



Communicating by Listening... MAY 2011

Communication is the activity of conveying **meaningful information**. Communication requires:

- 1- a sender,
- 2- a message,
- 3- and an intended recipient.



The communication process is complete once the receiver has understood the sender. This very fundamental definition is helpful in understanding how we can use communication as a tool to influence events, people and even our future. Much has been written about how miscommunication can be funny, dangerous or enlightening. (See the cartoon inset) In business, it is essential that we use effective communication to succeed.



We all know there are many means of communicating; verbal and non-verbal, emoticons, billboards and books; music, movies and even silence. Here are a few facts and funny stories about communication:

- **Technical skills represent only 15% of what will help in a career path while the ability to communicate accounts for 85%.**
- **People skills and communication skills are the foundation for success.**
- **Communicate by listening. If you must speak, ask a question.**

Writer Jerzy Kozinski once said, *“Re-writing, for me, is simply a method by which I remove all words that are not full of meaning and necessity and leave those that are.”*

ENGINEERS AND LANGUAGE:

Jim Vincler, *Engineering Your Writing Success: How Engineers Can Master Effective On-The-Job Communication Skills* (Professional Publications, Belmont, CA) — *“Demonstrating knowledge is important, but in the business world, you need to share knowledge - not demonstrate it. The overall purpose of engineering writing is to communicate information efficiently to a reader who in some way will use that information.”* Vincler says it is extremely important to remember that “your reader and your purpose determine your message.” *“A writing project has to be engineered just like any other project. You have to plan, design, and construct a proposal or report.”*

Paul Studebaker in *Control Magazine* Nov, 1996 **“Weird Science at Work”** — *“If science is knowledge of general truths about the universe...engineering is making knowledge useful to people.”*

I will leave you with an all time classic from Donald Rumsfeld:

“Reports that say that something hasn’t happened are always interesting to me, because as we know, there are known knowns; there are things we know we know. We also know there are known unknowns; that is to say we know there are some things we do not know. But there are also unknown unknowns — the ones we don’t know we don’t know.”



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

Our Purpose Statement:

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

What do you need today?™

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Helping You Win in 2011... Winning Through Communication

A Global Victory

Communication, is critically important to the success of all of our companies. Communication is a necessary tool in conducting our business both internally and externally.

Without external communication, we would very likely have no sales. Our sales team engages with prospects, customers, Channel Partners and others every day to discuss our product offerings and to make recommendations on product selection, share our ability to customize products to meet critical applications and provide updates on existing orders and projects. To spread the word, our Marketing department utilizes our FlowRATE newsletter, e-blasts, press releases to promote SVF, its products and capabilities. Our website is another resource that communicates our products, capabilities and expertise to the marketplace. We developed our **SVFProjects.net** site so that we could provide 24/7 updates and information on large projects to our customers and our Channel Partners. Our **SVFMobile.net** sales tool, launched last month, was created to provide our Channel Partners with key selling points of our products. All of these communication efforts contribute to our sales growth.

Internal communication at SVF is just as important. Our people work together every day, sharing information, discussing, addressing, and resolving challenges, effecting positive change and process improvement.



We communicate with each other in formal management review meetings, team meetings, and even one-on-one meetings to share ideas, make recommendations, report on our progress and make decisions regarding the next steps to grow our business. We utilize written communication, every day in the form of emails for the same reasons. Our Quality Manual contains written quality procedures and quality instructions to ensure that we have rules and guidelines that drive standards to ensure that we produce the best possible product available in the marketplace.

Our continued business success and sustainment of customer satisfaction is dependent on communication. We are committed to this sharing of information, both internally and externally to ensure that we all keep on winning! *-Marge Mueller, Marketing Manager*

BITS 'N BYTES

Email Etiquette

Besides the telephone, I cannot think of any communication tools more effective and productive than e-Mail. However, we usually do not pay a lot of attention when composing emails, since this has become almost second nature to us. When used in the business environment, one must follow the common rules and etiquette that apply. Think before you write. Ask yourself what are you trying to communicate and if email is the best means to convey the message.



Keep your message concise and simple. Be brief and make your points so that readers don't lose interest. Pay close attention to how you write your subject lines. Make sure they relate to the purpose of your e-Mail. Readers will use the subject line to determine if an email is important enough to require their attention and response.

Choose your words and language carefully so as not to offend the reader. If your email contains information that is incorrect, it can become a liability. Electronic discovery is now widely used in evidence recovery and lawsuits against corporate wrongdoings.

Proof-read your e-Mails! Double check spelling, grammar and punctuation to avoid an unprofessional impression. Your business e-Mails should be written with the same care you would use to construct a business letter. Since business emails are often forwarded and shared, you will want to ensure that your thoughts are well communicated.

Here is my best advice! Before you hit the "SEND" button, read the email one more time to avoid a frantic attempt to "recall" a message. *-Ken Kwok, Information Technology Manager*



The Spotlight's On...

SVF Employees On The Move

We are pleased to announce the promotions of two key individuals in our Accounting Department:



Jennifer Nguyen – Our Senior Accountant, Jennifer Nguyen, has been promoted to **Controller**. In her new role, Jen will undertake day to day responsibilities for our Accounting Department, including reporting responsibilities, payroll and supervisory duties.

Tammy Dillistone – Tammy joined SVF a year ago this month. As a result of her excellent performance as our **Accounting Specialist**, Tammy has earned a promotion to Junior Accountant, where she will take on additional accounting responsibilities.



The Link in the Supply Chain...

Welcome "Mo"!

We are very happy to introduce to you our new **Supply Chain Manager, Mauricio "Mo" Nunez!**

Focusing on sourcing, procurement, conversion and logistics management, Mo will have day to day responsibility for leading our Purchasing team and ensuring that we continue to work with suppliers who consistently deliver quality product, on time, every time.



Mo brings over 20 years of supply chain and operations experience to SVF. He earned an Industrial Engineering Degree from UCLA and is certified in lean manufacturing.

When he is not at work, Mo enjoys spending time with his wife and two sons and cheering on his favorite UCLA Team!

Channel Partner Events...

BL Valve Process Solutions



BL VALVE
PROCESS SOLUTIONS

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

Please stop by **Booth #127** during the Show, where we are exhibiting with our Channel Partner, **BL Valve Process Solutions!**

Held every two years with a focus on plant and facility maintenance, equipment and systems, we will be showcasing a selection of our process engineered valves as well as two of our high pressure products, H7 and P4. Also featured will be our Opus Steam Trap Test Valve and a sampling of our actuators and accessories.

We look forward to seeing you there!



Communicating With Customers...

Action = Satisfaction

“It takes months, if not years, to land a customer; It takes only seconds to lose one”

In the age of 21st century communication, tools such as the Internet, voicemail, e-Mail, text messaging, EDI, and the like have become the norm. Traditional productivity tools like the telephone and FAX machine have taken on a secondary role, essentially going the route of IBM “selectric” typewriters with built-in correction ribbons.

Consider for a moment, the black hole that is electronic data management...

A long-time Channel Partner with SVF experienced the most dreaded of all sales scenarios - ***the misplaced order***. The Channel Partner sent the order to SVF and it was received in-house. All appeared normal. The promised two week ship date passed quietly. The Channel Partner assumed everything was proceeding normally until he received a call from his customer, asking, “Where’s my order?” Immediately, a call was placed to SVF to seek order status. What happened?

Upon closer analysis of this scenario, it was determined that the product did indeed ship and was received by the customer. The shipment was misplaced somewhere at the job-site.

In an effort to re-establish credibility with this Channel Partner, I picked up the phone and courteously asked for a re-cap of the situation. Once delivered, I asserted



the SVF position and made a personal promise to investigate, respond, and see what I could do to make sure this did not happen again. The Channel Partner appeared outwardly satisfied.

The true test of the fix lay with the Channel Partner—would he understand the shortcomings of all parties in this scenario? Would he re-order from SVF?

A 20th century solution for a 21st century problem...Don’t lose sight of the value associated with personally engaging your customers.

The way our customers judge us is by the way that we handle their problem. And, yes, this Channel Partner continues to willingly and proactively support SVF goods and services.

-Dave Meyer, Regional Sales Manager

The Quality Corner...

The Flow of Communication

Communication at SVF is of vital importance to the success of the Quality Department.

Our Quality System uses various tools to communicate with both our internal and external customers:

- Corrective Action Reports (CAR) are used as a formal method of documenting and responding to quality issues from our customers.
- We also use CAR’s to formally document internal processes and improvement efforts at SVF.
- Supplier Corrective Action Reports (SCAR) and Non-conformance Reports (NCR’s) are used as a method of communicating quality issues with our suppliers.
- The information contained in our RMA (Return Material Authorization) act as a communication vehicle from our customers to understand why our products are being returned.
- Our Customer Complaint Log helps us to learn more about where we need to focus to improve.



Internally, there is communication with each and every person, each and every day, to ensure that SVF’s high quality standards are maintained and that we remain focused on continuous improvement.

These types of discussions take place with individuals as well as with teams. The Quality Team also contributes to or leads discussions regarding new products and team-based projects as well as production meetings, quality meetings and management review meetings.

Keeping “Quality” visible at SVF is supported daily by our commitment to communication.



-Raul Roviroso, Quality Manager



Did You Know?...

ENGINEERING TECH BRIEF

Electroless Nickel Plating

SVF will be introducing aero2 actuators with electroless nickel plated alloy drive shafts, in the near future. The nickel plated drive shaft will have exceptional corrosion resistance and will be enhanced when exposed to severe service conditions.

Electroless nickel (EN) plating is a chemical reduction that finds wide application on items such as valves, actuators, pumps etc. Due to its exceptional corrosion resistance and high hardness, life of components exposed to severe conditions of service is enhanced. With correct pretreatment sequence and accurate process control, good adhesion and excellent service performance can be obtained from electroless nickel deposited on a multitude of metallic and non-metallic substrates.

In the EN process a chemical agent in solution provides the driving force for the reduction of nickel metal ions and their deposition. This driving potential is, in essence, constant at all points of the surface, given that the agitation is sufficient to ensure a uniform concentration of metal ions and reducing agents. Hence, the electroless deposits are exceedingly uniform in thickness all over the part's shape and size. This offers distinct advantages when plating irregularly shaped objects, holes, recesses, internal surfaces, valves or threaded parts.



There are various advantages to electroless nickel plating such as the uniformity of the deposits, even on complex shapes. Deposits are often less porous and thus provide better barrier corrosion protection to steel substrates, much superior to that of electroplated nickel and hard chrome. The deposits cause about 1/5th as much hydrogen absorption as electrolytic nickel and about 1/10th as much hard chrome. Deposits can be plated with zero or compressive stress. Deposits have inherent lubricity and non-galling characteristics, unlike electrolytic nickel. Deposits have good wet ability for oils. In general, low phosphorus and especially electroless nickel boron are considered solderable. Mid and high phosphorus EN's are far worse for solderability.

The wide range of coatings possible shows the versatility of electroless nickel plating. The important types of coating industrially available are low phosphorous (hard), medium phosphorous (bright high speed), high phosphorous, electroless nickel/Teflon composite, and electroless nickel on zinc die cast. The selection of the specific grade of EN-plating is done in accordance with the nature of the application. As a result of its unique properties of excellent corrosion resistance, combined with a high wear resistance and uniformity of coating, EN finds wide-ranging applications in a number of fields. Some of the well-known areas of application are oil and gas, chemical processing, plastics, textile, automotive, aviation and aerospace, and food and pharmaceutical. If you would like to know more information about our aero2 actuators with electroless nickel plated alloy drive shaft please contact our Engineering Department or Sales Department for more information.

-Vlad Alvarado, Engineering Technician

Product Spotlight... Series SB79 Ball Valves for High Purity Applications



SVF Series SB79 Hastelloy Ball Valve with aero2 Actuator & Low-Profile Limit Switch

SVF's CleanFLOW™ Series SB79 Hastelloy ball valves are engineered to be true process piping components designed to specifically meet the demanding processes found in the pharmaceutical and food & beverage industries. The "Tube-ID" port opening is dimensionally identical to the adjacent tubing to comply with ASME-BPE guidelines.

SVF's Series SB79 three piece, Hastelloy ball valves are available in sizes 1/2"~6" and come standard with Hastelloy body, ends, ball and stem, TFM1600™ seat & stem seal, PTFE body seal and features an ISO5211 mounting pad for easy installation. Standard interior finish is 20Ra or better. End connection options are tri-clamp and extended tube O.D. Our exclusive "Fine Adjust" handle provides precise positioning. A cavity filled TFM1600™ seat option is available (SBC79).

Want to know more? Our SB79 Data Sheet is available for download from our website: www.svf.net/data_sheets/sb79_06_2010.pdf or call our Inside Sales Department: 1.800.783.7836



Memorial Day...

Honoring Those Who Gave Their Lives



Please note that SVF will be closed on Monday, May 30, 2011 in honor of our fallen comrades who have given their lives for our freedom.

Memorial Day was originally known as Decoration Day because it was a time set aside to honor the nation's Civil War dead by decorating their graves. It was first widely observed on May 30, 1868, to honor the sacrifices of Civil War soldiers, by proclamation of General John A. Logan of the Grand Army of the Republic, an organization of former sailors and soldiers. On May 5, 1868, General Logan declared in General Order No. 11 that:

"The 30th of May, 1868, is designated for the purpose of strewing with flowers, or otherwise decorating the graves of comrades who died in defense of their country during the late rebellion, and whose bodies now lie in almost every city, village, and hamlet churchyard in the land. In this observance no form of ceremony is prescribed, but posts and comrades will in their own way arrange such fitting services and testimonials of respect as circumstances may permit."

Today, Memorial Day is celebrated at Arlington National Cemetery with a ceremony in which a small American flag is placed on each grave (over 300,000). Also, it is customary for the president or vice-president to give a speech honoring the contributions of the dead and lay a wreath at the Tomb of the Unknown Soldier. About 5,000 people attend the ceremony annually.

Head Scratcher Question...

A Greener Tomorrow Is In The Bag™

We had 86 Correct Answers to the April "Head Scratcher" Question!!!

The Question was:

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 5th time?

The correct answer: **920 feet**



THIS MONTH'S QUESTION:

In this issue of FlowRATE, our featured product is the Series SB79 Hastelloy ball valve, a member of our CleanFLOW™ line of high purity products.

If your customer selects a SB79 Hastelloy ball valve with the cavity filled TFM1600™ seat option, what product series should you order? (Hint: Refer to the article in this FlowRATE, or the [Data Sheet](#))

- a) SB79 b) SBCF79 c) SBC79 d) SB79CF1600



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 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