



"Luck is what happens when preparation meets opportunity." - Vince Lombardi

SV F VISION CRITICAL

With the Super Bowl on everyone's mind this month, there were many opportunities to see how a sport will often reflect much of what we experience each day in our business. Like the swan that gracefully glides upon the surface of the pond, we rarely take into account the efforts of stroking and paddling that goes on below. This is often true in our business. We, as customers, want only to admire the swan and not contemplate the enormous work going on behind the scenes. That is a tough challenge for businesses. What our customers see should only be what they want to see. They want easy to reach and helpful sales people; knowledgeable people who can help them meet their specific need. What it takes to be that is of little concern to the customer.

Internally, however, we are paddling fast and working hard to make it look effortless.

So, what did we see at Super Bowl this year? Well, there is a lot to be said for shifts in momentum during a game.

Sometimes that momentum shift occurs when the other team makes an error or a penalty. And sometimes a team may force the shift, as happened on Sunday, when the Saints used an onside kick to start the second half of the game.

This tactic, at that time in the game, had never been attempted before but the coach called it because he felt that, if successful, it would make a statement that could shift the momentum for the rest of the contest.

It worked!

In the post game interview, the coach spoke to the fact that the entire team was certain that they had put the effort and planning into the game and they were fully prepared to either make it work or, if the tactic failed, they would find another way to seize the opportunity to win.

"Luck is what happens when preparation meets opportunity."

When the Vince Lombardi trophy was handed to the Saints that night I thought of another great quote from the great Mr. Lombardi... ***"Perfection is not attainable. But if we chase perfection, we can catch excellence."***



Wayne Ulanski
Chief Operating Officer, SVF Flow Controls

Reminder...



SVF will be exhibiting at Booth 2867 at INTERPHEX 2010 - April 20-22, 2010 Jacob Javits Convention Center, New York City We look forward to meeting with you during this event!



Our Purpose Statement:

"To serve the process control marketplace as a valued resource and advisor on flow control applications."

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"The SVF Spotlight" Recognizing the efforts of our SVF Team Members & Partners



Shirley Evasic, proudly displaying the flowers and special thank-you message she received for helping one of our partners meet a customer's critical deadline requirements.

Shirley Evasic is a valued member of our SVF Team, partnered with our Regional Sales Manager, Larry Woodworth. Together, they form a team that serves our partners in the Mid-West. Currently, Shirley does not only double-duty, but TRIPLE-duty for SVF! She also provides inside sales support for our International partners. In addition to her sales support duties, Shirley also coordinates our Return Material Authorization (RMA) requirements.



This is one busy lady! Shirley has a strong sales background. As our senior inside sales representative, Shirley has been helping our customers for over nine years. Prior to joining SVF, she worked customer service for a hydraulics distributor. Before entering the manufacturing world, Shirley worked as a registered nurse, specializing in orthopedics.

Marketing Tools...



You can request any of our brochures, Data Sheets, or our new Product Selection Guide by calling our Inside Sales Department at 1-800-783-7836.

It is ideal as a handy reference tool for your use, and is also an ideal introductory piece to use on sales calls

Our Product Selection Guide is a 16 page, 4 color brochure which provides an "At a Glance" snapshot of all of our products.

In addition to our printed versions, you can view and download our available literature directly from our website: **www.SVF.net**



Did You Know?...

Super Bowl Trivia



The first Super Bowl was played in 1967. The Green Bay Packers of the National Football League defeated the Kansas City Chiefs of the American Football League, 35-to-10.

Bart Starr was MVP of the first two Super Bowls, regular season MVP in 1966, NFL Man of the Year, Professional Player of the Decade, and the first winner of the Byron White Award. Starr led the Green Bay Packers to 5 NFL titles and 2 Super Bowl wins. He later served as head coach of the Packers (1975-83).



No network footage exists of Super Bowl I. It was taped over, supposedly for a soap opera.



INTERPHEX 2010

SVF will be Exhibiting at INTERPHEX 2010 - April 20-22, 2010 in New York City

This year our Regional Sales Managers are planning many face to face meetings with our top clients and key customers. We hope you will find the time to come by and share your thoughts and ideas with us at our booth #2867.

For this year's show, we will be linking from our website directly to downloadable invitations. If you would like to print some invitations for your use, then keep an eye on our website. This feature should be up and running by the end of February.

For 2010, the INTERPHEX theme is *innovation*. We are preparing some interesting items to reflect our commitment to being the leader in CleanFlow products.



www.SVF.net

"The Quality Corner"

Creating "Synergy" Through "Teamwork"



by Pepper Farias
Operations Manager

Now that we are well into the New Year, we continue to align our quality goals and objectives with our top level strategic plan and to drive **Operational Excellence** as our business model. **Operational Excellence** is not just a philosophy of "Leadership", "Teamwork" and "Continuous Improvement", but a transformation of culture which is always a daunting task.

During the past few years, SVF has been working very hard to bring down the walls of "silo thinking" and encourage a decentralized culture by promoting leadership through employee empowerment and a solid teamwork environment. The word "**Team**" can be over used in some business planning. At SVF, we are very serious and committed to operate as teams in **achieving our success**. Experience shows that effective teamwork doesn't happen without real effort.

Because "**Teamwork**" requires so much effort, we continue to create an environment that nurtures our employees and encourages everyone to achieve a high level of values, purpose, attitudes and action that promotes wholehearted participation. Teamwork also offers the possibility of "sharing the load". There is great gain in productivity and employee morale when work is shared in a way that each member of the team can utilize his/her strengths and learn ways to overcome deficiencies.

The big payoff for the investment in making **teams work** is when the team moves past functioning successfully as individual teams and begins to attain a level of collaboration whereby the team functions so well together that their output significantly exceeds what the same individuals would have achieved working on the task individually. This is called "**synergy**."

We are experiencing invaluable benefits of teamwork as our synergy continues to strengthen each day. SVF team members are working together passionately and are willing to devote their full energy to achieving our goals by sharing a common vision defined by teamwork and manifested as synergy.





ON TRACK WITH SVF...

New!

Keep Ahead...

Keep Informed...

Keep "On Track"



*Keeping You
"On Track"*

We have embarked on a campaign to become a valued **Resource** for our market partners. To achieve this, we have made a commitment to drive continuous improvement in all aspects of our business. A component of our plan includes updating our data sheets and brochures as well as some of the resources we publish on our website. To keep you abreast of our progress, we have created an area on our website home page called "On Track".

This area will highlight our most recent updates and noteworthy efforts and will contain a link which will take you to the entire document where you can download the file. On the right are updates made during the month of January. We invite you to click on the links to review our latest efforts or visit our website at www.SVF.net

What do you need today?™

- SOLUTION EVOLUTION
- B8 DATA SHEET
- R89 DATA SHEET
- R8 DATA SHEET
- BPE MANUAL - 2010
- FlowRATE - January
- C8 DATA SHEET

"The Napkin" - Where all great design ideas begin

In the past four months, we have received several customer requests to conduct test procedures on valves that model real life applications. The reason is that real world service conditions cannot always be proven by standard test procedures. This is why end users have recently started to develop their own testing standards. One such opportunity required a very specific version of a high pressure seat test be performed prior to testing a valve's mechanical components to destruction.



Photo of test chamber with valve under pressure

One of our challenges was the short amount of time we had to produce a narrative test report detailing the test procedure, the equipment used, calibration certificates, and the final result supported by empirical data. A project team was quickly established consisting of several in-house experts who built the test chamber and conducted the test before a third party inspector, all within a week's notice. In retrospect, the experience resembled an episode of "Myth Busters", SVF-style. The test result was favorable and a large PO came through on the fax a few days later. The icing on the cake was during our follow up meeting. I asked one of my SVF colleagues with 20 years invested in the company what his impression was of this whirlwind experience. His response: "Just another day in paradise, my friend." Satisfying the unique needs of our customers is what SVF is all about.



Without this test, we would not have secured the order for ourselves and our distributor-partner. After all, a win for them is a win for us. We understand that there is no such thing as a cookie cutter approach to the valve business, especially in the current economic climate. To differentiate ourselves from our competitors, we must understand the needs of the end user in ways that our competitors do not. In turn, we can tailor our solutions to their unique needs. Custom valve testing is a way to help achieve this goal. Do you have an application that requires a customized valve design? Give me a call directly and let's talk about it. Perhaps working in concert with the end user to establish a custom test procedure to prove our valve's capabilities is exactly what we need to tip the scale.

Let's figure it out.



This month's "Napkin" article was submitted by the Engineering Department of SVF Flow Controls. Call us with your application needs at 562.802.2255, or email us at Engineering@SVF.net