



INTERNATIONAL SAW AND KNIFE ASSOCIATION

# Cutting Times

Spring 2013

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## Upcoming Industry Events:

**May 17th -18th The Sharpener's Workshops and Supply Fair**  
*Friday, May 17th 7am – 5pm • Saturday May 18: 7am- noon.*

Afternoon tours of local sharpening shops will be arranged.  
Fee \$75.00 price includes access to general sessions, supply fair workshops, breakfast and lunch and the round table discussions.

***ISKA associate members who will be there include:***  
**Advanced Super Abrasives, Colonial Saw, Vollmer-US,**  
**Moon's Saw Shop Supplies, and Intooligence.**

***Where:*** Radisson Hotel, Roseville, MN Group  
**Rate: \$89.00 Ph: 800-333-3333**

*To Register or for more information, call 952-406-8870, visit [Sharpeners-report.com](http://Sharpeners-report.com) or email [info@sharpenersreport.com](mailto:info@sharpenersreport.com)*

**Be There or Be Square.....**



**ISKA Reception- Friday the 26th**

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# Seminar Summary

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ISKA president, Cheryl Rinicella welcomed the members and their guests to the Winter Meeting Seminar and introduced the presenter Mr. Bob Hogan. Mr. Hogan began the “Financial Management Essentials” program with his explanation of business financial success which he developed after 30+ years of experience working with financial institutions and the small businesses they serve.

The Making Money section taught us in general how to make more money, calculate break even points, differentiate between cost of goods and variable costs, and definitions of margins and variable cost percentages. In this section we worked on profitability model worksheet problems.

After a delicious lunch sponsored by ISKA we resumed our financial update.

The Mastering Cash Flow section taught us about critical cash determinates and how to generate and understand statements of cash flow.

The Analyzing Financial Statements section taught us balance sheet and income statement operational issues. We also learned how to calculate and interpret financial ratios with practice sheets.

We finished with a conversation about strengths, weaknesses and interpreting the numbers.

ISKA finished the day with a group dinner at BB King’s Restaurant with some “blues” music and great southern cooking.

*Mr. Hogan can be reached at:*

**Hipereon, Inc**  
**bob.hogan@hipereon.com**  
**4048 148th Ave. NE**  
**Redmond, WA. 98052**  
**Phone: (425) 702-9272**  
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# Seminar Summary



## *Attendees:*

Mike and Julie Lindsay ..... *Eastside Saw & Sales*  
Eric and Dawn Barr ..... *Expert Die Inc.*  
Monica and Brianna Garris ..... *Farris Belt & Saw*  
Tim Rief ..... *Tim Rief and Associates*  
Paul Muscat ..... *Skarpaz Tooling Systems Inc.*  
Steve Bergerson ..... *Western Saw Inc.*  
Bill Zickel ..... *W.D. Quinn Saw Company*  
Cheryl Rinicella and Natalie Brillhart ..... *Saw Systems Inc*  
Scott Murphy ..... *Reed's Saw & Tool*  
Jim Ziemer ..... *Diamond Saw Works*

## ***A LITTLE HISTORY***

It was not all work at the Winter meeting, Cheryl and I had the opportunity to visit the Belle Meade Plantation in Nashville. Belle Meade, meaning “beautiful meadow” was founded in 1807 by John Harding. What started as a log cabin and 250 acres grew into a beautiful Greek Revival Mansion and one of the largest thoroughbred horse farms in the South covering 5400 acres. In the 1800’s horse racing was the top American sport. The roots of this industry were so firmly planted in this plantation that horses like Seabiscuit, Secretariat, Funny Cide, Barbarro and every horse that raced in the Kentucky Derby since 2003 can trace their bloodlines back to Belle Meade! If you are ever in Nashville, you may want to take a guided tour of this land mark. It was well worth it.

**BOARD BRIEF • WINTER MEETING  
NASHVILLE, TENNESSEE  
FEBRUARY 28, 2013**

*Directors and Officers in attendance:*

**Cheryl Rinicella, Tim Reif, Mike Lindsay, Monica Garris,  
Steve Bergerson, Bill Zickel and Paul Muscat.**

*Also in attendance:* **Natalie Brillhart – Saw Systems, Inc.,  
Jim Ziemer-Diamond Saw and Brianna Garris- Farris Belt.**

*Highlighting the Reports:* Treasurer's – Before the collection of our annual dues the balance of our account is \$58,416.93. Five new members have joined since our last board meeting. Bowen's Sales and Sharpening Service, Inc., Arkansas Carbide Saw & Tool Co., Inc., Russaw, Super Thin Saws and Childers Sharpening Service. Invoices for dues and ad requests were mailed. Please return as soon as possible so the roster can be printed in a timely manner. We will have a booth and reception at the upcoming Vegas show. After long discussions we will not be offering a business seminar with the winter meetings. They are very costly and we are not receiving the member support required to continue. Dues and advertising will be raised next year to try and keep up with our rising costs. We discussed having our next plant tour in the Chicago area where we are hoping to visit several of our members' facilities. ISKA will be celebrating their 50th anniversary in 2015 so some commemoration will be planned. The International Saw & Knife face book page will hopefully take the place of the NING forum that has been discontinued due to costs and lack of participation. Mike Lindsay and Steve Bergerson made it known that they are committed to staying on the board for another term/year and the meeting was adjourned.

## ISKA Roving Reporter Question:

*How is the “economic recovery” impacting your area of the country and specifically your business? Have you hired, seen an increase of sales, or an easing of cash?*

“I think the economic recovery is coming back in areas of the country more than my home town. The unemployment rate is still greater than 11% and the economy is still very sluggish in Dalton. We have seen an increase in sales and we have hired more people. However, we are still very cautious because the economy is still unstable. The benefit from the economy situation is that we are more cautious with spending and look for opportunities to increase revenue”.

**-Eric & Dawn Barr; Expert Die, Inc.; Dalton, GA**

“We cover 48 states and have seen certain areas of the country increase while others have remained the same or declined. All over there has been a small increase. We are still cautious of adding more people or take on any debt. We are holding cash until we are sure the “economic recovery” is real.”

**-Jim Ziemer; Diamond Saw Works; Chaffee, NY**

“We’ve seen encouraging but uneven increases in sales over our product lines and in varied parts of the country. Collections have still lagged even in the face of the increased volumes. If we could find the right fit we would consider adding staff.”

**-Paul Muscat; Skarpaz Tooling Systems; Brisbane CA**

“Northwest Area, our economy has been strong. For our financial services business the economy has been a blessing. Stronger need creates greater sales.

Cash and the availability of cash is a direct reflection on the complexity of the asset requirement on the balance sheet. Cash is maximized when you constantly control the growth of assets on the balance sheet.

You maximize cash by retaining profits while minimizing the asset requirement on your balance sheet. Motto is “NO LAZY ASSETS!” (A Hogan Slogan)

**-Bob Hogan; Hipereon, Inc.; Redmond WA**

“We think the worst is behind us. Sales are slowly creeping up and our customers are more optimistic. We have hired 2 people. Cash is still tight.”

**-Mike & Julie Lindsay; Eastside Saw & Sales Company; Bellevue WA**

# The Prez Sez...



You know you have been to a good seminar when you can't wait to go to work and apply what you learn to your own company. The winter seminar meeting on financial essentials was that exciting! As a group we enjoyed the southern hospitality of Nashville as well as the sights, food, and music; although the weather stunk. Our next event is the Las Vegas AWFS show July 24-27th at the Convention Center. This event is very popular, so, you don't want to miss our booth, short annual meeting, and then our reception. Information will follow as the plans are finalized. So, if you will excuse me, I must get back to my financial analysis to see how we are trending, because as Bob Hogan stated (A Hogan Slogan) "yesterday doesn't pay tomorrow's loans!"

Cheryl Rinicella

## Meet A New Member - Diamantes Industriales

*Diamantes Industriales de Mexico SA de CV* is a manufacturer of Diamond and CBN (Cubic Boron Nitride) super abrasive products since 1962, established in Mexico City we serve our customers in Mexico, USA, South America, Europe and Asia.

Our focus on our customers allows us to be closer to their requirements and develop the appropriate tool for each application improving the efficiency of the process.

Sharpening is a very delicate operation, even with the most advanced technology it requires knowledge and skill, every tool needs to be sharpened according to their application, and every tool sharpening service has their preferred process to achieve this goal, under these demanding conditions the quality and consistency in the super abrasive wheel used is crucial.

Our goal as a company is to help our customers to create value in their work.

We are joining ISKA to be closer to our customers, and try to participate in our industry's development and improvement.