



# ISWM NEWS

INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

Winter 2010

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## President's Message



As 2010 rolls toward a close we have certainly had some good news! Most Dealers, Distributors and Manufacturers in the scale business have seen a significant increase over 2009 levels of business, the forecasted double dip recession has been avoided and slowly but surely America and countries around the world are going back to work.

During the last several months I have had the good fortune to meet with many scale dealers around the country and all of them have been cautiously optimistic about the business climate, with some dealers actually smiling and saying they have hiring and expansion plans for late this year and into 2011. The one area that has lingered in this recovery is the high end capital equipment, but even that now seems to be breaking loose as people approach the end of a budget year and make decisions to invest rather than wait longer. So with business rebounding the topics around the coffee pot are changing from "What are we going to do today?" to "How can we solve this problem or that one?" I believe that some time in the future many of us will look back on 2010 as the beginning of the good old days!

Going forward, ISWM is investing in the future of our industry by providing more web features, a technical conference in May 2011 and, of course, the regional events sponsored by the divisions around the country. Taking advantage of these events often gives me a lift and encouragement to find that others share the same kinds of challenges and are willing to share experiences that are relevant to my daily business tasks. As in many things, we get out of our organization what we put into it—so please don't be shy about reaching out through ISWM activities, website chats and using those business contacts we have all made over the years.

I encourage you to take a tour of the new ISWM website and to invest some time by participating in the chats and links to the social networking sites. There is a wealth of new content being added to the site and a tour has been arranged to describe the new features—this will show you where you can enter member forums, ask questions and get responses from fellow members.

As the holiday season approaches, may I wish all of you a safe and joyful celebration and success in 2011. ♦

John Hughes  
ISWM President, 2010 – 2012

# Calendar of Events

## February 2011

### 24-26 Central Northwest Division

Ho-Chunk Casino  
Wisconsin Dells, WI  
Contact: Bruce Johnson, bjohnson@ricelake.com or  
Ann Crowley, acrowley@ricelake.com  
+1 (800) 472-6703

## 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)

## October 2012

### TBD ISWM Meeting and Expo

Hotel TBD  
Las Vegas, NE

# Welcome New Members

### Nisar Syed

Independent  
A J Consultants  
69 Tremont Street  
1<sup>st</sup> Floor  
Tauton, MA 02780  
(774) 955-3930  
[s.nisar.ahmed@hotmail.com](mailto:s.nisar.ahmed@hotmail.com)

### S.W. Betz Company, Inc.

Dealer Distributor  
7014 Golden Ring Road  
Baltimore, MD 21237  
[www.swbetz.com](http://www.swbetz.com)  
(410) 574-1414  
Primary: Randy Farnum  
[randy@swbetz.com](mailto:randy@swbetz.com)

## Executive Committee Announcement



Joseph Martin, Business Development Manager at A&D Weighing, has been appointed to another term on the Executive Committee.

Joe started with A&D in 2002 and quickly learned the weighing market and industry. He was the recipient of A&D's prestigious Tora Award in 2003 and again in 2007. Joe also achieved prominent status as a member of A&D's President's Club in 2006 and 2007.



## 2010 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

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C. Steve Dishon  
George Garner  
Joseph Geisser  
Jerry Gunn  
Stephen Hofius  
Bruce Johnson  
Rudy Kolaci  
John Lawn  
Robert Luna  
Frank Marrone  
Mike Williams

### ISWM Staff

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#### Vice President, Meetings

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#### Production Manager

Penny Willocks

#### Communications Manager

Jon Benjamin

#### Member Services Manager

Linda Bernetich

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# The Four Critical Traits of Sales Success

By Tom Caso



ISWM has a mission to promote the scales and balance industry through the professional development of its members. Manufacturers and dealers each have a role to play in this process. Key to this industry is keeping up with the latest technical and product information, and its application to the end users. Yet, we know that technical knowledge alone will not guarantee commercial success. We have observed at Integrity Solutions, Inc.<sup>®</sup>, four factors that are critical to sales success. With well over forty years of research to back-up these observations, and over a million and a half course graduates of the Integrity Selling<sup>®</sup> program, consider “The Four Critical Traits of Sales Success” as they relate to your current methods of sales and service.

## 1 Goal Clarity

In order to hit any target, one must know exactly what he is aiming at. This

is especially true in sales. These goals must be clearly defined in writing with a specific timetable to measure results and to make any necessary adjustments along the way. These are not just production goals, dollars earned, or units sold at the end of any given sales cycle. While these objectives may be helpful, they do not constitute in and of themselves goal clarity. In the short term, I recommend daily or weekly activity goals. These help breakdown the required activities that are needed to set-up a “contract of commitment” with yourself to reach your desired results. Coupled with this, one should keep in mind the rewards that come from accomplishing your goals. This is not just a dollar figure, but rather the things that hitting your goals bring: material goods, financial freedom, travel and leisure, time for hobbies, sports, adventure, or ministry—in short, whatever

you value. Visualizing these things in clear mental pictures will provide the target that your “goal seeking mechanism” will aim at and hit.

## 2 Achievement Drive

Colin Powell, former Secretary of State and former Head of the Joint Chiefs of Staff, used to talk about leadership being a “force multiplier.” In sales, achievement drive is the “force multiplier.” Simply put, if you add up the score of all the positive traits and activities that bring sales success, achievement drive is the multiplier in the sales power formula. Strangely enough, it is not solely based upon a will to succeed, but rather a way we internally picture ourselves as successful salespeople. It cannot be “learned” in a textbook or classroom, but must be developed over time. The developmental methodology includes a supportive environment, practice and repetition, reward, and reinforcement. When one sees him or herself as worthy and deserving of sales success, the self-image is intact, and the imagination is free to conceive of the vast possibilities of achievement. “Nothing succeeds like success,” and nothing contributes more to success than achievement drive.

## 3 Social Skills

Here’s another one of those traits that cannot be “learned” but must be developed. I grant you, that some seem born with these gifts of knowing just what to say and when to say it without the hint of self-consciousness or awkwardness. But for the rest of us, we can improve

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our social skills through active listening, empathizing, being genuinely interested in what others have to say, and not being overly concerned about how we are coming across. Contrived behavior is immediately spotted and discounted as manipulative and phony. Ironically, “trying” to be clever and say just the right thing for effect can often result in creating the opposite impression. If one, on the other hand, has genuine concern for the other guy and the sole motive is to bring value and solve problems for our prospects, then that creates an atmosphere of trust where we can be our natural true self.

#### 4 Emotional Intelligence

Emotions are a two-edged sword. They can drive us toward action or paralyze us in fear and self-pity. The Book of Proverbs tells us that a man that governs his own temper is mightier than one who

rules a city. Too much euphoria can be as damaging as discouragement. Emotional Intelligence or “EQ” is that trait which signals maturity and steadiness with our feelings. It’s yet another trait that cannot be “learned.” True, some behavior styles gravitate more easily to equilibrium. But, if we are to consistently succeed, this trait must be developed. It’s not easy, but one can be trained regardless of circumstances, such as a huge sale or a long dry spell, to hold spirits in check and consistently practice constructive selling behaviors and actions. For example, don’t stop for the day when you finally land that big account, or don’t go into a funk of inaction when in a sales slump. Yes, easier said than done. This is why “EQ” must be developed over time with practice. Certainly we are not prescribing a personality transplant here, but rather a “tempering” of interfering emotions through practice, repetition, reward and

a seeking out of a supportive network of friends and colleagues that hold us accountable. These are the people that will celebrate with us, commiserate with us, and then call up the best in us to continue our journey. If you don’t have people like this in your life, find them.

The “knowing” about above traits will not necessarily bring sales success, and may even inoculate us (thinking that we already possess them) from taking the steps necessary to develop them. Only diligent practice and development over time will guarantee success. ♦

*Tom Caso is the President of KASH Associates, an Integrity Solutions, Inc. Company. He has over 30 years experience in sales, sales management and sales training. Tom was a featured speaker at the 2010 ISWM Conference and Expo in Atlantic City, New Jersey.*

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# Managing Generational Differences

By Jamie Notter

It is normal to expect differences of opinion in the workplace. But have you started to notice a pattern of conflict at your office, where people from different age groups are consistently butting heads? Are the younger employees in perpetual disagreement with the older people in your organization about things like performance expectations, or work schedule, or rewards systems?

If so, you're not alone. A lot is being written these days about "generational" differences and how they show up in the workplace. Organizations of all sizes and in all industries are reporting this pattern of conflicts, where people in different age groups are consistently seeing important issues in very different ways. The research being done on the issue indicates that it is not merely age or experience levels that drive the differences—there are actually patterns to different historical "generations," that lie at the source of these types of conflict. Being a "Baby Boomer" means you view the world in very different ways than someone from "Generation X" (even though both of those generations are now in management positions), and they are both also different when compared to the newest entrants into the workforce, the "Millennials."

But just because you look at your twenty-something employees and question why they leave at five o'clock (and you stay until eight or later!), does that mean that your organization is rife with generational conflict? Not necessarily. This



issue, while important and real, has been grossly over-hyped and too often oversimplified in the media. You will need to learn how to distinguish between hype and reality when it comes to managing a workplace made up of Baby Boomers, Generation X, and Millennials. So to be truly effective in managing intergenerational conflict, two things are needed: (1) deeper understanding, and (2) better conversations.

## Who Are the Generations?

The first step is a better understanding of generational differences. Many sources

provide only a superficial look at the stereotypes of the four generations that are currently in the workforce:

- the Silent Generation can't handle change;
- Baby Boomers are self-centered workaholics;
- Generation X are cynical slackers;
- Millennials are impatient and expect things to be done for them.

These generalizations do reflect some important differences among the generations, but they paint a very incomplete

picture, and, like all stereotypes, they can be dangerously misleading. The power of generational differences can only be harnessed if time is taken to understand in more depth where these differences come

from and how they play out in today's society.

The basic theory of generations is quite simple, and it revolves around values.

## It's About Time

Time seems to be a focal point when it comes to generational differences. For some reason, our approach to time, how we value time, and how we spend our time all seem to be sticking points across generations. Consider the following graphs:



**TIME** →

### Silent Generation (*Lifetime*)



For the Silent Generation it represents a life-span of education, work, and leisure, as was typically lived out by members of the Silent Generation (born 1925-42). Their early life was devoted to school, then they entered the workforce where they worked until age 55, and they got their gold watch and retired—and finally could engage in leisure activities.

### Baby Boomers and Gen Xers (*Lifetime*)



The Boomers took a different approach. Their adult life was more of a mix between work, leisure, and education. After their first job they may take a few years off to do trekking in the Himalayas and maybe a few years of graduate school before taking on a new job. This pattern stretches throughout the rest of their lives, even to the point where they never retire in the traditional way. Many Generation Xers have followed a similar path, although each stretch of work is likely to be in an entirely different career, rather than a different job.

### Millennials (*One Day*)



Now look at this Millennials, the youngest members in the workforce today. This mix of work, education, and leisure is not over a lifetime—it's over the course of a single workday! Younger employees often start work before they arrive at the office (checking email at home), and during the workday may schedule an online webinar (education) or a workout (leisure) because that's the only time they can do it. They will often leave at five (as will the slightly older Gen Xers, who also focus on work-life balance), but you may also see them working AFTER they get home in the evenings, because that's often the only time they can actually focus on the barrage of email they receive daily.

Our approach to time is usually radically different than previous generations, but it is formed without us particularly noticing it, and that's why it can cause so many clashes in the workplace. Like all generational differences, you need to improve your capacity to have difficult conversations about the topic if you are going to keep a harmonious and productive workforce.

Everyone has core values, and these values evolve and change throughout life. But the lion's share of value setting happens during one fairly short period in your life: that time in your teens and early twenties when you are "coming of age." That, for better or worse, is when you make sense of the world and set your basic values.

Values aren't set in a vacuum, however. The social, political, and economic forces of the day end up having a large impact on how you make sense of the world. This means that all the people who happened to come of age during the period of social revolution we call "the sixties" in this country (the Baby Boomers) should be expected to have a set of core values that would differ from the people who came of age during, say, the Great Depression and World War Two (the Silent Generation).

And they do, as do those who grew up in the late 1970s and 1980s (Generation X) and those who grew up in the 1990s and early 2000s (the Millennials). What happens around a person when they come of age gives him or her a particular worldview, and even as the times change, and that person grows older and takes on new roles and responsibilities, parts of that worldview stay consistent, impacting that perspective, behavior, and choices. Consider how history has shaped the four generations who are all now adults in our society.

### Silent Generation

Born between the mid 1920s and the early 1940s (most now over seventy years old), this generation suffered through hardship and sacrifice in the Great Depression and World War II. It was the command-and-control culture of both the military in the war and industry in the economic recovery that restored order to society, so this generation is known for its loyalty, respect for authority, and reticence when disagreeing. This generation tends to define what we mean by a good

“work ethic,” and they expect rewards or gratification to be delayed. They typically support a “cause” rather than an individual. They are known to be resistant to change, which could be connected to the painful instability of their youth, but could, frankly, also be connected to their life stage—the elderly in all generations tend to be more focused on continuity.

### **Baby Boomers**

Born between the early 1940s and the early 1960s (now aged late-forties to late-sixties), this generation is defined by the

Only through more effective conversations will everyone discover what your people from differing generations' actual values are, or how best to work with them.

revolution known as “the sixties” (which includes the early 1970s). Like all youth rebellions, they moved against the values of their elders: spiritualism over science, gratification over patience, and self over community. Known as idealists, the Boomers are also hard workers and are credited with the invention of the sixty-hour work week. There are some paradoxes in this generation, however. Although they are known for being self-focused, they also have a strong commitment to team and harmony.

### **Generation X**

Born between the early 1960s and early 1980s (now mostly in their thirties and forties), Generation X had a much more subdued youth than the Boomers. They grew up during the oil crisis, the Iran hostage crisis, the first wave of economic

downsizing in this country, and rising divorce rates. They were children when women began to re-enter the workforce in large numbers, thus Generation X were the first generation of “latch-key kids” who came home after school and took care of themselves. These factors led to a more independent and questioning (often dubbed cynical) generation. Xers tend to confer respect based on people’s visible behavior, not their title, position, or promises. Xers are predicted to have five careers in their lifetime (that is five careers, not five jobs), so they are less tolerant of being told to “pay their dues” before they can have an impact. Xers have led the charge in the fight for “work-life balance,” not being willing to sacrifice family life for advancement at work.

### **Millennials**

Born between the early 1980s and the turn of the Millennium, only the oldest members of this generation are in the workforce today. This is important because it means that lasting conclusions really should not be drawn about this generation right now. It is simply too early. But some important factors have been identified that have influenced them, most notably the Internet. While Generation X is known for being technologically savvy, the Millennials have been completely immersed. They have always known the Internet. Information has always been at their fingertips, instantly. If they don’t know an answer, they can find it, or they can find someone who knows through their online social networks. They are also driving the more participatory nature of “Web 2.0”—waiting for the expert to design something for them is not as satisfying as collaborating instantly with a group of dispersed people to make it themselves. With so many avenues for participation, they are known to be adept at multitasking.

### **So What?**

Okay, now that you know more about what drives generational differences, take another look at the conflicts in your organization. Maybe you’ve got senior managers from the Baby Boomer generation who have come to expect long working hours and many years in service as a prerequisite for career development, and you’re encountering problems with younger Generation X and Millennial employees who expect more time with their family on a daily basis and weren’t planning to stay in this field for as long as even five years, thus they are less likely to accept a delay in advancement or career development. Attempts to resolve the conflict have likely led to conversations that go in circles, and frustration is on the rise.

When looking at this conflict, the dynamics seem to fit with the generalizations provided above. The Xers, with their emphasis on work-life balance, don’t have as much time to devote to this work. The Boomers, on the other hand, emphasize the harmony of the group and are known for working extra hours. When differences like these surface, an important question must be asked about the generational disparities.

While the generalizations are both accurate and important, they don’t give the people in your company everything needed to resolve intergenerational conflict. The U.S. is a very answer-focused society, so we want the book about generations to provide answers, but in this case, answers will only be generated by a more effective conversation among the people involved. So the trick here is in using the knowledge of generational differences to enhance the conversation, rather than stifle it.

When two parties get locked into opposing positions, they often simply repeat their positions over and over again (“I may be younger, but I need more responsibility in my position... Oh yeah? How

am I supposed to trust you when I hardly see you in the office?... Oh Yeah? Why can't you let go of control and let me do more work..."). To break the cycle, a conversation needs to be facilitated so each side has a chance to explore why they hold their positions (both their own positions and the other party's). Xers and Millennials need to understand why the Boomers feel it is important to put in the hours and show a deep commitment to the organization, and the Boomers need to understand why younger employees are frustrated with what they perceive to be lack of return on investment of time spent like that. Deeper understanding on both sides creates the opportunity for generating creative solutions.

The easiest way to get there is to ask more questions and be open to hearing the answers. It helps, of course, to ask the questions in the right way. If the Xers and Millennials in your organization ask, "Why do I have to act just like you to become a leader? Are you really that self centered?" they are unlikely to get a positive response. Try being curious rather than judgmental: "It feels like I'm being given one opportunity for advancement, and that's the model you followed in your career. I see other options and I'm curious as to how you see your solution as different or better from the ones I'm proposing?" Answers to these questions will likely lead to more open-ended "how" or "why" questions, but that is precisely how you solve problems like these.

It is true that some of the answers to these "how" and "why" questions can be rooted in generational differences. If these ideas can be introduced, in an open and exploratory way, it might take the edge off of conflicts. When generational differences are linked with people's behavior, it is less likely that the "other" side will be portrayed as being irrational. Generational differences highlight that there is not always an absolutely "right" way to do things, and this can

create space for more creative negotiation. Remember, in negotiations it is easier to reach an agreement if you work to meet the interests of both parties, and addressing generational issues can sometimes help. Baby Boomers have a legitimate interest in understanding the level of commitment of their employees, and Generation X and Millennial workers also have real interests in advancing their knowledge and their careers. Shifting the conversation away from only "how many hours did you work this week" will help you figure out ways to meet the interests of both sides. By understanding and honoring the generational differences you can generate solutions that everyone supports.

Generational knowledge, however, is a double-edged sword. If generational issues are introduced as the sole source of a solution, or as a simplistic explanation of either side's position, the response is likely to be even more defensive. Too often, that's how generational knowledge is applied. "Oh, you're a Boomer so you like..." "Well, of course you react that way—you're from Generation X!" Statements like these only fan the flames of the conflict because they shut down conversations, and they make people feel stereotyped.

### Now What?

Moving forward on this issue will require some homework in several areas. The first is your (and your employees') knowledge of generations. It is important to understand the differences at levels that go beyond the stereotypes. It is equally important to actively question what is heard from the experts (including what's in this article). This is not an exact science, and particularly when discussing the younger generations, be aware that the conventional wisdom may change with time.

Efforts should be made also to develop the ability to have more productive conversations across generational lines.

Make sure you don't start applying the generalizations to the individuals in your organization. They are specific individuals who may—or may not—behave in ways consistent with their generation. Only through more effective conversations will everyone discover what your people from differing generations' actual values are, or how best to work with them.

Finally, be ready for change. When a new generation enters adulthood (as the Millennials are doing now), a new set of values gets infused into the broad mix of how organizations are run, communities are led, and values and meaning in the world are created. While those things are always evolving, the generational spikes are often noticeable. So prepare for some challenges to the way "we have always done things."

Most importantly, as you face the realities of generational shift (and you surely will), you must address the issues head on. The conversations might appear contentious at first, but do not fall into the trap of avoiding or postponing the discussions. Use the opportunity to expand your learning, question your assumptions, and listen to people who are different than you, because it is through these conversations that we will solve the most difficult multi-generational problems. ♦

*Jamie Notter is Vice President—Organizational Effectiveness at Management Solutions Plus, Inc., which is the association management company that manages ISWM. In addition to serving as ISWM's Executive Director, Jamie provides a range of consulting, training and speaking services to clients on topics such as generations, conflict resolution, and leadership. Jamie has written an e-book on Generational Diversity in the Workplace and ISWM members can download it free on the Members Only side of the ISWM website.*

# Your Online Resource: Unveiling the New ISWM.org

Earlier this year we did a complete overhaul of the ISWM website. It has a fresh new look and, more importantly, it has new information and resources designed to help you succeed in the weighing and measurement industry. No one in business today can survive without leveraging the power of the internet, and ISWM members are no exception. So we redesigned [www.ISWM.org](http://www.ISWM.org) with that in mind: helping our members get access to the information they need to succeed in today's fast-paced business environment. Here's a quick tour of what you can find on the new site.

## Online Directory

Our first big move was to put the ISWM Directory online. Now you can find anyone from any member company instantly with just a few keystrokes. The Directory is available for search by the public, although only members will be able to see the detailed contact information for each individual. You can do a quick search by individual or company name, or you can browse through individual divisions, States, or even product categories, until you find just the company or person you're looking for. We've even got a PDF document of all our members that you can download and print out, so you can access up-to-date information even if the internet goes down!

## Members Only Resources

The other major shift was to create a new set of resources that are available exclusively to members of ISWM. Logging into the members-only section is easy, and once you're there, you have access to tools that will help you get the job done.

For example, we've set up a Member Forum where you can get advice, recom-

mendations, resources, and insight from your fellow members. There are different forums for Manufacturers and Dealer/Distributors, and we can create more as the need arises. It's an online space where you can ask the tough questions and be honest in your responses because you

know it's only ISWM members who are taking part in the conversation. Just start a topic and ask a question, or respond to one of your colleagues.

We also have information on ISWM affinity programs, like discounted group health insurance, and other members-only resources, like downloadable copies of the *Handbook 44 Scale Code Field Manual*, or past copies of *ISWM News* in digital format. And we're adding new resources regularly. For example, the article in this issue about generational differences makes reference to an e-book on the subject, which members can download free in the members-only section.

## What's Happening— in Your Division or Across the Globe

There is even a special section for each one of the ISWM Divisions. Division pages are in the members-only section and they are structured as a blog—a chronological list of posted information specific to that division. You'll find information on division events and other news that Division leaders post onto the site on an ongoing basis.

That is in addition to our online Calendar of Events, which includes events within



mentations, resources, and insight from your fellow members. There are different forums for Manufacturers and Dealer/Distributors, and we can create more as the need arises. It's an online space where you can ask the tough questions and be honest in your responses because you

Our first big move was to put the ISWM Directory online. Now you can find anyone from any member company instantly with just a few keystrokes.

the Division and all the national events happening throughout the year. Each event links to a separate page that includes all the information and any applicable registration forms. Our major national conferences also have dedicated

pages in our events section. Planning is already underway for our Technical Conference in 2011, and as soon as the details are ironed out, you'll find them up on the site.

The main calendar of events is available to everyone, but on the members-only side we have a new calendar feature where your company can share information with ISWM members about events you are hosting or would like to promote or other industry events you think our members should know about. It's another way ISWM.org can be your one online destination for information you need to get the job done.

#### Everything You Need to Know About ISWM

And of course the website has all the relevant information related to ISWM, from profiles of executive committee members, to the detailed rules and regulations, to pages that help prospects

better understand the value of belonging to ISWM. We also have extensive information related to Professional Development, including information on our certification and awards programs and handy weights and measurement conversion tables.

So go ahead and visit [www.iswm.org](http://www.iswm.org) and check out all the details. We even set up a guided tour for you at [www.iswm.org/site\\_tour.aspx](http://www.iswm.org/site_tour.aspx). And once you log onto the members-only section of the site, be sure to visit the forums, where we have created a discussion thread for feedback on the website. We'd love to hear what you think. ♦



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# Company News

## Lake Balance and Calibration Services (LB & CS) Madison, OH USA

*There are a few words that can shake up the scale community ISO Audit and Proficiency Test*

The mention of ISO 17025 and the auditors put fear into people like the Asian or swine flu. I use to quake at the thought of the dreadful auditor (Darth Vader) coming into my company critiquing me on how I should run my company. I have been in this business for forty years and someone is going to tell me how to run my company. And I have to pay for it? Well that's far from the truth. I have had five auditors since I have been accredited. And I have gained something from each of them. After I saw the changes in my company and my personnel I had to admit these men are worth the money spent. What can be worse, your auditor finding a problem in your system, or your customer finding it?

Proficiency Testing is another area that can bring on anxiety—if a person is not familiar with it. Locating an authorized provider, scheduling the test, finding out that you have to schedule a trip to a meeting at the PT provider's convenience, then find that everyone who took the test got an En of 0 (zero). That zero in the eyes of the auditor means the test is a big zero. All the money spent for air fare, overnight stay, meals and the test netted a 0 (zero). An En value of 1.0, even though it is a failure, is better than all zeros. You have something to work

with to better your system. Equipment not reproducing, participant not taking enough time, uncertainty to small, etc., can contribute to a large En. It's not a major finding to fail a test. It can be if you don't do it.

LB&CS has developed a proficiency test scheme that can run continuously for a year and can be taken at the participant's laboratory or shop at their convenience. LB&CS is a PT provider with ISO 17043 accreditation, and ready to help you stay proficient in your calibrations!

## Rinstrum, Inc. Troy, MI USA

### John F. Zorn is appointed as the Regional Sales Manager for the Southeast Region

John brings over 25 years of very successful sales management and field sales experience to this vital part of Rinstrum's U.S. efforts. Working extensively to optimize the dealer base and develop OEM business will be John's immediate focus.

John earned his MBA in 1979, and his initiation into the weighing industry was as a Product Line Manager for Fairbanks Weighing Division of Colt Industries. He then became a Regional Sales Manager for Ohaus Corporation, before advancing to the position of National Sales Manager for Industrial Sales. He left Ohaus in 1990 and moved to Texas as a Regional Sales Manager for A&D Engineering. Most recently, he spent 12

years as a Regional Sales Manager for Sartorius Corporation, where he was their top sales rep for industrial products four consecutive years, earning three trips to Germany with his leading industrial dealers. John and his wife, Marcia, reside in Grapevine, TX, and have two grown children.

## Rice Lake Weighing Systems Rice Lake, WI USA

### Group effort creates SafetyTrax™— hi-tech truck monitoring for improved fleet performance

Rice Lake Weighing Systems, Pressure Pro and Safety Vision, LLC have merged technologies to create SafetyTrax, a completely new way to monitor vehicle and fleet performance. This web-based system hosted by Safety Vision ties together each vehicle's computerized diagnostics with video monitoring and global positioning systems (GPS), and adds the function of PressurePro's tire pressure monitoring and Rice Lake's on-board vehicle weighing systems. It's a feature-rich solution that's currently unlike any other on the market, and will provide fleet owners with a tangible return on investment through fuel savings, extended tire life, reduced downtime, and improved driver performance.

Made possible through cellular and satellite technology, SafetyTrax gives fleet owners 24/7 online access to real-time vehicle data including vehicle identification, start/stop times and durations, speed, location, weight, tire pressure,

mechanical failures and more. Dispatch offices can receive instant alerts on a variety of problems and download data for up to six months. Among the many obvious benefits is better visibility of the on-board weighing system. Tom Kendall of Rice Lake Weighing Systems is enthusiastic about what SafetyTrax has to offer. "Theft of payload is a multi-billion dollar problem for fleet operators worldwide. This system adds a new level of security for cargo transport, in addition to the element of safety provided by overload warning, load shifting, and tire pressure monitoring," he says. External access to real-time weight information will assist fleet owners in accounting for each and every pound they transport as well as the avoidance of costly overload fines and any potential liability concerns.

*For more information about how SafetyTrax could be incorporated into your fleet, contact Tom Kendall at Rice Lake Weighing Systems, 1-800-472-6703.*

**Rice Lake applauds Carrie Haasl as one of National Safety Council's '40 under 40'**

Rice Lake's own Carrie Haasl, Safety Specialist since 2007, has been recognized by the National Safety Council (NSC) as one of the nation's top "Rising Stars of Safety," and featured in this October's *Safety & Health* magazine. The NSC accepted hundreds of nominations for its latest awards program honoring the top 40 safety professionals under the age of 40. This age bracket comprises just twenty-five percent of the predominantly baby-boomer NSC membership. By creating the program the NSC aims to establish more meaningful connections with younger leaders and foster better cross-generational support and innovation.

After just a few short years with Rice Lake Weighing Systems, Carrie's leadership and knowledge have been directly reflected in the company's improved safety statistics. To the benefit of Rice

Lake, she has successfully grown a culture of safety through education, awareness, and her uncommon ability to connect with people.

Carrie was nominated by Human Resources Director David Holmes. She accepted the award on Tuesday, October 5<sup>th</sup> at the NSC Expo Awards Reception in San Diego, California.

**Intercomp Company Inc.  
Medine, MN USA**

**NEW Next Generation Intercomp  
RFX™ Wireless Weighing Indicator!**



Intercomp's highly successful line of Wireless Scale Systems now includes Intercomp's field proven RFX™ Wireless Technology in a compact, hand-held, general product indicator for use with any Intercomp RFX™ Scale System!

Intercomp's RFX™ Wireless Weighing Technology utilizes 2.4 GHz wireless frequencies which are accepted worldwide. Wireless weighing saves time and improves the operation's overall safety. Intercomp's field-proven wireless weighing technology is used by weighing professionals and manufacturers worldwide for the utmost in accuracy and ease-of-use.

The wireless indicator not only works with up to six scales at once, but it possesses the ability to control scales remotely and from safe distances. Products can be combined to accommodate modular applications for a variety of scenarios. The indicator allows users to show the weights in cumulative total, individual

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weights per pad or scale, and/or center of balance, has the ability to store and recall up to ten Arm records, and offers continuous and on demand print outputs.

Users can zero scales, change scale and indicator settings, turn scales on or off, and calibrate right from the hand-held indicator box! The indicator also offers a "Read-Only" selection for use with PC software. The RS232/USB output allows data-streaming to printers, displays, computers and process control devices.

Intercomp's RFX™ Wireless Weighing Indicator will provide the accuracy necessary to obtain reliable readings and will complete any weighing application.

*For more information, contact Intercomp at 800-328-3336 or Worldwide 763-476-2531, fax 763-476-2613 or write Intercomp, 3839 County Road 116, Medina, MN 55340. Contact us by E-Mail at [info@intercompcompany.com](mailto:info@intercompcompany.com) or visit us on the web at [www.intercompcompany.com](http://www.intercompcompany.com).*

## Laumas Elettronica S.r.l Parma, Italy

**New weight transmitter TLBDeviceNet  
high performance and low price**



The new range of weight transmitters/indicators TL series was greeted with interest by the international market for the novelty of the proposal technologically advanced and for the cost of the products that is particularly affordable.

The innovation lies in having created a series of weight transmitters for PC / PLC, possessing all the

characteristics common to a weight indicator with high performance.

Here are some of the main features of the new range:

- Display showing weight
- Keyboard with 4 function keys for software configuration, calibration and weight parameters settings
- Programmable logic relay inputs and outputs
- Serial output RS485 protocols DeviceNet (Allen Bradley), Profibus Dp-Profinet (Siemens), Laumas (ASCII), ModBus R.T.U., CANopen, Ethernet
- Optoisolated analog output 16bit
- Fast reading data weight up to 300 Hz
- High reading resolution up to 999999 real divisions

In particular, we want to focus on the new transmitter / weight indicator series TLBDeviceNet for the North and South American markets, where the use of DeviceNet networks and the employment of Allen Bradley PLC is particularly common.

This device is normally used to transmit the weight signal to the PLC via DeviceNet protocol but it is also available with CANopen output.

The device, offered at a very low cost, has a small display showing the weight as well as a series of LEDs used for the various status messages. Especially well suited for use at back panel "space-saving," it is possible, as the vertical development of the card, to apply more transmitters occupying very little space in the panel. The instrument has two serial ports: 1 DeviceNet Slave port and 1 RS485 Modbus RTU port.

The DeviceNet slave port allows networking of up to 64 instruments at a communication speed of maximum 500 kbit/s. The second serial port is a RS485 ModBus R.T.U. that allows connection of up to 99 instruments with

repeater line to a communication speed of maximum 115200 bit / s.

The instrument features a high resolution converter A/D 24 bit (16.000.000 points) that enables parallel connection of up to 8 load cells of 350 Ohm or alternatively 16 of 700 Ohm.

The weight reading is particularly fast, suitable for dynamic weighing applications with a speed of up to 300 Hz (1 update every 3.3 mS).

The keyboard has 4 key functions that enable the software configuration, weight parameter settings and the theoretical calibration, jointly with the linearization with sample weights.

The device also has 2 logic inputs and 3 relay outputs max 115 Vac/60mA.

The 2 inputs can perform the functions of net / gross weight, zero-setting, peak, or can be read remotely via DeviceNet or Modbus communication protocol.

The three outputs allow the setting of the 3 set points or can be controlled remotely via DeviceNet or Modbus communication protocol.

In mono-directional mode, the RS485 port can be connected directly to the RS232 port of a PC or a display in large digits.

Although the Italian company Laumas Elettronica S.r.l. has only been an ISWM member for a few years, we have over 25 years of experience in industrial weighing and batching in Europe.

LAUMAS is able to offer a 360° weighing service that is realized in several applications found in the industrial area. We are members of several industry organizations recognized in Europe and worldwide and we take part in the most important international trade fairs.

The production offers a wide range of components for weighing and batching certified with respect to the strictest standards in Europe and worldwide.

Our business policy is based on some clear basics:

- Continuously updated planning based on the technological evolution
- R & D department committed to the design of technologically advanced devices
- Realization of custom products based on customer specifications
- Advanced equipment to perform tests on various electronic and mechanical components to ensure product quality
- Large stock of items to ensure a quick dispatch of orders
- Corporate Training aimed at deep-

ening the knowledge of customers about our products

The range consists of:

- Weight transmitters
- Weight indicators with multifunction software
- Load cells and mounting accessories for all applications
- Single and multi-product batching systems with management formulas
- Multi-scale batching systems for the management of production plants
- Supervision programs from PC for the management and control of weighing and batching systems

LAUMAS products can be interfaced to all types of PC / PLC on the market through the use of field bus normally used as DeviceNet (PLC – Allen-Bradley

Rockwell Automation) Profibus DP / Profinet (PLC - Siemens) Modbus-RTU, Ethernet TCP, CANOpen, etc.

With nearly 30 years of experience in industrial weighing and batching, characterized by continuous and steady growth, today LAUMAS Elettronica, relying on an efficient and consolidated structure, aims at the international markets, with a particular interest in the U.S. market and South America.

*For further information, technical details or for a targeted economic offer, please contact our Sales Manager for the United States and South America, Mr. Alex Zanetti mail: alex.zanetti@laumas.it and / or visit our website [www.laumas.com](http://www.laumas.com).*

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# Division News

## Greater NY Division Learns About Ainsworth

The Greater New York Division of ISWM held its fall meeting in New Jersey at the Hasbrouck Heights Holiday Inn, on November 28<sup>th</sup>. The meeting was

well attended by the weighing industry; many of the attendees were from CAS and Totalcomp, which are both local area businesses. There were tabletops from

CAS, Coti, Ohaus and Totalcomp, Inc. Dealers at the meeting included Divita Balance Service and Industrial Scales, both of New Jersey.



Rudy Kolaci of Totalcomp, Inc., was the evening's speaker. His talk focused on William Ainsworth, an historical figure in the weighing industry and founder of the Denver Instrument Company. Rudy spoke about this gentleman's life and how he became the manufacturer of Ainsworth Assayers Balance and other precision instruments. It was enjoyed by all!

Bill Mountenot, of CAS Corporation, ended this evening of great food and engaging discussion by awarding a number of door prizes—including shirts, hats and bathroom scales.

## Potomac Division News

The Potomac Division held their spring business meeting in Atlantic City, NJ, on May 19<sup>th</sup> in conjunction with the ISWM 2010 Conference and Expo.

Pictured below are Potomac Division Members from Precision Solutions of Quakertown, PA, along with Division Governor Steve Dishon.

The Potomac Division held their fall 2010 Scales on Saturday at the Princess Royale Resort in Ocean City, MD, on October 30<sup>th</sup>. John Lawn of Rinstrum,

Inc. gave a presentation on "Innovation & Communication in the Weighing Industry." All supporting companies gave tabletop presentations about their products.

The Potomac Division agreed to have their spring 2011 business meeting in conjunction with the ISWM Virginia Beach Technical Conference to be held at the Virginia Beach Holiday Inn-Beachfront from May 18-20, 2011. ♦



We are completely revitalizing our Member Communications in 2011, so now is the time to consider advertising in *ISWM News*. Next year, our three issues of *ISWM News* will be in full color! And we're beefing up the content, so members will get access to the information they need to succeed. Get your contract in today so you can benefit from the buzz that our new approach will generate.

We're also expanding our online sponsorship opportunities. Our website has already been completely redesigned, and we'll soon be launching a new electronic newsletter as a complement to *ISWM News* that will go out to both members and prospects, and both will have space for sponsors. *ISWM News* advertisers will get a discount on these opportunities.

## Ad Agency Information NOTE: No agency discounts

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## Ad Information

In 2011, *ISWM News* is moving to full color, so all ads can be sent to us for full color production.

If you advertise in all three issues, you will get logo placement (with link) on the *ISWM News* web page as well.

### Member

Full color	1 Issue	2 Issues	3 Issues
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1/2 (Vertical)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$500	<input type="checkbox"/> \$700
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## Questions?

Contact Linda Bernetich, Member Services Manager  
 P (301) 258-1115 E lbernetich@mgmtsol.com



INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

# Membership Application

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## Membership Categories

Corporate	Dues
Manufacturer	\$500
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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.

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- Airport Weigh Systems
- Animal
- Bagging
- Bar Code Scanners
- Bar Code Systems for Scanners
- Batching
- Batching Control Systems
- Bathroom
- Bench Electronic
- Bench Mechanical
- Bulk Weighing Systems
- Calibration Systems
- Checkweighers
- Computer Weighing Systems
- Conveyor
- Conveyor Belt
- Counting Electronic
- Crane Load Indicators
- Crane Scale
- Cubing (Measuring) & Weighing Systems
- Custom Designed
- D/A Converters
- Data Capture Systems
- Data Recording Systems
- Dial Indicators
- Digital Display Meters
- Digital Indicator Repairs
- Displays, Electronic Remote
- Drum Filling
- Dynamometers
- Electronic Weigh Systems
- Explosion Protection
- Force Gauges
- Fork Lift
- Hopper
- Hospital
- Household
- Industrial Beam
- Interfacing
- Intrinsic Safety
- Inventory Control Software
- Junction Boxes
- Labels For Printers
- Laboratory Balances
- Load Cell Insulators
- Load Cell Repairs
- Load Cells
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- Mass Standards
- Medical
- Monorail
- Motor Truck – Axle Load
- Motor Truck – Low Profile
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- Motor Truck – Pitless
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- Network Data Collection
- OEM
- Onboard Weighing
- Over/Under
- Packing Machine Scales
- Pallet Truck Scales
- Platform – Electronic
- Platform – Mechanical
- Portable Battery Operated Electronic Scales
- Precision Balances
- Precision Weights
- Printers
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- Radio Frequency Identification Systems
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- Railroad Track
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- Retail Non-Computing
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- Software
- Spring Dial
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- OEM
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- Weigh/Price/Labeling Cas Usa Corp.
- Weighbeams
- Weighfeeders
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- Weigh Calibration Services
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- Wheel Load Weighers

## Divisions

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

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Greater New York (GRNY)	<input type="checkbox"/>	<input type="checkbox"/>
International (INTL)	<input type="checkbox"/>	<input type="checkbox"/>
Manufacturer's Division (MFGR)	<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"/>
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Southwest (SW)	<input type="checkbox"/>	<input type="checkbox"/>
Analytical & Precision Balance (A&PB)	<input type="checkbox"/>	<input type="checkbox"/>



## Payment Information

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# Save the Date!



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