBER 1, 2016**

UID Scholarship

Application Deadline

**DECEMBER 1, 2016**

UID Scholarship

Winners Announced

### NOTE:

Pay annual dues of \$735 by July 1.  
Dues must be paid to attend the conference.

Distributor News

Distributors Serving  
Sanitary Processing  
**fisa**

1207 Sunset Drive  
Greensboro, NC 27408