



ISWM NEWS

INTERNATIONAL SOCIETY OF WEIGHING & MEASUREMENT

Spring 2010

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Contact Information

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

P 301-258-1115

F 301-990-9771

E staff@iswm.org

W www.iswm.org

President's Message



“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.”—Wayne Gretzky

It's been a quick two years since I stood in front of you in Reno and offered a vision for ISWM. Through the leadership of our Board we have accomplished much, but to me it's a reminder of how much work is yet to be done to fully express a revitalized and relevant ISWM. Meanwhile we've weathered a tough economic storm and continue to see changes and consolidation in the way that weighing equipment is manufactured, sold, approved, and maintained that challenge our members. Our numbers are holding steady.

In May, we turn the reigns over to John Hughes. There are two bright and capable candidates for Vice President following John: Steve Dishon and Ann Crowley (see Bios on page 8–9). We have attracted fresh new leadership. We have renewed focus on dealer/distributor needs. The website is almost finished. Membership is holding steady. The Atlantic City Conference is right on track.

One of the big challenges we have is to adapt to new ways of communicating: taking advantage of electronic media and the web. How can ISWM develop “community” among our members when travel is so inconvenient and expensive? How can we “draw in” manufacturers to piggyback on our venues for private training and meetings that complement our activities? How can we provide the best return

on investment when members commit to participate?

ISWM must become the crossroads for everybody in the business at whatever level they need—it's that simple. Our goal, like that of hockey great Wayne Gretzky, is to anticipate where the puck will be (as opposed to where it “was”) so we can be ready to take advantage of the ongoing changes that are sure to come.

Our flagship Conference will be held May 18–21 at the Atlantic City Hilton Casino Resort in New Jersey. In the best tradition there will be lots of educational sessions, panel discussions, challenging speakers, social opportunities, and exhibits. But the best part of any Conference is the networking, idea sharing, knowledge gathering, and enthusiasm produced! If you have a business to run, taking advantage of this opportunity is imperative—to help you gain new ideas and be properly inspired in these tough times.

Where else can you hope to find personal Growth, develop Leadership and seek out new Opportunities in Weighing (GLOW) for a brighter future for you and those who depend on your leadership?

We've chosen a venue that represents a tremendous value for our members! Together, let's figure out where the puck is going to be so we can continue to thrive and grow in our chosen profession. I hope to see you in Atlantic City!

Warmest regards,

Rob Woodward
President 2008-2010

ISWM Introduces a New Executive Director



In late 2009 the management company that operates the headquarters of ISWM named Jamie Notter as the new Executive Director. While new to the weighing and measurement industry, Jamie has been working in the association management field as both a consultant and staffer for nearly ten years. He has extensive experience in areas of associa-

tion strategy, financial management, and governance, and he has also been a pioneer in the application of social media in the association context. Jamie is a regular speaker in the association community and has authored dozens of articles and two books—targeting issues in association management and organizational effectiveness. He received a master's degree in conflict analysis and resolution from George Mason University and a certificate in organizational development from Georgetown University.

Jamie is looking forward to helping ISWM grow and develop, and always welcomes input from members. He can be reached at the ISWM headquarters office at (301) 258-1115 or at jnotter@mgmtsol.com. ♦



2010 Board of Directors

Executive Committee

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Robert Woodward
Pennsylvania Scale Company

Vice President 2008-2010

John Hughes
Salter Brecknell / Avery Weigh-Tronix

Past President 2008-2010

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Intelligent Weighing Technology, Inc.

Executive Committee Member 2007-2009

Brian Brown
The Alpha-Liberty Company

Executive Committee Member 2008-2010

Joseph Martin
A&D Weighing

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C. Steven Dishon
George Garner
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Jerry Gunn
Stephen Hofius
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Frank Marrone
Mike Williams

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Jamie Notter

Vice President, Meetings
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Director of Meetings
Kate Fitzgerald, CMP

Production Manager
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Communications Manager
Jon Benjamin

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Using Social Media for Customer Service

By Maddie Grant, CAE, SocialFish

The fundamental shift in the way companies and organizations do their work as a result of the so-called social media revolution has to do with a very basic change in how we now can communicate with our stakeholders (the public at large, consumers, market segments) from one-way push marketing to two-way conversations. One specific area that has seen massive changes is that of customer service. In this article, we'll look at some of the business objectives that could be transformed through experimentation with social customer relations.

It's Not A Fad

While the specific tools and web sites of social media will come and go, social media itself is here to stay. When the internet started, it offered us a huge publishing platform. Companies and publishers could start putting information up on the web where more and more people could access it. Thanks to search technology and the big brains at Google, the information is not only out there, we can find it easily through search.

The social web is different. It still relies on the nearly limitless amount of information that we can all find through Google, but it has shifted some of the power from the publishers to the consumers. Now consumers can create things, and customize things, and help each other find things, and use their social networks to solve problems, rather than relying only on Google or what companies say on their official web sites. More and more businesses are realizing that websites like



blogs (that become networked as bloggers read and comment on each other's posts), and social networks like Facebook and Twitter can actually be embraced for business purposes. Like traditional media, social media can be a venue where companies can find prospects, relay important messages, develop business, and build their brand.

But the rules in social media are different, so it would be wise to enter this world deliberately and strategically. There are a lot of ways social media

can help your business, but you need to identify those paths first, and then start experimenting.

Listening on the social web

Everyone's first step in social media is listening. Listening on the social web means, essentially, doing regular online searches to see what people might be saying about our organizations. Of course, depending on your company, there can be a lot that Google will turn up in these searches, so it's not just scanning a river of noise. It requires sifting through online

conversations—from social networks like Facebook, to industry blogs, to what people are saying on Twitter. You have to listen so you can start to make sense of all the social media conversations—and then apply that to customer service.

Everyone can start the listening process immediately—it does not actually require having any kind of social media presence (at first, anyway). Don't worry if you don't yet have a Twitter account, Facebook page or LinkedIn group for your company. It's better to do some listening first and figure out whether your customers, competitors, or suppliers are active in any of those places in the first place.

Noise to signal

The challenge is to make sense of the “noise”—the flow of data that you might be hearing about your company, particular industry issues, key people, etc.—and filter that data to find the “signal”—the things that might require response or action. Exactly what conversations you will use in this process depends on your goals with social media. In this article, we will focus on customer service.

Strategic goals from a customer service focus

If you're going to spend valuable time on social media, you'd better have some goals. If you're in the customer service area and you're starting to listen to social media for mentions about your company or your key people, you might have goals like these:

- **Complaints**—to hear if customers have problems with anything to do with your company
- **Feedback**—to find out if customers want changes to a particular existing service or product
- **Help**—to find out what resources customers are looking for and point them to the right place
- **Ideas**—to find out if customers are asking for something new that they need but your company doesn't yet provide

Suddenly, you can start using various online monitoring tools (the most basic being Google Alerts) for your listening work, and rather than just collecting “brand mentions” just to aggregate them, you now know what exactly you're looking for and you can filter the conversation down to just what you need to achieve your goals.

From passive to proactive use of social media

Brand monitoring

Brand monitoring—looking for mentions of an organization's name or URL—is the most basic use of listening on the social web. But brand monitoring is something that can still be used very effectively for the customer service goals you've established. If you think about the four customer service goals above, you can see that as long as someone mentions your company's name in such a way that you get alerted to their tweet or blog post (or comment), then you can respond to that “mention” and take action. As soon as you can take action, your listening is no longer passive and you can start to feel your way to actually using social media proactively.

Let's say you've recently launched a new product. Now that you have your monitoring tools set up, you will be notified whenever someone mentions the product in a blog, or even mentions it in a “tweet” on Twitter. Going back to your four customer service goals, you can use what you're listening in social media to advance these goals:

- **Complaints**—If someone tweets that they can't get the product to work the way they thought it would, you could have someone from technical support direct message them immediately. If you can solve someone's problem before they actually ask you, you can turn a frustrated customer into a raving fan.
- **Feedback**—Maybe you'll discover that several industry bloggers are discussing

the functionality of the new product and identifying some useful areas that your team hadn't thought of yet. You can respond to the blogs with an update of what your team is doing about it. You can even add pieces to the discussion—like how much it might cost to add those functions, and what that would do to the price.

- **Help**—You might have customers in an industry that uses your product and also deals particularly with government agencies on a regular basis. There might be a discussion in an industry LinkedIn group discussing the topic, and you could add some resources into the discussion.
- **Ideas**—Once you have identified some of your core customers using tools like blogs or Twitter, you can start following their conversations more closely, because they will be telling you their experiences—in the trenches—that can guide your future product development.

These examples illustrate customer service related actions that could result from even the most basic brand monitoring in social media. It does not take too much effort or time, but it does require some clear goals and some basic organizational comfort with letting communication happen closer to the ground (rather than coming exclusively from the front office). The good news is, you don't have to radically transform your customer service operations overnight to take advantage of the opportunities in social media. Start with some basic monitoring and listening, and create some small, safe tests where you can try out some responses and actions. Once you see the results, then you can expand the initiative.

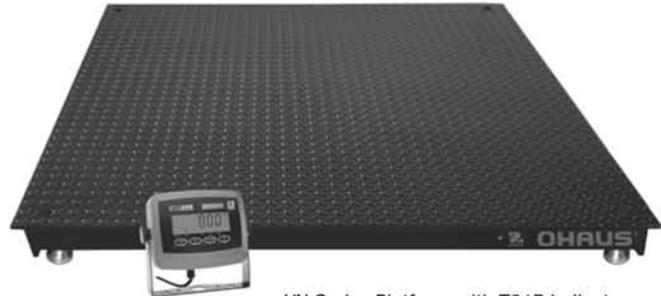
But you'll never know if you don't try. ♦

Maddie Grant, CAE, is the Chief Social Media Strategist at SocialFish, a social media strategy consulting firm that helps organizations build community on the social web. www.socialfish.org



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If You Want To Succeed— Then Start Focusing

By Robert Stevenson

The great companies today are staying calm, keeping a clear head and then focusing their efforts on profitability, increasing cash flow and making their customers their number one concern. Discipline becomes the rule, and simplifying what they do best, the goal. Many companies lose sight of their core business. They get busy re-organizing or re-structuring when they should be busy at under-promising and over-delivering in everything they do. Never confuse activity with accomplishment. A gerbil on a running wheel is extremely active, but is going no where.

Align your entire company or organization around a single priority. Please don't get caught up in those fancy, smart sounding business phrases of identifying your value-chain, brand development, image make-over, contrast methodology, or reorganization criteria, just to name a few. Get down to the simple questions of...

“What is it that we do best?”...“What made us successful?”

Everyone in your company needs to know what it is that you are striving to deliver to the end customer. It might be saying, “we will be making the very best sandwich, with the freshest ingredients, in shortest amount of time, following the best sanitary policies in our industry” or “we will deliver your freight on time, every time, with no damage.”

If you don't know where to focus, then start by identifying all customer complaints and look for the most common cause of those complaints. Years ago I wrote ... The day you forget you are in business for the customer, is the day you start going out of business. Focus, direct, fixate ... preoccupy your company obsessively on your defined target and make sure EVERYONE knows what it is and how they are to be held accountable.

By the way, the same holds true for personal improvement. Focus your efforts on a single priority and see it through. You will be amazed how many other things you do will also improve. ♦

Robert Stevenson, a world-renowned professional keynote speaker, is one of the most widely sought after public speakers today. He was the keynote speaker at the 2004 ISWM Conference in Lexington, KY. He can be reached at www.RobertStevenson.org or (727) 789 - 2727. Reprinted with permission.

IBN (Industry for Better NTEP)

IBN (Industry for Better NTEP) is an industry group consisting of NTEP stakeholders (e.g., NCWM members or NTEP certificate holders), who seek major changes in NTEP. Our position is well spelled out in a 68-page document (<http://www.west-east-international.com/doc/IBN2.pdf>).

We will hold our 1st official meeting, in the form of a tea party, at the forthcoming ISWM Conference. Some of the most senior members of our team (e.g., Walter Young of Emery Winslow and Rudy Kolaci of Totalcomp) have committed to showing up and leading the effort. We believe we can put together a new and powerful voice on behalf of the many representatives/manufacturers that currently have no means to be heard. Time is tough. But it will be tougher if we don't do anything. So let's act and take back our industry from the special interests (e.g., SMA).

If you are interested in joining IBN, feel free to contact me. For updated information about IBN, visit www.west-east-international.com from time to time. ♦

Frank Li, Ph.D., Founder & President West-East International, Inc. Phone: (630)364-2542 Email: frank@west-east-international.com

Meet the Candidates for Vice President

Anne Crowley

Rice Lake Weighing Systems



I grew up a scale brat. My dad, Jim McDonald, was a scale man; he worked for Toledo and then owned his own scale business. I have cousins, husband and brother who are currently in the business.

I graduated from Middle Tennessee State University with a Bachelor of Business Administration. Most of my career has been in the weighing industry.

My various experiences include office manager, service manager, and rental department manager in the family business; inside sales, inside sales manager, and product manager with Rice Lake Weighing; and regional manager for Setra Weighing Systems.

Over the years I have tried to learn as much as possible about the weighing industry. My involvement with the ISWM has helped expand this education. With the ISWM I have been

involved in the Southern Division as secretary and most recently with the Central/Northwest Division as Division Chairperson.

My philosophy in life is have a positive outlook and believe that your cup is always half full. The Central/NW Division has come back to life by providing a meeting and opportunity for members/non-members to meet. ISWM organization is all about the members and reaching out and meeting their needs. I will bring my enthusiasm, organization and optimism to the job.

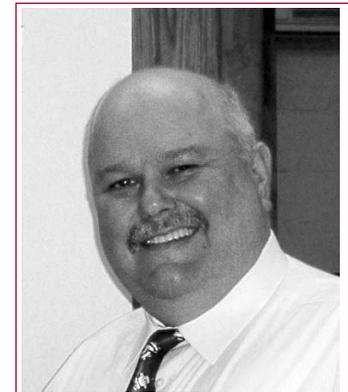
The ISWM is our organization. Together as distributors and manufacturers, all members can work together to grow our organization. There are excellent initiatives in place to grow the membership by reaching out to scale distributors. I plan to support all ISWM activities to provide the best environment to help members learn and grow in the weighing industry.

The ISWM is a place for members to obtain the best up-to-date measurement practices and stay knowledgeable about the latest measurement techniques. I will support continued learning opportunities to assist members staying networked to provide this training.

Measurement is the core of every business. The ISWM is the tool for our industry to provide training, networking and opportunity for member growth.

Steve Dishon, CWP

CAS Scale Corporation



I started in the scale business as a bonded weighmaster for American Smelting and Refining in 1972. In 1977, I went to work for Fairbanks Weighing Division as a mechanical scale technician. Later, Fairbanks trained me to be an electro-mechanical technician. In 1979, I moved to Roanoke, Virginia to work for Security Scale. There, I was also trained by Fairbanks, Weigh-Tronix, and other manufacturers as a Sales and Service Engineer. In 1990, I moved back to Baltimore to work for American Scale and Equipment as a Sales Engineer and later as their Sales Manager. Currently, I am the Eastern Sales Manager for CAS Scale Corporation, a worldwide leader in the scale industry.

Being a Program Chairman for our ISWM-U Virginia Beach Conference in 2009 helped me to understand that education is the topic that brings people to our conferences. This was done in a

cost-effective way that allowed companies to send their staff for this training and exhibition.

I would like to take a proactive approach to our dwindling membership, our inactive divisions, our receding finances, and our lack of interest or importance to many prospective and previous members.

We are at a crossroads where the relevance of being an ISWM member is questioned by many. Education should be what drives this organization in the future—both at the division and national levels.

Some of the goals I have for ISWM are to solidify our membership, activate our inactive divisions or reorganize them, and work with the Board to make sure our financial balance sheet is strong. I would also like to work with our Board to strategize the future direction of ISWM.

As an ISWM Certified Weighing Professional, I am confident that my leadership abilities would be an asset to the ISWM as your next Vice President. Having been an ISWM and NSMA member for over 25 years, a Potomac Division Officer for over 18 years, and an active ISWM Board Member for over 5 years, I feel that I am ready for this responsibility. ♦

Welcome New Members

Matthew Bard

Independent
P.O. Box 887
84 Ramah Circle N.
Agawam, MA 01001
(413) 789-3086
linda@cscforce.com

CSC Force Measurement, Inc.

John Dibilio

Dealer Distributor
2525 Tollgate Road
Quakertown, PA 18951
(215) 536-4400

Precision Solutions, Inc.

John Dreggors

Manufacturing
5709 Highway 53
Harvest, AL 35749
(256) 852-9900
john@cotiglobal.com

Coti Global Sensors, Inc.

Todd Duncan

Dealer Distributor
8542 Sanford Drive
Richmond, VA 23228
(757) 465-0101
tduncan@securityscale.com

Security Scale Service, Inc.

John Fu

Manufacturing
17800 Castleton Street
Suite 406
City of Industry, CA 91748
(626) 318-4829
locoscprecision@gmail.com

Locosc Precision Technology Corp.

Shannon Mirasolo

Dealer Distributor
10262 Leases Corner Court
Camby, IN 46113
(317) 856-6606
smirasolo@indyscale.com

Indianapolis Scale Company, Inc.

Thomas Murray

Independent
P.O. Box 887
84 Ramah Circle N.
Agawam, MA 01001
(413) 789-3086
linda@cscforce.com

CSC Force Measurement, Inc.

Jim O'Brien

Dealer Distributor
2400 Egg Harbor Road
Lindenwold, NJ 08021
(856) 627-0700
jim.obrien@advancescale.com

Advance Scale Co., Inc.

Dag Rasen

Dealer Distributor
1497 Main Street, 117
Dunedin, FL 34698
(727) 415-2597
dag@scaleit.net

Scaleit, LLC

Marisol Trujillo

Manufacturing
7825 NW 29th Street
Suite 137
Miami, FL 33122
(305) 499-9309
mc@scalemarket.com

Scalemarket USA Corporation



Member Profile

Wayne Wille *Salter Brecknell*

In 2008, Salter Brecknell received the Outstanding Exhibit award at the ISWM Conference & Expo in Reno. The company's boothmaster was Wayne Wille, Area Sales Manager for the Western sales region. When we needed a Program Chairperson for the Atlantic City Conference, Wayne enthusiastically stepped up to the plate. With the usual low-key competence and positive attitude that his customers appreciate, Wayne has put an outstanding program together for the 2010 Conference with the theme of 'GLOW'—Growth, Leadership and Opportunities in Weighing.

How long have you been in the weighing business?

It's been a very quick 15 years. I started in the service department at Weigh-Tronix doing component level repair, tech support, applications in the Dillon side, and sales ever since.

What person would you say had the greatest influence in your career?

My wife of 17 years, Laura, who is very encouraging and supportive.

What do you like about your job?

The distributors that I call on are really great people and are very passionate about the weighing industry. I've developed friendships with my distributors as well as business relationships.

What made you step up to the plate as Program Chairman?

It was an opportunity to get familiar with what ISWM has to offer and to meet and

associate with new people; to get experience and exposure to new things.

Can you tell us a little bit more about the speakers you have selected?

I wanted to offer something that benefitted the industry in attitude, motivation—to cover a wide range topics which offered something for everybody.

Single or dual track?

Single track. That way you won't have to make any hard decisions and miss an excellent topic.

John Dorenbos will be a super keynote. What is your impression of him?

Wow, anytime you can get a professional athlete to speak about motivation and bring some excitement to our industry and business is a big plus.

Interesting to have both a dealer/distributor panel and manufacturer panel discussion on Friday morning. What do you hope to highlight?

With both panels, I'm hoping that this will guide us in understanding where the industry is today and where we need to go in the future.

Can you tell us about all the other Willes? (family)

They don't talk as much as I do. Laura and I have 2 children: Caitlin (14) and Carter (11). Baseball, volleyball, and basketball keep us busy.

When I'm not working...

My family likes to camp in our travel trailer, play cards and volleyball. And drink fufu drinks (inside joke)!

In ten years, I'd like to be...

In Hawaii for 2 weeks in January!

What advice would you offer to the Program Chairperson for the 2012 Conference?

Be open-minded and see if there is anything new the scale industry could benefit from.

What benefits do you personally see by participating in ISWM activities?

The weighing industry is small and we all need to work together to help us grow.

"I can't help but laugh when..."

I think of someone that is a scale technician and when asked what they do for a living. I would say "I'm a professional weight lifter."

What would you say to ISWM members thinking about attending the Conference?

2010 is going to be great!! We have some excellent speakers and, with both the distributor/dealer and manufacture panels, it's sure to be full of information and fun. ♦



GROWTH LEADERSHIP AND OPPORTUNITIES IN WEIGHING

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Conference Pull-Out

GET THE GLOW!

Growth, Leadership and Opportunities in Weighing

Join the weighing industry's stars for the 2010 ISWM Conference & Expo in Atlantic City, New Jersey and get the GLOW—Growth, Leadership and Opportunities in Weighing! For four days in May, the best and the brightest will gather to improve their skills, make new contacts and prepare for the challenges and opportunities that lie ahead. With easy access for three quarters of the ISWM members and reasonable hotel rates, Atlantic City promises to attract attendees from far and wide. Sign up today and get ready for the GLOW—Growth, Leadership and Opportunities in Weighing!

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GROWTH

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(as of April 12, 2010)

2010 Expo Exhibitors

A&D Weighing
CAS USA Corporation
Coti Global Sensors, Inc.
Digiweigh
Intelligent Weighing Technology, Inc.
Intercomp Company
Jinan Jinzhong Electronic Scale Company Ltd.
Kg Systems, Inc.
Locosc Precision Technology Corporation
National Industrial Scale Association
Ohaus Corporation
Pennsylvania Scale Company
Rice Lake Weighing Systems
RINSTRUM, Inc.
Salter Brecknell Weighing Products division of Avery Weigh-Tronix Scales.com
Setra Weighing Systems, Inc.
Shimadzu Scientific Instruments
Tiffin Loader Crane
Totalcomp Scales & Components
Transcell Technology, Inc.
Tscale Electronics Manufacturing Company, Ltd.
Weighing & Measurement Magazine
Western Weighing Technologies Inc.

LEADERSHIP

Get motivated and grow your business with these exciting speakers and topics!

Motivation and Magic

Jon Dorenbos, Philadelphia Eagle, will inspire and motivate you by sharing his life experiences and NFL stories, relating them to corporate culture as well as everyday life.

Effective Leadership That Lasts!

Dr. Teena Cahill, with her funny, educational, inspiring and content rich presentation, will teach you how to communicate like a leader.

Social Networks for the Busy Professional

Howard Yermish can show you the steps to get yourself set up with social networks.

Unraveling the Mystery of Weights

Ann Crowley will help you understand which class of weights to use for different applications and the importance of accuracy and traceability in weighing.

Understanding Zigbee, Bluetooth and Wi-Fi

Jim Draggon will provide an overview of these three powerful communication tools and their unique applications in an industrial environment.

Building a Sales Culture Throughout the Organization

Thomas Caso will help you discover how leadership, a firm brand identity, and a universal sales and service process can make lasting changes that bring results.

Plus, both Dealer and Manufacturer Roundtables!

OPPORTUNITIES

Make connections with other weighing industry professionals!

ISWM Golf Tournament

Designed by award winning golf course architect Donald Ross, the Seaview Golf Club's Bay Course of one of New Jersey's oldest and most prestigious courses!

President's Icebreaker Reception

Join ISWM President Rob Woodward on Tuesday evening for light hors d'oeuvres and a cash bar while networking with old friends and making new ones.

Atlantic City Boardwalk Scavenger Hunt

Join the fun as teams work together and race against the clock! The winning team's American Cancer foundation of choice will receive a donation.

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Schedule of Events (as of April 12, 2010)

Monday, May 17

9:00 am – 10:30 am	Executive Committee Meeting
10:30 am – 4:30 pm	Board of Directors Meeting

Tuesday, May 18

7:00 am – 2:30 pm	ISWM Golf Tournament
7:00 am – 9:00 am	International Division Hospitality Suite
12 Noon – 7:30 pm	Registration
1:00 pm – 5:00 pm	Exhibitor Move In
2:00 pm – 7:00 pm	Handbook 44 Training & Testing
3:00 pm – 4:00 pm	Woody Woodland Meeting
7:00 pm – 9:00 pm	President's Icebreaker Reception

Wednesday, May 19

7:00 am – 9:00 am	International Division Hospitality Suite
7:30 am – 8:30 am	International Division Business Meeting
8:00 am – 5:30 pm	Registration
8:30 am – 9:00 am	Invocation & Welcome
9:00 am – 10:00 am	Motivation and Magic Jon Dorenbos— <i>Philadelphia Eagles</i>
10:00 am – 10:10 am	Break
10:00 am – 1:00 pm	Great Lakes Division Meeting
10:10 am – 11:10 am	Effective Leadership That Lasts! Positive Energy, Positive Leadership and Positive Outlook! Teena Cahill, Ph.D.— <i>Wisdom and Beyond LLC</i>
11:10 am – 11:50 am	Introduction of Candidates for Elected ISWM Positions
12 Noon – 5:00 pm	Expo Ribbon Cutting and Expo Opening
2:00 pm	Manufacturers Division Meeting
5:00 pm	Expo Closes
6:00 pm	Potomac Division Business Meeting

Handbook 44 Training and Testing

Tuesday, May 18, 2010 • 2:00 pm – 7:00 pm • Cost: \$70

This five-hour session will be led by Otto Warnlof and include training on Handbook 44 followed by an open book test. All participants in Handbook 44 training and testing will receive a copy of the Scale Code Field Manual (a direct copy of NIST Handbook 44). Successful completion of an ISWM-recognized Handbook 44 course is a prerequisite for taking either the Certified Weighing Technician or Certified Weighing Salesperson test and will also satisfy the recertification requirements for currently certified CWTs, CWSs and CWP.

Thursday, May 20

7:00 am – 9:00 am	International Division Hospitality Suite
8:00 am – 5:00 pm	Registration
9:00 am – 10:00 am	Social Networks for the Busy Professional Howard Yermish— <i>HowardYermish.com LLC</i>
10:00 am – 10:10 am	Break
10:10 am – 11:00 am	Unraveling the Mystery of Weights Ann Crowley— <i>Rice Lake Weighing Systems</i>
11:00 am – 11:10 am	Break
11:10 am – 12 Noon	Understanding Zigbee, Bluetooth and Wi-Fi Jim Daggon— <i>Rice Lake Weighing Systems</i>
12 Noon – 5:00 pm	Expo Open
7:00 pm – 9:00 pm	Atlantic City Boardwalk Scavenger Hunt

Friday, May 21

7:00 am – 9:00 am	International Division Hospitality Suite
8:00 am – 1:00 pm	Registration
8:30 am – 9:30 am	Building a Sales Culture Throughout the Organization Thomas Caso— <i>KASH Associates</i>
9:00 am – 1:00 pm	Expo Open
9:30 am – 10:15 am	Dealer Roundtable: Improving Profitability in a Tough Economy Moderator: John Hughes, <i>Salter Brecknell</i> Panelists: Steve Hofius, <i>Northern Balance & Scales, Inc.</i> Dave Husser, <i>Data Weighing Systems, Inc.</i> Dan Kendra, <i>Precisions Solutions, Inc.</i> John King, <i>J.A. King & Company, LLC</i> Lucian Stacy, <i>Left Coast Scales, LLC</i>
10:15 am – 11:00 am	Manufacturer Roundtable: Looking Ahead: Changes to the Scale Industry in the Next Five Years Moderator: Thomas Caso, <i>KASH Associates</i> Panelists: Steve Dishon, <i>CAS Scale Corporation</i> John Hughes, <i>Salter Brecknell</i> Frank Page, <i>Rice Lake Weighing Systems</i> Ron Ricketts, <i>Cardinal Scale Manufacturing Company</i> Rob Woodward, <i>Pennsylvania Scale Company</i>
11:00 am - 12 Noon	ISWM Business Meeting, Elections and Division Presentations
12 Noon – 1:00 pm	2010 Expo Awards
1:00 pm	Expo Ends
1:00 pm – 7:00 pm	Exhibitor Tear Down
1:15 pm – 2:00 pm	Exhibitor Talk

Registration Form

2010 ISWM CONFERENCE & EXPO
MAY 18-21, 2010
ATLANTIC CITY HILTON CASINO RESORT
ATLANTIC CITY, NEW JERSEY



Register by Friday, April 30 to receive the Early Bird discount

3 Easy Ways to Register

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

By Fax (301) 990-9771

By Web Visit www.iswm.org, download the PDF, fill out form and click the submit button at the bottom of the form.

Questions

Telephone: (301) 258-1115

Email: staff@iswm.org

1. Conference Registrant

Name _____

Nickname or First Name (as to appear on badge) _____

Firm _____

Address _____

City _____ State _____ Zip _____

Country _____

Phone _____ Fax _____

Email _____

Name of Guest registering _____

Name of Child registering _____

Name of Child registering _____

Employee Classification

Please check the category that best describes your business:

- W&M Industry Manufacturer W&M Industry Distributor
 Consumer Regulatory Official
 Retired Importer/Exporter

2. Registration Packages

Full Conference Registration

Includes admission to the President's Icebreaker Reception, three days of educational programs and Expo.

Spouse/Guest/Child Registration

Includes admission to the President's Icebreaker Reception and Expo.

One-Day Registration

Wednesday Includes admission to opening General Session, Wednesday's educational program and Wednesday Expo.

Thursday Includes admission to Thursday's educational program and Thursday Expo.

Friday Includes admission to Friday's educational program and Friday Expo.

3. Registration Fees

	Register by April 30		Register after April 30		
	Member	Non-Mem	Member	Non-Mem	
Full Conference Registration	<input type="checkbox"/> \$200	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	\$ _____
Spouse/Guest Registration	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$65	<input type="checkbox"/> \$65	\$ _____
Child Registration (ages 3-12)	<input type="checkbox"/> \$30	<input type="checkbox"/> \$30	<input type="checkbox"/> \$45	<input type="checkbox"/> \$45	\$ _____
One-Day Registration/Wednesday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250	\$ _____
One-Day Registration/Thursday	<input type="checkbox"/> \$150	<input type="checkbox"/> \$225	<input type="checkbox"/> \$175	<input type="checkbox"/> \$250	\$ _____
One-Day Registration/Friday	<input type="checkbox"/> \$75	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200	\$ _____
Expo Only/Wednesday	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____
Expo Only/Thursday	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____
Expo Only/Friday	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	<input type="checkbox"/> \$25	<input type="checkbox"/> \$35	\$ _____

Optional Events

	Member	Non-Member	
Golf Tournament	<input type="checkbox"/> \$130	<input type="checkbox"/> \$130	\$ _____
Atlantic City Boardwalk Scavenger Hunt	<input type="checkbox"/> \$45	<input type="checkbox"/> \$45	\$ _____
Deep Sea Fishing	<input type="checkbox"/> Yes I am interested in attending, please provide additional information about Deep Sea Fishing, Tuesday, May 18.		
Handbook 44 Training and Testing	<input type="checkbox"/> \$70	<input type="checkbox"/> \$70	\$ _____
Total Amount Due			\$ _____

4. Payment

Check enclosed.
 Credit card Visa MasterCard American Express

Credit Card Number _____

Exp. Date _____ Security Code _____

Name on Card _____

Signature _____

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

Confirmations: All registrations received by Friday, April 30, 2010 will receive a confirmation notice by email within two weeks of receipt.

Cancellation Policy: Written cancellation notice is required and must be received in writing by Friday, April 30, 2010. A 25% service fee will be retained on all cancellations. No refunds will be given after Friday, April 30, 2010.

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 equipment or services, please attach a written description of your needs. We will contact you in advance to ensure your needs are met.

Sponsorship Information

Gain valuable exposure for your company as a 2010 Conference & Expo sponsor! Premiere sponsors' names will appear prominently on all Conference & Expo signage and publicity. In addition, Premiere Sponsors will receive special booth signage indicating their level of conference sponsorship, and preferred advertising placement in the official 2010 ISWM Conference & Expo Program.

Sign up now to take advantage of your sponsorship benefits. Call the ISWM Staff at (301) 258-1115.

Premiere Sponsorship Levels

Platinum: \$2,500

- Recognized sponsor of the 2010 Conference & Expo's President's Icebreaker Opening Reception. Sponsorship acknowledgment and appropriate signage at the Opening Reception of ISWM's 2010 Conference & Expo.
- Full-page ad in the 2010 ISWM Conference & Expo Program.
- Prominence on all sponsorship listing/signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

Gold: \$1,750

- Recognized sponsor of the 2010 ISWM Conference & Expo.
- Half-page ad in the 2010 ISWM Conference & Expo Program.
- Prominence on all sponsorship listings/signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

Silver: \$1,000

- Recognized sponsor of the 2010 ISWM Conference & Expo.
- Quarter-page ad in the 2010 Conference & Expo Program.
- Listing on all sponsorship signage.
- Distinctive identification badges for all company employees attending the 2010 Conference & Expo.

Education Session Coffee Break Sponsor

\$500 sponsorship for one day. Three sponsorships available.

Who wouldn't love the company that brought them a hot cup of coffee to combat the morning slump! Make your company the hero of the ISWM 2010 Conference as a Coffee Break Sponsor at the 2010 education sessions.

You will be identified as the Coffee Break Sponsor with signage bearing your company name and logo, and you will also be entitled to set up a table-top display in the education session hallway at the time of your sponsored coffee break. Also, your company will be acknowledged in the 2010 ISWM Conference & Expo Program for its sponsorship.



The Historic Absecon Lighthouse, located in Atlantic City, is the country's third tallest lighthouse.



Weighing Technology

We're still growing!... Why?

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- Because we believe in giving you a higher level of performance in everything we do. With our experienced team of weighing consultants, quality control and testing staff, we fully support every product we sell.
- From semi-micro to 275 tons, with applications from counting and checkweighing to Legal for Trade, we provide you with the products you need.

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Division News

Central/Northwest Division Annual Meeting

The Central/Northwest Division of the ISWM held its annual meeting at the Ho-Chunk Casino in Wisconsin Dells, Wisconsin on February 18-20, 2010. Registration totaled 32 with 6 tabletops.

Topics included the following:

- Jerry Moy, Star Micronics, presented a different communication capability with printers. How printer drivers can be used to set up printers and simplify communications.
- Dan Blome, ProSoft Technology, presented wireless interfaces. He discussed different types of technology that can be used for distances up to 30 miles.
- Cal Schumacher presented *Is that all you're worth? Don't sell yourself short!* Very thought provoking presentation for scale dealers.

Rice Lake hosted hospitality nights on Thursday and Friday.

The six tabletops were Intercomp, A&D Engineering, Salter, CAS, ProSoft, and Rice Lake.

Officers elected for the coming year were: Ann Crowley, Chairman; Mark Johnson, Secretary/Treasurer; and Robert Herubin, Sergeant of Arms. Bruce Johnson was elected Governor and Cathy Erickson, Lt. Governor.

Bruce Johnson provided information about the upcoming national convention. John Hughes provided an update on the website project. ♦



NEW! Forming the MD (Manufacturer's Division) under ISWM

The first organizational meeting of the Manufacturer's Division (MD) will be held at the ISWM Conference & Expo in Atlantic City, Wednesday, May 19, at 2:00 pm.

The MD is to serve the manufacturers and distributors who are too small to be part of SMA. Specifically, the MD will focus on NCWM/VCAP and participate in NCWM for all its future "legislative" activities. It will also provide a networking opportunity for manufacturers and distributors who have common issues.

The MD is vertical, as opposed to the current regional groups organized by geography. An example of a vertical group with specific interests would be the Analytical and Precision Balance Division and the former Railroad Division. It is envisioned that the MD will consist of company leaders only.

ISWM established a Manufacturer's Affiliate of NCWM several years ago, without success. So this is a new attempt, as a result of the push for NCWM/VCAP. While ISWM is primarily focused on the dealer/distributor marketing channel and supporting resellers, the MD will provide a resource for those manufacturers too small to be part of SMA.

Be part of the MD, so that you can have a voice at NCWM!

Snapshots from the Potomac Division and Analytical & Precision Balance Division Joint Meeting, held in the Fall of 2009 in Baltimore, Maryland.



Company News

A&D Weighing Names Timothy Campbell, Director of Sales and Marketing

A&D Weighing, a leading manufacturer of scientific balances and industrial weighing equipment, named Timothy C. Campbell as its new Director of Sales and Marketing. Tim will be responsible for operating and overseeing the sales, marketing and related activities for the Weighing Division.

Tim's promotion as the new leader in the Weighing Division comes after several successful years in the field working with channel partners and customers as A&D's Central Region Business Development Manager. He began his career at Cole-Parmer, where he spent 13 years in sales and applications, and holds a Bachelor of Science degree from the University of Illinois.

"Tim brings outstanding experience, knowledge and market awareness in the weighing industry," stated Frank Marrone, Senior VP of A&D. "He possesses exceptional weighing business acumen, good understanding of our customers and their application solutions needed for their business. We believe these insights will help us strategically focus our Weighing Division."

"I'm grateful for the tremendous experience at A&D," affirmed Tim. "I'm humbled and excited for this opportunity to further establish A&D as an industry leader. There are many ideals we believe in at A&D, but customer focus and being a value to our customers will always be our primary purpose."

A&D, an ISO 9000 company, designs and manufactures a complete line of electronic balances, scales, weighing indicators and controllers for laboratory and industrial applications, as well as advanced electronic blood pressure monitoring equipment for both home health care and professional markets. Founded in 1977, A&D is a multinational company with operations in Asia, Australia, Europe and the United States. A&D Weighing products are sold through a nationwide network of independent weighing equipment dealers providing local service and support, and through laboratory distributors.

M64 Baggage Scale System



Pennsylvania Scale's Made in USA "dealer friendly" M64 Baggage Scale system consists of modular parts using commonized parts and displays. Now that airlines are looking at excess baggage weight as a source of precious revenue dollars, there is a new emphasis on suitability and accuracy at the baggage check-in function at airports, bus and train stations. Several improvements

to the product line have been made responding to customer requests.

Here are a few examples:

- Extra displays: Now up to (4) displays with or without buttons can be furnished as part of the M64 package. One or two additional displays are field installed to units currently in use. Now it is possible to serve two bag stations with a single bagwell-mounted scale platform. All displays are easily field installed using plug connections to the PLUS+ Series main board and do not affect the metrological integrity of the scale. Each has a 10' cable and plug-in connector.
- Electronics Upgrade Kit: The M64 Electronics system can be used with existing platforms to add improved reliability, serviceability, and accuracy. The electronics kit consists of a Weights and Measures sealable aluminum box (housing the Main Board) which can be located underneath the cabinet and a choice of one, two, three, or four remote displays which can be flush or surface mounted. This display system is designed for remodeling or upgrading existing terminals. Convenient screw terminals are provided for the load cell connections.
- Larger non-standard platforms: Using a version of the M6600 series floor scale, bag openings larger than 24 x 24" can be easily accommodated. This extra heavy duty design uses extremely rugged Single End Shear Beam load cells with adjustable leveling feet to provide a full 5000 display divisions. The package includes a stainless steel shroud. Custom sizes can easily be

accommodated. Standard M64 electronics are used in this application, providing (1) through (4) remoted displays with/without buttons for both agent and customer viewing. The heavy duty design is priced competitively with units using planar beam load cells. The most popular application is rated 1000 x 0.2 lbs.

- Standard sized platforms: The M64 package in 18 x 18", 18 x 24" and 24 x 24" has been adapted as standard by several large airlines and municipal airports due to its proven performance and sustained accuracy. In fact, some original units installed in 1991 continue in use. Sizes up to 30 x 30" can be specified in some markets.
- The M64 system is type approved by NTEP and Canada Weights and Measures for commercial applications. Units ship NAFTA Free Trade to our North American trading partners.

For more information, contact Rob Woodward at Pennsylvania Scale Company, 1042 New Holland Avenue, Lancaster, PA 800.233.0473 or at www.pascale.com

Rice Lake Weighing Systems

Rice Lake tackles paper usage for big green gain

Rice Lake Weighing Systems is making a lot of lemonade with recent sour economic news, taking advantage of a brief slowdown to reorganize, regroup, and get a better grip on its day-to-day operations. Cost-reduction strategies have been enacted companywide—including a long overdue look at the company's garbage bill.

Roughly 360 employees spend their day at Rice Lake's 232,000 square-foot manufacturing plant. By the end of 2008 these employees were disposing of an exceptional amount of paper. And it wasn't just office paper. Paper towels flowed into the garbage bins of more than 16 bathrooms and into a giant 44

yard trash compactor, stuffing it over and over again with an average of 14 tons of garbage per month.

Chief Operations Officer Steve Parkman is always looking for opportunities to improve. "Each time our trash compactor gets emptied it costs us money. It affects our bottom line and our ability to stay competitive. Environmentally we have a responsibility to do our part. It's time to take a step in the right direction, and it's going to make us stronger as a company too."

In March of 2009 Rice Lake began to more firmly manage recycling of white paper waste. Collection bins were positioned around the building, next to every copier and at every desk. Policies were put in place to reduce, reuse and recycle. Soon mixed paper was added to the program. Junk mail, catalogs and magazines could now be spared from the compactor too.

By mid-year, employees also saw changes to their nearest restroom. Paper-towel dispensers were removed and replaced with high-efficiency hand dryers. They took some getting used to; but these models were chosen for good reason. They're hands free, and they work quickly with a powerful blast of air—using 80% less energy than conventional hand dryers. The company now purchases just a fraction of the paper towels they have in the past.

These efforts are yielding big gains for Rice Lake Weighing Systems. The fourteen tons of waste Rice Lake formerly averaged per month has now been reduced to just over eight. "That's 41% less waste going to our trash compactor, and to the landfills," according to Parkman. And the savings couldn't have come at a better time.

Rice Lake Weighing Systems is looking forward to 2010. As business stabilizes and returns to normal levels the company hopes to be better off than ever

before. Finances aside, the benefits are already tremendous.

Rice Lake unveils world's fastest junction-box technology

Rice Lake Weighing Systems announces the long-anticipated release of iQUBE,^{2™} the fastest equipment on the market for managing multiple-cell scale systems. This tool's ability to update up to 500 times per second is taking accuracy, precision, and profits to levels never before seen in digital junction-box technology.

iQUBE² also raises the bar in onboard diagnostics. Identify noise, test for linearity, zero reference, and monitor drift—all with the iQUBE² intelligent junction box. Better yet is an invaluable load cell emulation feature. As the diagnostic tool identifies a load cell failure, iQUBE² calculates an accurate weight based on comparisons to functioning cells. Your business can keep weighing until a repair is made. For mission-critical applications and unmatched performance, iQUBE² is the only choice.

Rice Lake expands operations to India

Following two recent acquisitions, Rice Lake Weighing Systems (RLWS) has taken steps to further strengthen operations by partnering with Strategic Weighing Systems Ltd (SWSL) of Chennai, India. This is the first such venture by the Wisconsin-based business which has been family owned since 1946 and today employs roughly 400 people. RLWS will have a 50 percent stake in the overseas operation.

According to CEO Mark Johnson, many RLWS products are already sold overseas. "Our hope is to take advantage of a rapidly growing marketplace in India and use it to expand our brand recognition internationally," he explains. In 2004, RLWS acquired Alabama-based Powell Scale, strengthening truck scale manufacturing and distribution within

North America. Similarly, RLWS will rely heavily on the India partnership to expand distribution within Asia, Africa, and the Middle East.

SWSL, founded in 1982, is known throughout India for the manufacturing and distribution of railroad scales, truck scales, and other process control and material handling equipment for the aggregate, cement, and mining industries. RLWS Chief Operations Officer Steve Parkman is optimistic about the joint venture. “Our new partner has about eighty-five employees and an established reputation for quality and customer service,” he says. “We’re looking forward to working with them. This is a good move for both of us.”

Future plans include the construction of a new state-of-the-art facility in India. RLWS personnel will travel there to help ease the transition—providing technology, marketing, and product support. The joint venture is not expected to impact domestic manufacturing operations for RLWS.

For specific information about this joint venture or other recent RLWS acquisitions, please contact either Mark Johnson, Jr. or Steve Parkman.

Rice Lake Weighing Systems acquires Flexweigh

Rice Lake Weighing Systems announces its purchase of the FlexWeigh Division of Enduro Systems, located in Santa Rosa, CA. Since 1978 FlexWeigh has been a premier manufacturer of electronic scale equipment and custom weighing solutions with a reputation for outstanding quality and service. Rice Lake and FlexWeigh have enjoyed a positive working relationship for more than fifteen years. Because of a strong working relationship and parallel business philosophies, the transition is expected to be seamless.

With this acquisition, Rice Lake Weighing Systems expands an already world-class selection of weighing products and custom weighing solutions. Over the next several months, manufacturing operations will be transferred to Rice Lake’s state-of-the-art manufacturing facility and headquarters in Rice Lake, WI. Mark Patty, General Manager of FlexWeigh, will be retained as an employee of Rice Lake and serve as a Director of Strategic Accounts/Systems Products. Management anticipates adding about five additional jobs at the Rice Lake facility over the next few months.

Rice Lake Weighing Systems acquires Precision Loads

Rice Lake Weighing Systems announces the purchase of Precision Loads of Seattle, WA. Since 1993 Precision Loads has been a premier manufacturer of on-board scales with a reputation for outstanding quality and service. Rice Lake has been the exclusive national distributor for Precision Loads since 2005. Because of their strong working relationship, both parties expect the transition to be seamless.

With this acquisition, Rice Lake Weighing Systems has expanded their presence in the field of on-board weighing and will take a more active role in the design, manufacture and support of these field-proven products, in addition to continuing to develop new technologies in on-board weighing solutions. Thomas Kendall, President of Precision Loads, will be retained as an employee of Rice Lake and serve as the Director of Strategic Accounts for On-Board Weighing Systems.

Questions regarding this acquisition can be directed to management representatives Mark Johnson Jr. or Steve Parkman. More information about Precision Loads’ products can be found at www.on-board-scales.com.

Local fitness gains national recognition



Rice Lake Weighing Systems recently became one of just 820 companies nationwide to be recognized by the American Heart Association as a *Start! Fit-Friendly Company*, and featured in the September 28th issue of *Fortune* magazine.

This recognition validates a flurry of recent efforts to promote health and wellness within the company. Most recently, Rice Lake Weighing Systems and neighboring HomeShield vied to see which group could accumulate the most steps over a four-week period. The competition had participation at both companies soaring. These types of activities continue to yield benefits for both employer and employee alike, with a goal of improving overall health and ultimately reducing health care expenses.

“We are tremendously proud of the recognition from both *Fortune* magazine and the American Heart Association,” says representative Mark Johnson, Jr. “We’ve seen tangible results with our wellness program. People are losing weight and exercising at break time. Health has become a bigger priority. We support that and look forward to helping in any way we can.”

As a first time recipient RLWS was awarded GOLD recognition status, listed among nationally recognized companies like Aetna, Blue Cross Blue Shield, NBC Universal, GE, Walt Disney World Resort, and University of Wisconsin Hospitals & Clinics. Companies at the

GOLD level offer employees physical activity support, increase healthy eating options, promote a wellness culture, and implement at least six activities of various types. RLWS management has no plans to scale back wellness activities, and may qualify for higher level recognition in the future.

To view the Fortune magazine article, visit: <http://www.startwalkingnow.org/documents/FinalFortuneSpecialSection.pdf>. More information on the *Start! Fit-Friendly* program can be found at the AHA website, www.americanheart.org.

CubeLogic™ measurement has logistics all wrapped up



Just released, CubeLogic™ Dimensioning Systems from Rice Lake are helping busy logistics operations get more boxes onto every pallet, more freight into every truck, and more value out of every shipping dollar. In one efficient step, CubeLogic quickly and quietly measures the weight and dimensional data of any cubic package. And beyond simply displaying the information, CubeLogic can also be used with a printer and/or PC for quick calculations and data storage. Rice Lake offers three separate CubeLogic models to meet a broad range of capacity needs. Choose the CubeLogic 250 or CubeLogic 265, perfect for bench tops or shipping desks and collapsible for easy storage. The CubeLogic 480 is built to install with

almost any conveyor system for more efficient stationary measurement. To learn more about how CubeLogic can help your business, visit www.ricelake.com/cubelogic.

Rice Lake's WLS-C offers compact weigh-on-the-go technology



Weigh bulk material on-the-go with the WLS-C, Rice Lake's new compact on-board weighing system for skid steers, wheel loaders, track loaders and lift trucks. The WLS-C offers a compact profile which easily fits into any cab and an economical price to affordably outfit an entire fleet.

Rice Lake's WLS-C is designed to help busy equipment operators skip unnecessary trips to a central scale and increase overall productivity of their operations. This model also installs with a printer to create an all-in-one mobile weighing and ticketing operation. Visit www.ricelake.com to learn more about the WLS-C and other on-board weighing solutions.

Rice Lake Weighing Systems is a family-owned, ISO 9001 registered company that designs, manufactures and distributes a complete line of industrial process control weighing equipment through a worldwide network of independent distributors. Rice Lake's headquarters, metrology laboratory, and main manufacturing plant are located in Rice Lake, WI, with additional facilities in Jasper, AL and Newtown, CT. Visit www.ricelake.com for more information.

The New SEK Intelli-Check™ / Intelli-Count™ Scale Combines Checkweighing & Batch Counting



The SEK is ideal for checkweighing or batch counting in noisy factories. The highly visible, three colored light tower provides excellent HI-LO-GO capability in less than ideal conditions. The target weight or count is easily set via the keyboard and results are clearly displayed on the light tower as well as on the display. This high resolution weigher is ideal for exacting applications in all types of industry. The SEK is powered by either an AC/DC adapter (supplied) or the internal rechargeable battery. The light tower is powered by 120 VAC.

This series includes features such as a HI-OK-LO check status indicator with programmable audio output, zero tracking, digital motion filters for adverse environmental conditions, easy-calibration, RS 232 interface, and smart power-save to conserve battery power.

Built on the hugely popular SAC counting scale, capacities range from 13.2 lbs. / 6 kg to 132 lbs / 60 kg. The platform size is 13.6" x 9". Priced to sell well in this economic environment.

For more information please visit www.intelligentwt.com or call toll free at 866-920-3000.

United Scale and Engineering Corp. Acquired by Transcat

United Scale and Engineering Corp., a regional market leading supplier and servicer of industrial scales and weighing systems was acquired by Transcat, Inc. (Nasdaq: TRNS), a leading global distributor of professional grade handheld test and measurement instruments and accredited provider of calibration, repair services, parts inspection and production model engineering.

Based in Milwaukee, Wisconsin, United Scale and Engineering Corp. ("United") provides weighing solutions, distributes major weighing, scale and balance lines and provides calibration, service and repair to its approximately 2,000 customers that are primarily located in Wisconsin, northern Illinois and Upper Michigan. United, which has been serving its customers for nearly 50 years, meets both ISO 9001 and ISO/IEC 17025 accreditation standards.

Charles P. Hadeed, President, CEO and COO of Transcat, commented, "A major component of our growth strategy is to acquire smaller calibration services companies within this highly fragmented industry which further broaden our calibration capabilities, geographically complement our current 12 calibration laboratories' locations and capitalize on the strength of our infrastructure and reputation for quality, service and integrity. The acquisition of United meets these criteria as it adds depth to our capabilities and product offerings, and provides us with another Midwest location from which to further expand our customer base. We believe that United's similar customer-focused philosophy of earning trust and respect through value will enable a smooth and rapid integration into Transcat.

Judy Trunec, President of United, will join Transcat and continue to manage the United operation. She commented, "We believe United's strong reputation for quality, excellent service and the loyalty it has earned from its customers are excellent attributes to bring to Transcat, and we are excited about joining their organization. Combined, we expect to further strengthen our position in weighing solutions and services while offering a broader mix of services for our customers."

Transcat's calibration laboratories are ISO-9001:2000 registered and the scope of accreditation to ISO/IEC 17025 is believed to be one of the broadest in the industry.

Transcat's growth strategy is to expand both its distribution products and calibration services in markets that value product breadth and availability and rely on accredited calibration services to maintain the integrity of their processes. ♦

Wireless Committee Meets



Dave Chanoux gave a Power Point presentation on the development work done using ZigBee® wireless components. He also demonstrated (4) load cells with a wireless connection to (1) indicator.

The committee discussed the ZigBee Alliance and the requirements and qualifications for membership. There are several levels of membership and levels of yearly dues payments. A discussion on XBee® made us aware of other products that use a similar wireless system.

The committee agreed that the wireless communication system should be changed from a deterministic method, where the indicator will poll the load cells for a response and the load cell will only respond when requested by the indicator, to a system where the load cells are free running and there is no polling.

The timing issues were also discussed to make sure that the load cells will read at the same time so the total weight of all the load cells will equal the weight on the scale even though the load may be shifting.

Several members agreed to do certain tasks prior to the next meeting which was planned for Ohaus Corporation in Pine Brook, New Jersey.

An open invitation is extended to any member of the ISWM or the weighing industry to become part of the ISWM Wireless load cell standards committee. Send your contact information to Rudy Kolaci, Chairman. Use the email address rudy.kolaci@totalcomp.com or phone 201-797-2718. ♦

Membership Application

BECOME AN ISWM MEMBER **TODAY** AND SAVE 25% ON YOUR 2010 DUES!

New Member Information

Name _____

Title _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Country _____

Work Phone _____ Fax _____

Email _____

Web Address _____

Membership Categories

Corporate	Dues	After Discount
Manufacturer	\$500	\$375
Dealer/Distributor or End User	\$285	\$213.75
Individual Affiliate of a Corporate Member <i>(Must be employed by a current Corporate ISWM Member.)</i>	\$52	\$39
Individual		
Independent	\$130	\$97.50
Government	\$52	\$39
Retired	\$52	\$39

New members joining after October 1 are members for the next calendar year – up to 15 months of membership for the price of 12.

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

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	<input type="checkbox"/>	<input type="checkbox"/>
Great Lakes	<input type="checkbox"/>	<input type="checkbox"/>
Greater New York	<input type="checkbox"/>	<input type="checkbox"/>
International	<input type="checkbox"/>	<input type="checkbox"/>
New England	<input type="checkbox"/>	<input type="checkbox"/>
Northern California	<input type="checkbox"/>	<input type="checkbox"/>
Pacific Northwest	<input type="checkbox"/>	<input type="checkbox"/>
Potomac	<input type="checkbox"/>	<input type="checkbox"/>
Southeastern	<input type="checkbox"/>	<input type="checkbox"/>
Southern	<input type="checkbox"/>	<input type="checkbox"/>
Southern California	<input type="checkbox"/>	<input type="checkbox"/>
Southwest	<input type="checkbox"/>	<input type="checkbox"/>
Analytical & Precision Balance	<input type="checkbox"/>	<input type="checkbox"/>



Payment Information

Membership Amount	
Additional Division Fee (if applicable)	
Application Processing Fee: \$35.00	Waived
Total Amount Due	

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

Card # _____ 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
 Fax 301/990-7771 Web www.iswm.org



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Calendar of Events

April 2010

- 9-10 **Southeastern Division Meeting**
BLOCKADE-RUNNER Beach Resort, Wrightsville, NC
- 22-24 **Analytical & Precision Balance Division Meeting**
Holiday Inn Bloomington I-35, Bloomington, MN

May 2010

- 18-21 **ISWM 2010 Annual Conference & Expo**
Atlantic City Hilton Casino Resort, Atlantic City, NJ
- 19 **Potomac Division Meeting**
Manufacturers Division Meeting
Great Lakes Division Meeting
Atlantic City Hilton Casino Resort, Atlantic City, NJ