



Success Driven by Teamwork... MARCH 2011

This month, our theme for FlowRATE is **“Teamwork”**. One of the areas of business activity where teamwork is truly tested and proven is on complex projects. In our case, especially as we continue to grow our custom valve initiative throughout our marketplace, teamwork often develops in phases. When an opportunity arises, we form a team to address the specific aspects of the opportunity. For instance, our team will work together to interpret the specifications, develop a response and assign owners to drive any engineering, purchasing or sales activities.



Some of the project work we receive can be complex and there can be many external team members. For instance, it may involve the engineering firm, our channel partner/representative, the end user, the contractor and of course our internal project team. Under these circumstances, the logistics can become challenging as we assume the role of managing the project and keeping everyone informed and involved.

Projects like these require certain gates or steps along the way:

- Concept approval
- Material approval
- Final drawing review and Sign-off
- Testing details
- Scheduling
- Documentation
- Third-party involvement, etc.

At SVF, we now manage these projects through a website we developed called www.SVFProjects.net



Our Purpose Statement:

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

What do you need today?™

“SVFProjects” is a Project Management Tool that is designed to provide immediate access to project information using 24/7 Internet-based transmission and storage. SVF uses this system as a powerful engineering tool for our major clients and for projects that require multiple users of:

- Submittal Drawings
- Data sheets
- Correspondence
- Specification Documents
- Spreadsheets
- Quotations
- How to Order Guides



Project documents and user access are all password protected.

We currently have a number of active projects on the site and the feedback has been overwhelmingly positive. In the dynamics of our business environment we continue to prove that Teamwork = Success.

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



Register on our website for a free Admission Hall pass to INTERPHEX 2011!

INSIDE THIS ISSUE

Cover Story: Vision Critical

Helping You Win in 2011	2
Did You Know?	2
Your Invited to the SVF Conference 2011	2
It's Not Just Your Cell Phone Anymore	3
Doggin' It	3
Countdown To INTERPHEX	4
Consider This Classified	4
What's Around The Corner	4
The "Head Scratcher"	4



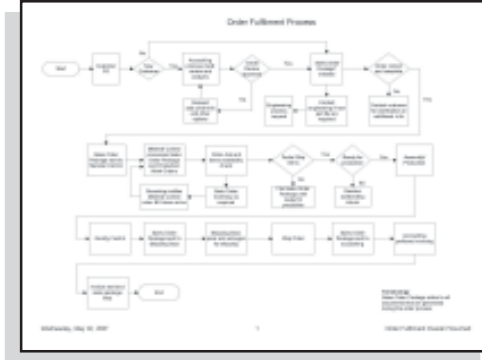
Helping You Win in 2011...

Teamwork Flows Through Us

How Our Team Works To Help You Win

When I came to SVF almost five years ago, SVF was already committed to continuous improvement. Underway, at that time, was a concerted effort to improve, standardize and increase efficiencies of our processes and procedures, company-wide.

Borne out of that initiative came the task of understanding how our processes linked together, end-to end, from order inception to shipment. In preparing an action plan to attack this task, we realized that to accomplish the task, we would require input from each department. We would need a team. Each department manager became a team member and submitted a flow chart of the steps in the fulfillment process taken by their department. Soon we had a roadmap of processes that began with the initial contact from our Channel Partners/Customers and ended with the shipping of the order.



This flow chart continues to serve us today. It is an excellent training tool and reference document for new managers and team members. At a glance, they can review not only the entire flow chart but also study department requirements. From a quality standpoint, we have the ability to continually review the current steps and update, streamline, or change as our needs change, as we add to our skills sets, or improve our current efficiencies.

By working together, we achieved a big win for SVF and for our customers!

Teamwork= Education, Improvement, Efficiency = Success -Marge Mueller, Marketing Manager

What did we learn?

Each department developed their process flow chart to reflect the needs of that department to complete their required task and move the order on to the next step. By working together, we were able to LINK the processes together and now had visibility of the entire process, end to end. This opened up the opportunity for the team to review the entire process, step by step, and to discuss opportunities for improvement and to work together as a team to implement them.

What was the outcome?

We took the opportunity to review the end to end process and discuss what worked and what needed to be improved. We followed the flow

to identify any areas of weakness, studied steps that might cause roadblocks, redundancies and gaps and then refined the flow chart to eliminate these issues.

Did You Know?...

The Opportunities Are Flowing

\$3,910,000,000 (3.91 billion) — predicted value of industrial valve shipments in 2011, a rise of about 1.5% from 2010 levels of \$3.85 billion and within reach of the industry's 10-year peak in 2008 of about \$4 billion. The figures were released as part of the Valve Manufacturers Association's annual market forecast. In 2010, automated valves accounted for the biggest share among valve types (\$1.2 billion), followed by ball valves (\$706 million), and gate, globe and check valves (\$567 million).



You're Invited!

SVF will hold its annual Channel Partner conference on Wednesday, March 30, during INTERPHEX Week in New York.

An exciting agenda is planned!

- Our President, Wayne Ulanski, will share how our differentiating business approach has been developed to win and grow business. Wayne will also discuss the value of our commitment to the marketplace as a resource and advisor, discuss the advantages and benefits of consultative selling, share SVF's new sales tools and sales aids and introduce our newest product – SBC9 High Purity valves for semiconductor, food/beverage and cosmetics/fragrances.
- Three guest speakers will present information on how they go to market and how SVF supports their sales efforts.
- A short, roundtable discussion which will give all attendees the opportunity to ask questions, make recommendations and share success strategies.

Space is limited! If you would like to attend this meeting and have not yet confirmed, please contact our Marketing Manager, Margie Mueller at: Margie@SVF.net by Monday, March 21, and we will add you to our guest list and send you the details for our meeting.



Spotlight on Technology...

Is Your Phone Smart Enough?

We hear more and more everyday about the latest and greatest smart devices. We are experiencing an evolution of convergence with the convenience of voice communication and data processing into a single mobile device. This freedom of mobile data processing, deemed as improbable just a few years ago, opens up a tremendous opportunity for businesses. Mobile devices, once treated as expensive toys, have now found their place as an important business tool.

As SVF's IT Manager, I drive our strategy to promote the use of mobile technology as a critical component of our business process. Our goal is to extend the applications and use of smartphones beyond accessing traditional emails, phone calls and productivity tools. We have identified a number of opportunities to leverage the power of smartphones to grow our business, i.e. videoconferencing; utilizing CRM applications to replace simple contact lists/address books, video streaming to replace static product brochures and PowerPoint presentations. Mobile dashboards will give our executives a real time pulse of the business. The possibilities are unlimited!

At SVF, we recognize the important role of smartphones as a productivity tool for our business. We are committed to utilize this new technology to better serve our customers. In April, we will introduce our new SVFMobile.net sales tool. Formatted for use with smart phones, SVFMobile.net will offer our channel partners and sales people an easy to view "features gallery" outlining the valuable sales features of our products. This gallery will prove to be ideal as a reference and refresher when preparing to deliver SVF capabilities to your next prospects.



We look forward to adding new tools to SVFMobile.net to make it faster, better and easier for you to work with us!

-Ken Kwok, Information Technology Manager

When Doggin' It Is A Good Thing...

The Husky Heroes

Recently, here in the Upper Midwest, I attended the "Husky Heroes" outdoor celebration highlighting the skills, patience, hard work, and practice involved with dog sledding. In short order, it became apparent to me that there are both direct and subtle communications between the musher and the dog team that determines the level of performance in competitive racing. Also, the payload that the sled carries determines the number, mix and experience level of the sled dog team required to move it from point A to point B.

For every participating team there is: the musher who drives the team onward, the lead dog whose size, strength, and experience earns him the "Alpha" position, the support dogs who pull not only for the joy of it but also to please the musher and finally, there is a full kennel of capable sled dogs on the side lines ready to jump in at a moment's notice.

Navigating the complex sale can be likened to the performance of an experienced dog sled team.

In any transaction, there will be an Account Manager (Channel Partner/Musher), appropriate Technical Resource (Regional Sales Manager/Lead Dog), and behind-the-scenes contributors (Inside Sales/Support Dogs).

As the payload increases *in this case, as the complexity of the sales opportunity increases*-the Musher can add support dogs to the team to increase the rate at which it approaches the finish line (Engineering, Finance, Accounting, Marketing, etc).

When the Musher and his team become completely focused on winning, it is a beautiful site to behold as they successfully negotiate curves, move both uphill and downhill, and adjust to unexpected changes along the way.



Similarly, when the stakeholders for any given sales opportunity are properly synchronized the final outcome is a much-deserved victory that comes as a Purchase Order. By working together as a team, we accomplish great things!

-Dave Meyer, Midwest Territory Manager



What's Going On...

On Track With SVF



Please Join SVF Flow Controls at
BOOTH #4004 INTERPHEX 2011
MARCH 29-31, 2011
Jacob Javits Convention Center, New York

Stop by our Booth #4004 and meet the SVF Management Team.

Register on our website for a free Admission Hall pass to INTERPHEX 2011!
www.SVF.net/register_for_INTERPHEX.php

SVF Flow Controls, Inc. is maintaining a strong sales growth curve due in large part to our *Resource Initiative*. The *Resource Initiative* is our differentiating factor and it positions SVF to support the technical, sales and product application demands of our customers. With this success we anticipate ongoing sales growth and with that there is an ongoing requirement for Top Talent! Visit the Talent Center on our website for complete details about these available positions!
www.SVF.net/career_center.php



Coming Soon! Series SBC9/SB9 the first product in our new CLEANTECH™ product line. We are pleased to announce that this April, SVF will launch our new CLEANTECH™ family of ball valves. Our NEW Series SBC9/SB9 three piece, high-purity ball valves are the first members of this new product line. These valves were developed as ideal, competitively priced solutions for manual and automated ball valve requirements, designed to meet critical applications in semiconductor, food/beverage and cosmetic/fragrance markets. A formal launch is planned. Stay tuned for additional information...Coming Soon!

Remember... All of the past issues of our monthly FlowRATE can be found on our website! (Hint, Hint)

Head Scratcher Question...

A Greener Tomorrow Is In The Bag™

STUMPED? Apparently so! The February Question had many of you "Head Scratchin"! We had over 200 responses BUT Only ONE CORRECT Answer!

The Question was:

A cardboard cylinder with a 6.3mm thick wall has an internal volume of one cubic meter. What is the internal volume of a plastic cone with a 1/4" thick wall that has the same height and radius?

The correct answer: **33% cylinder volume**

Congratulations to Dan Adams - McJunkin Red Man Corporation for submitting the correct answer!

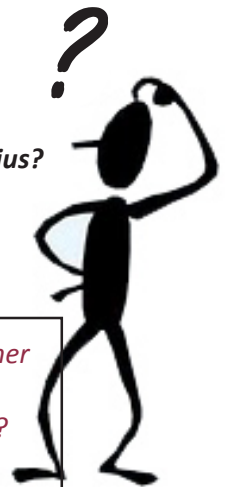
Since we don't wanna baffle you again, this month we're gonna go easy on you...

THIS MONTH'S QUESTION:

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?

- a) 6 Quotes b) 9 Quotes c) 14 Quotes d) 15 Quotes



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 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. 60 bags in all!

Continuous Action Recycling Effort