

the **EXTRA** Mile

Meeting You Where Your Needs Are

Shifting Gears

Engineered Valves is pleased to launch its inaugural issue of **The Extra Mile**, a newsletter created for the purpose of strengthening communications and providing additional insight into our company, its products, key activities and people. **The Extra Mile** will be published quarterly and will be issued to all Engineered Valves' distributors and representatives worldwide.

Regularly featured will be articles relating to our web site, success stories, service improvements, distributor council activities, new products, upcoming trade shows, and an up close and personal column to help you get to know an Engineered Valves' employee a little bit better. In addition, we'll include other various articles of interest.

The editor of **The Extra Mile** is Gina Vitrano, Engineered Valves' Communications Coordinator. Gina and the entire Engineered Valves team hope that you will find this first issue of our newsletter informative and entertaining. We invite your comments regarding this issue and suggestions on topics you would like for us to address in future issues. Your comments may be sent to Gina by fax 717-509-2336, phone 717-509-2416 or e-mail gina_vitrano@fluids.ittind.com.

😊 We had fun putting this newsletter together for you and hope you feel the same while reading it. Sit back, relax, and let us meet you where your needs are...

Lou Gaudio

Distributor Council Members Joins Us In The Drivers Seat

We had been considering the formation of a distributor advisory council for quite some time, however it was a research project we conducted through customer focus groups that convinced us that it was time to move to an action stage. We conducted additional research to learn as much as we could about distributor councils and, in particular, what separated the successful ones from those that were not. We firmly believe that successful councils have several common ingredients including a strong commitment from the top management levels of the supplier and a team of council members who are dedicated and focused on presenting key issues that will benefit all distributors and support the growth of both organizations. Based on these factors we are certain our council will be successful.

The purpose of the Engineered Valves' Distributor Advisory Council is to exchange ideas, discuss meaningful issues to both parties, promote and further the understanding of each other's needs, and to seek opportunities for mutual profitable growth. Our focus is geared towards making Engineered Valves a stronger supplier to the valve industry, to enhance the

relationship with our distributors and to make both our businesses stronger as a direct result. We encourage all of our distributors to contact their regional Distributor Advisory Council representative with any feedback. Through the council, your voice will be heard and will help bring us to closer to success.

Our council members and the regions they represent are as follows:

Bob Ripatrazone, Amsco Sales	Northeast Region
Bill Persuitt, PCI Controls	Midwest Region
Steve Albert, Eads Company	Southern Region
Jim Brannan, Flomax Products	Western Region
Steve Dockerty, Romatec	Canada
Chris Warren, Piping Supply Company	Southern Region

Distributor Corner

Engineered Valves is delighted to present the members of your Distributor Advisory Council. Feedback from all of the Engineered Valves' managers who attended the initial council meeting in May, was that our distributors are very well represented by this group of experienced and capable council members.

We have communicated a lot of information about the council's actions, but not much about its members. Below is a brief bio on Bob, Bill and Steve Albert. Details for Jim, Chris, and Steve Dockerty will be listed in the next issue of **The Extra Mile**.

Bob Ripatrazone, Distributor Council President
Amsco Sales - Vice President
Tel: 508-746-8394, Fax: 508-746-0457
e-mail: bobamsco@aol.com

- Has served on Distributor Councils for Crane Resistoflex Corp.; Alfa Laval Flow, Inc.; PBM, Inc.; Ameron, Inc. and ITT Industries
- Bob's expectations include "a better understanding by ITT Industries of customer needs and distributor wants...to address day to day problems distributors are faced with regarding delivery, pricing and product knowledge."

Bill Persuitt, Distributor Council Vice President
PCI Controls & Instrumentation - General Manager
Tel: 412-678-5175, Fax: 412-678-3309
e-mail: billpers@usaor.net

- Has served on Distributor Councils for Neles-Jamesbury, Spirax Sarco, Stonel Valve Communication and ITT Industries
- Bill feels "Distributor councils represent a good cross section of people who are actively involved with various market segments. This input, coupled with the manufacturer's direction of growth, in many cases will result in mutual growth."

Steve Albert, The Eads Company - President
Tel: 713-781-3000, Fax: 713-781-7902
e-mail: s.albert@eadslink.com

- Has served on Distributor Councils for Tuflin, Parker Process Filtration, Marsh Instruments, Consler, Kontro, Serck-Baker, Bailey Fischer & Porter, ABB Automation and ITT Industries
- Steve hopes "to assist in better communications and understanding between the manufacturer, its distributors and customers; participate in the creation of additional strategically-oriented distributor policies which will foster growth; and help create a council that will be viable and effective with both the current, and future, council members."

NOTE: See the Distributor Advisory Council By-Laws listed on page 8

The Road Map

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Suggestions and ideas from the field



Pictured left to right: Jim Brannan, Bill Persuitt, Steve Albert, Steve Dockerty, Clyde Mooney, Bob Ripatrazone, Chris Warren.

Livin' La Vida Logo

Consider yourself lucky if you've never gone through a major company identity change. The entire process could drive you crazy...err loco! Although, if chosen carefully, a new name, logo and branding strategy have endless possibilities and benefits.

In 1998, ITT Industries developed a new corporate identity, which hopefully you have already seen.

The Engineered Blocks' symbol presents the ITT letters as nine, equally proportioned, interlocking pieces that come together to form a solid whole. It connotes precision, strength, engineering and unity. These are all attributes of ITT Industries businesses and products, and were cited by customers, employees and Wall Street analysts as the core elements of what the new ITT Industries brand should represent. "Engineered for Life" has a dual meaning: ITT Industries products are durable and good for humanity and life on the planet. The word "engineered" also reinforces ITT Industries' "engineering excellence."

In years past, recognition studies conducted in the primary industries we serve indicate that customers referred to our unit in many different ways. Some thought of us as Grinnell, others ITT Grinnell, there was Grinnell Saunders, ITT and a few even correctly identified us as ITT Engineered Valves.

Our new strategy is to identify with our corporate brand...ITT Industries and continue the use of Engineered Valves as an umbrella name or unit identifier. A look at any of our recently printed literature will illustrate the preferred treatment.

Research that we recently conducted via industry focus groups, pointed strongly to the fact that our customers want to refer to a corporate name and a figure or model number. They do not care about all of the details of divisions, units, extra brand names, etc. In our case, many simply shorten our name to ITT. We are fortunate to have a well-recognized corporate name. The fact that the name Engineered Valves did not have much recognition led us to the use of ITT Industries.

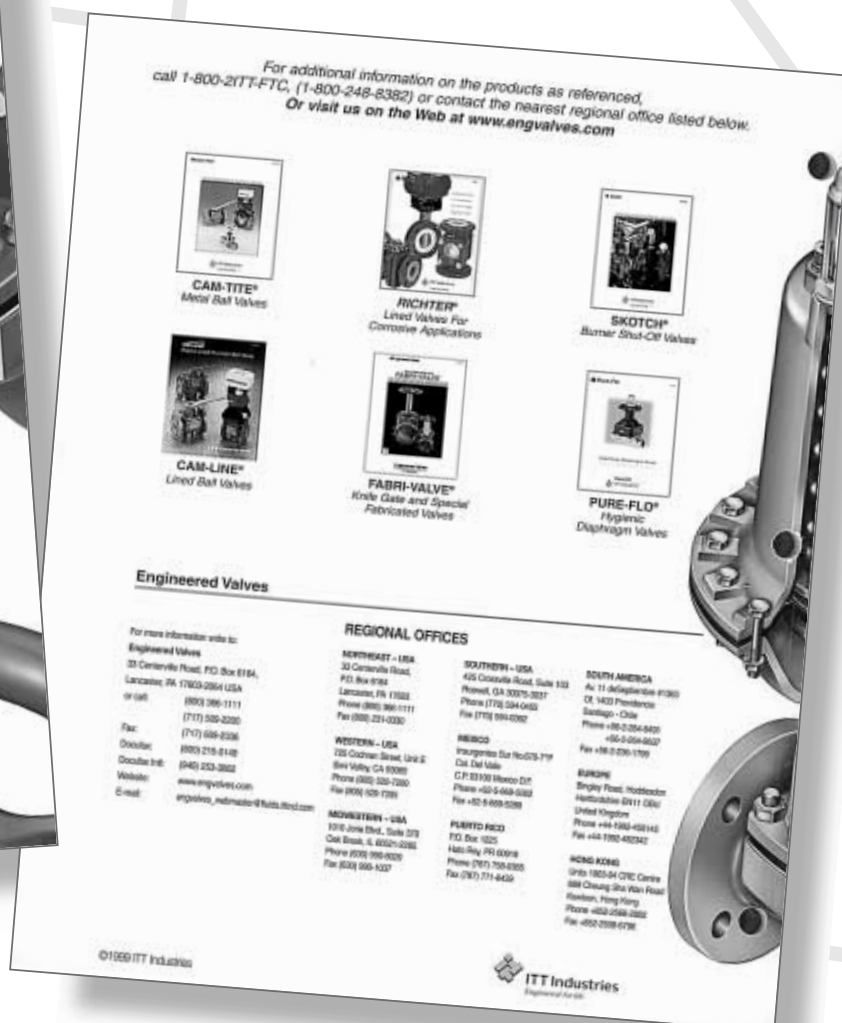
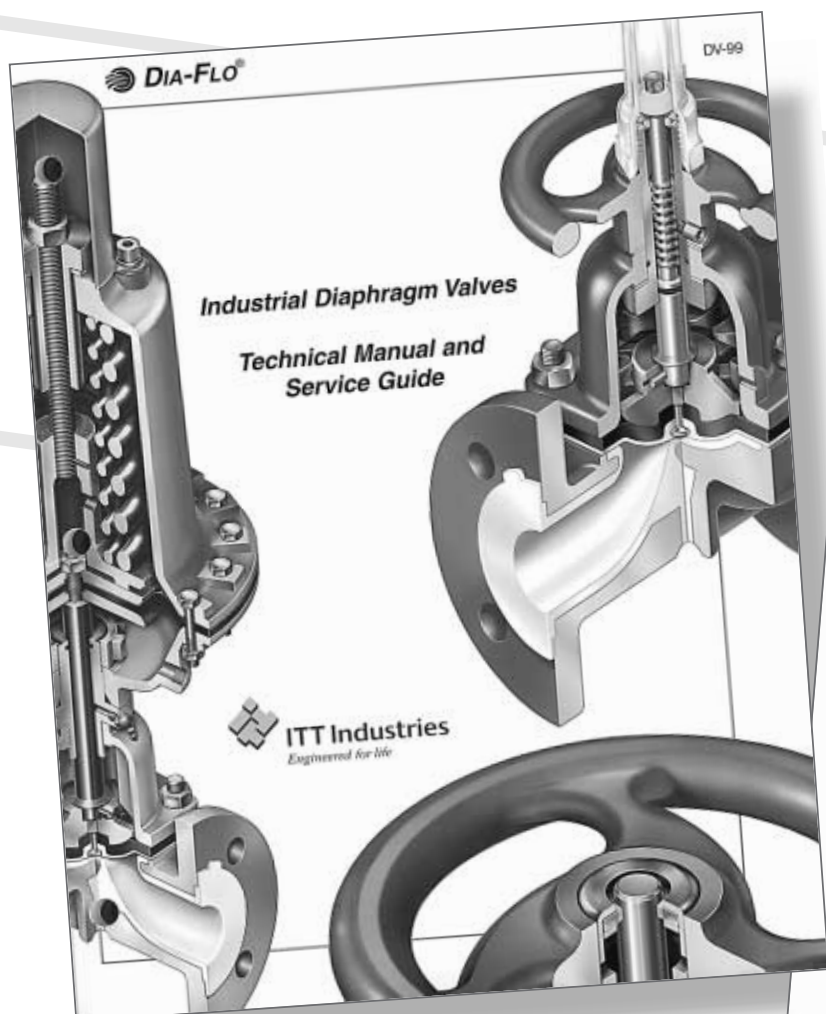
To maximize recognition, a logo and associated name must be used with consistency. In this regard we are appealing to you for help. It is imperative that the new logo be used by our distributors on all newly created or reprinted promotional materials that bear our name. This includes line cards; literature; directory listings; trade show exhibits; ads; web sites; etc. To obtain the proper artwork for our logo



ITT Industries
Engineered for life

or for help and guidance in the use of our name, please contact Gina Vitrano at 717-509-2416 or e-mail Gina at gina_vitrano@fluids.ittind.com Tom Martin, Senior Vice President of Corporate Relations for ITT Industries sums it up best "There is a definite value in having people understand us better. The investment community, prospective customers, current customers, prospective and current employees all want to be associated with a winning company. We are a leader and we want a brand image that projects that leadership."

In the next issue of **The Extra Mile**...what is a Pure-Flo Solutions Group???



The Checkered Flag

Tools For Better Planning

Currently, we are utilizing a second-generation Manufacturing Resource Planning system (MRPII) at all three domestic divisions of ITT Industries, Engineered Valves (Lancaster, PA; Amory, MS; and Pure-Flo Solutions Group, formerly ITT Sherotec, Simi Valley, CA). The title "Manufacturing Resource Planning" really sums it up - PLANNING the use of available RESOURCES to improve the overall MANUFACTURING process.

We drive the "bus" with a continuous series of monthly meetings known as Sales & Operations Planning (S&OP). Each month a rolling six-month production plan is developed for review and approval during the S&OP meeting. This requires agreement between both the Sales and Operations groups. As you might guess, this is not always a simple task; however, a company-wide agreement is required to keep the "bus" moving in the right direction while leveling the bumps and smoothing the curves.

How does this help you?

With better planning, our mutual customers get the products they want, when they want them. This takes forward thinking, reasonable judgements and a fair dose of communication.

Proper planning is especially important when the customer requirements are unusual. We define an "unusual" need as a one-time project or a high volume commodity-type account. We have two specific tools available that we use to plan for these situations.

The first tool is a planning order (internally we refer to this as a Type 5 or T5 order) in which we enter an order on ourselves. In essence, we are allocating resources (material and capacity) to an order that we expect to receive in the future. We can reduce lead-times significantly. In some scenarios, we can reduce lead-times from 18 weeks to 6 weeks.

These are some reasonable guidelines we use to select appropriate candidates for a planning order.

1. Does the project size and/or delivery requirement warrant special handling via a planning order?
2. Is the majority of the project comprised of standard materials and designs?
3. Are we confident that we will obtain the order in a reasonable timeframe and in the current configurations?

This is where you come in! By helping us identify and qualify projects that meet these criteria, we can offer a more competitive product by significantly reducing lead-times. This tool can actually be used as a selling feature with a proven benefit to the customer. The end result is more business and a satisfied customer.

A good example is a Pure-Flo® project for Eli Lilly, Building 130 in Indianapolis, IN. We worked closely with Eli Lilly corporate purchasing and Fluor Daniel early on in the project design phase. When the design was completed and ADP Marshall was selected as the contractor, we had a reasonable idea of the valve list and preference for Pure-Flo products. G. E. Booth Company, our local distributor and member of the I-Power group for Eli Lilly, provided a valve list two weeks prior to the receipt of an actual order from ADP Marshall. This list was not finalized but allowed us to enter a planning order that allocated raw materials and capacity to meet their demanding delivery requirements. When the actual order arrived, some changes had been made from straight valves to fabrications. The cost impact of the changes to us was minimized by the use of standard material on the planning order, which were simply allocated to other orders. At the end of the project we had shaved at least 2 weeks of the project schedule by shipping 90% of the items within 7 weeks. More importantly, we satisfied the demanding construction schedule established by ADP Marshall and Eli Lilly.

Next time we will talk about the use of "blanket" orders for high volume commodity-type accounts. If you have any questions or comments, please feel free to contact me at 717-509-2330.

Steve Shank
Customer Service Manager

The On Ramp

Constructive Thinking

Web site awareness

At the initial Distributor Advisory Council meeting in May, we were asked to elevate the promotion of our web-site. In September, look for some handouts that you can pass on to customers to promote our site and help us reach this goal.

Distributor Policy...Inventory Returns

Look for revisions to the Engineered Valves inventory return policy in the next edition of **The Extra Mile**.

Deliveries

Lead-time improvement...stock parts will ship in 3 days. Stock parts that had lead-times of 5 days will now ship in 3 days, provided there are no QC release requirements.

Customer Service

We've heard much about the difficulties of getting in touch with the right person in our Customer Service group. To remedy this, we have issued an addendum to our *Distributor Handbook*. This insert lists the e-mail addresses for all members of our Sales and Marketing departments, including Customer Service Reps. Avoid being placed on hold or in voice mail by submitting your request via e-mail. In the event that the CSR you have e-mailed is out of the office, your request will be forwarded to a capable back up.

Also, effective in 2000, Engineered Valves will no longer have a summer plant shutdown. This means we will serve our mutual customers without disruption.

Communications

Feedback from the Distributor Advisory Council and the Distributor survey we recently conducted, indicated that we need to do a better job of communicating with our distributors. We feel that **The Extra Mile** will help us to close the communication gap and point us in the direction of improved communications.



Scenic Overlook

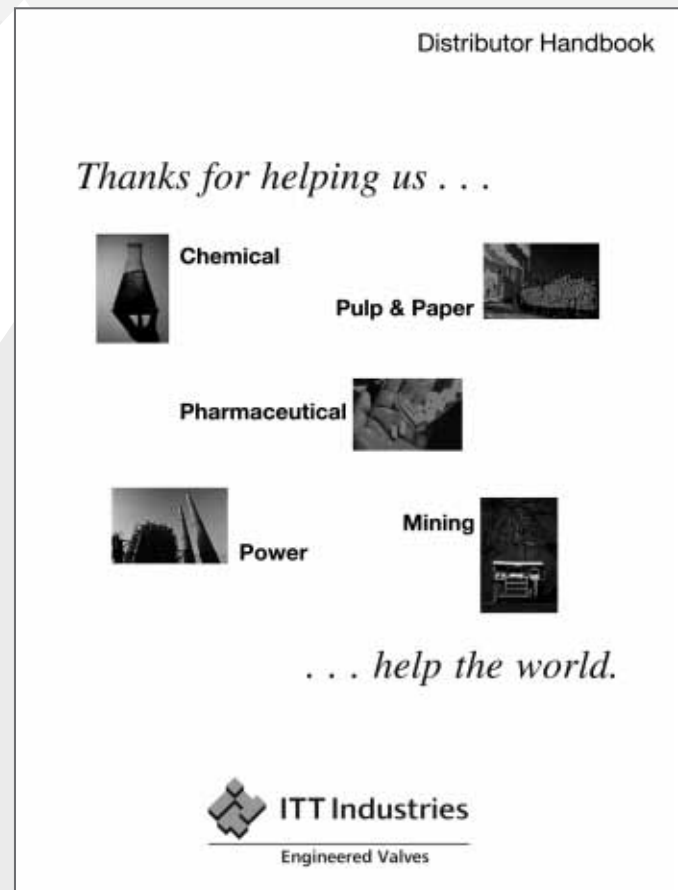
REWARD

Have you seen me?

If the answer is yes, your reward is the invaluable information inside the Engineered Valves' Distributor Handbook.

On March 1, 1999, two handbooks were mailed to each Engineered Valves' Distributor. This is yet another communication tool to help answer your questions and to provide you with immediate access to Engineered Valves information. What information? Check inside and you will find our product portfolio, standard terms and conditions, an authorized distributor list, Engineered Valves contact names, web site information, a literature request form, the return material policy, a valve analysis report, plus space for price sheets, pricing contract(s) and a training schedule. It's packed full with good stuff!

Watch for updates that will be sent on an as-needed basis and remember to add them to your handbook when you get them. And most important, keep your binder in a visible location! If you have not received your Distributor Handbook, please contact Sandy Greider to have one sent to you, phone 717-509-2203; fax 717-509-2336 or sandy_greider@fluids.ittind.com.



Valves & Softball

Where's the connection?

It was with Eastern Controls, Inc. and Engineered Valves on Thursday, June 10th in Philadelphia, Pennsylvania.

ECI and EV went head to head with some serious hitters and for the first time in 5 years, Engineered Valves actually won a game. Of course, we play for the camaraderie, but it sure felt good to finally win a game!

Thanks ECI, we had a great time and the hamburgers were delicious! Enjoy the captured highlights.



ECI vs EV softball game - June 10, 1999

Cliff McLaughlin Jr. is injured but still a major player.

Millennium will mark gainsharing start

To ring in the third millennium, the employees at the Engineered Valves' headquarters in Lancaster, Pennsylvania, are preparing to implement a Gainsharing Plan. A committee of 12, comprised evenly of hourly and salaried employees, has been working since February of this year to design a gainsharing formula in which all employees will participate. We've even named our gainsharing plan - IMPACT (Individuals Making Progress And Cooperating Together).

What is Gainsharing? Gainsharing is an incentive system that rewards employees for improving the performance of an organization by sharing the value of that improvement between the employees and the company. Gainsharing is always based on a predetermined formula.

Any good gainsharing plan employs the strategies of Improvement, Involvement and Compensation. At Engineered Valves, this incentive system will be driven by service level improvements and use the concept of teamwork with additional compensation paid (gainsharing), for improvements over predetermined metrics.

Service levels, we feel, are much more dependent on the abilities of the entire organization's workforce, rather than just a few machine operators or sales representatives. The service level provided to customers is influenced by all of the employees that are up and down the supply chain. From purchasing and materials management, through production to shipping and customer relations, all levels affect the service our customers receive.

Improved profit is usually the result from a gainsharing organization, but "profit" itself is not the determining measure. The "drivers" of profit such as productivity, quality, customer satisfaction and safety are all areas that we are studying for inclusion into our Gainsharing formula.

Our Fabri-Valve® (facility in Amory, Mississippi, has had an effective gainsharing plan since 1990. Total employee participation at that facility has resulted in a quicker turnaround from the time an order is entered to delivery, as well as, additional gainsharing earnings in the pockets of employees.

We're excited about Gainsharing at Engineered Valves and look forward to the benefits this plan can produce for our customers and employees. We'll keep you posted on our progress.

GET LINKED!

In this day and age, most everyone is riding the information super highway - the Internet. We would like to help you maintain that smooth ride by getting "linked" to the Engineered Valves web site.

While promoting your own site, our link will allow for a fast and effective connection to valve and literature information that you may share with your customers. The process should only take you a few minutes to complete and will be a great sales tool. To create the link, see your Information Systems department or if you need assistance, give us a call.

If you would like copies of our logo to place beside the link, give us a call at 717-509-2416. See you on the web!

www.engvalves.com

www.engvalves.com



Steve Shank hits a long drive!



Cliff McLaughlin and Lou Gaudio, trouble is brewing.

From Our Road Crew

Thanks For A Job Well Done

For our first issue of **The Extra Mile**, we would like to introduce you to Randy Suess, Customer Service Manager at our Fabri-Valve facility in Amory, Mississippi. Randy will be celebrating six (6) great years with us on August 20th. Congrats, Randy!

During his tenure, Randy has made some key contributions, and his philosophy on legendary customer service has made him a valued member of the Engineered Valves team. Read on and learn more about Randy Suess...



Randy Suess, Customer Service Manager in Amory, MS with wife Beverly and daughters, Jennifer and Jessica.

participated in for the past three years. It's a 167 mile ride over two days! In addition to his active hobbies, Randy just went white water rafting on the OCOEE River in Tennessee, site of a recent Olympic white water rafting event.

Randy obviously has a lot of energy and it sounds well spent. What's great is the fact that he has extra energy to be a great leader for his customer service department. We leave you with his sentiments, "ITT is a great place to work!"

- My Career Accomplishments with ITT: Guiding the capable and competent Amory Customer Service team in being a key force in capturing profitable new business, and keeping our existing customers smiling. Some success stories we've played a role in making possible:

- Winning the International Paper national contract
- Winning the Union Camp national contract
- The \$1,000,000 Murrin Murrin Australia Slurry Valve project
- The \$700,000 OSWAL India project
- The \$400,000 Aurora/Syncrude project

- My definition of Legendary Customer Service: The entire organization (company-wide mindset), working together as a dedicated team to out-perform the competition and to exceed our customers expectations. Some key elements of Legendary Customer Service:

- Understanding our customers needs and wants
- Soliciting, and listening to feedback
- Commitment to achieve RESULTS
- Continuous improvement

- My personal philosophy: Work smart AND hard. Don't be afraid to go out on a limb - sometimes that's where the fruit is.

Randy has recently married (6 months) wife, Beverly and has two daughters, Jennifer age 15 and Jessica age 11. His hobbies include frisbee, golf, racquetball, blackjack and bicycling - he just finished the MS 150 (fundraiser for Multiple Sclerosis) which he has

Attention Fabri-Valve Distributors

Two years after its introduction, actual installations of the Fabri-Valve C42RS Recycle/Reject Valves prove that this is one fierce valve that can take whatever you give it and keep on going. Not for days or weeks, but for months and years. Staples, wires and other debris simply can't and won't keep this valve from delivering dependable long term recycle/reject service.

We're so sure of the C42RS Valve's performance capabilities that we've given it something that no other valve offers: a 90-day guarantee.

Install and use it in your process for 90 days. If it's not performing to your satisfaction at the end of that time, we'll either replace it or give you your money back. It's your choice. And there are no questions asked. So instead of worrying, have a slice of pizza and watch some TV.

Simply Contact Us At

ITT Industries
Engineered Valves
1110 Bankhead Ave., Amory, MS 38821 • Pk: 601-256-7185 • Fax: 601-256-7932
www.engvalves.com

We've got a great sales tool for you - a Fabri-Valve Figure 42 direct mail piece. If you want to reach current or potential Fabri-Valve users, try this eye-catching mailer. It has a "Contact Us" section specifically for your distributor name, address, phone, fax, etc. Place your personalized "mail to" sticker or address on the front and send it out to your preferred customer list. It's simple, easy and effective.

To order these mailers, call Carol Ross at 717-509-2208.

Signal Ahead

Trading Posts

Upcoming Trade Shows...

Brazil Mining Show	August 17-21, 1999	Belo Horizonte, Brazil
Interphex - West	September 14-16, 1999	Long Beach, CA
Interphex - South America	October 19-21, 1999	Sao Paulo, Brazil

Co-op Trade Shows...

Illmac (with Connectors Verbindungstechnik AG)	October 12-15, 1999	Basel, Switzerland
Pumps & Valves (with Kenbri-Valve BV)	October 27-29, 1999	Rotterdam, Holland

Previous 1999 Trade Shows

See the next issue of *The Extra Mile* for the remainder of 1999's trade shows.



July 22, 1999
ITT Industries rep, Dale Selan answering questions during an educational program (sponsored by PCI, ITT, Honeywell, Victaulic, Jamesbury, Duff-Norton) for Butler, PA area customers.



Interphex - USA, April 20-22, 1999
Jacob K. Javits Convention Center, NYC



ITT Industries rep, Jeff Phillips pointing out Fabri-Valve benefits
Southeast Pulp & Paper Caravan Tour - May 3-25, 1999

Ad Watch

Watch for our new ads in the following publications:

Magazine:	Issue:
Chemical Equipment:	August, September, October
Chemical Engineering:	August, September, October
Flow Control:	September
Pharmaceutical Processing:	August, September
Pharm-Technology Europe:	August
Maintenance Technology:	July/August



On The Highway

Surfs Up

www.engvalves.com is the address to know for all of the latest and greatest on Engineered Valves. Do you have the most recent version of our catalogs? Don't know - check our web site. Need a maintenance manual right away? Print it quickly and easily right from our site. Have specific questions or comments about a valve or the web site? Send an e-mail directly from our site to the tech- or web-master.

The Engineered Valves' web site is updated on a regular basis, at minimum, once a week. It's the perfect tool to use for research, to answer questions, to make contact with the right person and to order literature. We've even got a screen saver you can download and two games for you to play. In the "Newsroom" you will find our tradeshow schedule, recent press releases, Innovative Idea data sheets and various articles and case studies.

If you're interested in literature, we've got the 1999 versions of the following widely used, catalogs available on our site:

DV-99	Dia-Flo® Diaphragm Valve Technical Guide
DVC-99	Dia-Flo® Condensed version
SVC-99	Pure-Flo®, High Purity Diaphragm Valves
SVB-99	Pure-Flo® Speciality Valves
CTBV-99	Cam-Tite® Ball Valves
RLV-99	Richter™ Fluoroplastic Lined Valves for Corrosive Applications

As you can see, our web site offers lots of useful information. We are constantly working on ways to add more detail and convenience for our users; however, we do need something from you. We'd like your help in promoting www.engvalves.com and any suggestions you may have to improve its appearance and/or content. Please send

comments and suggestions to gina_vitrano@fluids.ittind.com or fax 717-509-2336. If you feel we are missing something, let us know and we'll do our best to accommodate you. After all, the site is for you and our mutual customers.

Be sure and check this column in each issue of *The Extra Mile* for all of the latest updates and additions.

Yielding To New Ideas

Broken Down...Send Help

Engineered Valves has embarked upon a **new product development process** and we are embracing the principles of new product guru Robert G. Cooper. In his book *Winning at New Products*, Mr. Cooper reports that "the trigger for the process is the new product idea. An idea occurs when technological possibilities are matched with market needs and expected demand. A good new product idea can make or break a project; ideas are the feedstock of the new product process. Since it is the product idea that initiates the whole process, there is a great need for new product ideas... both quality and quantity."

Upon reviewing the idea generation process at Engineered Valves, we discovered that in order to travel **The Extra Mile**, we first needed to follow a sign that read "Broken Down...Send Help". The mistakes we were making are classic and common to a large number of companies who do not have a finely tuned new product development process. Although most ideas we pursued were the indirect request of

end user customers, the source of almost all ideas was our Sales and Marketing department. We were missing a very important resource...our distributors. Although distributors are our first and primary line of contact with end users, we had no process for encouraging, evaluating and responding to their ideas.

We are appealing to you for help. We need your new product ideas, product modification ideas or, just simply tell us what your needs and wants are and let us determine what we must do to meet those needs. Your company and ours will reap the reward of extra sales and profits. E-mail your ideas to Lou Gaudio, Manager of Products and Marketing, at lou_gaudio@fluids.ittind.com or fax them to 717-509-2336. We promise that each idea will be evaluated and a response will be generated. Also, contributors will be recognized in **The Extra Mile** and will qualify for a prize to be awarded each quarter through a random drawing.



Engineered Valves Readies Release Of Richter™ Sampling Valve

Just six months after introducing the GSO Strainer, plans are being laid for the introduction of another exciting plastic lined product from Richter. The PA Sampling Valve will be formally released to field sales and distribution by the end of this month.

The PA Sampling Valve will provide users with a simple and safe method for taking in-line samples of corrosive and high purity media, including fluids with trace amounts of entrained solids. The PA design employs a cavity-free seating system, which assures that a true, representative sample is extracted from the process each time. Another key feature of the PA is its hermetic stem seal design utilizing a PTFE bellows assembly. Coupled with secondary PTFE packing, the PA will provide the most secure stem seal system in the industry. The PA Sampling Valve will be offered as standard with a bottle adapter machined according to ISO 4796 GL 45 threads, a common thread connection for sample bottles used in the chemical processing industry. Customer specified bottle adapters will also be available, but on a case-by-case basis. To support the standard adapter, Engineered Valves will offer glass bottles to meet the GL 45 specifications.

A launch package covering the details of this new product is currently being developed. This package will include technical information, pricing, presentation materials, and competitive data. A copy of this launch binder will be sent to each Engineered Valves' TSR and distributor involved with the Richter product line. In addition, sales samples will be assigned to specific sales reps and offered to our distributors for purchase. Look for this package of material to arrive within the next month.

Finally, an ordering and inventory program covering both 1" and 2" sizes and glass bottles is also being completed. This stocking program will allow Engineered Valves to respond quickly to the most common configuration of sampling valves being specified.

Your involvement and enthusiasm during the launch phase of this new product will be a key ingredient to getting immediate market acceptance - and orders! We look forward to working with you during this launch period and providing you with the tools to get your prospects interested in "sampling" the Richter PA.

Distributor Advisory Council Bylaws

The purpose of the Engineered Valves Distributor Advisory Council is to exchange ideas, discuss issues meaningful to both parties, promote and further the understanding of each other's needs, evaluate new trends and technologies, listen to the voice of the customer, remove barriers for success and seek opportunities for mutual profitable growth.

Membership

- Six formal council members, one member "at large" may be appointed for a single meeting at the discretion of the Council members and the Engineered Valves' General Manager

Term in Office

- Three members, three years; three members, two years

Meetings & Expenses

- Council meetings will be held twice within a 12 month period
- Meeting dates and locations shall be selected no less than three months prior to the meeting date
- Emergency meetings may be called at any time during the calendar year upon agreement of a quorum of the Advisory Council and Engineered Valves management
- Engineered Valves will pay for lodging and meals and group social functions during all approved Distributor Advisory Council Meetings.
- Advisory Council members will pay for their travel

expenses to and from meetings and any such incidental expenses they may incur

Quorum

- At least four Advisory Council members (or 66% of said members in the event that the council is expanded) must agree to attend a meeting

Election of Council Officers

- The Advisory Council shall have the following officers:
 - President
 - Vice President (elected annually)
- The election of officers shall be the responsibility of the Council members.
- The president shall serve for one year (two meetings) and the vice president shall automatically assume the role of president upon the expiration of the president's term.

Member Duties and Responsibilities

- Participation in all formal Council meetings
- Represent all other Engineered Valves' Distributors in their area of geographic responsibility
- Communicate with other Engineered Valves' Distributors in their area of geographic representation to solicit agenda items and areas of discussion for meetings
- Provide input to Engineered Valves on key distributor issues
- Bring forward issues which address the concerns of the majority of distributors

- Provide a positive voice to other distributors on our behalf

- Council members to provide feedback enabling Engineered Valves and its distributors to compete more effectively and attain profitable growth

Representation by Engineered Valves

- Includes: general manager, sales and marketing, engineering, operations, quality assurance, customer service; all departments may not be represented at all times during the meeting

Council Agenda

- The meeting agenda shall be comprised of a combination of items in equal proportion as submitted by the council president, which represents submittals of all Council members based upon the input from U.S. and Canadian distributors, plus items as submitted by Engineered Valves' management.

Policy Matters

- Advisory Council members shall be cognizant of and shall adhere to the general meeting guidelines

Minutes

- Minutes shall be recorded by Engineered Valves and circulated for comments to the Council president and Engineered Valves' management prior to their being forwarded to all U.S. and Canadian Engineered Valves' Distributors
- Minutes shall be forwarded in a timely manner to all applicable distributors at the meeting's conclusion

From the Editor

My hope is that, by the time you reach this little corner on the back page, you've thoroughly enjoyed perusing the newsletter and even learned a thing or two. Each quarter our goal will be to continue to close the communication gap and provide you with some "fun" information too.

But - to do that, I would like your input. Your success stories, new programs and personal achievements will be a great addition to the newsletter. So send me your input and please choose the most convenient method of contact for you.

Gina M. Vitrano, Editor
Phone: (717) 509-2416
Fax: (717) 509-2336
e-mail: gina_vitrano@fluids.ittind.com

"You can't just sell products. You have to sell benefits and solutions."

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