



ITT

EXTRAMILE

A newsletter for the distributors of Engineered Valves products
Spring 2007



Letter from Jerry

In prior editions of The Extra Mile, we have reported on Engineered Valves' growth strategies including MRO initiatives, VOC, and customer intimacy. In this edition we discuss the roll-out of our ev-Prism to US distributors.

Prism is a web-based product selection application, developed by the Industrial & BioPharm Group. It has been the front-end interface for our pump division for over 10 years. Customer Service improvement and Distributor Channel support are the primary improvement drivers and we are pleased with the endorsement from EV's Distributor Advisory Council.

You will hear more about this initiative in the coming months. We encourage your feedback and suggestions to make this an even more powerful tool. Feel free to direct your comments to me or to:

kevin.loucks@itt.com
brian.sweet@itt.com

Read on to learn more about ev-Prism. Good Selling!

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ev-Prism Launched



During the 2nd Quarter of 2007, ITT Engineered Valves will introduce to the US Distributor sales channel a web based system that will assist with the selection, sizing and pricing of industrial valves. The system can also generate customer proposal documents with a cover letter, pricing worksheets, technical specifications and general outline drawings. This system, called ev-Prism, is supported by the Distributor Advisory Council, will shorten Distributor quotation times and make quotation management easier for Distributors.

Benefits

There are multiple business benefits associated with the usage of ev-Prism, which deliver measurable value add to the Distribution channel

- Valve learning tool for Distributor users
 - System restricts user from selecting an incorrect actuator, diaphragm, or accessory for specified valve
 - Technical product information available in one area
- Reduces time needed for pre-sale activities
 - Proposal generation
 - Order entry
 - Proposal management
 - Price and lead-time updates are made real time
- Allows Distributors to generate high quality proposal packages
 - Consistent in format, presentation and business rule application
 - Clean, professional looking document
 - Dimensional drawings and specifications included
 - Easy to maintain proposals
 - Distributor logo can be included in the proposal
- Generates reports for Distributor managers
 - Quotation hit rate
 - Volume by territory
 - Volume by market
 - Volume by product
 - Others as required

Continued on pg. 2



ev-Prism Launched (cont.)

- Capable of generating quotes 24/7/365
 - ev-Prism is a web based application available from any computer, at any time
- Consolidates product information into one area ('1 Stop Shop')
 - Catalogs and maintenance manuals
 - Price sheets
 - Lead-time matrix
 - Drawings

Implementation Schedule

The implementation of ev-Prism began in March when the Lancaster, PA Customer Satisfaction Representatives (CSR's) began using the live system. The CSR's utilized ev-Prism for several weeks in order to weed out any previously undiscovered bugs from the system. After this stabilization period, ITT trained three Distributor users and began

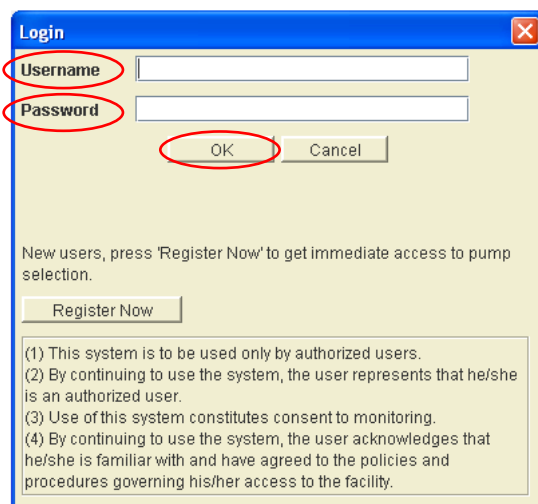
user testing, which is currently still in process.

ITT is targeting mid-April for the completion of user testing. At that time, ITT will begin rollout of the application to the Distributor Sales Channel on a phased schedule. The detailed rollout schedule will be communicated when complete. In addition, ITT is currently in the final stages of gathering Distributor user information in order to create ev-Prism user accounts for all applicable distributor users.

We eagerly anticipate the rollout of ev-Prism to our valued Distributor selling partners, so that we may improve business process efficiencies and ultimately increase sales! If you have any questions, please do not hesitate to contact Brian Sweet (brian.sweet@itt.com) at (717) 509-2370 or Lamar Brumbach (lamar.brumbach@itt.com) at (717) 509-2329.

How to Create a Valve Quotation

1. Go to www.eprism.engvalves.com and click eValves. From the Login screen, enter your username and password and press the 'OK' button.



Login

Username

Password

OK Cancel

New users, press 'Register Now' to get immediate access to pump selection.

Register Now

(1) This system is to be used only by authorized users.
 (2) By continuing to use the system, the user represents that he/she is an authorized user.
 (3) Use of this system constitutes consent to monitoring.
 (4) By continuing to use the system, the user acknowledges that he/she is familiar with and have agreed to the policies and procedures governing his/her access to the facility.

2. From the Home window, select the 'New Quote/Order' option.



Home

Welcome Ken Tufts, ITT

Valves

New Quote / Order

Open existing Quote / Order

Electronic Technical Manual

My Customer Database

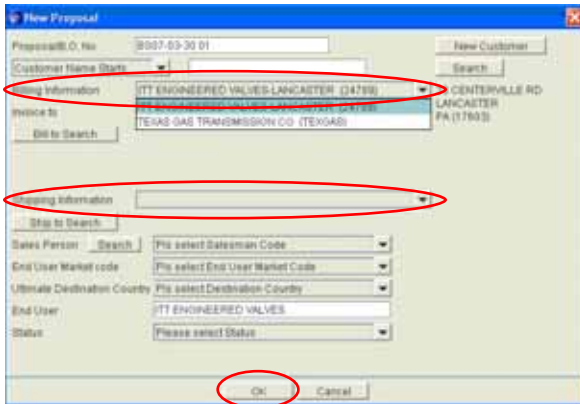
Create New Customer Profile

Edit Customer Profile

EXIT

How to Create a Valve Quotation (cont.)

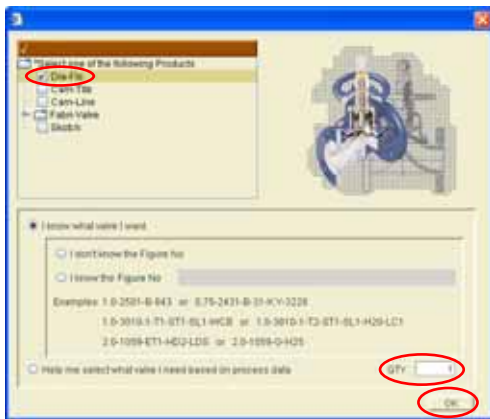
3. From the 'New Proposal' window, select the required Billing and Shipping locations and press the 'OK' button. When first creating a proposal, this is the screen you will see. From this screen, you can select:



- 1) Billing Address
- 2) Shipping Address
- 3) Sales Territory Code
- 4) End User Market Code
- 5) Ultimate Destination Country
- 6) End User of the Equipment
- 7) Proposal Status (Active, Budget, Information Only, etc)

On the next screen, in the Item No. field enter the Customer's Equipment # or Service # with which you want to associate this line item and press the "OK" button.

4. In the next screen, you will select the required product line, fill in the quantity for the line item and press the 'OK' button. You can also enter a figure number directly if it is known.

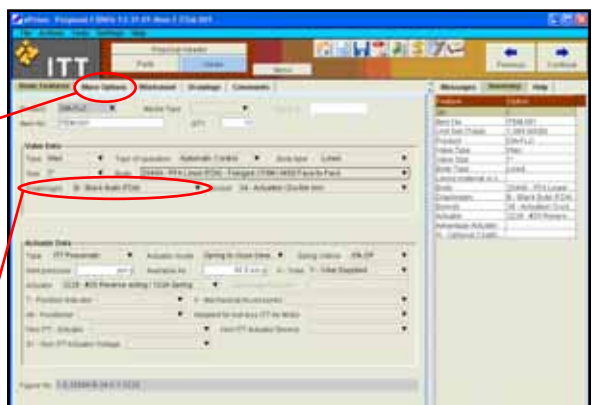


5. In the 'Quote Information' tab, fill in the general data. Be sure choose your CSR from the 'Share with' drop down box so he/she can review the selection and assign a price. Click the 'Valves' button to begin the valve configuration process.



6. From the 'Basic Features' tab, input process data if required and/or select the necessary features for your valve by using the drop down arrows provided. You can select additional features from the 'More Options' tab.

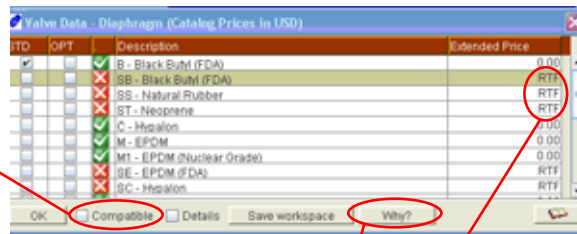
This screen is where you will make basic feature selections to define the valve required. As you select features, the selections chosen are displayed in the Summary panel on the right-hand side of the screen. The screen shot on page 4 shows the options displayed when clicking in the 'Diaphragm' field.



How to Create a Valve Quotation (cont.)

Diaphragm Box

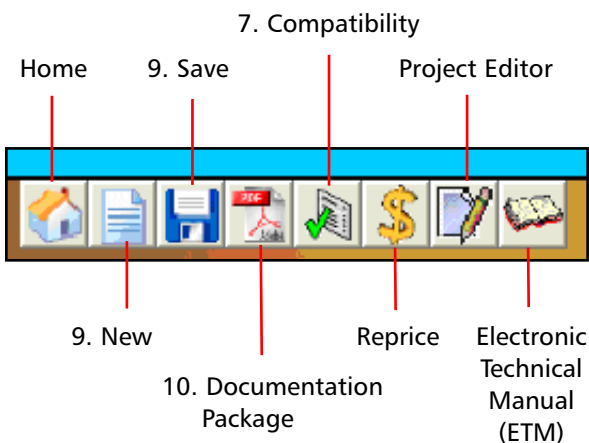
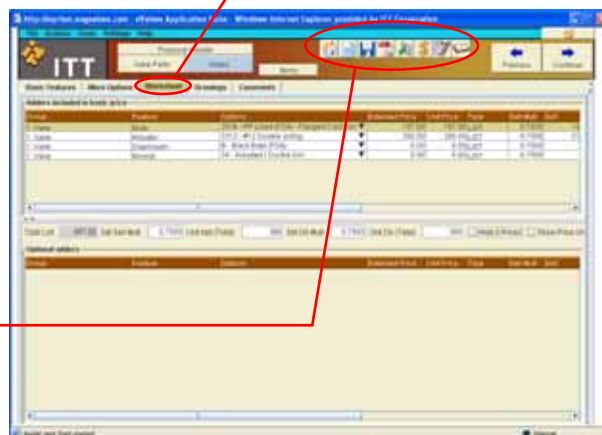
All diaphragms with a green check box are compatible with the selections made previously in other fields. To view all the diaphragm options un-check the 'Compatible' box. To see why an option is not compatible, press the 'Why' button.



Note: Some options do not have a price associated with them and are marked as 'RTF' (Refer To Factory). Please contact the Factory for assistance with these items.

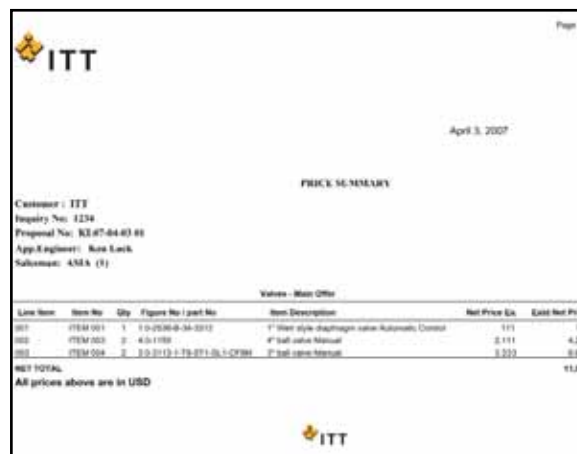
7. When finished making feature selections, press the 'Compatibility Status' icon from the menu bar at the top of your screen to ensure the validity of your selections. An invalid combination of features selected will show 'No Compatibility' and valid combination will show 'Yes Compatibility'

8. Go to the 'Worksheet' tab to adjust the selling price of your valve.



9. Save your selection by pressing the 'Save' icon from the menu bar at the top of your screen. To create another line item on your proposal, select the 'New' icon from the menu bar at the top of your screen to begin the process.

10. Select the 'Documentation Package' icon from the menu bar at the top of your screen and select the forms you wish to generate into pdf documents. To the right is an example of a quotation with three line items. Each line item will have a detail page with the figure number and features listed.



Line Item	Item No.	Qty	Figure No. / part No.	Item Description	Net Price Etc.	Ext'd Net Price
001	ITEM 001	1	10-2500-04-0010	1" steel style diaphragm valve Automatic Control	111	111
002	ITEM 002	2	43-1100	4" ball valve Manual	2,111	4,222
003	ITEM 004	2	3-2-0113-1-19-011-01-0100	2" ball valve Manual	1,322	2,644
NET TOTAL:						11,999

All prices above are in USD

Page 1 of the Documentation Package

Electronic Technical Manual (ETM)

From within ev-Prism, clicking on any field ('Actuator' for example) will open the ETM and go directly to the page that describes in detail the specific feature. If there is not a related page in the ETM for the feature selected, the user will be shown the home page for the specific product line.

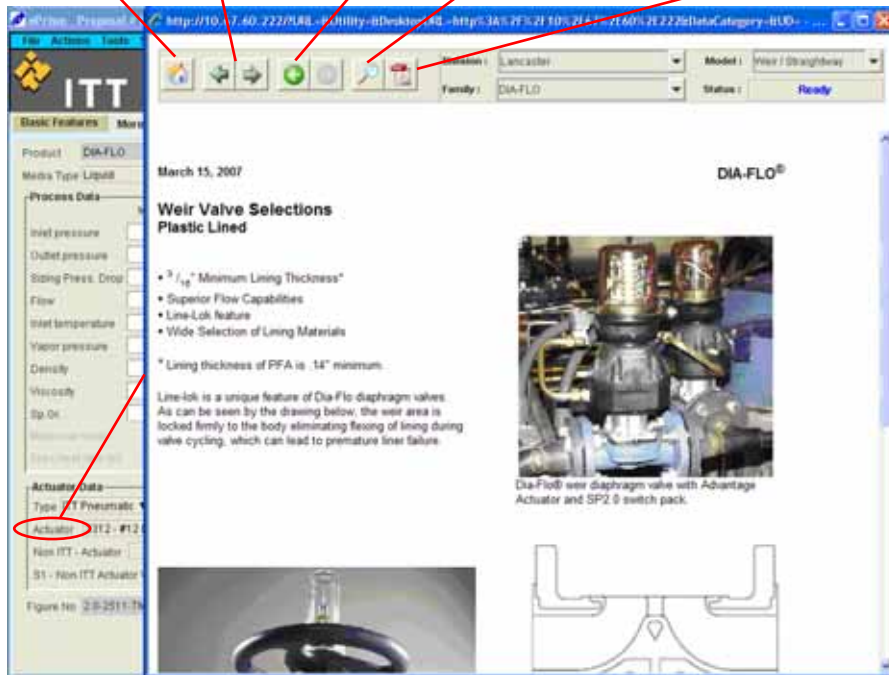
Takes you to the Home page of the current product.

Takes you to the Next/ Previous page.

Goes back to the previous link.

Search sections of the ETM for a specific phrase, word or combinations.

Generates a PDF document for selected ETM sections.



Signal Ahead

2007 Trade Show Schedule

Exponor 2007	June 18-22	Antofagasta, Chile
ExposiBram	September 24-27	Belo Horizonte, Brazil
Oil Sands	September 11-12	Fort McMurray, Alberta, Canada
WEFTEC	October 13-17	San Diego, CA
PowerGen	December 11-13	New Orleans, LA

Power Gen 2006

Engineered Valves and Goulds joined forces again in December of 2006 to display at the PowerGen International 2006 exhibition in Orlando, FL. The show was well attended again this year by all levels of power customers – a sure indication that this power market is strong and healthy. The booth was an expanded floor plan, which doubled our space from 2005. The ITT exhibition included new working models of the Skotch oil and gas valve as well as a working demo of the Gould Smart Suite Technologies.



Geary Kent helps man the booth at the 2006 PowerGen Show in Orlando, FL



The Engineered Valves Distributor Advisory Council members were also at the show because the DAC meeting was held at the same time and location. Overall, the show was a success with many local power plants visiting our booth. Be sure to visit us at Booth #1335 during the 2007 PowerGen show, held in New Orleans, LA from December 11-13, 2007.

ITT expands its presence in 2006 with an impressive 20 by 20 walk through booth.

New Push on Power - Part 2

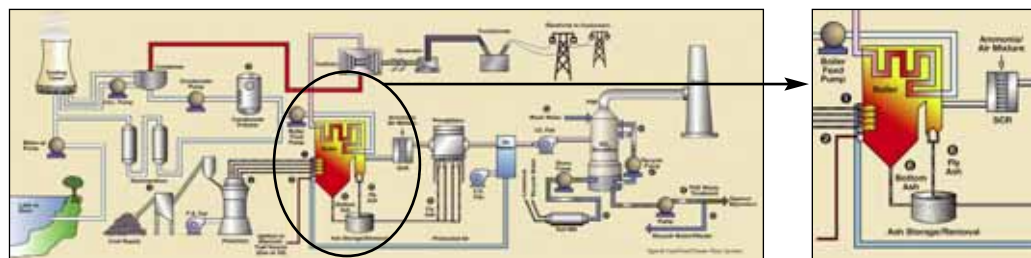
New Ash Initiative Follows Successful Power MRO Initiative

In the Spring 2006 ExtraMile newsletter, ITT Engineered Valves announced the introduction of the Power MRO Initiative. The initiative focuses on increasing the Engineered Valves presence and sales at the maintenance level, focusing on Dia-Flo®, Fabri-Valve®, and Skotch® applications. Over the past year, ITT focused on new product development, training, marketing support, and channel alignment as a part of this initiative.

During the last Distributor Advisory Council (DAC) meeting, Power Market Manager Dan Ellis asked for feedback on the Power MRO Initiative. The feedback was:

- The “application based” training was excellent and well received by the Channel Partner’s sales force.
- The Power MRO CD is a valuable tool and captured all the application information, training tools and competitor library in one database.
- They want more “application based” information and training.
- They want a go to person for ITT Power products.

With this positive feedback as a momentum builder, ITT Engineered Valves rolled out an Ash Initiative on March 30, 2007. This initiative will focus on Engineered Valves products used to handle Fly Ash and Bottom Ash. Fly Ash and Bottom Ash are by-products of the combustion process of burning coal in conventional Dry Bottom Boilers and the by-product of burning fuel such as wood chips, spent oats and railroad ties in a circulating fluidized bed boilers, or CFB. ITT Engineered Valves has a variety of Fabri-Valve® products which will handle the very demanding applications of Fly Ash and Bottom Ash Handling.



Power Plant System

Bottom and Fly Ash

Dale Selan will take the lead in the Ash Initiative. This program will concentrate on refresher training of the Power MRO Program, with special emphasis on Ash. A tentative timeline for the program is as follows.

- Ash reference and application data consolidation (95% complete) – Please send ITT customer references to Dale Selan
- PowerPoint presentation for Ash training – Complete
- Power MRO training for Lancaster, PA Customer Satisfaction Representatives – April 2, 2007
- Ash Training for Technical Sales Representatives – April 3, 2007
- Ash training sessions via the Web for Power Channel Partners – Scheduled as requested
- Ash and Power MRO training for Amory, MS Customer Satisfaction Representatives – April 16, 2007
- Dale Selan travels with Technical Sales Representatives and Channel Partners for Power MRO and Ash Initiatives – Begins April 23, 2007 and will continue as needed for the balance of the year

Channel Partners are encouraged to contact their Technical Sales Representative or Account Manager to schedule Ash training, Power MRO refresher training, end user meetings and customer “Lunch and Learns” as soon as possible.

Contact for Ash and Power MRO Initiatives:

Dale Selan
dale.selan@itt.com
(740) 374-2775



Distributor Advisory Council Update

Engineered Valves' Distributor Advisory Council (DAC) consists of five executive representatives from our distributor community. The charter of the council is to bring greater focus to the collaborative improvement opportunities between EV and our Distributor community. The last council meeting was held in November 2006 to coincide with the PowerGen exhibition in Orlando, FL.

We are grateful to Council President, Fred Freeman of Tri-State Technical Sales in Malvern, PA whose term as Council President ended with our last meeting. Fred's measurable contributions and professionalism are greatly appreciated, but his collaborative spirit remains as Randy Forgy of Forgy Process Instruments in St. Louis, MO takes up the gavel.

We are also pleased to welcome to the council Mr. Paul Krause of Hughes-Primeau Controls, Inc. in Cleveland, OH. Paul brings an extensive valve sales background and infectious enthusiasm to the Council, and we appreciate his commitment to serve and enrich the group. The next DAC meeting is scheduled in early August to coincide with the Valve Manufacturers of America (VMA) Market Outlook Workshop in San Diego, CA. We will be soliciting input from our Executive Contacts regarding topics and agenda in the near future.

Minutes and actions from all DAC meetings are distributed at the close of each meeting to the official Executive Contact of each Engineered Valves distributor. You are encouraged to direct your comments or suggestions to jerry.king@itt.com or a DAC member at any time.

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On the Highway

New Engineered Valves Product Portfolio Brochure

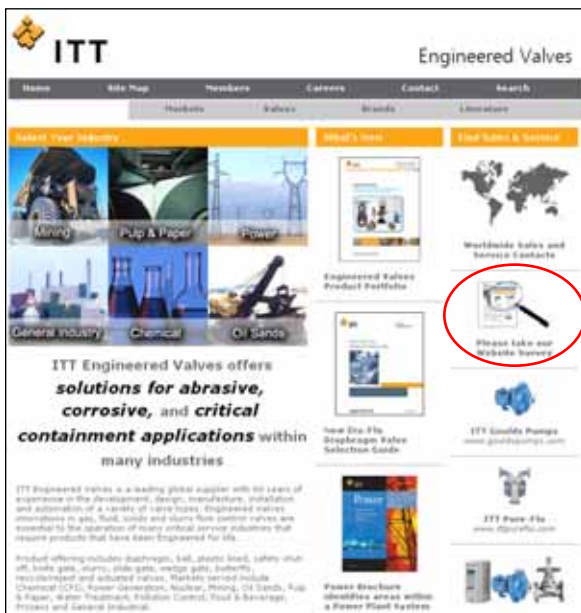
ITT Engineered Valves released a new Product Portfolio brochure, highlighting the products and strategic markets in which they participate. This 4 page document includes the markets, services, applications, product offering and manufacturing capabilities of Engineered Valves. It is a concise top level introduction with further back-up provided by the specific Market Brochures and detailed Product documents.

This new sales tool is an excellent way to introduce new customers and prospects to the full line of Engineered Valves products. The brochure will assist in the Engineered Valves marketing efforts at trade shows, sales calls, and other customer touch points.

To view the Engineered Valves Product Portfolio (EVC-07) visit the Engineered Valves website at www.engvalves.com/item-files/evc.pdf. You can also order printed copies through the standard literature ordering process at <http://eline3.viatech-pub.com/eline/index.html>.



engvalves.com Website Survey



What do you think of our website? We want to know. Take a minute to fill out our online survey to rate our homepage, navigation, product information, contacts, and website speed. We have already received some feedback on our website and have made the following changes:

1. Valves are now listed by valve type and brand, so customers can easily find the valve they need.
2. A site map was created, which allows visitors to quickly jump to any page on the site.
3. Direct links to the Extranet and Order & Shipping Status pages are located at the bottom of the homepage, providing quicker access to these tools for Distributors.

We look forward to implementing your ideas to make our website more user friendly.

Road Crew

Paul Comstock Believes Relationships are the Key to Success

Paul Comstock has been with ITT since January 21, 2002. He began in Amory, MS as the Manager of Product Development and on November 3, 2006, Paul began his position as the Senior Account Manager for Northeastern US. His background includes a Bachelor's of Science in Mechanical Engineering from Texas A&M University. In his new position, he loves problem solving and cultivating relationships with channel partners and end users. Paul says that "Relationships are the key to success in my position."

Paul's typical work day involves interacting with customers (channel partners and end users) as well as Engineered Valves co-workers to provide the best overall package (a combination of functionality, price and lead time) for a given application. He accomplishes this through personal visits or phone calls. At the end of the day Paul believes, "There's not a better feeling than solving an application and satisfying a customer!"

In July, 2006 Paul left ITT briefly before returning in November, 2006 for his new position. Therefore, Paul describes his most rewarding experience at ITT as, "Coming back!!" Since returning, Paul has enjoyed getting to know many of the Lancaster, PA co-workers that he did not interact with in his previous position. In the future, Paul hopes to pursue Product or Operational Management within ITT. Paul's most interesting hobby outside of work is breeding, raising and showing Bengal cats (an exotic breed that resulting from the union of an Asian leopard cat and a domestic) with his girlfriend, Ree.



Mark Steele, New Lancaster Site and Operations Manager

Mark Steele was named the Lancaster Site and Operations Manager on March 1, 2007. Mark has been the Operations Manager for Pure-Flo Pennsylvania Operations since March 2006 and was the Managing Director for Pure-Flo UK from 1999 to 2006. Mark came to ITT with the acquisition of Sinton Engineering in 1999 and was with Sinton Engineering for seven years prior to the ITT acquisition.

Mark has a degree in Mechanical Engineering and is a Certified VBSS Green Belt. He has received the ITT Silver, and Gold Ring of Quality awards.

Mark and his wife, Tracey have three children: Christopher (20) is at university in the UK studying Sports Coaching and Development, Katie (18) is in her last year at school and wants to go on to study law, and Rebecca (16) is currently finishing her GCSE's in the UK after which she will join Tracey and Mark in Lancaster, PA. Mark's hobbies include cycling, golf and watching soccer.



Julie Krall Satisfies Customers in Today's Fast Paced World



After only a few months on the job, Julie Krall is already impressing customers with her quick response to urgent requests. In a recent communication, Tim Lessard of Carter Chambers expressed his appreciation to Julie for rushing a parts order on short notice. Tim said, "I wanted to thank you personally for going above and beyond the call, even on this small order, to take care of 'Our' valued customer."

Julie was first hired as a temp in October, 2006 and then hired full time January 29, 2007 as a Customer Satisfaction Representative. She came to ITT with over ten years of customer service experience and enjoys her current position because everyday is different and brings new challenges. Julie is dedicated, detail oriented, and a people person, which makes her a perfect fit for the Engineered Valves customer service department.

Julie is happy to be working for a reputable company such as ITT and aspires to grow with the company in her career. Outside of work, Julie enjoys gardening and spending time with her family. She is proud of her son, who is stationed in the Navy at Norfolk, VA. He has been on tour since October 2006 and she is looking forward to his return in May.

Steve Thompson Brings "Energy with a Smile" to his Customers



Steve Thompson is the new Senior Account Manager for Engineered Valves, hired in January of 2007. Steve's territory includes Louisiana, Arkansas, Missouri, and parts of Mississippi, Kansas and Alabama. He is very familiar with this part of the country since he was born and always lived in the South. Steve currently lives in Baton Rouge, LA and was born in Memphis, TN. He received a Bachelors of Science in Chemistry at Lambuth University in Jackson, TN.

Throughout the week Steve spends much of his time on the phone or personally visiting with end users and Distributors. He assists with product questions, application problems, and other technical issues. Steve's friends and colleagues describe him as "energy with a smile", but he is easygoing at the same time. Customers can count on him. Distributors want to deal with him. Steve wants to help Distributors help the customer, which in turn helps him and the entire ITT family!

Speaking of family, Steve has two teenage children, Seth and Shelby. On Friday nights he and his partner, Germaine enjoy going out to dinner with a close group of 10-12 couples. For entertainment he likes to play golf with a large group of friends on the weekends or travel with friends. If someone is having a birthday, ballgame, BBQ, boil, or any other kind of large gathering - it's at his house!

The Checkered Flag

Ed Foulke Helps Nuclear Customer on a Sunday

On an early Sunday morning while eating waffles and bacon with his kids, Market Manager Dan Ellis received a desperate phone call from a Nuclear Power customer in the Midwest. The customer had a Cam-Tite® ball valve in a critical service that was experiencing problems and they needed parts that very same day. Dan gathered the required information from the customer and decided the best route was to send them complete internals for the valve. Therefore, Dan needed someone in Lancaster, PA to assist with the expedited shipment of parts to the customer. Dan called and left a voice mail for a member of the newly formed Nuclear Project Team, Ed Foulke. While leaving church, Ed returned the call within 30 minutes. Ed and Dan discussed the issue and Ed immediately made a trip to the plant. Using e-logia, he was able to pull the bill of material for the valve in question and then obtained all the parts necessary for a complete internal rebuild. Ed phoned the customer shortly after to confirm that he had all the parts necessary. The customer then arranged for an expediting service to pick up the parts from Ed's home on Sunday and the parts were delivered to the customer that very same day. End result, one very happy customer.



Ed Foulke, Nuclear
Project Team Member

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