



A Favorable Outcome...

JUNE 2011

This month's FlowRATE theme is "Success". Success is defined as: **success** -noun

1. the favorable outcome of something attempted

Common, this time of year, is the presentation of commencement speeches to graduates. One of the best presentations was delivered by Steve Jobs on June 12, 2005. Here is an excerpt from his speech.

'You've got to find what you love,'

I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I've ever gotten to a college graduation. I dropped out of Reed College after the first 6 months, but then stayed around as a drop-in for another 18 months or so before I really quit.

And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on. Let me give you one example:

Reed College at that time offered perhaps the best calligraphy instruction in the country. Throughout the campus every poster, every label on every drawer, was beautifully hand calligraphed. Because I had dropped out and didn't have to take the normal classes, I decided to take a calligraphy class to learn how to do this. I learned about serif and san serif typefaces, about varying the amount of space between different letter combinations, about what makes great typography great. It was beautiful, historical, artistically subtle in a way that science can't capture, and I found it fascinating.

None of this had even a hope of any practical application in my life. But ten years later, when we were designing the first Macintosh computer, it all came back to me. And we designed it all into the Mac. It was the first computer with beautiful typography. If I had never dropped in on that single course in college, the Mac would have never had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them. If I had never dropped out, I would have never dropped in on this

calligraphy class, and personal computers might not have the wonderful typography that they do. Of course it was impossible to connect the dots looking forward when I was in college. But it was very, very clear looking backwards ten years later.




Wayne Ulanski

Again, you can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something — your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life.



I was lucky — I found what I loved to do early in life.

Woz and I started Apple in my parent's garage when I was 20. We worked hard, and in 10 years Apple had grown from just the two of us in a garage into a \$2 billion company with over 4000 employees. We had just released our finest creation — the Macintosh — a year earlier, and I had just turned 30. And then I got fired. What had been the focus of my entire adult life was gone, and it was devastating.

But something slowly began to dawn on me — I still loved what I did. The turn of events at Apple had not changed that one bit. I had been rejected, but I was still in love. And so I decided to start over.  "Steve Jobs" page 3

INSIDE THIS ISSUE

Cover Story: Vision Critical

Channel Partner Spotlight - BL Valve	2
Processes, People & Technology	2
The "Head Scratcher"	3
Did You Know?	3
CADNow! Success Story	4
The Quality Corner	4
Dispensing Engineering Success	5
Bits 'N' Bytes of Information Technology	5
Calendar for June 2011	6

Our Purpose Statement:

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

"What do you need today?"™



Channel Partner Success...

BL Valve "Process Solutions"



BL VALVE
PROCESS SOLUTIONS
www.BLValve.com

MAIN OFFICE: Montreal

BRANCHES:
Toronto
Winnipeg
Calgary



Wayne Ulanski, President of SVF Flow Controls, Inc., (R) joins Cesare Levita, CEO of BL Valve Process Solutions at the recent PMDS Exhibit in Montreal

Our Channel Partner, **BL Valve Process Solutions**, recently participated in the PMDS Show (May 17 - 19, Place Bonaventure, Montreal, Quebec, Canada). They showcased two of our high pressure valves, H7 and P4, along with our Opus Steam Trap Test Valve and actuators and accessories. Our President, Wayne Ulanski, made the trip to Montreal to support BL Valve during the show.

BL Valve Process Solutions was co-founded in 1982 in Quebec by president Bruno Levita and his son, Cesare Levita – two men dedicated to providing customers with total solutions. The company has evolved into Canada's leading provider of specialty products for all process applications. BL Valve is recognized in the market as being a highly technical and professional sales force for a host of industries, including pharmaceutical, biotechnology, cosmetics and food & beverage - specializing in hygienic processing.

Their near-30 year success has been built on dependable, unique products and after-market support based on total customer satisfaction.

In May, 2011, Cesare Levita was promoted from Vice President & General Manager to Chief Executive Officer of the company. Congratulations to Cesare, his father Bruno and to BL Valve Process Solutions - We're proud to have them as our Channel Partner!



Father & Son
Bruno (L) & Cesare Levita



Supply Chain Success...

Processes, People & Technology

Supply chain success requires focus and effort across the entire organization and with outside business partners and supply chain strategy must be an integral part of the overall corporate goal. It must be multidimensional in its approach and scope. And the key components are; processes, people and technology.

Process means a practice, a series of actions, done for a specific purpose, such as satisfying customers. Customers demand and expect more from their suppliers; that is a fact regardless your size or industry. Supply chain process is a flow of activities with the goal of meeting the requirements of a customer.

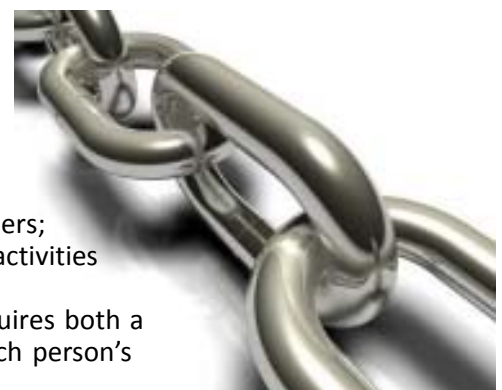
People make organizations and are important to supply chain success. This requires both a tactical view for everyday business and a strategic vision of where and how each person's function fits in the supply chain and how to continuously improve.

Technology plays an important role in the success of supply chain management. Using the Internet to handle most of the elements involved in supply change management, including procurement and communication, makes the exchange of data and the running of the supply chain faster. One of the biggest benefits technology has given to the supply chain concept is the ability for companies to collaborate.

Supply chain success involves all participants knowing what is required. This in turn provides agility when handling exceptions and the ability to adapt to changes. Author Greg Johnson, the Founder of GT Nexus writes in Supply Chain Digest that "business agility is no longer a nice-to-have, but a requisite capability."

When it all works together, supply chain management is a vital force in customer satisfaction and in ensuring a competitive advantage for all of the stakeholders.

-Mauricio "Mo" Nunez, Supply Chain Manager
MNunez@SVF.net



Head Scratcher Question...

We had 124 correct answers to the May "Head Scratcher" Question!!!

The Question was:

If your customer selects a SB79 Hastelloy ball valve with the cavity filled TFM1600™ seat option, what product series should you order?

The correct answer: **SBC79**

THIS MONTH'S QUESTION:

SVF manufactures a line of High-Purity ball valves that are engineered to be a true process piping component to specifically meet the demanding processes found in pharmaceutical, biotech and other industries where contamination can threaten the outcome of the product. This BPE-compliant line of ball valves is referred to as:



- a) CleanTECH b) PRO-SPEC c) CleanFLOW d) FlowRATE

Be among the first 5 to log on to 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, phone number and mailing address.)

The correct answer will be announced in our next FlowRATE. **GOOD LUCK!**



Did You Know?...

Why Oil Is Measured in Barrels

Oil is commonly measured in 42-gallon barrels. This convention goes back to the original discovery of oil by Edwin Drake in Pennsylvania in 1859. At that time, the 40-gallon whiskey barrel was a common means of storing large amounts of liquid. It is believed that the extra two gallons were added to the 40-gallon barrel because some shrinkage of water is possible during settlement. Adding the extra two gallons insured that at least 40 gallons of oil arrived at the refinery. The convention of abbreviating barrels of oil as "bbl" comes from "blue barrel." Kerosene at the time was stored in blue drums and gasoline in red drums, and the convention became to abbreviate oil barrels as "bbl."



SVF supplies a wide range of products used in Oil & Gas and CNG applications.

Our Series P4 and a new manifold design we developed recently passed the NFPA 52, sections 4.9.1.1 & 4.9.1.2., that requires a safety factor of four times the nominal working pressure.

(See Engineering Article, page 5).



Innovation, flexibility and a commitment to quality are the key components of our CNG family of products. Download more information on our CNG Compressor & Dispenser Valve Products.

www.svf.net/data_sheets/SVF_CNG_Data_Sheet.pdf

"Steve Jobs, June 12, 2005" continued from Page 1

I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life.

During the next five years, I started a company named Pixar which went on to create the world's first computer animated feature film, *Toy Story*, and is now the most successful animation studio in the world.

I'm pretty sure none of this would have happened if I hadn't been fired from Apple. It was awful tasting medicine, but I guess the patient needed it. Sometimes life hits you in the head with a brick. Don't lose faith. I'm convinced that the only thing that kept me going was that I loved what I did. You've got to find what you love. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. And, like any great relationship, it just gets better and better as the years roll on. So keep looking until you find it. Don't settle. When I was young, there was an amazing publication called *The Whole Earth Catalog*, which was one of the bibles of my generation. It was created by a fellow named Stewart Brand not far from here in Menlo Park, and he brought it to life with his poetic touch. This was in the late 1960's, before personal computers and desktop publishing, so it was all made with typewriters, scissors, and polaroid cameras. It was sort of like Google in paperback form, 35 years before Google came along: it was idealistic, and overflowing with neat tools and great notions.

Stewart and his team put out several issues of *The Whole Earth Catalog*, and then when it had run its course, they put out a final issue. It was the mid-1970s, and I was your age. On the back cover of their final issue was a photograph of an early morning country road, the kind you might find yourself hitchhiking on if you were so adventurous. Beneath it were the words: "Stay Hungry. Stay Foolish." It was their farewell message as they signed off. Stay Hungry. Stay Foolish. And I have always wished that for myself. And now, as you graduate to begin anew, I wish that for you.

Stay Hungry. Stay Foolish.

Thank you all very much.



Finding the Key...

SUCCESS is Relative

"Success is not the key to happiness..."

"If a man has a talent and cannot use it, he has failed. If he has a talent and uses only half of it, he has partly failed. If he has talent and learns somehow to use the whole of it, he has gloriously succeeded, and won a satisfaction and triumph few men ever know." - *Thomas Wolfe*

In business process, success can be measured in many different ways:

- **In Sales:** by exceeding your forecast
- **In Marketing:** by the number of respondents to an ad campaign or feedback regarding a new product launch.
- **In Operations:** by the number of orders shipped complete and error-free the first time.
- **In Engineering:** by the historical performance of a well-conceived product design.

In all aspects of successful business practice the fully integrated and synchronized effort described above is implied and oftentimes goes unnoticed.

The opposite of success – failure - manifests itself only when needs remain unfulfilled and expectations not met; one failed effort cancels the previous one hundred successes. Like many other sales professionals, I have been on both sides of this equation. The exhilaration of winning a big order is at best momentary while the sting of losing in a similar situation is more long lasting.

When I dissect failed opportunities, I can find certain reassurance in the simple fact that I perhaps crafted a less than convincing value proposition, overlooked a subtle detail that impacted pricing, missed a strategic matter that may have influenced the decision maker, or simply could not meet the specifications.



Understanding these failures and realizing that a teachable moment has just occurred lessens the sting; shame on me if I make the same mistake twice. It seems counter-intuitive but you do not have to win to be successful.

In a recent e-mail, I began the note "...I am by no means perfect. However, on any given day as the 'face of SVF' in the Midwest geography I give my best; customers expect this of me." I closed the same e-mail with "please implore your staff to give only their best."

If I can say that I have consistently and passionately delivered my best on behalf of SVF, I have won.

Remember: "Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

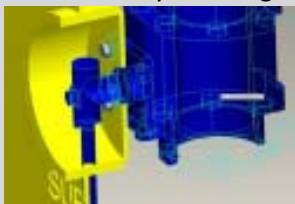
- *Albert Einstein*

-*Dave Meyer, Regional Sales Manager*
DMeyer@SVF.net

CADNow!

Design Valves in 2D & 3D

A recent Request For Quote included an assembly drawing that was developed



using our CADNow! program. You can see from the accompanying drawings that the complete assembly included our 4" FS7 valve. The client used the drawing to "test" the assembly, to design a support system for

the overall package and to provide his sub-contractors with a field instruction that included these graphics.



SVF continues to lead the innovation roadway by delivering powerful and configurable CAD drawings on our complete range of ball valves, actuators and controls. Our CADNow! program offers you access to our CAD drawings to help you do your job faster and easier. Explore CADNow! through our website at www.SVF.net/cadnow.php or request a free CADNow! CD - Email Gary@SVF.net for your request.

The Quality Corner...

And the Survey Says!

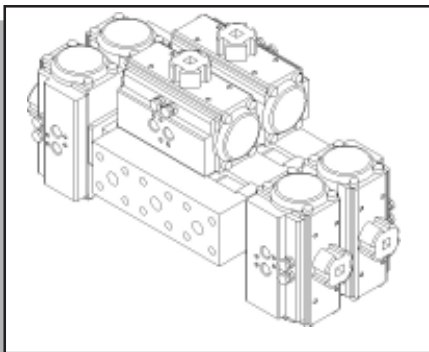
In Quality, the contributor to success is measured by Customer Satisfaction - always doing our best to deliver a Quality product or service to our customers. At SVF we closely monitor our customer's needs as well as their concerns. We use our Corrective Action System to identify root cause, then implement our Corrective Action System to prevent issues from recurring. We use customer surveys to acknowledge the needs of our customers and their perception of us so that we can continually improve and satisfy the needs of our customer. At SVF, to contribute to our customer's success is paramount as it is one of the most important factors that directly affects our success and continued growth.



-*Raul Roviroso, Quality Manager* - RRoviroso@SVF.net

Performance Engineered...

Dispensing SUCCESS



As mentioned in the December of 2010 FlowRATE Newsletter, SVF has been working closely with one of our customers to incorporate six of our P4 high pressure valves onto a manifold that will be dispensing compressed natural gas. Our client reported that their current dispenser arrangement uses a series of control and check valves along with stainless steel tubing and fittings that connect everything together. The process of assembling this package is very labor intensive.

Remember that all of our FlowRATE Newsletters are available online at www.svf.net/register.php

Our Engineering Department suggested a manifold might represent an elegant solution to their assembly challenges and they agreed to work with us on conceptualizing a design.

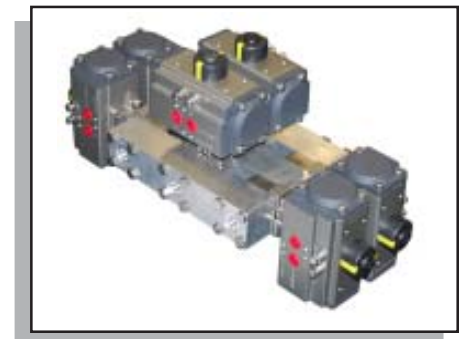
After numerous, necessary design changes and continuous hard work between our Engineering Department and our client, we are pleased to report that the manifold passed a pressure test per NFPA52, sections 4.9.1.1 & 4.9.1.2. The National Fire Protection Association (NFPA) 52 standard applies to Vehicular Gaseous Fuel Systems Code. This code applies to the design, installation, operation, and maintenance of compressed natural gas (CNG) and liquefied natural gas (LNG) engine fuel systems on vehicles of all types, and for fueling vehicle (dispensing) systems.

PRO-SPEC
PROCESS SPECIFIC™
WWW.PRO-SPEC.NET

Sections 4.9.1.1 & 4.9.1.2 state the following:

4.9.1.1: Shut-off valves shall have a rated service pressure not less than the rated service pressure of the entire system and shall be capable of withstanding a hydrostatic test of at least four times the rated service pressure without rupture.

4.9.1.2: Leakage shall not occur at less than one-and-a-half the rated service pressure.



Our Engineering Team is prepared to work with you to develop the next great solution!

Contact us at Engineering@SVF.net

*-Vlad Alvarado, Engineering Technician
VAlvarado@SVF.net*

BITS 'N BYTES

Information Technology Department

Years ago I attended the Junior Achievement award dinner ceremony in New York City's famous Waldorf Astoria. After being seated at my table, the keynote speaker stopped by and introduced himself to everyone at the table as Edmund. He thanked us for taking the time to attend the function and jokingly asked that we all give him a huge round of applause at the end of his speech.

He had a simple message - "Success is measured by having a positive impact on others to become more successful." For a long time I was baffled by what he meant and then one day it all became crystal clear.

Edmund turned out to be Mr. Edmund T. Pratt, then CEO and Chairman of Pfizer. He took Pfizer from a one billion dollar company to a seven billion dollar company. There is no way he could have achieved this all by himself, no matter how good he was. However, by making people around him successful, their collective effort made Pfizer the leader of the pharmaceutical industry. What a genius! Fortunately for me, I have the opportunity to practice the same philosophy by working with every department in SVF delivering Information Technology solutions.



*-Ken Kwok, Information Technology Manager
KKwok@SVF.net*



JUNE 2011



Victoria Falls, located in South Africa, is considered one of the Seven Natural Wonders of the World.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14  FLAG DAY!	15	16	17	18
19 FATHER'S DAY!	20	21 SUMMER BEGINS!	22	23	24	25
26	27	28	29	30	1 July 	2

Our offices will be closed
Monday, July 4th