



This month I decided to devote *VisionCritical* to Steve Jobs. With all that is being written about him at this moment I felt that it would be of value to you to know more about the man who transformed our world.

The 7 Traits of Steve Jobs

Carmine Gallo, Contributor, Forbes

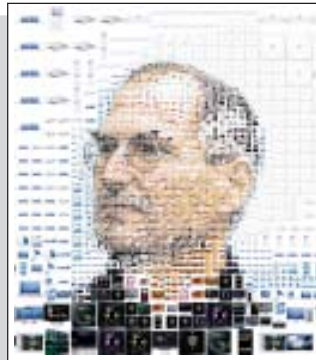
The news that Steve Jobs resigned as CEO came as little surprise to those who have been monitoring his ailing health lately. But it does mark the end of one of the most inspiring careers in the history of the business world. Few people in this world will revolutionize one industry. Steve Jobs revolutionized several: computing, telecommunications, music and movies. Since he had such a profound impact on the world, I think it's fair to ask ourselves how he did it and, more importantly, how can we learn to unleash our inner Steve Jobs to advance our business, our careers, and the world.

In my research as an author on two books on Steve Jobs I've identified 7 principles that drove Steve Jobs and Apple's success.

Here is an excerpt from the talk entitled "Steve Jobs' 7 Principles of Innovation" at a conference in Europe.

Principle One: Do what you love. Steve Jobs taught us that you cannot come up with new, innovative and exciting products unless you're inspired yourself and passionate about moving society forward. Jobs once said, "People with passion can change the world for the better." Life is too short, he said, for living someone else's dream. And if you haven't found your passion, he said, keep looking, don't settle.

Principle Two: Put a dent in the universe. Steve Jobs believes in the power of vision. And he certainly has a big vision. In the mid 1970s when computers were relegated to a small group of hobbyists, Steve Jobs was convinced that he could put a computer in the hands of everyday people. And so he challenged his co-founder Steve Wozniak and the Apple team to create a computer that everyday people would feel comfortable using. Eventually, that led to the computer that changed everything — The Macintosh. "Steve's extraordinary vision and leadership saved Apple and guided it to its position as the world's most innovative and valuable technology company," said Art Levinson, Chairman of Genentech, on behalf of Apple's Board.



Steve Jobs

Principle Three: Connect things to spark your creativity. Steve Jobs once said creativity is connecting things. He meant that people with a broad set of life experiences can often see things that others miss. Jobs often connects ideas from other fields. For example, he studied calligraphy in college. Calligraphy had no practical application to his life. But he was interested in it and passionate about it. Later his calligraphy experience would find its way into the Mac, the first computer with beautiful fonts. Creativity is connecting things from different fields.

Principle Four: Say no to 1,000 things. Steve Jobs is proud of what Apple does but he's also proud of what Apple has chosen not to do. Steve Jobs once said that innovation comes from saying no to 1,000 things. I believe this speaks to simplicity. In Apple's world, simplicity is the elimination of clutter. Anything that clutters the user experience is eliminated. That's why there's only one button on the front of an iPad or why there is no built-in keyboard on an iPhone. Apple's products are popular because they are simple, elegant and easy to use. But it all starts from Steve Jobs asking, what can we remove?

Principle Five: Create insanely different experiences. Steve Jobs created many product innovations, of course, but he also innovated around the customer service experience and I think it's a part of his legacy that might not be fully appreciated. The Apple Stores make more money per square foot than most any other retailer including many luxury brands and they're packed morning to night. The average store sees 17,000 visitors a week! When Steve Jobs first came up with the concept for the Apple Stores he said they would be different because instead of just moving boxes, the stores would enrich lives instead. Everything about the experience you have when you walk into an Apple store is intended to enrich your life and to create an emotional connection between you and the Apple brand.

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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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Supply Chain Management...

Taking Control of Stock

Effective inventory management has become critical to SVF as we strive to improve our customer service, cash flow and profit margins, while meeting the challenges of global competition, longer lead-times and demand uncertainty.

At the core of inventory management is stocking control, which ensures that the right amounts of stock — raw materials, subassemblies, spare parts and finished goods — are available to support the SVF's production requirements. We must determine and manage to specific service levels so that our customers across the supply chain are served in time, in full, to the extent required. Otherwise, stock-outs quickly translate into lost sales.

But finding the optimal balance among these factors is not easy, especially with the large volume of Stock Keeping Units (SKUs) that we maintain today. Despite the growing use of MRP, JIT, systems, and other forecasting techniques, many companies continue to carry too much inventory while never achieving their desired service levels and fill rates.

Every day that companies hold excess inventory, they lose money! In fact, IBM has found inventory overages from 10 percent to 90 percent, with an average 41 percent above required levels.

SVF has taken steps manage the inventory to optimal levels, providing us with increase service levels and inventory performance. **The evaluation processes ongoing and requires these three steps:**

1. Strategically

- Establish inventory policies & levels
- Evaluate service levels

2. Tactically

- Improve customer service levels
- Identify stock overages and shortages
- Evaluate inventory policies and operations
- Forecast short-term stock consumption
- Evaluate stock/service level trade-offs

3. Operationally

- Optimize inventory for each and every SKU
- Calculate safety stock to prevent stock-outs due to fluctuations in demand
- Combine demand forecasting and inventory policies.

This process is designed to let us quickly and easily examine the impact that changes to service levels, supplier lead-times, might have on costs, and inventory levels.

By following the above process we are continuously working on optimizing our inventory to better serve our customer base.

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



BITS n BYTES

VoIP Technology

Superior customer service with digital phones

Every activity requires a set of tools that specifically suits the job. The sales office at SVF is a very dynamic environment and the role of our team is not just about "taking calls" but it is about "serving our customers". Our Customer Service Team processes hundreds of orders, quotes, questions and applications on a daily basis. In performing these tasks every member of the team is asked to be "routinely mobile".

Our digital phone system includes wireless headsets that allow our Customer Service Team to move around the building with connectivity up to 50 feet from their station. The headset facilitates these activities even while they are on calls.

This new system also serves as a management tool and allows us to measure various things to aid in improving our service. The *call accounting software* provides comprehensive management reporting to track important parameter such as call patterns, peak hour activities and call hold time. For example, we now have information on the calls that come in before and after our normal business hours.

This allows us to make staffing adjustments to better serve our customers.

We will continue to share more about our system in future newsletters. In the mean time...please call!

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



Steve...

Living Your Dream

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Principle Six: Master the message. You can have the greatest idea in the world but if you can't communicate your ideas, it doesn't matter. Steve Jobs is the world's greatest corporate storyteller. Instead of simply delivering a presentation like most people do, he informed, he educated, he inspired and he entertained, all in one presentation. If there's one thing that you can today to be more "Steve Jobs like", it's to think visually. There were very few words on a Steve Jobs slide. It's a philosophy called picture superiority. People are more likely to remember information when it's presented as words and pictures instead of words alone. I think it's impossible to watch a Steve Jobs presentation without completely rethinking your current presentation. Sell your ideas the Steve Jobs way.



Principle Seven: Sell dreams, not products. Steve Jobs captured our imagination because he really understands his customer. In 1997, when Apple was close to bankruptcy, Steve Jobs said he would reduce the number of products Apple sold to satisfy the needs of their core customers. At the time, he said, "some people think you've got to be crazy to buy a mac, but in that craziness we see genius and those are the people we're making tools for." Your customers don't care about your product. They care about themselves, their hopes, their ambitions. Steve jobs taught us that if you help your customers reach their dreams, you'll win them over.

There's one story that I think sums up Steve Jobs' career at Apple. An executive who had the job of reinventing the Disney Store once called up Jobs and asked for advice. Steve's advice? Dream bigger. I think that's the best advice he would give us today and the advice he will continue to offer to Apple as its Chairman. See genius in your craziness, believe in yourself, believe in your vision, and be constantly prepared to defend those ideas. Because it's those ideas that could potentially change the world

Free Gold!...

The SVF Catalog CD Has Gone Gold!



SVF is proud to announce that we have delivered our 1,000th Catalog CD this week! Ok, it's not really gold status, but the demand from the marketplace has proven that the Catalog CD is indeed precious material!

Our Western Regional Manager, Dave Meyer, delivered the Catalog CD to G.E. Booth Co., Inc. In honor of reaching this milestone, we are now offering the Catalog CD GOLD EDITION, and it's FREE for the asking! The CD is packed with Engineering & Technical Specifications, Marketing Materials, our 16 page Product Specification Guide, FlowRATE archives, links to our website to access all current information and much more!

To request your FREE Catalog CD, simply send me an email and we will send one out post-haste! Email your request to Gary@SVF.net.

The Quality Corner...

At SVF we are always thinking of how we can continually improve our processes so that we can improve our efficiency, accuracy and quality with the



end goal always being customer satisfaction. We have implemented the use of colored bins where we place items to be shipped to a specific sales order. This new process has already proven to be effective and liked. The usage of the bins has improved the process by keeping multiple orders organized and separated in a small staging area. The different color bins are used as a visual aid to identify the method of shipment to be used. This is a great example at SVF how our employees are always thinking of ways to improve how we perform our daily tasks.

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

Distributor Spotlight...

CSI, Springfield, MO

Did you know that the geographical center of the contiguous “lower 48” United States is near the small town of Lebanon, Kansas? Life in Lebanon is typically Midwestern: a small town, salt-of-the-earth residents committed to quality-of-life at a predictable pace, and an agrarian workforce that takes great pride in its output in support of the United States unparalleled demand for food stuffs.

A few hours Southeast of Lebanon is Springfield, Missouri; decidedly Midwestern with a traditional heritage and ‘big city’ appeal. Springfield is home to SVF’s Channel Partner Central States Industrial Equipment and Service (CSI).

CSI’s vision is “Total customer satisfaction” but in a world of relativism this is often talked about but rarely achieved; CSI, however, is well on its way to achieving this vision. **Core values of God, Customer, Reliability, Respect, Encouragement, Honesty, Learning, Continuous Improvement, and Fun and Community uniquely position CSI for success as both a good corporate citizen and an ethical and professional business partner. Partnership is such a profound word that CSI’s street address is Partnership Boulevard!**

CSI’s successes lie within the Pharmaceutical, Food & Beverage, Dairy, and Personal Care markets with specific emphasis on exotic alloy requirements, sanitary and high purity applications, CIP skid systems, transfer panels, custom products, and design and process engineering.

With humble beginnings in 1977, CSI has evolved to a company of over 100 customer-focused Team members who invite you to ‘join’ their ‘family’ and discover what personalized service really means. Today, an Executive Team led by Mark Cook, epitomizes the word “**PARTNERSHIP**” as all CSI stakeholders are approachable and willing to work toward the common goal of success.



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-Dave Meyer, Regional Manager | DMeyer@SVF.net

Head Scratcher Question...

A Greener Tomorrow Is In The Bag™

The August Head Scratcher question had many of you stumped again! Lots of guesses but very few correct answers!

The Question was:

How many triangles can be found in the image to the right?


The correct answer: (c) - 35 Triangles

Here is the September Head Scratcher Question... Good Luck!



THIS MONTH'S QUESTION:

Which of the following shapes below is **NOT** a tetragon?

- a)  b)  c)  d) 

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 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

