



"You've got to be very careful if you don't know where you are going..."

...because you might not get there" - Yogi Berra

Over the past few years, SVF has evolved its overall strategic planning practices from an internal plan (creating and monitoring new processes, improving our general performance, training of our team, and so on) to one that reaches outside of our walls by becoming more intimately involved with our customers.



Wayne Ulanski
Chief Operating Officer, SVF Flow Controls

For those of you who have participated in our 2010 initiative so far, we are both thankful and pleased that you have so enthusiastically engaged in our mission. Your response has been an extremely valuable contribution and your efforts have already proven fruitful in many cases.

When we wrote our goals for this new business year, and for the future, we were careful to agree only upon those goals for which we were prepared to plan. "A goal without a plan is just a wish", goes one saying.

Too often, business managers will accept a list of target accounts, forecasts or other initiatives, delivered by their sales people or customers, which do not have a plan attached to it.

A target, like a goal, is a destination and requires a road map or a game plan or a recipe for success. Even the simplest recipe details the utensils you will need, the ingredients, preparing each item-a tablespoon at a time- and the cooking time and temperature.

It may even show you in advance how it will look once you have successfully made it. However, we all know that each successful recipe also includes a lot of practice.

For me, that is what planning is all about. It is the chance to practice how we will approach the ongoing challenges of our business. It is a living document that allows us to find the best way to reach our goals even when the path does not fully cooperate.

So we started with a few basic steps that we are sharing here with you.

• **Write down your goals.** Where are you and where do you want to be?

• **Get a handle on the resources.** What do you have and what will you need?

• **Prioritize your actions.** During our first go around, we captured more than 100 initiatives that we felt were "necessary" and "important". Having 100 of them was way too much so this forced us to perform a *critical assessment* of our needs versus our goals.

Upon revisiting our priorities, we decided to focus on those things that we felt would strongly contribute to our overriding goal: to be a **Resource** to our marketplace and our market partners.

As with the recipe, we practiced this process once again and we continue to review it in each of our monthly management meetings. We expect that there will be more changes since there is no guarantee that there will be no external factors that will force us to modify our plan.

In one of our meetings a salty but vastly experienced salesperson said, "It amazes me that so many salespeople shuffle into most of their sales calls with very little, if any, prior planning".

Because our meetings encourage any and all comments, I asked if we shouldn't spend a few minutes linking individual sales call practices to our own strategic planning process. As a reference we used our "Pre Call Planning Guide" (PCP).* So we asked ourselves, "What's involved in planning a sales call?"

- **A set of objectives**
- **An agenda**
- **A set of questions** that will open up the dialogue for our value proposition
- **All the necessary materials** and collateral that will be required to achieve the objective. Resources.
- Time to review the account profile



We agreed that this is very much how we need to approach our strategic planning process: Objectives, goals, resources and time.

Our salespeople and managers are now devoting at least 20% of their time to make the most of 80% of their time.

Planning and discipline are what separates the best from the rest. We hope you agree.

*View our "PCP" on our website: www.SVF.net/pdf/pcpg-032010.pdf or in our "On Track" Section on our Home Page at www.SVF.net

INSIDE THIS ISSUE	
<i>Cover Story: Vision Critical</i>	
CADNow!	2
Did You Know?	2
INTERPHEX 2010	3
The Quality Corner	3
On Track with SVF	4
The "Napkin"	4



CADNow!...

Version 10.2 Now Available ~ Design Valves in 2D & 3D

SVF Flow Controls is pleased to announce the launch of our NEW, Version 10.2 CADNow! Program. This program is accessible through our website, www.SVF.net and is now also available to you, upon request, in CD format.

CADNow! Offers you the opportunity to configure 2D and 3D drawings of our complete product line offering. The configurator allows you to develop the exact product drawing you require for our valves, actuators and control accessories, based on type, size, materials, end connections and electrical standards. Once created, the drawing may be inserted into over 35 different CAD programs, such as AutoCAD, Pro-E, Solid Works and Turbo CAD. **Interested?** We invite you to experience CADNow! at our website.

To get started, just go to www.SVF.net/cadnow.php

Want your own copy? Our CADNow! Program is also available, at no charge, on CD. Access the link above and fill out the online form or email mmueller@SVF.net and we will send you your own copy of our CADNow! CD.

Need more information? We are here to help. Please contact our Inside Sales Department for assistance.



Did You Know?...



Choose Therma-Safe™ to Protect Your Most Critical Assets

SVF's "Therma-Safe™" is a rugged and modular extension device that provides manual access to valves installed in insulated piping systems while providing a safe operating distance for valves used in high temperature service. The modular design allows this unit to be fitted directly to the ISO mounting pad found on SVF ball valves.

Our Purpose Statement:

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



Countdown To INTERPHEX 2010, New York

INTERPHEX 2010 EXHIBITOR

VISIT US AT
BOOTH 2867



APRIL 20-22, 2010
JACOB JAVITS
CONVENTION CENTER
NEW YORK, NEW YORK

Experience a brand
new INTERPHEX

Focused on delivering
results for your business and
personal growth needs.

Register as our guest
& receive FREE
exhibit hall admission!



HIGH PURITY
CleanFLOW™
www.CleanFLOW.net

VISIT SVF AT BOOTH 2867 DURING INTERPHEX 2010
April 20-22, 2010 in NEW YORK CITY!

You're cordially invited to stop by and say hello to our Regional Managers at Booth 2867! We look forward to meeting with you and taking the opportunity to show you our CleanFLOW™, high-purity product line. We will also be showcasing our new OPUS steam trap valve as well as our new Clean Steam brochure and our newly updated data sheets.

Need to register for the show? Be our guest! Download your registration to Interphex 2010 from our website. Just click on the link, www.SVF.net and then click on the Interphex icon on our Home Page and follow the directions to register for your badge!

"The Quality Corner"

The Quality Assurance Technician



Sedwick Lautoa, "QAT" Inspects
Results Of A Seat Test

In the Quality world, there is one who prowls through the products and components and amongst the towering shelves. There is one who lurks in the production area and who dons an invisible "badge" that reads, **"I Am the Customer."** This person seeks to reveal non-conformities, banish errors and advance the cause of **Continuous Improvement.**

This person is the "Quality Cat" (actually QAT = Cat), the **Quality Assurance Technician.** His arsenal of weapons includes the caliper, the clipboard and – mightier than the sword- the pen.

Our Quality Assurance Technician – The QAT- is Sedwick Lautoa. Sedwick has been a member of SVF for 10 years and came to our Quality group through the ranks of Production, Receiving and Material Control.



At SVF, this **QAT** is indeed the customer representative and he takes on all challenges in the fight to eliminate waste and errors and to provide our customers with the best quality products.

Since taking his post in 2009, Sedwick's actions have resulted in a dramatic reduction in returned materials and a whole new level of Continuous Improvement throughout our vendor base.

In addition to these benefits, his efforts have helped to improve deliveries by catching non-conformances before they enter our system, identify design issues to help improve our inspection processes and to improve our training and measuring tool basics. This QAT has it all.

Sedwick has a lovely wife, Ivonne, who has also been a member of the SVF family for 10 years, and two beautiful daughters, Hanna and Kalani.

Congratulations to Sedwick for helping to make the Quality Jungle a better place.



ON TRACK WITH SVF...

Keep Ahead...

Keep Informed...

Keep "On Track"



*Keeping You
"On Track"*

As our campaign to become a valued resource for our market partners continues, so does our commitment to continuous improvement. Last month, we shared with you that we are in the process of updating our data sheets, which we believe will serve you not just as a reference tool, but also as a sales tool. We have redesigned our data sheets which are in full color and feature our new SVF branding. In addition, we have added critical information, such as Cv, Torque Tables and Pressure-Temperature Curves to assist

you in best understanding our product offerings. We have also added a "How to Order" section for ease in configuring the ideal solution for your customer's requirements. If you have not had the opportunity to review them, we invite you to our website www.SVF.net where they are being posted in our "On Track" section on our Home Page, as we complete them. Let us know what you think... we appreciate your input.

To the right are seven of our most recent "On Track" Updates:

F8/FB8 DATA SHEET

L8 DATA SHEET

B41 Rev3 DATA SHEET

N8/BN8 DATA SHEET

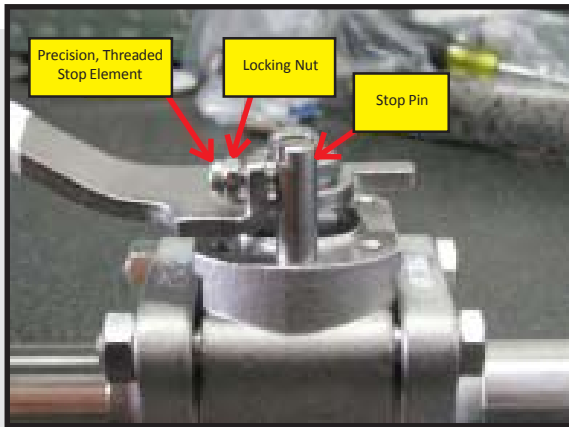
41 Rev3 DATA SHEET

ALS-200D DATA SHEET

E26 DATA SHEET

"The Napkin" - Where all great design ideas begin

CleanFLOW™ Features our "Fine Adjust" Handle



The ASME/BPE guidelines for Bio-Processing Equipment include a statement that calls for "drainability" for valves used in clean steam service (SVF CleanFLOW™).

Typical systems are installed with a slope in the lines to allow condensate to drain to the lowest point in the system where it is then removed. To allow draining to occur, SVF CleanFLOW™ valves are designed with our "Tube I.D." feature. This design element provides a flow path through the ball that exactly matches the I.D. of the adjacent tubing.

Current manufacturing tolerances make it difficult to ensure that the ball, end connection path and the tubing align perfectly to provide the desired "drainability". Tolerances on stampings, the floating ball fit and the stem-to-handle are common culprits.

In conjunction with our market partners, which include top pharmaceutical companies and engineering firms, SVF developed the "Fine Adjust" handle. This innovative concept provides a method for precisely aligning the ball to ensure "drainability". Each handle incorporates this design element and each technician in our production department is fully trained on the use of the "Fine Adjust" handle as well as the goal of precision alignment.

In the above photo, you will see that the design includes a precision, threaded stop element and a locking nut to ensure repeatable performance.

Since implementing this feature, we have improved our overall performance regarding the validation process. Questions from the field regarding alignment have been reduced to zero.

The "Fine Adjust" feature represents another problem/solution success story from SVF.

Submitted by The Engineering Team at SVF Flow Controls.

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CleanFLOW™
www.CleanFLOW.net

