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An Open Letter to FSA Members

Subject: Triangle Fluid Controls' Value in FSA Membership

Dear Member:

I believe that trade associations as a whole are constantly challenged in identifying and conveying the value that the association brings to their members and certainly the FSA is no different. We know that as an association we have grown more significantly over the past few years than over our historical average, which is exciting, but does every member understand what opportunity that brings to their organization?

I wanted to take a few minutes of your time to share what Triangle Fluid Controls feels is the value that our membership has to our organization and people.

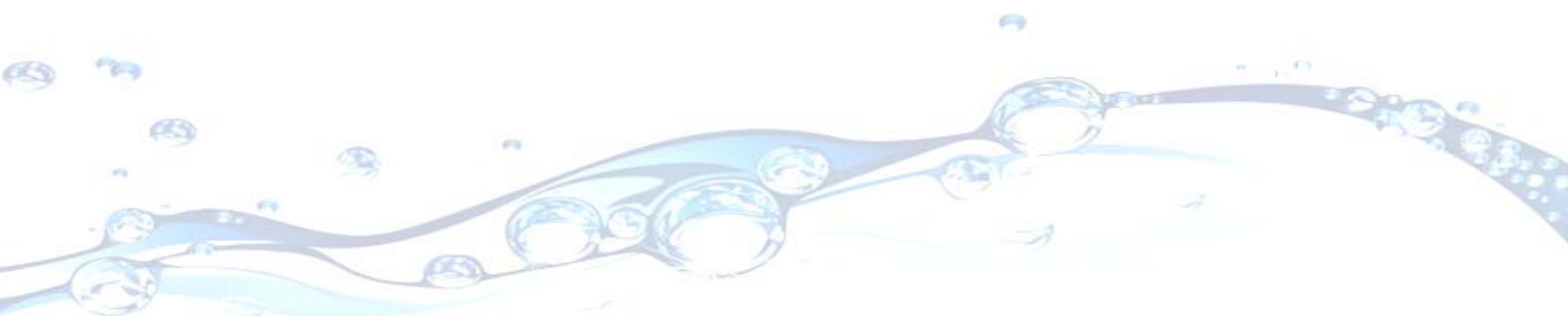
Networking and Knowledge Sharing

I started my active involvement in the FSA in the Technical Committee of the Gasket Division. Over several years I was able to make several contacts with key information and technology leaders within our industry. What struck me the most with my involvement in the Technical Committee was that even though I was a relative inexperienced Applications Engineer, people from competing companies were more than willing to share some of their knowledge to help me develop which in turn allowed me to contribute more to the association in later years. Notwithstanding my growing participation in the association, my knowledge development allowed me to grow faster within my own organization and provided my company with more value from the deeper technical support that I could provide our corporate customers.

After years of involvement in the Technical Committee, I transitioned to being more active at the Division level. Networking here was with another "type" of person from competing companies which helped me develop my understanding in several fluid sealing business areas such as marketing and supply chain development. I found it helpful for my position within my company to meet potential new suppliers, and not necessarily only from my own division. It turns out that many FSA Associate Members over the years have had potential opportunities with our company.

Industry Recognition

By virtue of membership, any member receives industry recognition through all outward activities, training, documents, and social media activity. What has created even more value for Triangle Fluid is that we have had internal people participate at various levels within the FSA



who have had their names directly tied to some activities, which has elevated our position in the industry as a leader amongst our competitors who do not participate or who are not FSA members. Over the past few years, this industry recognition has grown exponentially as we have had at least two people from our company visually present on several FSA outward activities. Having our industry see our people as active FSA members and directly tied to knowledge sharing activities has elevated our position in the market even amongst FSA members who don't participate at the same level or participate at all.

Employee Development

My own personal and professional development aside, Triangle Fluid Controls has injected 3 other employees into the FSA over the past 5 years. The condition that we put on employees who participate in anything external is that they must become active in short order and to remain a participant, they must remain actively engaged. Our active FSA contributors have learned a lot through their participation in the FSA which has translated into deeper engagement and creativity of them within our company. At one point in the recent past, a FSA member agreed to mentor one of my new employees for a period of time to help them gain additional skills to help them more easily succeed within our own company. I agree that this type of collaboration doesn't happen every day but this is the type of FSA members we have today. Our members are very open to helping other members develop and make themselves better as individuals which obviously translates into added value for the receiving organization.

Being a member of the Fluid Sealing Association has a lot of value – often value that cannot be measured in dollars and cents. If you want to take your people and your company to another, higher level within the fluid sealing and containment industry space, being an active member of the Fluid Sealing Association will provide tremendous value that goes far beyond your company. Your company will become more identifiable within your industry because of your people's active engagement in FSA projects and activities. Your people in turn will be significantly more engaged in your business because they feel proud that you have invested in their development. Most studies would conclude that more engaged employees means more profits for the company and a higher market position amongst their peers, professionally and corporately.

I urge you to continue being a Fluid Sealing Association Member. I also urge you to make sure that the people you send, including yourself, are engaged in something within the association. Make their participation part of their annual development and review process and reward them for positive contribution. Your company, your brand, and your people are worth much more than the check you write each year for FSA membership.

Sincerely,



Mike Shorts
President

Triangle Fluid Controls Ltd.



Past FSA President
FSA Board Member
FSA Strategic Planning Committee Co-Chair
Marketing Committee Member
Membership Committee Member
Past Membership Committee Chair
Past Gasket Division Chair
Past Gasket Division Technical Committee Vice Chair