

Spring 2011

# ISWM

## NEWS

Managing Interruptions  
— Be Polite, Be Honest & Get to It

ISWM University 2011

Here's a Health-Care Plan  
You Can't Afford to Ignore

A Publication of the



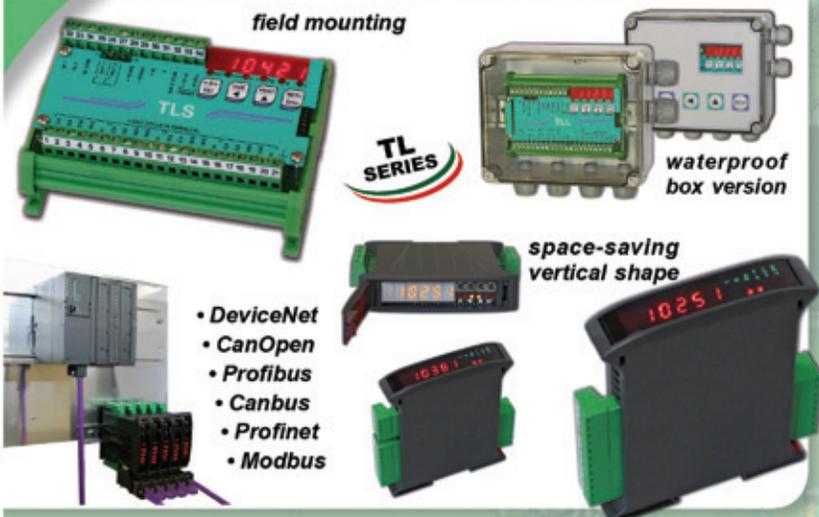
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INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT



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## WEIGHT INDICATORS



## WEIGHING AND BATCHING SYSTEMS



## LOAD CELLS & MOUNTING ACCESSORIES



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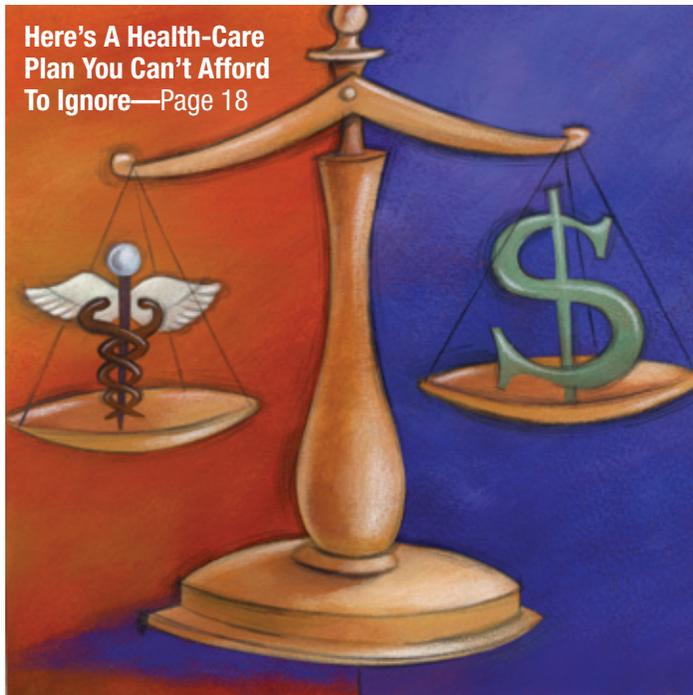
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## Upcoming Events



**ISWM University 2011**  
The Weigh of the Future

May 18-20, 2010  
Holiday Inn and Suites North Beach  
Virginia Beach, VA 23451

See page 11  
for more  
information.

# Calendar of Events



## May 2011

- 18-20 **ISWM University 2011—The Weigh of the Future**  
Holiday Inn and Suites North Beach  
Virginia Beach, VA 23451  
+1 (757) 428-1711  
[http://www.iswm.org/iswm\\_university.aspx](http://www.iswm.org/iswm_university.aspx)
- 20 **Southeastern Division Spring Business Meeting**  
Immediately following ISWM University from 1:15 pm – 2:15 pm

## January 2012

- 23-27 **ISWM Meeting and Expo**  
Sam's Town  
Las Vegas, NE

## February 2012

- TBD **Central/NW Division Annual Meeting**  
Baraboo, WI

## Welcome New Members

### Jeff Clements

*Independent*  
PO Box 110298  
Anchorage, AK 99511  
USA  
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[jeffc@rotatingservices.com](mailto:jeffc@rotatingservices.com)

### Molly Morrell

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5709 Highway 53  
Harvest, AL 35749  
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+1 (256) 852-9900  
[ashley@cotiglobal.com](mailto:ashley@cotiglobal.com)

## 2011 Board of Directors

### Executive Committee

#### President 2010-2012

John Hughes  
*Rice Lake Weighing Systems*

#### Vice President 2010-2012

C. Steve Dishon  
*CAS Scales, Inc.*

#### Past President 2010-2012

Robert S. Woodward  
*Pennsylvania Scale Company*

#### Executive Committee Member 2009-2011

Brian Brown  
*The Alpha-Liberty Company*

#### Executive Committee Member 2010-2012

Joseph Martin  
*A&D Weighing*

### Governors

James "Bert" Baxter  
C. Steve Dishon  
Joseph Geisser  
Jerry Gunn  
Stephen Hofius  
Bruce Johnson  
Rudy Kolaci  
John Lawn  
Robert Luna  
Frank Marrone  
Richard Sharpe  
Mike Williams

### ISWM Staff

#### Executive Director

Jamie Notter

#### Vice President, Meetings

Grace L. Jan, CMP, CAE

#### Production Manager

Penny Willlocks

#### Senior Graphic Designer

Jon Benjamin

#### Member Services Manager

Linda Bernetich

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International Society of Weighing & Measurement

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# President's Message



The word is out—the days are getting longer and the weather is warming; meteorological spring has sprung (on March 21 anyway). 2010 is in the record books and is officially now part of the “good old days”!

The dire double dip recession has not happened as predicted. Scale dealers and scale manufacturers alike have opened some new positions and we are again a growing economy and industry. Now it is training those new people, getting back in gear for longer working days, and making sure that all of our efforts are fully effective. Longer lead times are already becoming a reality and our customers are just anxious to get that new scale installed! How cool is this?

We have many good things planned for this year at ISWM, starting with the Technical Conference in Virginia Beach May 18–20. There is more information on the conference in this issue so I won't repeat it here, but this is going to be another opportunity for training and getting together with your peers in the industry—learning new skills and renewing acquaintances. The divisional meetings so far have been good. We had a meeting in Las Vegas of the Southern California Division (along with a board meeting) and the main topic there was to review the location for our Las Vegas conference in 2012—Sam's Town is it, Las Vegas in 2012—how cool is that?

The Central/Northwestern Division met in southern Wisconsin, and despite snow on the ground, had their best attendance ever—again, how cool is that?

All things considered I have certainly decided to fall on the side of optimism in 2011. I believe this is going to be a very good year for business, a huge year for successes in the scale industry, and I am just pleased to part of it as a member of ISWM.

One other item—I was asked at the Las Vegas meeting what ISWM does for a member. One of our board members responded, “You get out of it what you put in,” and we then had one of the best social evenings in my memory of ISWM meetings. Scale people talking with other scale people about common problems, shared experiences, the challenges of growing the business and what comes next. I had the same excellent experience at the Northwest Division meeting just last week. I learned things about the scale business, met new people and had a great time doing it without excessive expense. All I can say is—how cool is that?

Have a great spring and I am hoping to see you in Virginia Beach! ♦



ISWM Board Meeting in Sam's Town  
From left to right: James “Bert” Baxter,  
Steve Dishon, Brian Brown, Richard Sharpe,  
Steve Hofius, Jamie Notter, John Hughes

A handwritten signature in black ink that reads “John Hughes”.

John Hughes  
ISWM President, 2010 – 2012



**Play in the 2011 Season!**



**Our exclusive "Get In The Game With OHAUS" dealer promotion is back for another exciting season of play!**

*As an authorized OHAUS dealer, each purchase of select OHAUS product gets you closer to Single, Double or Triple prizes throughout the season, leading up to the Home Run Grand Prize delivered in time for the World Series!*

***Thank you to all the dealers that participated in our 2010 GITGWO promotion and congratulations to all the winners! We would also like to congratulate the Grand Prize winner – Memphis Scale!***

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# Managing Interruptions— Be Polite, Be Honest & Get to It

*By Steve McClatchy, President  
Alleer Training & Consulting*

Do you ever have days that can be described as “putting out fires” all day or accomplishing more of other people’s work than your own? The actual amount of time during the workday that you spend doing productive and focused work, may be less than you’d like to admit. Your ability to remain productive, in the face of interruptions, has a great impact on your success and the success of your organization. How can you train yourself to stay on task and be productive throughout a day plagued with unpredictable interruptions?

To help you manage these interruptions, here are a few rules and tips that are easy to master and promise to give you better control over your valuable work time and your productivity.

## 1 Keep a two-minute interruption to two minutes.

When someone sees you in person, or reaches you on the phone with a seemingly brief issue, the best way to set the tone for sticking to business is to tell the other person exactly what you are doing and **ask a pointed question** about the nature of the interruption. For example: “Hey Mike, great to see you, I was just reading through my emails, is this something quick or do you want to schedule some time together?” Even a short directive like “how can I help you?”, or, my

favorite for phone calls, “what had you thinking of me?” can quickly steer toward, what I call, the *work of the interruption* and away from small talk, when you don’t have the time for it.

Work that comes from interruptions falls into one of three categories: the interruption is either 1) a **task** that someone wants you to complete, 2) an **appointment** they want you to schedule, or 3) an **exchange of information**. If the work of the interruption is a task on your to do list (“call Sam with the revenue figure”) or an appointment on your calendar (“meeting with Bob at 2pm”), then by asking a pointed question you will be able to keep these interruptions to just a minute or two. An interruption that requires an exchange of information, however, could take much longer and may wind up rearranging your afternoon.

With each information exchange the other person is either looking for data, facts and figures or background, context and opinion. For example, someone stops in your office asking about the outcome of a sales call. If you simply convey the facts of whom you met, if the sale was a success and the amount of a contract sold, then this interruption should take no longer than two minutes. The background, context or opinion, however, may include how you were referred to this client, why the client chose your product over a competitor,



details of the contract, etc. If an interruption heads in the direction of background, context or opinion it should be turned into a scheduled appointment because this information takes longer to communicate. An unplanned interruption is not the setting for this type of exchange. Suggesting a meeting at a more appropriate time ensures your discussion of the sale gets the time and attention it needs and that you can get back to the work you have committed for the day.

Sometimes despite your best efforts a brief interruption can lose direction. You can often see this coming by observing a colleague's non-verbal communication or body language. They may be light on work and have time to waste. If current events, the weather or other unrelated topics come up in discussion, a polite way to refocus the conversation without making your colleague feel slighted is to **interrupt yourself** (instead of them) in mid-sentence. When it is your turn to talk or make a comment, stop, state your time constraint and revisit the original work of the interruption. For example: "I know, it's the middle of December and it feels like May. We were outside as well this weekend and... ooh I'm sorry, I have to get back to this contract I'm working on. I will send you an email with the sales figures you asked for by the end of the day. It was great chatting with you." This can close your conversation and politely let your colleague know that you do not have time to chat today.

### Communicate and set expectations for completion of the work involved.

If your work is interrupted by someone with a task request, a timeframe for completion of the task must be set. Usually "as soon as

possible" is the answer you will get when you ask when something needs to be done. Here's a good rule of thumb, if completing this task will take under two minutes, **do it now**. Execute the work and move on so you can get back to what you were doing. If it will take longer, then dropping everything to work on it immediately may not be the most realistic or efficient way to handle it. To avoid misunderstanding and set expectations, always ask for the **drop dead date or time** for completion, so you can work it into your plan. If the deadline is not achievable because of your schedule or workload, now is the time to have that conversation. Being realistic about your time constraints can help you both to prioritize what is most important, and in what order future work should be completed.

### Recover quickly once an interruption is finished.

Once an interruption distracts you from a project or your work, getting back to where you left off can sometimes take longer than the interruption itself. The best way to stay on task throughout your day is to **keep a written daily plan**. One of the many benefits of having a written daily plan, that outlines your goals for the day, is that you can return to productive work more quickly after an interruption, just by consulting your plan. Having a plan to consult can also help prevent you from using an interruption to procrastinate by giving you a clear reminder of what you intended to accomplish today.

### Work interruptions into your schedule.

If you are plagued with interruptions throughout your day, **schedule a block of time** when visits from your colleagues are welcome, for example, an "open door" time from 1:00-2:00pm. Conversely, you could

schedule some time occasionally when you are simply unavailable. Yes, unavailable. Not being available may include letting calls go through to voice mail, not checking email every five minutes, moving to a location where no one can reach you or simply putting a sign on your door or cubicle that says "I will be unavailable until after 11:00am." If your organization has a networked calendaring system like Outlook, Lotus Notes or GroupWise be sure to block off this time as unavailable. This will ensure that people checking your calendar electronically will know that you are unavailable at that time. Whether it's twenty minutes, two hours or an entire day, in order to follow through on the commitments you've made you will have to be unavailable at some point. You can wait for the deadlines of these commitments to make you unavailable or you can schedule the time that makes the most sense. By scheduling the time that makes the most sense you remove the worry of not finishing on time and reduce a lot of stress.

### Remember to return the favor.

How about when you are the person doing the interrupting? Remember the rules: **ask** right up front for the appropriate amount of time, get right to the work of the interruption, and clearly communicate your expectations for completion. If the interruption will take longer, negotiate a time that works best for the both of you. When you are finished with your request or information exchange, thank them for their time and conclude with something like "thanks for your help, I know you're busy, I'll let you get back to your work." Being direct and brief can give your colleague the confidence to know that they don't have to hide the next time they see you coming down the hall.

### Avoid an in person interruption by sending an email or voice mail.

If you know someone is busy working on a specific project, and your request is not time-sensitive, consider leaving a voicemail or email instead of interrupting their work. Your message should include what you need and when you need it and not just "call me back." This allows the person you are contacting to leave you the pertinent information in the same manner and avoids ongoing phone tag. Furthermore, if the situation allows, let the recipient of your message know if no reply is necessary. This tip works great when confirming an appointment, agenda, selections or the like.

### Be polite and honest.

Being polite and honest means being respectful of the other person and

telling them the truth. Telling the other person you're busy, you have a call coming in, or that you're in a meeting when you're not, is lying. Ignoring the other person, not looking them in the eye, talking over them or cutting them off is disrespectful. It is also unnecessary to stand up, walk to their office to get them out of yours, look at your watch or start working while they are talking. These are all non-verbal ways of communicating that you don't have time right now. You don't have to do any of these things to manage an interruption effectively. If you look the other person in the eye, are genuinely happy to see them, tell them what you're doing at the moment they interrupt you and ask a pointed question you will save more time than all these other techniques put together. You will also be able to

keep your relationships strong and productive for the long term.

There are days and seasons when you have more time for interruptions than others. When you don't have time, these short rules and tips can help you to get some time back and regain control of your day. ♦

*Steve McClatchy is the president of Alleer Training & Consulting a provider of training, consulting and speaking services in the areas of Consultative Selling, Time Management and Leadership. If you would like to learn more about the ways Alleer can be a resource to your organization email [Steve.McClatchy@Alleer.com](mailto:Steve.McClatchy@Alleer.com) or call 1-800-860-1171.*

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# Membership Application

## New Member Information

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Work Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Address \_\_\_\_\_

## Membership Categories

Corporate	Dues
Manufacturer	\$500
Dealer/Distributor or End User	\$285
Individual Affiliate of a Corporate Member <i>(Must be employed by a current Corporate ISWM Member.)</i>	\$52
Individual	
Independent	\$130
Government	\$52
Retired	\$52

\*There is a 30-day grace period for new members prior to and following the start of each quarter.

## Categories

The first 5 are free. Each additional is \$5.

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> A/D Converters                        | <input type="checkbox"/> Digital Indicator Repairs      | <input type="checkbox"/> Motor Truck – Pit                           | <input type="checkbox"/> Simulators, Transducers            |
| <input type="checkbox"/> Airport Weigh Systems                 | <input type="checkbox"/> Displays, Electronic Remote    | <input type="checkbox"/> Motor Truck – Pitless                       | <input type="checkbox"/> Software                           |
| <input type="checkbox"/> Animal                                | <input type="checkbox"/> Drum Filling                   | <input type="checkbox"/> Net Weighers                                | <input type="checkbox"/> Spring Dial                        |
| <input type="checkbox"/> Bagging                               | <input type="checkbox"/> Dynamometers                   | <input type="checkbox"/> Network Data Collection                     | <input type="checkbox"/> Strain GAuges                      |
| <input type="checkbox"/> Bar Code Scanners                     | <input type="checkbox"/> Electronic Weigh Systems       | <input type="checkbox"/> OEM   | <input type="checkbox"/> Summing Cards                      |
| <input type="checkbox"/> Bar Code Systems for Scanners         | <input type="checkbox"/> Explosion Protection           | <input type="checkbox"/> Onboard Weighing                            | <input type="checkbox"/> Tank Weighing                      |
| <input type="checkbox"/> Batching                              | <input type="checkbox"/> Force Gauges                   | <input type="checkbox"/> Over/Under                                  | <input type="checkbox"/> Tensionmeters                      |
| <input type="checkbox"/> Batching Control Systems              | <input type="checkbox"/> Fork Lift                      | <input type="checkbox"/> Packing Machine Scales                      | <input type="checkbox"/> Test Weight Transport              |
| <input type="checkbox"/> Bathroom                              | <input type="checkbox"/> Hopper                         | <input type="checkbox"/> Pallet Truck Scales                         | <input type="checkbox"/> Test Weights                       |
| <input type="checkbox"/> Bench Electronic                      | <input type="checkbox"/> Hospital                       | <input type="checkbox"/> Platform – Electronic                       | <input type="checkbox"/> Testing Vehicles                   |
| <input type="checkbox"/> Bench Mechanical                      | <input type="checkbox"/> Household                      | <input type="checkbox"/> Platform – Mechanical                       | <input type="checkbox"/> Toploading Balances                |
| <input type="checkbox"/> Bulk Weighing Systems                 | <input type="checkbox"/> Industrial Beam                | <input type="checkbox"/> Portable Battery Operated Electronic Scales | <input type="checkbox"/> Torque Measuring                   |
| <input type="checkbox"/> Calibration Systems                   | <input type="checkbox"/> Interfacing                    | <input type="checkbox"/> Precision Balances                          | <input type="checkbox"/> Transducers                        |
| <input type="checkbox"/> Checkweighers                         | <input type="checkbox"/> Intrinsic Safety               | <input type="checkbox"/> Precision Weights                           | <input type="checkbox"/> Transient Suppressors              |
| <input type="checkbox"/> Computer Weighing Systems             | <input type="checkbox"/> Inventory Control Software     | <input type="checkbox"/> Printers                                    | <input type="checkbox"/> Uninterruptible Power Supplies     |
| <input type="checkbox"/> Conveyor                              | <input type="checkbox"/> Junction Boxes                 | <input type="checkbox"/> Printing – Weigh Tickets                    | <input type="checkbox"/> Upc Bar Code Printing Systems      |
| <input type="checkbox"/> Conveyor Belt                         | <input type="checkbox"/> Labels For Printers            | <input type="checkbox"/> Radio Frequency Data Collection             | <input type="checkbox"/> Vehicle Mounted                    |
| <input type="checkbox"/> Counting Electronic                   | <input type="checkbox"/> Laboratory Balances            | <input type="checkbox"/> Radio Frequency Identification Systems      | <input type="checkbox"/> Voltage Regulators                 |
| <input type="checkbox"/> Crane Load Indicators                 | <input type="checkbox"/> Load Cell Insulators           | <input type="checkbox"/> Railroad Scale Calibration Testing Services | <input type="checkbox"/> Weigh Fillers                      |
| <input type="checkbox"/> Crane Scale                           | <input type="checkbox"/> Load Cell Repairs              | <input type="checkbox"/> Railroad Track Replacement Parts            | <input type="checkbox"/> Weigh/Price/Labeling Cas Usa Corp. |
| <input type="checkbox"/> Cubing (Measuring) & Weighing Systems | <input type="checkbox"/> Mailing Systems (Postal & Ups) | <input type="checkbox"/> Retail Computing                            | <input type="checkbox"/> Weighbeams                         |
| <input type="checkbox"/> Custom Designed                       | <input type="checkbox"/> Mass Standards                 | <input type="checkbox"/> Retail Non-Computing                        | <input type="checkbox"/> Weightfeeders                      |
| <input type="checkbox"/> D/A Converters                        | <input type="checkbox"/> Medical                        | <input type="checkbox"/> Ribbons, Inked                              | <input type="checkbox"/> Weight-In-Motion                   |
| <input type="checkbox"/> Data Capture Systems                  | <input type="checkbox"/> Monorail                       | <input type="checkbox"/> Signal Converters                           | <input type="checkbox"/> Weigh Calibration Services         |
| <input type="checkbox"/> Data Recording Systems                | <input type="checkbox"/> Motor Truck – Axle Load        |  | <input type="checkbox"/> Weight Tickets                     |
| <input type="checkbox"/> Dial Indicators                       | <input type="checkbox"/> Motor Truck – Low Profile      |  | <input type="checkbox"/> Weightmeters                       |
| <input type="checkbox"/> Digital Display Meters                |   |  | <input type="checkbox"/> Wheel Load Weighers                |

## Divisions

Each member should select one primary division at no charge. Membership in additional divisions is \$15 per division

	Primary Division	Additional Division
Central/Northwest (CE/NW)	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes (GRLAK)	<input type="checkbox"/>	<input type="checkbox"/>
Greater New York (GRNY)	<input type="checkbox"/>	<input type="checkbox"/>
International (INTL)	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturer (MFR)	<input type="checkbox"/>	<input type="checkbox"/>
New England (NE)	<input type="checkbox"/>	<input type="checkbox"/>
Northern California (NOCA)	<input type="checkbox"/>	<input type="checkbox"/>
Pacific Northwest (PANW)	<input type="checkbox"/>	<input type="checkbox"/>
Potomac (POTOM)	<input type="checkbox"/>	<input type="checkbox"/>
Southeastern (SE)	<input type="checkbox"/>	<input type="checkbox"/>
Southern (SO)	<input type="checkbox"/>	<input type="checkbox"/>
Southern California (SOCA)	<input type="checkbox"/>	<input type="checkbox"/>
Southwest (SW)	<input type="checkbox"/>	<input type="checkbox"/>
Analytical & Precision Balance (A&PB)	<input type="checkbox"/>	<input type="checkbox"/>



## Payment Information

Membership Amount \_\_\_\_\_

Additional Division Fee (if applicable) \_\_\_\_\_

Additional Category Fee (if applicable) \_\_\_\_\_

Total Amount Due

Check enclosed made payable to ISWM (US funds only) or  
 Visa  MasterCard  American Express

Card #	Security Code	Expiration Date
_____	_____	_____
Name on Card _____		
Authorizing Signature _____		

### Send completed form with payment to:

International Society of Weighing and Measurement  
 9707 Key West Avenue, Suite 100  
 Rockville, MD 20850 USA

Phone (301) 258-1115 Email [staff@iswm.org](mailto:staff@iswm.org)  
 Fax (301) 990-9771 Web [www.iswm.org](http://www.iswm.org)



# ISWM University 2011

*The Weigh of the Future*

**May 18-20, 2011**

Holiday Inn and Suites North Beach  
Virginia Beach, VA 23451

[http://www.iswm.org/iswm\\_university.aspx](http://www.iswm.org/iswm_university.aspx)

## You asked... ISWM delivers!

Join us in Virginia Beach, for two days of focused Weights and Measures technical training—mixed with just the right amount of fun and casual networking. You won't want to miss ISWM University 2011.





# ISWM University 2011

The Weigh of the Future

May 18-20, 2011

Virginia Beach, VA



## PROGRAM HIGHLIGHTS

as of March 24, 2011

### Keynote

#### Technical Excellence as a BRAND

—Tom Caso, KASH Associates

### Technical Topics:

#### Wireless Applications—Theory, Design, Troubleshooting

—Jim Daggon, Rice Lake Weighing Systems

#### Weights 101: What You Should Know

—Ann Crowley, Rice Lake Weighing Systems

#### Parts Counting Theory, Operation, Troubleshooting

—Jim Daggon, Rice Lake Weighing Systems

#### Load Cell Theory, Troubleshooting, Technical Details

—TBD

#### Surges and Transients in Weighing

—Jan Borge, Western Weighing Technologies

#### Load Receivers: Tips & Training Using HB44

—Ann Crowley, Rice Lake Weighing Systems

### Owner / Manager Workshop:

#### Developing a Process for Service

—Tom Caso, KASH Associates

### Handbook 44 Training and Testing \$50

Otto Warnlof, retired Director of NIST, will present the HB44 Training and Testing at ISWM-U on Wednesday, May 18, 10:00 am – 4:00 pm. We encourage everyone to take advantage of this opportunity to train and test with a true legend in our industry and longtime supporter of ISWM.

## Schedule Of Events

### Tuesday, May 17

- Executive Committee Meeting, 10:00 am – 11:00 am
- ISWM Board Meeting, *Lunch will be provided*, 12 Noon – 3:00 pm

### Wednesday, May 18

- Optional: Golf, Fishing, Beach — On your own
- Handbook 44 Training and Testing, 10:00 am – 4:00 pm
- Set-up Tabletops and Registration Desk Open, 2:00 pm – 5:00 pm
- Kickoff Reception with Food and Cash Bar, 6:30 pm – 8:30 pm

### Thursday, May 19

- Continental Breakfast and Registration, 8:00 am
- Morning and Afternoon Programs
- (4) Technical Sessions
- Owner / Manager Workshop
- Tabletops open, 9:00 am – 5:00 pm
- Lunch on your own
- ISWM Certification Testing
- Dinner on your own in Virginia Beach
- Manufacturer Hospitality Suite

### Friday, May 20

- Morning Program and Tabletops 9:00 am – 12 Noon
- Buffet Lunch 11:45 am – 12:45 pm
- Take down Tabletops and move out by 2:00 pm

## YOU ASKED FOR

- Intense, quality training and programs aimed at Dealer/ Distributor members
- Low cost lodging – inexpensive travel
- Reduced Registration fees and effort to attract new members
- Every year event
- Smaller, more convenient and cost-effective Manufacturer exhibits
- Emphasis on social aspects and casual networking
- Support ISWM Certification and Educational Curriculum



# REGISTRATION FORM

## Registration

	Members	Non-members
Before April 29	\$30	\$40
After April 29	\$40	\$50

### Registration includes:

- Educational Programs
- Manufacturer Tabletops
- Hors D'Oeuvres Wednesday evening
- Breakfast Thursday morning
- Buffet Luncheon on Friday

### Also take advantage of:

- Optional Golf Outing
- Optional ISWM Certification Testing and Handbook 44 Training & Testing
- Private Manufacturer Meetings, Training and Events—before and after the Conference
- Manufacturer Hospitality Suites

*Our goal is for the odd-numbered year Conferences to emphasize ISWM-U and Training curriculum: Weights and Measures education, Handbook 44 Training, and our Certification Program through a structured ISWM-U curriculum. Even-numbered years: traditional Conferences, Tabletops, and Management/Business format.*

## Hotel Reservations

Holiday Inn & Suites North Beach  
3900 Atlantic Avenue  
Virginia Beach, VA 23451

### Website

[www.vboceanfrontnorth.com](http://www.vboceanfrontnorth.com)

### Telephone

(800)-465-4329 or (757) 428-1711

### Room Rates

Single/Double - \$94

Efficiency Suite, Ocean Front - \$129

Please contact the hotel directly for room reservations and specify that you are attending the "ISWM Educational Conference." Please make your hotel reservation by **Thursday, April 14, 2011** to receive the special conference rate.

## Questions

**Rob Woodward**, Conference Chair,  
*Pennsylvania Scale Company*

**Phone:** (800) 233-0473 ext. 6911

**Cell:** (717) 989-0037

**E-mail:** [rsw@pascale.com](mailto:rsw@pascale.com)

## Easy Ways to Register

**By Mail** ISWM, 9707 Key West Avenue, Suite 100, Rockville, MD 20850

**By Fax** (301) 990-9771

## Conference Registrant

ISWM Member?  Yes  No

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Country \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

## Employee Classification

Please check the category that best describes your business:

Manufacturer

Consumer

Dealer Distributor

Regulatory Official

Importer/Exporter

Retired

## Registration Fees

Your registration includes the opening reception, tabletop exhibits, two days of educational programming, breakfast on Thursday and lunch on Friday.

ISWM University	BEFORE April 29	AFTER April 29
ISWM Member	<input type="checkbox"/> \$30.00	<input type="checkbox"/> \$40.00
Non-ISWM Member	<input type="checkbox"/> \$40.00	<input type="checkbox"/> \$50.00
<b>Handbook 44 Training and Testing</b>		
Handbook 44	<input type="checkbox"/> \$50.00	<input type="checkbox"/> \$60.00
		<b>Total</b> <input type="text"/>

Are you interested in being contacted about:  ISWM Certification Testing  Golf Outing

## Payment

Check Enclosed  Credit Card:  Visa  MasterCard  American Express

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

*I authorize the ISWM to charge my credit card for the amount indicated above.*

**Confirmation:** All registrations received by Friday, April 29 will receive a confirmation notice by email. **Cancellation Policy:** Written notice of cancellation is required and must be received in writing by Friday, April 29. A \$10.00 service fee will be retained on all cancellations. No refunds will be given after April 29, 2011. **Special Services:** The International Society of Weighing and Measurement supports the Americans with Disabilities Act, which promotes public accessibility for the disabled. If you require special services, please attach a written description of your needs.



# ISWM University 2011

The Weigh of the Future

May 18-20, 2011

Virginia Beach, VA

## EXHIBITOR PROSPECTUS

Please review the policies below and share this information with all of your Exhibit staff at the ISWM University 2011 *The Weigh of the Future*

This is your best opportunity this year to get in front of the decision makers in the weighing industry. Don't delay—exhibit space is limited.

### Registration & Payment of Exhibit Space

To exhibit, please complete the Tabletop Exhibits Application and mail or fax to:

**ISWM University 2011**  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA

**Fax: 1-301-990-9771**

Full payment must accompany your exhibit application. The tabletop fee includes one (1) complimentary registration to ISWM University 2011.

### Exhibit Schedule

*Exhibitors must not have any shipments arrive before Monday, 5/16/11.*

#### Wednesday, May 18, 2011

Tabletop Set Up.....2:00 pm – 5:00 pm  
Opening Reception.....6:30 pm – 8:30 pm

#### Thursday, May 19, 2011

Tabletops Open.....8:00 am – 5:00 pm

#### Friday, May 20, 2011

Tabletops Open.....8:00 am – 12:00 Noon  
Tabletop Tear Down.....12:00 Noon – 2:00 pm

The exhibits shut down at 12:00 Noon on Friday, 5/20/11, and breakdown is at that time. All FEDEX and UPS Shipments must be picked up by 2:00 pm and exhibitors are responsible for removing their products.

### Telephone and/or Electrical Hookup

Please contact the Holiday Inn & Suites North Beach

**Charlotte Allen**, Catering Sales Manager

Telephone (757) 419-3668

Fax (757) 425-7872

E-mail [charlotte.allen@crestlinehotels.com](mailto:charlotte.allen@crestlinehotels.com)

### Assignment of Display Space

Space will be assigned based on exhibitor priority points until **Friday, March 11<sup>th</sup>**. After March 11<sup>th</sup>, space will be assigned on a first come, first served basis. See attached floor plan for tabletop exhibit space locations. Tabletop locations in the Hall will be confirmed in the beginning of April.

### Sample Shipping Label

Hotel Guest Name  
ISWM University (May 18 – 20, 2011)  
Attn: Charlotte Allen, Holiday Inn & Suites North Beach  
3900 Atlantic Avenue, Virginia Beach, VA 23451  
Box \_\_\_\_\_ of \_\_\_\_\_

All shipping charges will be the responsibility of the exhibitor.

You must set up your table-top display between 2:00 pm – 5:00 pm on Wednesday.

All Exhibiting companies are responsible for the set-up, maintenance, replenishment of materials, and breakdown of their space. Exhibit tables will be skirted, and storage space will be provided beneath each table. The ISWM is not responsible for any equipment left in the display area.

### Use of Display Space

You will be provided one 6' x 30" skirted table, one chair and one company ID name tent. Tabletop exhibit displays cannot be more than eight (8') feet in height and six (6') in length or width and cannot block the view of any other displays. Floor easels are not allowed. Please forward your display items directly to the Holiday Inn & Suites North Beach.

### Breakdown and Return Shipment

Breakdown of the tabletop exhibits will take place from 12:00 Noon – 2:00 pm on Friday, May 20. Any materials left in the exhibit area after 2:00 pm will be disposed of by the hotel. We strongly encourage you to bring return shipping labels with you to Virginia Beach. ISWM is NOT RESPONSIBLE for returning materials to you.

### Cancellation Policy

Cancellation requests must be sent in writing to:

ISWM  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA  
Attention: ISWM Exhibits

For cancellations received prior to Friday, April 15, 2011, a 50% refund will be provided. If cancellation notice is received after April 15, 2011 no refund will be granted.

### Questions

**Rob Woodward**, Conference Chair, *Pennsylvania Scale Company*  
**Phone:** (800) 233-0473 ext. 6911 **Cell:** (717) 989-0037  
**E-mail:** [rsw@pascale.com](mailto:rsw@pascale.com)

# TABLETOP EXHIBITS APPLICATION



**ISWM University 2011**

The Weigh of the Future

May 18-20, 2011

Virginia Beach, VA

Primary Contact Prior to Show \_\_\_\_\_ Title of Primary Contact \_\_\_\_\_

Name of Person Exhibiting \_\_\_\_\_

Firm Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip / Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Special Needs: Please specify if you need accessibility that meets the regulations of the Americans with Disabilities Act.

## Preferred Tabletop Location

(Indicate table number – See floorplan):

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_

## Tabletop Rates

20% Discount for 2 or more tables (Limited to 30 tables)

	1 Table	2 Tables	3 Tables	4 Tables
Member	<input type="checkbox"/> \$500	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1600
Non-Member	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1120	<input type="checkbox"/> \$1680	<input type="checkbox"/> \$2240

The Tabletop Exhibit fee includes one (1) complimentary registration to ISWM University 2011.

## Please Select Choice of Payment

Applications received without full payment will not be processed.

Enclosed is a check payable to ISWM. Check # \_\_\_\_\_  American Express  MasterCard  Visa

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

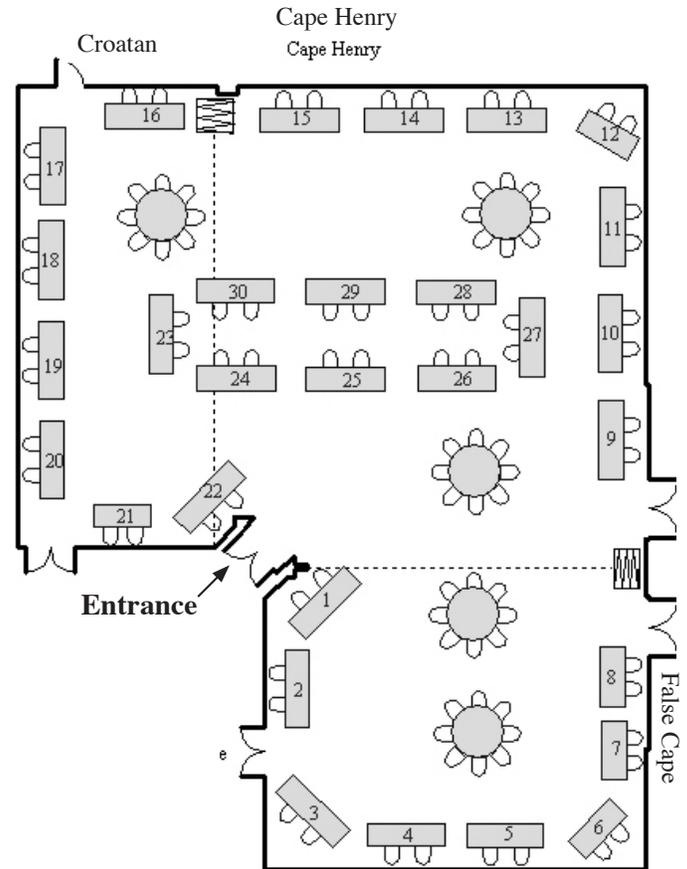
**Cancellation Policy:** Cancellation requests must be made in writing and sent to the attention of ISWM Exhibits at the address below. If cancellation notice is received by Friday, April 15, 2011, a 50% refund will be provided. If cancellation notice is received after April 15, no refund will be granted.

I have read the attached Terms and Conditions and agree to abide by them.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return form to: **ISWM • 9707 Key West Avenue, Suite 100 • Rockville, MD 20850**  
 P: (301) 258-1115 F: (301) 990-9771 E: [jsantacroce@mgmtsol.com](mailto:jsantacroce@mgmtsol.com)

## Holiday Inn Exhibits Floor Plan



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# What Does ISWM Mean to Me?

*By Stephen Hofius, ISWM Board Member,  
President/Owner Northern Balance and  
Scale, Bloomington, MN USA*

I am the new guy. My wife and I bought Northern Balance and Scale in April 2005. I was an employee since 1998. Until we purchased the company, I knew next to nothing about ISWM. When I inquired about it others said it no longer had relevance and I should not waste my time or money. I decided to get involved and to include my employees also. I can assure you I've gained far more than I've invested—both in regards to income earned through contacts made and relationships made, and that are still being made all the time through ISWM.

There are products that have been brought to our attention we would not have seen—sometimes products you might not be thinking of. There are services we have been able to provide to others that have benefited both sides. Plus friendships that I hope last for many years to come. Do they just jump into your lap, no? If you come often, I tell people give it two to three years worth of meetings. That's time enough to meet and talk openly with new friends. You will start to see rewards. It is a small price to invest in your future.

*By Rob Woodward, ISWM Immediate  
Past President, Pennsylvania Scale  
Company, Lancaster, PA USA*

*Taking charge of your own learning is a part of taking charge of your life, which is the sine qua non in becoming an integrated person.—Warren Bennis*

ISWM is *the* premier networking organization in the weighing business—the principal way I meet and build relationships with customers, suppliers and resellers. There is no better opportunity to develop friends and associations within the weighing business. ISWM participation has resulted in many business opportunities for Pennsylvania Scale and me through market exposure.

One important benefit for me has been in personal development, providing opportunities for me to gain valuable experience with direct application to my job. What a great

opportunity to hone leadership skills and make wise business decisions! After all, wisdom is frequently defined as “applied knowledge.”

For me, ISWM is the main source of awareness about the weighing business—trends, competitive information, new ideas, concepts, technology and theories. Most of my best ideas and market awareness came about as a result of my ISWM associations. In many cases, the best information is gained through informal social opportunities at ISWM functions. Nothing is more motivating than associating with the industry's brightest and most inspired participants.

ISWM is the most efficient way to make personal contact, and to get exposure to our customers or, at a minimum, get word-of-mouth referrals for new customers. My appreciation for ISWM is directly related to my need to fully integrate into the industry, which supports my career! ♦

# Here's A Health-Care Plan You Can't Afford To Ignore

By Joseph Anthony

If you haven't heard much about Health Savings Accounts, which came into existence in 2004, it's time to listen up. These plans could become the insurance coverage of choice for many small businesses and self-employed professionals within a few years.

Health Savings Accounts (HSAs) combine health insurance with a tax-deductible savings account for paying health-care costs. What makes HSAs potentially attractive is that they could be an option for small-business owners who have previously not felt they could afford to offer health insurance to employees.

For small businesses that already have high-deductible plans, Health Savings Accounts are a way of allowing employees and owners to have tax-advantaged medical accounts without having to go through the process of setting up a Flexible Spending Account.

## Lessons Learned From MSAs

Health Savings Accounts are the follow-up to the largely gone but unlamented Archer Medical Savings Account (MSA) plan. When Medical Savings Accounts first came into being, Congress said the plans would be restricted to the first 750,000 participants.

Congress needn't have worried. Small-business owners were turned off by the accounting, paperwork,

and availability requirements and restrictions; the "ceiling" on participation was never even close to being threatened. Health Savings Accounts are in part an attempt to learn from the flaws of the Medical Savings Account program.

## Key Features of Health Savings Accounts

### High-deductible health insurance coverage.

HSAs are higher-deductible plans than many people may have dealt with previously. In order to qualify as an HSA, the plan has to include a deductible of at least \$1,000 for individuals and \$2,000 for families. HSAs with deductibles of \$2,500 for an individual and \$5,000 for a family are not unheard of.

### A savings account for employees' out-of-pocket costs.

The second part of the HSA scheme is the Health Savings Account itself. Employees can put an amount equal to their deductible—up to \$2,650 for people with individual plans and \$5,250 for those with family plans—into a Health Savings Account each year. People age 55 and older can add an extra \$600. Health Savings Accounts may be set up with banks, brokerages, or other financial institutions, depending on the insurance company.



### Deductible medical expenses for employees.

The significant benefit for employees is that the money they put into their Health Savings Account qualifies as a tax deduction on their federal income taxes. There's no income limit or phase-out on the deduction. As long as the money is used for qualifying health-care expenses, there's also no tax on it when it's withdrawn.

### The ability to roll over contributions.

The ability to set aside money for medical expenses tax-free is a feature similar to that of Flexible Spending Accounts (FSAs). But unlike Flexible

## Affordable Health Insurance Brings More Value Added Benefits to ISWM Members

Have you looked at the ISWM-sponsored health plans?

Check out ISWM Association Health Programs in the Members Only area of the website—compare and start saving!

[http://www.iswm.org/members\\_health\\_insurance.aspx](http://www.iswm.org/members_health_insurance.aspx)

And it's not only about saving on health insurance. Programs also include life insurance, comprehensive long-term care insurance (home health care, assisted living, and nursing home care), cancer coverage, accident insurance, disability income, critical illness, dental insurance, vision, and more!

**Take advantage of ISWM/AHP buying power for you and your employees!**

Spending Accounts, Health Savings Account contributions don't have any "use-it-or-lose-it" provisions. If the funds put in the Health Savings Account aren't used in one year, they can simply be rolled over to future years. And the money in an HSA can be invested, with the earnings or interest also being tax-free as long as it is taken out only for qualifying medical expenses.

### Potential retirement funds.

If an employee takes money out of an HSA for non-medical expenses, he or she will have to pay ordinary income tax on the withdrawal as well as a 10% penalty on the amount withdrawn. However, money taken out for non-medical expenses after age 65 isn't subject to the 10% penalty. In effect, for the very healthiest people, Health Savings Accounts can serve as another retirement account.

### Tips for Using HSAs Effectively

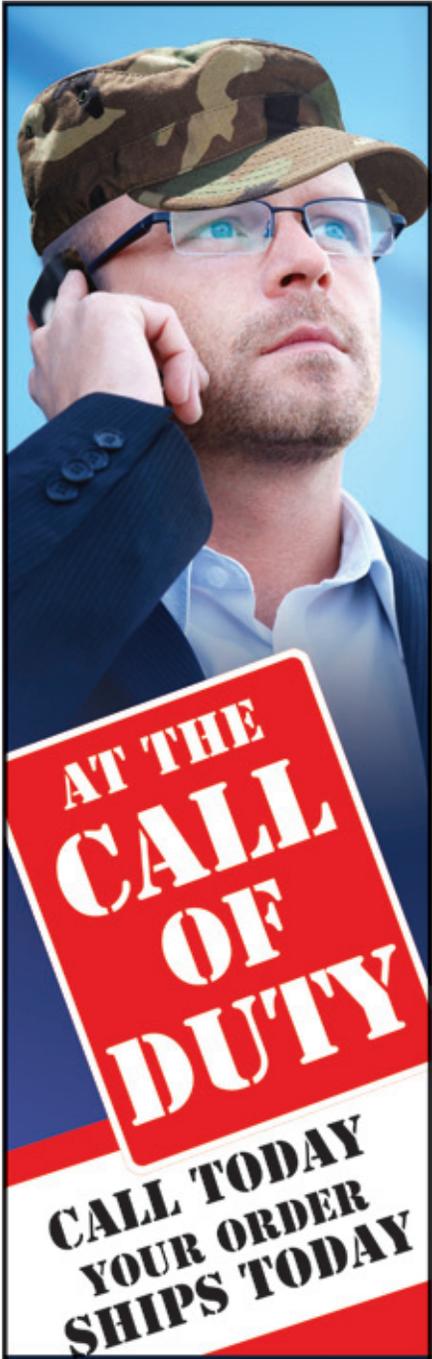
You have to treat employees equally for Health Savings Account purposes. If you make a contribution for one employee, you have to make similar contributions in amount or percentage terms for all employees who qualify.

Ideally, employers could use Health Savings Accounts as a way to provide health benefits to their employees while potentially reducing costs to both employer and employee. For small businesses or self-employed individuals who already carry high-deductible plans, HSAs could be an attractive alternative: If you already have a high-deductible plan, the Health Savings Account essentially adds the benefit of a tax-deductible account to pay for non-reimbursed expenses.

For companies already offering health insurance, switching to a high-deductible plan could look attractive. But employees will rightly resist giving up a low-deductible plan if the alternative saves only the employer money.

An HSA option that includes a reduction in the share of premium being paid by the employee, a company contribution to the Health Savings Account, or some other design that saves money for employees as well as the employer, is likely to be looked upon more favorably. ♦

*Joseph Anthony is a tax professional in Portland, Ore., who writes about finance and tax issues affecting small businesses.*



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# Division News

## Central/Northwest Division

The Central/Northwest Division annual meeting was held February 24 through 26, 2011 at the Ho-Chunk Casino in the Wisconsin Dells area of Wisconsin. The meeting had 58 attendees and 7 tabletops.

Thursday night kicked off our event with the Rice Lake Hospitality suite. Friday morning we had a vendor profile time where each vendor presented his company and new products.

Judy Cardin from Wisconsin Weights and Measures presented Wisconsin Administrative Code ATCP 92 changes which included changes to

Vehicle Scale Test reports, construction permits and construction permit variances. A lively question and answer time occurred after the presentation.

Next, on Friday's agenda was Handbook 44 Jeopardy. The meeting attendees were divided into groups to see who could answer the Jeopardy questions and accumulate the most points. This provided an interactive review of Handbook 44.

Friday night Rice Lake hosted their networking hospitality suite. Saturday morning John Hughes presented Dealer Strategy. This presentation provided insight into market share and

how to grow your company.

The annual meeting concluded with the business meeting. Highlights: Officers in attendance were Governor Bruce Johnson, Lt. Governor Cathy Erickson, Chairman Ann Crowley, and Sergeant of Arms Robert Herubin. Treasurer/Secretary Mark Johnson was excused. The division's financial status was reported as good. There was no old business. Elections were held and the Treasurer, Chairman and Sergeant of Arms were re-elected. A motion was made to hold the 2012 Central/Northwest Division annual meeting in Baraboo, WI, in late February.

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## Manufacturer Division

At the February Board Meeting, the ISWM Board of Directors approved the creation of a new Manufacturer's Division of ISWM. The purpose of the Manufacturer Division is to provide customized value to ISWM manufacturer members and to advance their collective interests, particularly in the context of the various weights and measures administrations and regulatory bodies. If you are interested in joining the division, please contact Rudy Kolaci at Totalcomp.

## Southern California Division Spring Meeting

The Southern California Division held its spring meeting and Scales on Saturday on February 19th at the Sam's Town Hotel in Las Vegas. The meeting was held at this venue to coincide with the ISWM Board of Directors meeting. Several companies displayed tabletop exhibits and Rice Lake Weighing Systems held their famous hospitality suite.

John Hughes gave a presentation on the new ISWM web site and where it will take the ISWM organization. Then John Hughes and Richard Sharpe led a discussion on the economic climate and what 2011 will bring.

## Other News

George Garner has resigned as Governor of the Southern California Division. Richard Sharpe has been nominated to fill the remaining term of Governor until the next scheduled election.

## Potomac Division

It is with sadness that we mourn with the Warnlof Family in the passing of our division's longtime member and leader, Irene Warnlof. She passed away December 11, 2010, and services were held December 18, in Jenkintown, PA.

Irene was a weighing professional who worked in the profession and gave of her time unselfishly to the Potomac Division. Our thoughts and prayers go out to her husband, Otto, and their family at this unfortunate time.



### Otto's Address:

9705 Inaugural Way  
Gaithersburg, MD 20886-3156  
USA

Phone: +1 (301) 926-8155

The Potomac Division had already provided a seed for a tribute in honor of Otto and Irene; we hope to set up an award or Scholarship in his/her honor. If you, your group, or your Division wants to add to this tribute, please contact Steve Dishon directly, [scalesales@aol.com](mailto:scalesales@aol.com). ♦

Southern California Division Spring Meeting



Claus Damm, D&G; Steve Dishon, CAS; Dean Smith, D&G



Paula, Richard Sharpe  
Intelligent Weighing Technology



# Company News

## Intelligent Weighing Technology, Inc. Ventura, CA USA

### Moisture Analysis with a Difference

Whether it is moisture gain, moisture content or fat percentage, the IL-160 is ready to perform. The new Intelli-Lab™ IL-160 Moisture Balance from Intelligent Weighing Technology includes software for analysis of fat content, as well as moisture gain and moisture content. The IL-160 gives users a large 3.9 inch sample pan and a full 160 g capacity to enable easy testing of all kinds of product samples. Equipped with a fast acting halogen lamp, five configurable drying programs and auto switch-off by time or percent loss, the IL-160 is well suited to any application.

Note: In January 2012 a federal law will go into effect regarding labeling of fat content in raw prepared meats. This

law requires that raw meat and poultry products must be labelled with percent of fat content.

For more information please visit [www.intelligentwt.com](http://www.intelligentwt.com) or call toll free 866-920-3000.

## A&D Weighing San Jose, CA USA

### A&D Weighing Introduces New SC and SE Series Washdown Scales

A&D Weighing is proud to announce the new SC and SC series washdown bench scales. Rated to IP68 standards, these scales are washdown to the point of being submersible—which makes them ideal for dusty or wet areas of operation. Both series feature a completely sealed indicator display and epoxy coated anodized aluminum load cell—all designed to handle the rigors of washdown environments.

The SC series scales feature an all stainless steel base and column construction to handle environments with more aggressive chemicals and cleaning agents. For those with economy in mind, the SE series scales feature a mild steel base and column construction for use in areas with a less vigorous handling and cleaning regimen.

Available models range from 66 to 330LB capacities with weighing resolutions starting at 0.01LB. All scales come with a large 39mm LCD display, multiple units of measure (LB, KG, and OZ), checkweighing capability, and counting function.

Unique to this bench scale series is

the extreme battery life. With alkaline batteries (6 D size), you can achieve 4500 hours of operation! A battery life indicator gives you a visualization of remaining battery life. The auto power off function preserves battery life when the scale is not in use.

Available communication options are a USB or an RS232C/comparator output.

For more information visit our web site at [www.andweighing.com](http://www.andweighing.com) or call A&D Weighing at (800) 726-7099.

## Advance Scale Company, Inc. Lindenwold, NJ USA

### Advance Scale celebrates its 30th Anniversary

Advance Scale Company is proud to announce its 30th anniversary of providing weighing products, solutions and services to its industrial customers. Advance Scale, now a 2nd generation family owned and operated company, started in 1981 in a Southern New Jersey garage with two (2) people and has grown to over 45 people serving the metropolitan Baltimore, Philadelphia and New York City areas. Headquartered in Lindenwold, NJ, Advance Scale has four (4) other offices spanning from Baltimore, MD, up to Northern New Jersey and Long Island, New York. Advance Scale prides itself on delivering superior products, service and its technical expertise to its customers. It also prides itself on being a 2nd generation family owned and operated company. The company provides sales, service and rentals on all types of industrial



weighing equipment from laboratory balances, dynamic checkweighers, truck scales and rail scales. Its customers span across multiple industries including, but not limited to, scrap recycling, food processors, pharmaceuticals, manufacturing, construction materials, transport, and logistics as well as chemical companies. Its service technicians are highly trained and technical and also licensed by each state's Weights and Measures Department. For large heavy capacity projects, Advance Scale has its own in-house construction division—where it is able to provide a one-source solution: not only providing the truck scale but also can provide the construction services for the foundation for the truck scale. ♦

# Hot topics



Discuss the hot topics in the industry on the ISWM website. Log in and start or join a topic in our member forums [http://www.iswm.org/members\\_forum.aspx](http://www.iswm.org/members_forum.aspx)



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# Save the Date!



## ISWM University 2011

The Weigh of the Future

May 18-20, 2010

Holiday Inn and Suites North Beach

Virginia Beach, VA 23451

[http://www.iswm.org/iswm\\_university.aspx](http://www.iswm.org/iswm_university.aspx)

