

Travaini Insider

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Happy "10th" Anniversary Dan Brannigan

Travaini would like to congratulate Dan Brannigan on 10 years of service!! Dan started April 1, 1991 there were only 5 people at that time that made up the company. When Dan started with Travaini he was the Representative for the entire 50 states. As Travaini grew and took on more representatives, Dan concentrated on the Midwest Region until, July 1997 when he moved to Phoenix, Arizona to Represent the West Coast and use his expertise to expand Travaini's territory in the western region of the United States. Dan is married to Peg and they have 3 children, and 1 granddaughter. He loves Phoenix and does not miss the Indiana winters!! He enjoys golfing, and hiking in the hills, and bragging about his pool and orange tree!! Dan has seen first hand the tremendous growth that Travaini has had over the past ten years. Dan said that he really enjoys the people he has met over the years, and has made many friends in the business. Dan said it was the team effort of the people inside Travaini along with his efforts that helped Travaini grow. In 1995 to 1996 Travaini experienced a 75% growth spurt, this was a time of trial and tribulation as Travaini readjusted to cope with the "growing pains" it was a great challenge for both the outside and inside sales team to keep up. Dan has been know to many of us as "DynaDan" he received this nickname due to his early efforts in selling the first ever Dyna Seal and continuing to book orders for numerous more units then and now. From a personal note, Dan has always been there for many others and me. He always took the time to teach and explain what vacuum was all about and many times led us by the hand through various applications; he is a great mentor as well as a friend. Our hats are off to you Dan for 10 great years and we look forward to many more to come!!!

ON TIME DELIVERY PERFORMANCE

Here our are percentages for on time deliveries for the first quarter of 2001:

Parts:	Target 95%	Actual: 88.5%
Pumps/Sets:	Target 90%	Actual: 93.1%
Systems:	Target 85%	Actual: 78.8%

For the month of March we were 100% on time for systems

delivered!!

A note from the General Manager

Go figure this economy!! Doom and Gloom, then some light at the end of the tunnel and then back again. I think we are all experiencing the roller coaster ride of this economic cycle. I hope you are all weathering the storm, and that the effects will soon be over so we can improve our business efforts.

We at Travaini have been busy dealing wit the demands of the market place. We have been working on setting up standards in order to improve our deliveries, and I think it has been apparent if you have called to ask delivery of standard DynaSeal systems. For the first time we have built a large stock of DynaSeal sub assemblies in the 300, 400, and 500 sizes. Our overall pump inventory is at its highest level, thanks to improved delivery from Italy, location here at the port of Norfolk and better management of our material system. While we most likely will have the pump you need in stock, if not we can certainly offer some viable immediate options.

In order to better support the field, we have made some key additions. Ken Cates is our new Regional Sales Manager in the Mid America territory, and we have added two new application engineers, David O'Neil and Doug Stock. This will allow us to concentrate and manage from quote stage to design stage to delivery of what the customer ordered. I am a true believer that a quality product delivered on time to what the customer wanted equals unparalleled success!

-Ted Safrin

Thought for the day: * Sometimes our light goes out but is blown into flame by another human being. Each of us owes deepest thanks to those who have rekindled this light.

*Albert Schweitzer

like a winner; however, if it doesn't have a proven history, it may be a risk for your company's initial show appearance.

***Select the Right Trade Shows for Your Firm**

It happens like this: You have made the important decision to include trade shows as part of your marketing program. You are in a meeting with your key people to go over a game plan to make sure you select the right shows. You know that appearing at the right tradeshow can bring successful leads and sales. The wrong shows can waste your company's time, money and energy. It's essential to make the right decision. But, how do you start?

- ❖ Step One: You and your planning team must clearly agree on the following: What and who is our target market? What results do we want to achieve from our tradeshow appearance? Be Specific.
- ❖ Step Two: Identify the shows that appeal to your market and offer the greatest exposure for your message. Research your target market and your competitors to find out what shows they frequently attend. Often you can get this by requesting a list of attendees.
- ❖ Step Three: Time your tradeshow exhibit appearance to meet prospects at the beginning of their buying cycles—not after they've made their purchasing and spent their budgeted monies.
- ❖ Step Four: Do your research on the each show. Double check shows management statistics to confirm demographics of the participants. Check with former attendees and exhibitors to find out if the shows were successful for them.
- ❖ Step Five: Try to visit the shows and you are considering. Evaluate the tradeshow's educational seminars and supporting events to see if there are opportunities for appearances by you or your company's personnel.
- ❖ Step Six: Consider the location. Since 40 to 60 percent of tradeshow attendance is usually from a 200-mile show radius, match your company's distribution area and target market with the geographic source of attendees.
- ❖ Step Seven: Evaluate the timing of the show. Avoid conflicting events or business activities that might draw your target audience away at the same time of the tradeshow, (e.g., Super Bowl Sunday, corporate annual meetings, holidays, etc.)
- ❖ Step Eight: Be wary of first-time tradeshow. A heavily promoted first-time tradeshow may sound

- ❖ Step Nine: Pick your booth space wisely. Get familiar with the floor plan of the exhibit space. Consider how close you want to be to the industry leaders, main attractions, competitors, restrooms, food stations, entrances, exits, escalators, elevators, stairs, windows and seminar sites. Avoid low ceilings, obstructing columns, dead-end aisles, loading docks, freight doors, dark spaces, and ceiling water pipes.

Remember: The most important part of trade show exhibit planning is to select the right show that fulfills your company's objectives and offers the greatest potential return on investment. Following these planning steps will help ensure that you reach your goal.

**Article by Dick Wheeler*



You should have received your customer surveys by now. Most of you have returned them and we'd like to thank you for taking the time to fill them out. If you haven't filled these forms out yet please do so and return them to Steve Harklerode as soon as possible. If you did not receive a form please let us know and we will get one out to you as soon as possible. By you taking the time to fill these out, it gives us a better idea on where we need to make improvements to better serve you.

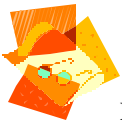
Reminder!!

Price books and CD's were sent out to all our main distributors, last year. If your distributorship has several other branches please let them know that these price books are available for them as well. Please call Steve Harklerode and give him the contact person and address so that he can send them a price book as well.



DISTRIBUTOR CO-OP FUNDING

Just a reminder that there are dollars available to all distributors to use towards advertising, shows, media, etc. Travaini allows you 1/2 of a percent of your total sales (for the prior year) up to a maximum of \$2,500.00 dollars and \$500.00 per event. Call your Regional Manger for complete details on how this program works.



Look for our next issue in June/July 2001.

Remember any comments or suggestions, are always welcome. We are always looking for success stories, applications, selling tips or anything else you would like to share. You can contact me at: 219-785-4447, fax: 219-785-7277 or e-mail at bknichols@csinet.net.