



THE INSIDER

The Association of Fluid Sealing Professionals

Spring 2010



Spending Less, Getting More

By: Mike Emerson, Indian River Consulting Group

Most distributors have already eliminated the under-performers within their organizations and slashed truly non-essential costs in reaction to today's economy. Now reductions to the sales force carry with them the legitimate concern that as personnel is eliminated revenues will be as well. The question many distributors are asking is, "How can I reduce costs without losing sales?" For many distributors it is challenging to even understand how to look at the risks.

The answer is: "Align your selling resources more closely with the market." Achieving this is not simple, but a proven three-step process for doing so does exist. The steps involve: 1) segmenting customers, 2) utilizing effective sales management practices, and 3) ensuring incentive structures

are in alignment. This article will discuss the importance of each step and illustrate how the outcomes from each will enhance profitability.

1) Segmenting Customers

Customers ascribe different value to the services provided by wholesale distributors, yet often times distributors offer homogenous service levels to all customers. Some customers are very price conscious and whichever source offers the lowest price will receive their business. Other customers assign value to product availability, extended credit terms, the ability to procure most of the products they need from a single source, frequent delivery, etc.

The sales support provided by a distributor is no different when it comes to influencing customers' purchasing behavior. It has material impact on some customers and very little, if any, on others. Evaluating the customer base with a critical

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Value Through The Eyes of Your Customer, Ed Rigsbee

ISD Calendar of Events

The 2010 ISD Compensation Survey - A Smart Decision for Your Company

The SVM Online Marketing Webinar Series Continues

How To Create An Effective Social Media Campaign

SAVE THE DATE!

ISD/FPDA Joint Industry Summit

October 5-8 2010

The PGA National Resort & Spa West Palm Beach Florida

Plans are underway for this exciting 2010 event. Teaming with the FPDA will greatly enhance the program value, capitalizing on expanded networking while providing unique opportunities for members to explore new product lines and business

Stay Tuned at www.isd.org for additional details!

From the PRESIDENT

Dear Fellow ISD Members,



I hope that you are all enjoying the warmer weather and the improved business situation that is being seen by many companies. It is wonderful to see that business is getting better and it certainly bodes well for the rest of the year. I did want to provide some quick updates to let you know what your Board has been working on. First and foremost, we have been trying to balance the budget and put ISD in a stronger financial position in the year ahead. We have also been hard at work on the CFSP certification exam which has definitely gained momentum recently through our partnership with Chesterton. I think that the certification process will provide a valuable opening for new members and prospects to learn about the value of being ISD members.

Also, as you know, we have been hard at work finalizing plans for this year's Summit with the FPDA (Fluid Power Distributors Association) to bring you the **2010 ISD/FPDA Industry Summit** which will be held at the **PGA NATIONAL RESORT & SPA, West Palm Beach, Florida October 5-8**. This year's main event will showcase not only new potential marketing partners, but new programming features as well. We will be focusing on a products showcase, in-depth educational offerings, the popular golf tournament and more. Mark your calendars now for this excellent opportunity to expand your networking circles. There is more information available in this newsletter about the Summit highlights and agenda and make sure to keep checking the website as additional information is released. We look forward to a very successful joint Summit with the FPDA!

By working together towards our common goal, we can "enhance the success of ISD members through **information, education and interaction**". I am enjoying my role as your President and, as always, invite your comments and suggestions.

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Doug Sharpe

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Spending Less, Getting More (cont'd from cover page)

eye and understanding their economic drivers is essential. You can start by asking the following questions:

- How much does a given customer rely on you to help select products or do they always know what they are going to buy?
- What is their ratio of purchases relative to quotes?
- How have the products purchased by the customer evolved over the last few years and how do you expect them to change in the immediate future?
- How much untapped opportunity exists within the customer?
- How many strong relationships exist with the customer, aside from the outside sales person (The inside relationship is key, if there is one.)?
- Is the customer significant enough to your business that having an outside sales person call on him is necessary strictly from a defensive perspective?
- Do sales reps primarily fulfill demand that already exists or do they create demand by, for example, showing customers how a product or service can improve productivity?

The answers to the questions above will identify what type of sales resource is appropriate for each customer based on a customer's needs. Customers that require assistance when selecting products clearly need active involvement while those that use internal capabilities to select products need passive involvement. Customers that rarely purchase but are constantly asking for quotes likely make buying decisions based on price and an operational fax machine is likely the only selling resource required to maintain or grow sales within these customers. Customers whose purchases have changed little and where you have the majority of the business may only require support from inside sales as fulfillment, not selling, is all that is required.

The objective of this analytical customer segmentation exercise is to identify how customers can be aligned with company selling resources so that their needs are met at the lowest cost. An excellent analogy exists in health care. When someone goes to the hospital, they receive care from many different individuals. One person will take their blood pressure and temperature, while another individual will ask questions about the symptoms they are experiencing. Finally, a doctor will issue a diagnosis and implement a treatment plan. Although a doctor is capable of performing all these

tasks, others within the hospital undertake activities they can perform effectively to free up the doctor for high value activities. Considering the cost difference hospitals incur for doctors versus nurses versus technicians, it only makes economic sense for the lowest cost function that can competently perform a task to perform it.

Most companies that complete this analysis will find that more than 20% of the accounts assigned to an outside sales representative can have their needs met by a lower cost function. This translates to an opportunity to reduce outside sales staffing by an equivalent amount.

2) Utilizing Effective Sales Management Practices

Sales productivity is frequently measured by sales or gross profit per person. One of the reasons this metric is commonly used is because it is easy to measure. Companies have no difficulty obtaining sales information and the number of individuals employed, but it gives no insight into the activities that generate the results. It is similar to measuring how hard an engine is working by looking at the speedometer instead of the tachometer.

To understand sales productivity more, insight will be gained if activities are analyzed instead of results. A helpful exercise is to look at the accounts in a sales territory and assign a required call frequency for each one. Factors to consider would be account size, growth potential or likelihood of additional business, level of support required, and risk of business being lost. Accounts would typically be assigned a weekly, bi-weekly, monthly or quarterly call frequency.

Once all the accounts are assigned a frequency, sum up the required calls per quarter or year. Take the total required calls and divide by the number of available selling days. If you're like most companies we work with you'll be surprised at how low the number of calls required is. This by no means is an indictment of a sales forces' work ethic nor does it imply that 30% to 50% of their time is idle when call duration is figured into the equation. Of course, calls are being made to prospects that have yet to be added to a rep's account base and essential activities must be performed in addition to making sales calls. However, we have found that idle capacity exists within a sales force and that this capacity can be used productively through effective sales management practices.

In our book, *What's Your Plan: Smart Salesforce Compensation in Wholesale Distribution*, we describe effective sales management as, "a structure for continuously improving sales force performance through focus, discipline and a coaching process built on a platform of accountability". For the sake of

Continued on next page

this article, we must presuppose that a “platform of accountability” already exists. If not, we suggest you visit our website, www.ircg.com, where you will find many articles that are helpful regarding instilling a platform of accountability.

Sales management is the piece that takes the analysis performed so far and makes it actionable. Sales managers should present sales reps with the required sales calls per day analysis. The information should be presented for discussion, not as a “gotcha.” The goal is not to accuse the sales rep of being lazy or unproductive. The discussion’s context should be that the analysis conducted illustrates that internal or external obstacles may exist that prevent sales reps from maximizing their time growing sales.

Two areas should be explicitly addressed during this discussion. The first is around the identification of internal obstacles that are consuming sales rep time and preventing them from growing sales. Once these areas are noted, management should consider whether the value of having sales reps undertake them is greater than the return that could be realized if the reps were working with customers and potential customers. Ask yourselves, what would happen, if reps stopped doing some of the reports required of them, or if someone else took responsibility for checking inventory or sourcing products for special orders? Being able to eliminate perceived low value activities from sales reps will, by itself, increase productivity.

The second focus area should be around targeted growth. The overall point of the discussion is around increasing productivity and the first area discussed was about eliminating low value activities to free up selling time. This step is about what the best use of that time is. Selecting a handful of target accounts (3-5) and creating actions plans for gaining sales is the ideal. Actions plans consist of activities, dates for completion and responsible individual. Generating \$50,000 in new business is the outcome of an action plan; not a step in it. Considering the urgency that exists today for some companies, these action plans should be of no more than three months duration.

Target account action plans help reps to become more proactive and thoughtful about how they spend their time. Instead of helplessly fretting about the soft economy, reps can use targeting to take charge of the situation. You can read more about targeting and other sales management best practices in our book, *5 Fundamentals for the Wholesale Distribution Sales Manager*.

Once the action plans are created, sales manager and rep should meet bi-weekly to review progress. There is nothing like a deadline to instill focus, discipline and create a sense of immediacy. Plan, act, and measure the results. In the immediate term, the results likely won’t be measured by the income statement but by the fact that a meeting occurred or

an appointment was made. In the medium term, targeting opportunities is one of the best ways to maintain or grow overall revenues.

3. Ensuring Incentive structures are in Alignment (is this where it begins?)

To reinforce the importance of the initiatives derived from the process outlined thus far, it is a good idea to consider the structure of the sales forces’ pay plan. Based on the outcomes of the steps thus far, it is likely that fewer outside sales territories exist and accounts will have been absorbed by the remaining sales reps. Inside sales may have greater responsibilities than before, e.g. making calls to accounts when this is all that is necessary to meet the accounts needs, and sales reps are likely to have action plans for growth with a handful of target accounts.

Consideration should be given to ensuring that incentives are aligned with these changes. Structuring bonuses or commission rates to place a premium on target accounts is one possibility. Moving from a commission program to a salary and bonus program to account for significant shifting of accounts is another. Providing incentives to inside sales for retaining and growing business for accounts they are assigned would also be worth some thought.

It also makes sense to ensure that the basic principles that many distributors use as part of their pay plans are still applicable. Some companies structure their incentive programs such that growth over prior year is the threshold for variable pay to kick in. If this is the case and growth over the previous year is completely unrealistic, it may make sense to adjust the threshold to a reasonable stretch goal. Other companies’ base incentives on aggregate sales or gross profit dollars generated. These companies may want to consider modifying their program so that reps can replace some of their lost income through successes that are within their control. The market may be down 20%, which means a rep would be wildly successful if his or her territory were only down 5%, however, this would still result in a pay reduction relative to last year. Providing bonuses for new business or increases in the sales of higher margin products could prove very motivating.

At the end of the day, the number one thing is to ensure that “A players” earn incomes necessary to endure the downturn, as these individuals will be critical to capturing market share when conditions improve.

Through the process outlined in this article, wholesale distributors can tackle the daunting task of changing their selling effort to deal with today’s economic situation. Reorganizing sales territories and roles, increasing sales productivity, and changing compensation programs are never easy and many distributors have avoided it, even though they knew improvements could be made. The silver lining is that when conditions improve, sales growth and profits are likely to be at levels above where they were historically because of these changes. ∞

HOW TO CREATE A SUCCESSFUL SOCIAL MEDIA CAMPAIGN

Whether you're an early adopter or finally fell victim to the hype, there's a moment after you've gotten on Twitter or set up your company's Facebook page where you ask yourself, "now what?"

If you find yourself at that point, you may have already skipped a couple of essential steps to building a social media campaign that will grow your business or non-profit.

If you're looking to create a sustainable, effective social media presence, then **follow these five steps to social media marketing success.**

1. Clarify Your Business Goals. Getting on Twitter is not a goal, it's a tactic. What are your goals for the coming year? Is it to grow by 20%? Bring a new product to market? Increase donations to your non-profit? Without specific goals you're shooting arrows in a fog.

2. Outline Your Strategies. Remember: strategies are the forest, tactics are the trees; when evaluating strategies think big picture.

If you're trying to promote something, one strategy might be to get influencers talking about it. If you're bringing a new product to market your strategy may be to educate people about why they need it, and what more expensive product or service it's replacing. For a non-profit looking to increase donations, your strategy may be to tell stories that personalize the troubles your organization solves.

3. Determine Your Tactics. Here's where you determine whether a Twitter account, Facebook Fan Page, or YouTube channel will be most effective.

One thing to keep in mind when prioritizing your social media campaigns is that you want to go where your audience is. B2B companies might get the most traction by getting involved in LinkedIn, either by joining appropriate groups, creating their own to attract new clients, or answering questions in the Answers section to establish their expertise. They may also choose to encourage their employees to get on LinkedIn and build out their profiles to give the company a wider reach.

Companies that have products that don't necessarily scream for social media engagement might instead try creating valuable content. Performing a keyword analysis

to determine what effective search terms might be, and creating blog posts, podcasts and videos around those phrases can help increase online visibility, search engine ranking and drive more qualified leads to the Web site.

4. Plan Your Execution. Joining social media sites may be free, but social media does have a cost. Whether you hire an outside social media consultant or task one or more employees for the work, there is a cost.

Some questions to ask are:

- Do you (and your staff) have the skills inhouse to launch an effective, sustained campaign?
- How will you handle negative comments and feedback?
- Which (or perhaps whether) employees can play in social media spaces on behalf of the company?

If you do hire a consultant, what will their role be? Will they tweet for you? Engage your fans on Facebook or forward leads to your sales team? Will they get you going, or will you enter into an ongoing engagement with them?

5. Measure Your Results. Social media is fairly new, and some hard numbers on its effectiveness--or even what to measure--are difficult to come by. Here are some suggestions on how you can measure the ROI on any social media campaign:

- **Don't discount soft numbers.** The number of followers you have on Twitter (especially in relation to how many people you follow on Twitter), the number of fans on Facebook, and your subscribers on YouTube are all "soft numbers." None of these directly increases your revenues. However, they do represent "social proof." Just like when someone steps out of a limo wearing a stylish tuxedo, there's a certain amount of social proof that this person has "made it." (And like that example, these numbers can be artificially influenced.)
- **Measure hard numbers.** If you're tasked with showing your boss that tweeting matters, you're probably going to have to show her more than just the number of followers you have.

If you get business or sales through your Web site, you can look at your traffic reports to see where your traffic is coming from. Some "referrers" are from blogs or social



Results-focused Online Marketing Webinar Series' with Bob DeStefano of SVM E-Business Solutions

Sure you have a Website, but have you truly harnessed the power of online marketing to produce business-building results for your company? Your answer can be the difference between a Website that is a money-maker and one that is nothing more than a glorified brochure.

In this results-focused three-part Webinar series, online marketing expert Bob DeStefano will make online marketing understandable and provide you with a practical roadmap for transforming your Website into your most powerful marketing tool.

You will learn how to harness the power of a customer-focused Website, search engine marketing and email marketing into an integrated marketing system that will continually generate new business, strengthen relationships with customers and maximize the results from your marketing investments.

Webinar 3: How to Be Successful with Email Marketing on May 11th at 1:00pm EST

Bob DeStefano is an online marketing strategist and professional speaker with over 15 years experience helping B-to-B companies produce business-building results.

As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to achieve bottom-line results. Visit www.svmsolutions for more information on Bob and SVM.

Register Online at www.isd.org



Value Through The Eyes of Your Customer By: Ed Rigsbee

.Do you think your customers appreciate the value of the value-added services you offer?

- If you think so, just how valuable are they to your customers?
- What are the real dollar amounts that are assigned, by your customers, to the value-added extra you offer?
- Have you told your customers the real-dollar value amounts that you have assigned to the value-added services you offer?
- Have you even assigned real-dollar amounts yet?

Recently, in dealing with the issue of value through the eyes of your customer, I challenged a group of sales agents for an international manufacturing company to answer these questions at their sales meeting.

You need to know this company has positioned itself as the "Cadillac" of their industry. I saw two problems with their positioning: First, Cadillac is no longer considered at the top of the heap, so the company is unfortunately stuck in an erroneous and old paradigm mindset. Second, since so much of what they offer is sold to state departments of transportation (DOTs), both the agents and manufacturer have resigned themselves to believing that only the low bid wins. Why be the "Cadillac" (thinking Cadillac is at the top of the heap) if you believe only low bid, commodity-selling wins?

I believe that this company yearns for customers that both understand the value of and appreciates top quality products and service. I also believe that they are just like so many others in manufacturing and distribution that cannot clearly articulate the total value of their offering.

So, they find themselves stuck on the "Commodities R Us" paradigm.

In this example, let's explore further. The DOTs do not only want the low cost, they also want the best total deal, or what I call the *total value package*. Any customer must look beyond the price to the total cost of procurement, or doing business with a particular supplier. And, it is the absolute responsibility of the sales person to educate the customer as to their *total value package* offering. What was surprising to me was that these sales agents had very, very few answers. What about you?

Would you agree that in retailing, distribution and manufacturing, there are few secrets? Meaning, that most purchasers know where to get most of the offerings of their industry—and most of your customers know it. With that being said, one can play the “Commodities R Us” game or do something else. The something else, I believe could be differentiation through your *total value package*. The challenge for you is to determine the true and honest dollar-value of the value-added services you offer.

An important element in offering understandable value is to first educate your customers in the fine art of buying better. You know what I mean—how they can change their buying behavior and if they do, what’s in it for them?

- This could mean ordering using a timing method that allows more lead-time.
- This could mean inventory management and automatic replenishment.
- This could mean ordering less frequently, enabled through better usage projections.
- This could mean distributor and contractor collaborative selling.
- This could mean buying pre buying some supplies in a different season.
- This could mean bundling multiple items from one specific manufacturer. This would be seen as the direct opposite of cherry picking.

This could mean...(you fill in the rest of the of the bullet points for yourself).

Value is all too frequently, as elusive as a leprechaun and his *pot o’ gold*—but it does not have to be this way. You simply have to figure out what your customers consider to be valuable, do it for them, and then tell your customers what it is that you did for them. This lesson was, by accident, drilled into my head very early in my own selling career.

I’ll never forget the day I stopped into Park Pharmacy in Paso Robles, California. It was the mid-1970s and I sold sunglasses to retail stores at the time. Yes, I said sunglasses! Well, when I walked into the store on one of my regularly scheduled service visits; I noticed some product from another vendor on my display. Being the territorial salesman that I was at the time, I went directly to the owner, Bob, and asked him about them.

He told me that a competitor had stopped in and told him that this particular style of sunglasses was currently a very hot item. Bob asked me, “Are they popular?” I answered in the affirmative. Bob went on to say, “That’s

why I bought them.” I proceeded to tell Bob that this “hot” style had already been on the display for the last couple months or so from me.

He said, “Oh!” Gosh, wasn’t it Bob’s responsibility to know what was in his store? Wasn’t he supposed to trust that I’d take care of him? Wasn’t he supposed to be loyal to me? You and I both know that the answer to the above questions is a resounding, NO! It was my responsibility to tell Bob what I was doing for him. If I didn’t tell him, how in the world was he supposed to know? This applies to you too. How in the world are your contractors to know what it is that you are doing for them if you don’t tell them?

Value added services are not perceived as being valuable if your customer doesn’t know what it is that you are doing for them.

Tell your customers what it is that you are doing for them. If you do not want to be relegated to living in the world of commodity selling, where low bid wins...

- Acknowledge that you are responsible to educate your customers as to how they can buy better.
- Acknowledge that you must ferret out what services your customers really do believe are of value to them.
- Acknowledge that you must help your customers to determine the real dollar value of your “value-added” offering.
- Acknowledge that you must, as you would do with your young children, continually remind your customers about the real-dollars you save them when they do business with you.

I believe that you can access that *pot o’ gold* at the end of the rainbow if you know where to look. The best place to look is at where, when, and how you choose to deliver and demonstrate that extra value-added service that you give to your contractors. It is only valuable if they consider it to be of value and they know you delivered if you tell them.

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Ed Rigsbee, CSP is the author of PartnerShift, Developing Strategic Alliances and The Art of Partnering. Additionally, he has over 1,500 published articles to his credit. Ed travels internationally to deliver strategic alliance keynotes and workshops. When you need a speaker on partnering, Ed can be reached at 800-839-1520, ed@rigsbee.com or visit www.rigsbee.com.

How to Create A Successful Media Campaign (cont'd from pg 5)

media sites. That means that your blogging and social media activity is directly increasing the qualified leads from your Web site.

You can dig even deeper by setting up Google Analytic goals and measure whether or not this traffic is taking desired actions on your site, like completing a contact form or purchasing a product. By using URL-shorteners like bit.ly you can easily track specific traffic to different campaigns to see whether it was your blog post, your online video or the link you posted to Twitter that brought in that big new client.

In Conclusion

When businesses hear stories about Blendtec's viral video success, or Dell selling millions of dollars in product through Twitter, they assume social media is a get rich quick scheme, for better and worse.

However, for most of us, social media is an investment in our future success. It takes planning, hard work and a results-oriented focus to work. It doesn't happen overnight, but rather like a snowball rolling downhill, it builds momentum over time.

Rich Brooks
President, flyte new media

Do You Have Some Exciting
Company News That You Would Like
To Share?

Please send it in to the ISD Office to
be included in the next ISD Insider!

You can email news and updates to
nweber@isd.org.

ISD Upcoming Educational Programs

May 11, 2010: **How to Be Successful with
Email Marketing**

June 10, 2010: **Implementing Lean
Distribution**

June 24, 2010: **Smart Grid 101 for
Distributors**

**For additional webinars and online registration
for these events, please check the ISD website.
There are new events added throughout the year.**



Are you and your employees Certified?

**17 Chesterton Distributors have recently
purchased 84 Exams!**

What Do They Know That You Don't???

**Find out More about the CFSP Program on
the ISD website!**



ISD Fall Meeting Sports a New Look and Name!

ISD/FPDA 2010 Industry Summit
PGA National Resort
West Palm Beach, Florida
October 5-8, 2010

ISD will feature a new look for its meeting this fall, featuring new events designed to enhance networking and education for all participants. Combining forces with the Fluid Power Distributors Association will boost your networking opportunities. All events will be combined except for Board and Committee meetings and association membership meetings. This is a meeting you cannot afford to miss! Full meeting details will be provided later in May, but to whet your appetite, here is a quick snapshot of the program for you – check out the new program elements.

Tuesday, October 5, 2010

7:00 am – 12:00 Noon	ISD Board of Directors Meeting
1:00 pm – 5:00 pm	ISD/FPDA Golf Tournament
5:15 pm – 5:45 pm	ISD First Timers Orientation
6:00 pm – 8:00 pm	ISD/FPDA Joint Welcome Reception
8:00 pm	ISD/FPDA Young Executives Get-Together

Wednesday, October 6, 2010

7:30 am – 8:30 am	ISD Membership Meeting
8:45 am – 9:45 am	ISD/FPDA General Session & Keynote
10:00 am – 12:00 Noon	UID In a Day Workshops <i>(Featuring the best of the University of Industrial Distribution!)</i>
12:15 pm – 1:15 pm	ISD/FPDA Luncheon
12:15 pm – 1:15 pm	ISD/FPDA Young Executives Luncheon
1:30 pm – 3:30 pm	UID in a Day Workshops
3:45 pm – 5:00 pm	ISD/FPDA Peer to Peer Round Table Session
7:00 pm – 10:00 pm	ISD/FPDA Manufacturer Hospitality Suites

Thursday, October 7, 2010

8:00 am – 9:30 am	ISD/FPDA General Session
9:45 am – 11:45 am	ISD/FPDA Technology Sessions
12:00 Noon – 4:00 pm	Joint Buffet Lunch/Supplier Showcase
6:30 pm – 9:30 pm	ISD/FPDA Evening Event

Friday, October 8, 2010

7:00 am – 8:00 am	ISD/FPDA Continental Breakfast
8:00 am – 9:45 am	ISD/FPDA Closing Session

See you in West Palm Beach!

Dichto—Who?

Dichtomatik. (*Dish-toe-ma'-tic*)



Rotary Shaft Seals
Fluid Power Seals

American Seal

O-Rings
Spliced Rings

Nu-Seals

Fitting & Fastener Seals
Custom Molded Rubber

Not exactly a household name, but you know our brands and the products that represent. For over 33 years, you've used our seals and custom rubber shapes in all types of equipment in most every market.

- Global Sourcing and Logistics
- Over 38,000 Inch and Metric Part Numbers in Stock
- Over 100,000 Additional Part Numbers Available
- Experienced Application and Technical Support
- Dedicated Customer Service Teams
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Member to Member

Fort Worth Gasket & Supply is in the planning of quality system AS9100 training also in the process of purchasing a new facility. Fort Worth Gasket & Supply is expanding its parts sales to other government agencies such as Dept of Transportation, Corps of Engineers, various military depots and bases besides Dept of Defense and large prime contractors.

SEALS
INCORPORATED



Seals, Inc. is pleased to announce that Mr. J. D. Helm has joined our company to manage our Government Operations business. For the last twenty years, he has held various plant management positions with Hallmark Cards. Previous to that, J.D. was a coach of the Kansas City Chiefs. His four children and sixteen grandchildren keep him busy the rest of the time.

In addition, Seals, Inc. now has in-house flat and rotary laser etching and cutting for metal, plastic, rubber and ceramic parts. We invite our ISD Brothers and Sisters to use our etching capabilities to secure additional business where permanent markings of part numbers, logos, date codes, etc. are required. Free samples are available.



INTERNATIONAL SEALING DISTRIBUTION ASSOCIATION

As an incentive for referring a company, we'd like to offer you a choice of one of the following*:

1. A quarter page ad in the Membership Directory - **\$400 value**



2. A 1/6 page ad in any upcoming issue of the ISD Insider newsletter - **\$400 value**



3. A banner ad on the ISD website for 3 months - **\$425 value**



4. One free Certified Fluid Sealing Professional (CFSP) exam - **\$375 value**



** In order to qualify the company you refer must become an official ISD Member by June 30, 2010*

Thank you for your support!



Dear Friends and Customers of Eagle Elastomer, Inc.:

It is with deep regret that we have to inform you that Dave Brown passed away on Saturday, April 24th, after an unsuccessful battle with cancer. Dave, Executive VP of Sales, was one of the founders of Eagle Elastomer and we know he had many friends in the industry. He will be greatly missed. Our thoughts and prayers go out to Dave's family. We have included Dave's obituary for those who want to express their condolences as well.

David Carl Brown, 69, passed away at Hospice Care Center, Saturday, April 24, 2010.

Born in Fulton, Kentucky on October 14, 1940, Dave lived most of his life in Akron, Ohio. He served in the U.S. Coast Guard from 1961 to 1965 and retired from Eagle Elastomer in Cuyahoga Falls. Dave was a member of Barberton Moose #759, he enjoyed fishing and was a great sports enthusiast.

Preceded in death by his parents, Samuel and Lois and step-son, Brian D. Potter; Dave is survived by his wife of 31 years, Barbara E. Brown; daughters, Sheryl (Kaleo) Nawahine of Idaho, Felicia Keller of N. Canton; stepchildren, John (Mary) Potter of Barberton, Stephanie (Kevin) Despot-Cook of Stow, Lisa (Greg) Paxson of Akron; 11 grandchildren; three great-grandchildren; twin brother, Donald of Clinton; special friends, Carol and Chris Vincent, Dave Gabelman and Nelson Linger; loving dogs, "Scooter" and "Lily".



Does your seal supplier respond as promptly as a five-star hotel?

Rely on Parco's Fast Track program for production parts in one week.

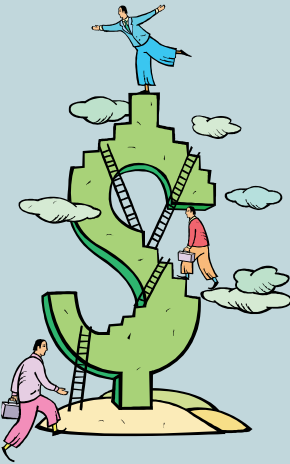
When demand spikes or emergencies occur, Parco is ready to respond. We understand that sometimes our four week lead times aren't short enough. That's why we developed our Fast Track program. Through that program, you can receive production parts in as little as one week.

Parco is uniquely positioned to respond when it comes to delivering production parts in a hurry. We have over 4,000 molds and 340 high-performance compounds. And with in-house capabilities for tooling, mixing, and molding, Parco handles your order from start to finish. That means we can provide you with world-class quality in record time.

So the next time you're in a bind for parts, give us a call. You can rest assured you'll receive O-rings, back-up rings, and custom molded parts when you need them.

ISD 2010 Distributor Profit Survey = A Smart Decision For Your Company!

The era of automatic profits has come to a sudden halt. The industry has moved from trying to keep up with demand to battling sales, pricing, expense control and every other aspect of operations.



In turbulent times, financial benchmarking information is more important than ever before. The best source of financial benchmarks for the industry is the ISD Distributor PROFIT Survey. The information in this report provides answers to questions such as:

“Are the most successful firms in a down market placing more emphasis on gross margin management or expense control?”

In short, this report presents a wealth of financial and operating guidelines. In addition, it provides direct comparisons between your firm and other participating firms. This valuable information is, however, only available to firms that participate in the study.

In return for your participation, you'll receive:

The Distributor PROFIT Report - Performance Analysis Report - Profit Toolkit Online

Additional details and information are available on the ISD website.

DO NOT DELAY— DEADLINE FOR SUBMISSION IS JUNE 30, 2010!

Reach the Leaders in our industry!

Reach the leaders in our industry through effective low-cost advertising in ISD's quarterly *Insider* newsletter and in the annual ISD Membership Directory! Newsletter circulation (members and industry leaders) is currently over 1,800. From time to time, the publication is also mailed at no cost to ISD prospect members (currently there are over 520 prospects for membership). Directory circulation includes all ISD member companies, universities, and industry trade press (complimentary) and is available for purchase to non-members throughout North America and the world. Information may be submitted by mail to:

Please return this form by mail to:

ISD, Attention Editor » 105 Eastern Ave, Suite 104, Annapolis, MD 21403 » Or by fax to: (410) 263-1659

Select your advertising options from the available listings.

Company Name: _____

Individual Contact: _____

Signature: _____ Date: _____

Phone: _____ Fax: _____

Special Instructions: _____

Check Enclosed for: \$ _____

Charge a total of: \$ _____

MasterCard Visa Discover AMEX

Card number: _____

Expiration Date: _____

Verification Code: _____ Last 3 digits on back of card. AMEX card users: 4 digit number located on front of card.

Name on Card: _____

Signature: _____

Standard Black & White Rates Please check box and fill in amount

- Newsletter – Single Issue, 1/6 page - \$400\$ _____
- Newsletter – Single Issue, 1/4 page - \$450\$ _____
- Newsletter – Single Issue, 1/2 page - \$550\$ _____
- Directory Ad – 1/6 page - \$300\$ _____
- Directory Ad – 1/4 page - \$400\$ _____
- Directory Ad – 1/3 page - \$500\$ _____
- Directory Ad – 1/2 page - \$650\$ _____
- Directory Ad – 2/3 page - \$750\$ _____
- Directory Ad – Full page - \$850\$ _____
- Directory Ad – Logo Ad - \$150\$ _____
- Directory Ad – Business Card Ad - \$175\$ _____

Full-Color and Special Placement Options (for Directory only)

- Add Four Color to any size ad - \$500\$ _____
- Back Cover - \$500\$ _____
- Inside Front Cover - \$400\$ _____

Computation Section

- Newsletter Ad selection from above\$ _____
- Directory Ad selection from above\$ _____
- Color and Special Placement Options\$ _____

Grand Total\$ _____

