



**SVF-We Have Ability... APRIL 2011**

When raising young children, a parent will often present a task or challenge that raises the response, "I can't do it!" Even while struggling to tie a shoe, paint a picture or solve a homework problem, children will comment freely about their seeming inability to ever succeed. In an effort to offset the potentially harmful effects of that "inner voice", there are those who will help complete the "I can't" sentence with the advice, "You mean, you can't yet."

Our "Inner Voice" can be an extremely over-critical, debilitating and too often victorious enemy for many of us.



In our recent Channel Partner Conference in New York, we used "ability" as our underlying theme. In our presentation we allowed ourselves to play with the word, starting with, "We have ability" and then adding, reliability, accountability, capability, dependability etc. We humans know that we are pretty much able to do anything we want; climb a mountain, play chess, master a language or win a sale. We also know that success requires a commitment, a lot of practice, tenacity and most times the will to ignore our inner voice in achieving our goals.

This year we chose "Winning" as our business theme. Winning-like other challenges we face-can be mastered if we are willing to work hard at what it takes to be victorious. For a business, it requires the added element of teamwork.

***Our Purpose Statement:***  
"To serve the process control marketplace as a valued resource and advisor on flow control applications."  
*What do you need today?™*



Our Channel Partners are an important part of winning because together we work to clearly define our objectives and opportunities and to identify the resources required.

In a past article, I wrote of the "achievement" formula:

$$A - B = C$$

Where

A = Ability,

B = the Barriers and

C = Can Do!

So this year, let's agree to remove the Barriers and use our combined ability to WIN!

*-Wayne Ulanski, President, SVF Flow Controls, Inc.*

**INSIDE THIS BONUS ISSUE**  
*Cover Story: Vision Critical*

The Sweet Taste of Victory ..... 2  
SVF Channel Partner Conference 2011 ..... 2  
Do You Really C.A.R.E.? ..... 2  
Don't Let "IT" Byte You ..... 3  
The "Head Scratcher" ..... 3  
Succeeding or Exceeding ..... 4  
SVF in Montreal With BL Valve ..... 4  
INTERPHEX In Facts ..... 4  
The Quality Corner ..... 5  
Got "Mobility"? ..... 5  
Got "Access-Ability"? ..... 5



## Helping You Win in 2011...

## The Sweet Taste of Victory

### A Global Victory

Last year, it became evident to us here at SVF, that the key to our continued success was the development of a winning mindset. With all of us here at Team SVF focused on winning, there is no way to lose!

This mindset is a critical component in our commitment to winning. Each and every one of us at Team SVF challenge ourselves daily to ensure that we provide the best performance and produce the best possible results.

If you have been following our "Winning" column in each issue of FlowRATE, you know that this company-wide commitment continues to drive results and that there is more to come!

Additional training, new products, new sales tools, enhanced communication channels, streamlined processes, improved efficiencies – all of these are positive results borne out of our commitment to winning.



To celebrate our wins, our Special Projects Manager, Gary Ulanowski, developed our "Victory" logo, (see above) which I have been using to brand this column. Moving forward, I invite you to watch for this powerful new mark, which you will be seeing again and again, to communicate

our wins to our Channel Partners our customers and our future customers and partners.

We are winning at SVF, each and every day. The results produced by our wins help our Channel Partners and Customers win. By helping our Channel Partners and Customers win, their End Users win! It's a WIN-WIN-WIN for all of us!

**SVF - HERE TO HELP YOU WIN!**

*-Marge Mueller, Marketing Manager*

MARCH 30, 2011 • NEW YORK, NY

## SVF CHANNEL PARTNER CONFERENCE 2011

Our Channel Partner Conference held in New York City on March 30 was both well attended and well received.

Our President, Wayne Ulanski, took the opportunity to discuss our "Winning" philosophy with our attendees.

Three guest speakers, Jim Hoefner, TEK Stainless; Dave Phillips, R.E. Mason and Brandon Kotsko, Techniserv each spoke about their companies and how SVF has supported them through the years.

*Feedback from our attendees has been extremely positive!*



## The Light's On But Nobody's Home...

## Do You C.A.R.E.?

### C.A.R.E. – SVF's Continuing War On Waste

Everyone here at SVF is a member of our C.A.R.E. (Continuous Action Recycling Effort) program. We are vigilant in continuing our war on waste and conserving our resources whenever possible.



As a result of a meeting with Southern California Edison last month, we replaced our ballasts, fixtures and installed new, high efficiency light tubes. Not only are we conserving energy, we are lowering our electricity costs! A win-win for the environment and SVF!



## Spotlight on Technology...

## Don't Let "IT" Byte You!

*"IT professionals predict that mobile and cloud computing will be the most in-demand platforms by 2015".*  
– IBM Tech Trends Survey - 2010

The IT industry is notorious in confusing the public with acronyms. The buzzwords today are: "Cloud Computing", "Virtualization" and "SaaS". They generate a lot of excitement in the industry, but what does it mean to the business community? A basic understanding of these terms would benefit the marketplace, making it easier to decide if one or more of these technologies are right for your company and why.

What does *Cloud Computing* do for us?

Recall back in the days where only the Fortune 500 companies could afford their own data centers. Today, companies like Microsoft and Google build mega data centers around the world and connect them with high speed networks. What that means to the marketplace is that processing power of the mega data center is now available to us over the internet at a reasonable price. Where these data centers locate are no longer an issue as long as the data is processed and maintained.



What's out there?

Office 365™ by Microsoft and Google Docs™ from - guess who - for productivity applications over the internet. The benefits are numerous: support costs will decrease, service levels will increase, and upgrade and capacity planning will become much less of an issue, leaving Information Technology Teams to focus on solving critical business issues.

Stay tuned for more on "Cloud Computing". In the next issue, I will address the formulating a "Cloud Computing" strategy and how to weather the storms in the Cloud.

*-Ken Kwok, Information Technology Manager*

**Remember... All of the past issues of our monthly FlowRATE can be found on our website!**

## Head Scratcher Question...

## A Greener Tomorrow Is In The Bag™

**STUMPED? Apparently so! The March Question had ALL of you "Head Scratchin"!**

The Question was:

*In February's FlowRATE, the Vision Critical Cover Story referenced "Quotes" that support the Customer Satisfaction mandate for our industry.*

*How many "Quotes" related to that article were published throughout the February FlowRATE issue?*

The correct answer: **15 Quotes**

### THIS MONTH'S QUESTION:

A ball will rebound one-half the height from which it is dropped, if that ball is dropped from a height of 320 feet and keeps on bouncing, what is the total vertical distance the ball will travel from the initial drop to the time it hits the floor for the fifth time?

a) 460 feet

b) 760 feet

c) 800 feet

d) 920 feet



Be among the first 5 to log on to [www.SVF.net/response.php](http://www.SVF.net/response.php) & enter the correct answer and win a free canvas bag!\* (Note: you will be required to enter your name, email address, phone number and mailing address). The correct answer and the names of the winners will be announced in our next FlowRATE. **GOOD LUCK!**



The perfect companion at the grocery store or at the beach!



\*Each month in 2011 SVF will give this free canvas "tote" to the first 5 FlowRATE readers that correctly answer the "Head Scratcher" question through our website!

## Continuous Action Recycling Effort





## Succeeding Or Exceeding...

## The Sport of Winning

### YOU CAN SEE IT IN THE EYES

Sports analogies are generally and favorably applicable for all of the obvious reasons when reviewing the attributes of the successful 21<sup>st</sup> century sales professional.

In life and in sales, there are those who simply **succeed**. They choose to: (1) stay off the radar screen (of the Sales Manager) at every turn; (2) bury their successes deeply within the broadest span of the bell-shaped distribution curve; and, (3) remain nameless and faceless among their peers (at meetings). Then there are those who **exceed**. They choose to: (1) share every success with anyone who will listen; (2) lead rather than follow; and, (3) seek out the spotlight as an advocate and champion for their respective organizations.

The difference between succeeding and exceeding is truly a matter of mindset.

Lou Holtz, former Notre Dame Football Coach, made the following statement at an alumni gathering in the Midwest: "Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it".

By today's standards in Division I College Football, a student-athlete who stands 6-ft, 220-lbs. appears less than intimidating when measured against his position peers. His contribution over the next four years is likely being on the "scout team". On game day, he exhorts his teammates with incessant arm-flapping from the sidelines; he may end up in the training room because he sprained an ankle on his way to class; or, perhaps, he is happy with just being on the team.



We are pleased to announce that we will be exhibiting with our Channel Partner, BL Valve Process Solutions, and invite you to stop by Booth #127 for a visit!

This show is held every two years and focuses on plant and facility maintenance, equipment and systems.

Dates: May 17-19, 2011

Location: Place Bonaventure Address: 800 de la Gauchetière West, Montreal, Quebec, Canada, H5A 1G1

We will be introducing our new SBC9 3 pc. Stainless Steel Ball Valve, the first member of our new CleanTECH product line. Also featured will be our Opus Steam Trap Test Valve, a sampling of our High Pressure products, including P4 and H7 as well as a selection of our process engineered valves, along with our actuators and accessories. We will also be showing several custom designs from our ProSPEC program.

We look forward to seeing you there!

Imagine for a moment the following:

- 662 tackles spanning a four year collegiate career
- 232 tackles as a Sophomore (a school record)
- 2-time All-American honoree
- College Football Hall of Fame inductee
- Pro Football Hall of Fame inductee

A giant among men? *Perhaps.*

An under-achiever? *Hardly.*

A success at his chosen profession? *Absolutely.*

Mike Singletary is living proof that attitude, motivation, practice and more practice can prevail in a world of self-serving individuals whose goal in life is to do as little as possible for as much as possible. While his physical skills were average at best, Mike remains an icon among those of us who have followed his career.



As a sales professional, are you consistently refining your skill set; or, more succinctly, your ability to be a success at your chosen profession? Are you motivated to exceed or simply succeed? Is your attitude appropriately aligned with the goals and deliverables of your organization? If so, congratulations! If not, understand that, like dealing with business partners, you have the ability to re-direct and re-focus on the ultimate goal of winning.

-Dave Meyer, Regional Sales Manager

## SVF at INTERPHEX 2011

All of us at SVF were very excited to have the opportunity to exhibit at the Interpex Show again this year!

We took the opportunity to introduce our CleanTECH product line and its first new product – SBC9! Also showcased was our OPUS Steam Trap Test valve.



-SVF Flow Controls at INTERPHEX 2011

Our team enjoyed meeting with our Channel Partners, customers and new business prospects during the show. When not in the booth, the team walked the show, learning more about what is new in the Pharma market!

We look forward to INTERPHEX 2012!



## Got Mobility?...

## Your Resource Is Within Reach™

### Getting Smarter Every Minute

To be successful in today's marketplace, companies must not just stay aware of new tools available to reach the marketplace, but also stay ahead and understand how to leverage new tools to inform, to educate and promote.



We recognize the important role of SmartPhones as a productive and informative tool. As such, SVF is committed to providing a SmartPhone solution that would help our Channel Partners, sales associates, customers and prospects by providing a Smart resource to key information about our company and our product offering.

We are pleased to introduce our new Mobility sales tool **www.SVFmobile.net**. Formatted for use with SmartPhones, our new website is now available to everyone!

Designed for ease of use, it is simple to access:

- From your Smart Phone, go to [www.SVFmobile.net](http://www.SVFmobile.net)
- At the top of the Home Page, **tap** the tab to take you to SVF products in the section you selected.
- Tap the icon of product you want to review. The screen now shows the product image and key features for your quick review!



**www.SVFmobile.net**  
The newest member to the SVF family of Resources!

## Access-Ability...

## Quick... What's The Code

I'm sure you've seen an image like the one to the right before - or something very similar. They may all look close to identical but no two are exactly the same. What are they? They're **"QR Codes"** or **"QR Scanners"**. Now that you know what they are called - do you know what they can do?

*Anything you direct them to do.* Unless you have a SmartPhone with QR Code Reader capability, you may never appreciate them. The fact is, QR Codes (QR = **Q**uick **R**esponse) have been around for years but not used effectively until most recently.

When you see a QR Code on printed material, your SmartPhone *Bar Code* or *Scanner* app can take a snapshot of the image and interpret the contents to direct you to the designated target. It can be a website URL, a text message, or an email or text message.

This particular QR Code will take you to one of SVF's important web pages on our website.

The actual target page can't be revealed because it has something to do with our May "HeadScratcher" question (**hint**).

How it works is quite simple yet quite amazing! Using your SmartPhone with the Scanner app installed (if your phone doesn't have the app, there are many free downloads available for just about any SmartPhone), take a picture of the QR Code using the application, and the program will take you to the designated target of the QR image!

So... the challenge is up to you - Download the app for your SmartPhone, take a picture of the above QR Code using your app, and next month, be among the first 5 - *heck, make it 10* - to correctly answer the *HeadScratcher* question in our May FlowRATE and you will receive a free reusable canvas tote courtesy of SVF! - **Gary Ulanowski, Manager of Special Projects**



## The Quality Corner

## The Ability to Drive Success

"Ability" is a powerful word and a very key word to drive success in a company:

- The "Ability" to manufacture a quality product all of the time without inconsistencies or variance.
- To have persons in key positions in a company that have the "Ability" to make good sound business decisions.
- To have associates who possess the "Ability" to train, educate and empower others.
- In Management, one needs the "Ability" to lead and guide others with continual improvement efforts seeking the ultimate goal of operational excellence.

All of the statements above would be true in a company striving for growth, success and **Quality**.

-**Raul Roviroso, Quality Manager**