



INTERNATIONAL SAW AND KNIFE ASSOCIATION

# Cutting Times

Spring 2012

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## August 22-25, 2012

Georgia World Congress Center

**Visit us in Building B, Booth #4345**  
**Annual Meeting & Reception Friday the 24th**  
**.....Details coming soon**

### Election Year

In accordance with the by-laws the board of directors is made up of regular and associate members. To be eligible for election to the board, a member in good standing, must have belonged to the association for a minimum of two consecutive years. Directors serve terms of two years with an election on the even year, at a properly noticed annual meeting. If any regular member wants to become involved, there would be an election at the annual meeting in Atlanta. Please notify any Board member of your interest. If no one wants to make that commitment at this time, the current Board will remain.

### What Do YOU Want?

Your organization wants to provide you with the information most beneficial to your business situation. Please contact education chair Mr. Tim Rief about what topics interest you for seminars, speakers, or newsletter articles. Tim Rief: (P) 949-480-1228, (F) 866-751-4979 or email [tcrief@gmail.com](mailto:tcrief@gmail.com). Tim will be happy to discuss what YOU want. He can make it happen!

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President, Cheryl Rinicella welcomed ISKA members and guests then turned the meeting over to education chair Tim Rief. Tim introduced Mike Trueblood, our speaker, who spent 12 years as director of the Family Business Council at Cal State Fullerton, and now councils family enterprises.

## TIPS FOR SUCCESS FOR FAMILY AND PRIVATELY-HELD FIRMS IN TODAY'S ECONOMY



*Cheryl Rinicella with Mike Trueblood of the Family Business Council.*

This will be a brief synopsis of some of the interesting facts discussed during Mr. Trueblood's presentation. He certainly lived up to his impressive resume.

Statistics on family businesses are surprising. 80% of all businesses in the U.S. (higher in foreign countries) are family held. 60% of all publicly held US companies and 35% Fortune 500 companies are family-controlled. 65% of new job creation and 57% of GDP are generated by families. 30% survive through the second generation, but, only 10% make it through the third.

Family values are a current area of discussion. Relative to a successful family business David Bork writes: "Success depends on creating and sustaining SHARED VALUES: about people, work and money and traditions: that which makes a particular family special and sets it apart from all the other families."

The importance of communication for the governance of the business was explained. Regular meetings of the family

as well as the business were recommended. These can be done through a format of family councils, management teams, advisory boards, or board of directors.

Marketing, promoting, and branding your company was the next topic. Three of the principles of effective advertising were examined. WHO is the target audience? WHAT message do I send? HOW do I creatively deliver that message?

Difficult questions were raised about the process of succession planning. A survey of our small group showed a 69.2% did not have a written plan in place and 92.3% have not transferred significant assets to the next generation. Questions to ask yourself: What are your choices for exiting? Have you determined how you will transfer control to your successor? Do the family and your key employees understand your exit strategy?

We received two books and printed copies of more information. You can reach Mr. Trueblood at [miketrueblood30@gmail.com](mailto:miketrueblood30@gmail.com) or contact Mr. Tim Rief at [trief@gmail.com](mailto:trief@gmail.com).

Special thanks to Mr. Jim Ziemer of Diamond Saw Works for providing our lunch. We enjoyed a great lunch and had a chance to network with the fellow members.



*Cheryl Rinicella with Chase Rief of Rief Media.*

If you find yourself in Sarasota's St. Armand's circle for shopping; be sure and try the Columbia Restaurant. We had a group dinner there (as recommended by Riverside Tool) Thurs. evening which was excellent.

Friday's session began with Chase Rief of Rief Media presenting the most effective method of setting up and maintaining a website. He went into detail about design, content, search engines, products, location and tracking the traffic. An explanation was given about the internet and the ads placed there. Chase and his staff can do everything from answer your questions to set-up and maintain your site. Contact him at [chase@riefmedia.com](mailto:chase@riefmedia.com).

Want the latest technology? Intooligence's (owned by Riverside Tool's Ron Migedt) vice president Jim Baad presented the system designed to use a tablet for delivery route/sales pick-ups and deliveries for sharpening of tooling that keeps a record of all the transactions. The information is imported to the office software where it is automatically invoiced and entered into the books. Since it is a tablet it also receives emails, pictures, and shows videos. The demonstration was very impressive! Jim can be reached at [jim@intooligence.com](mailto:jim@intooligence.com), for further information or demonstrations.



*Cheryl Rinicella with Jim Baad of Intooligence.*

## Business Seminar Attendee List:

Jim Ziemer, *Diamond Saw Works*  
Mike Lindsay, *Eastside Saw*  
Julie Lindsay, *Eastside Saw*  
Michael Lindsay, *Eastside Saw*  
Robin Lindsay, *Eastside Saw*  
Eric Barr, *Expert Die*  
Dawn Barr, *Expert Die*  
Jamie Garris, *Farris Belt & Saw*  
Monica Garris, *Farris Belt & Saw*  
Miranda Garris, *Farris Belt & Saw*  
Madison Garris, *Farris Belt & Saw*  
Neal Gustafson, *Filegar*  
Leah Gustafson, *Filegar*  
Ken Lloyd, *Peerless Saw*  
Johnny Migedt, *Riverside Tool*  
Ron Migedt, *Riverside Tool*  
Bob VanSice, *Rochester Abrasives*  
Michael Giza, *Saw Sales & Machinery*  
Natalie Brillhart, *Saw Systems*  
Cheryl Rinicella, *Saw Systems*  
Tim Rief; *Tim Rief and Associates*  
Marc Wijtenberg; *T-Tool*  
Bill Zickel, *W.D. Quinn Saw*  
Steve Bergerson, *Western Saw*

## Press Release: New at Vollmer.....

The new QM ECO Select package replaces the Vollmer QM ECO, and is undoubtedly Vollmer's most flexible machine for completing PCD sawblades and cutting tools. This 5 axis machine now has four different software packages that can be selected to customize the machine to meet user requirements. Additional software packages can be ordered and installed as changes in customer demand and business growth occurs. The Vollmer erosion technology continues to be the benchmark for PCD tools and saws used in industries as diverse as wood, metal, aerospace and medical applications. Special packages have been configured for ISKA members only that include the programs required for processing milling tools up to 250mm in diameter, and saw blades up to 600mm in diameter. Please contact your Vollmer team for additional details.

What's new with you?

Please share your new products, techniques and ideas. Please contact Cheryl Rinicella or email information to: [crinicella@sawsystemsinc.com](mailto:crinicella@sawsystemsinc.com)

# Back To Basics

Procurement is a cornerstone of every business in all industries. The only problem is most companies have trouble purchasing the most efficient and cost effective way. There are hundreds of companies across the country that are paying double, even triple, what they should be for certain products, only because they don't know what to look for in a supplier. The key things everyone finds themselves looking for are simply price and quality. While those are very important when finding a supplier, there are many more factors that need to be taken into account such as supplier relationships, type of supplier, logistics, supplier stability, and reliability.

One of the most overlooked topics listed above is the customer-supplier relationship. A few types of relationships are known as the four C's counterproductive (loss-loss), competitive (win-lose), cooperative (win-win), and collaborative (win-win) relationships. Counterproductive relationships occur when both companies are so focused on getting what's best for them that they put each other at a disadvantage. A competitive relationship is similar, but one company usually has more power and benefits due to the power they hold. Neither of these relationships are the most effective way to exchange goods or services. Cooperative relationships create positives for both companies by working together and creating a solution that benefits both companies and a collaborative relationships is nearly the same, but much more integrated to the point where both companies often work together to form the most efficient supply chain possible. Depending on what types of goods are being purchased and the necessity of those goods to that company, the relationship should be one of these two. This will create the most effective purchasing strategy and create cost savings that will reflect directly on the bottom line.

*Submitted by: Zachary Brillhart senior  
Fisher College of Business  
The Ohio State University*

We in ISKA have a distinct advantage finding suppliers because of the opportunities we have to work closely with our associate members. My most recent example of a collaborative relationship was a few weeks ago when we had to replace a part on our Akemat. We were working with Peter Adair of Equipment, Ltd. on a Friday and determined we needed the part NDA Saturday delivery to maintain our production schedule. Peter called and said since nobody was working on Saturday at Equipment Ltd that we should take his cell phone number to call him if we had a problem with the installation of the new part over the weekend ...

Jack Sigrist and his crew have always been strong ISKA supporters and we appreciated the "above and beyond" service. Need help? Call Rob or Peter at 800-533-2006. Next time you are looking for a product or service, work with that Associate Member because we all have the same goal: A HAPPY CUSTOMER!!

*Submitted by: assistant editor Natalie Brillhart,  
owner/ Saw Systems Inc.*

# For Immediate Release and Publication

Gary Dyer, President and Founder of H3D Tool Corp., in Newcomerstown, Ohio, a leader in manufacturing and servicing of PCD (Diamond), Insert, and Brazed style custom cutting tools announced the acquisition of Carolina Specialty Tools, Inc. in Connelly Springs, NC today. CST is also a well respected manufacturer of PCD (Diamond), Insert, and Brazed style custom cutting tools.

The agreement finalized on April 4, 2012, between the Dyer and Weaver families results in H3D Tool Corp. expanding their status as the leading custom cutting tool manufacturer in the United States. Chris Dyer, Vice President of H3D Tool Corp. states, "There are no immediate plans to make sweeping changes at CST. However, we are excited about the additional capacities and combined experience and look forward to providing the entire industry with the same high quality, high definition standards developed by H3D Tool over the last 44 years." Business will continue as it has in the past with uninterrupted service, and changes in customer service personnel are not expected in the future.



Left-Ron Migedt (Riverside Tool)  
Right-Tim Rief (Tim Rief & Associates)



Eric & Dawn Barr (Expert Die, Inc.)



Leah & Neal  
Gustafson  
(Filegar)



Left-Chas Rief (Rief Media)  
Right-Johnny Migedt (Riverside Tool)



Left to Right-Marc Wijtenberg (T-Tool),  
Robin & Michael Lindsay (Eastside Tool),  
Jim Ziemer (Diamond Saw Wolves)

# The Prez Sez...

I wanted to send a special “thank you” to all who attended the ISKA seminar in Sarasota. The weather was perfect; the presentations were filled with detailed information, the food was good, and the attendees were an inquisitive audience. You were a great group! We have more exciting, educational, and fun events scheduled for the rest of the year. The always popular IWF show in Atlanta is August 22 – 25th. Mr. Bill Zickel (WD Quinn Saw Company) our convention chair is organizing the rooms, booth, and reception. Our annual meeting will also be held in conjunction with the show; so, watch for further information. Keep open the dates for the hammering seminar October 11 – 12th at the Peerless Saw Company. Peerless is a strong supporter of ISKA and we look forward to this opportunity. Questions? Please check the website or contact any Board member.



Cheryl Rinicella

## ISKA Roving Reporter Question:

*As a long time ISKA member, I have found that every meeting and/or seminar is a learning experience. I have always heard or seen something that I could use in our business. I would like to know, in a few sentences, what has interested you during this seminar that you will take back to your company?*

“Planning is important. Meet regularly with outside sources to look at where you are, where you’re going, and help getting there. Your website can make you or break you. More information is better - for you and your customer”.

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

“Many seminars do not address the specific challenges that ISKA members have. The ISKA seminars are specific to our industries with fellow members that share their experiences. Always great networking”.

**James M. Ziemer; Diamond Saw Works; Chaffee, NY**

“This seminar provided good general knowledge of the considerations when planning the transfer of leadership to the next generation. It provided the necessary steps which need to be considered and covered some solid issues which can arise within the family of business. My take away: Consideration of the best way for us to approach the topic. A solid checklist of “TO DO’s” to help us transition and remain a strong business”.

**Bob VanSice; Rochester Abrasives Inc.; Rochester, NY**