



## An Open Letter to the FSA Community

**Subject: The Value of Membership in the FSA to Empak Spirotallic Mexicana S.A de C.V.**

I have been asked many times if the FSA brings any value to my business and whether it is relevant to my business. I sometimes don't seem to be able to change the impression that the FSA is a waste of time and meetings are for playing bad golf (or tennis, in my case). This has not been my experience.

I began my membership in the FSA in 1978 when I was invited to join by John Scannell, the FSA President. I remember many of the people I have met over the years, nice ones - no, beautiful ones. I just can't find the right words to express my absolute gratitude to all of them. The relationships I have made through the FSA have been the best part of my membership. That alone would have made my membership valuable. But I would like to talk to you about the "practical side" and learning so much more about our industry.

My company is headquartered in Mexico, and the FSA opened my eyes to the sealing world. I learned about my own business from other members who had more experience and knowledge than I did. I learned about materials from the suppliers of fibers, and about new products, new requirements for healthier production, etc. Sharing experiences and knowledge benefits everyone, including customers and manufacturers, and it is the essence of the FSA. This sharing is valuable to our industry as a whole. Throughout all these years, we have had business relations with companies in the United States, Canada, Germany, Switzerland, Spain, and Latin America, among other countries. We are busy all of the time, mostly as the result of contacts that were made in the FSA.

I have tried to always be active in FSA committees, and I served as a Board member for ten years. I remember when I was a member of the Long Range Planning Committee, when Ritchie Snyder was President. We met independently in several locations over two years and made many effective changes in the association. This was a very valuable experience for me as I learned about planning strategies and other skills, such as how to communicate with people with different mentalities and nationalities. These skills helped me to re-orientate my company and discuss a range of issues with different people. Without my FSA experience, I would not have been able to do this.

To answer those who ask if there is any value in my FSA membership, my advice is this. To find the value, you must go and work for it. It is not hidden. Get involved in the association itself, join the committees, and attend the meetings. You will be rewarded and you will never be disappointed. There is a lot more to discover in the FSA than you may think.

Sincerely,

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