

I Finally Get It!

By Eddie Garmon, Director, Global Accounts Pentair Foodservice (Everpure/SHURflo) and IBDEA Membership Committee Chair and Board Member, egarmon@everpure.com.



Eddie Garmon

Everpure and SHURflo have been associated with the IBDEA for many years; however, it has only been within the past couple of years that I have truly realized the benefit of being an Associate Member.

We all work too much and play too little. By being active on committees and other projects, IBDEA has provided a balance where we can work and laugh along with our business friends – not to mention some beautiful destinations for meetings and conventions. Call them “mini working vacations.” **It just provides balance.**

Over time, my wife Connie and I have developed long and lasting personal and professional friendships. These relationships have provided extended connections much beyond the business world to which I am grateful. **IBDEA truly is a Family.**

Best Practices:

When Everpure was developing a service strategy for our products, I was welcomed by Russ Prickett to his business, Pricketts Distributing, in Fresno, CA. Russ and his employees opened their doors and shared their time and best practices which helped greatly in the development of our aftermarket support programs.

Professional Sales Training:

When I sought professional sales training for my team I was able to benefit from the connection IBDEA provided with John Asher and Asher Consulting. We all need to sell more and to be better managers of our human resources. John and his team are a great resource. By leveraging my IBDEA discount for his services the investment was very reasonable and the results were measurable.

Field Testing:

When our company needed to field test a new product prior to release, I found a reliable service partner in Jim Tognazzini. Jim and his staff at Tognazzini Beverage Service gave us the confidence to install and service our product in his market area within the operating environment of our single largest customer.

National Accounts:

When I needed local market knowledge, product installation and after market service I could entrust for two of our largest National Account customers in the New York, NY and Washington D.C. areas, I was able to leverage the personal relationships and IBDEA connections to Ronnie Starman of Autotap in NY and Mark Simon of Sodibar in Washington, DC.

Time after time IBDEA has been a tremendous resource to support our business development. With more and more member benefit programs coming on board the time to join and/or get involved is better than ever.



SAVE THESE DATES...

OPEN FORUM & EAST COAST NETWORKING EVENT

Saturday, November 8, 2008
 during the International Hotel Motel Restaurant Show
 Trattoria Trecolori, NY, NY

IBDEAU

Beverage Dispensing Equipment School
 November 13 – 15, 2008
 Hosted and facilitated by Brian Kint of Kint Beverage Concepts, Harrisburg, PA

BOARD MEETING

March 12, 2009

2009 ANNUAL CONVENTION & PRODUCT FAIR

Orlando, Florida
 March 12 – 17, 2009

BOARD MEETING

March 15, 2009

IBDEAU

Beverage Dispensing Equipment School
 Spring 2009
 Location TBA

CHICAGO NETWORKING EVENT

Saturday, May 16, 2009
 during the National Restaurant Association Show
 Chicago, IL

BOARD MEETING

May 17, 2009



TENTATIVE 2009 Convention Schedule

(This is a preliminary schedule. Times/activities are subject to change).

Thursday, March 12, 2009

8:00 a.m. - 1:00 pm	Board Meeting
4:00 - 7:30 pm	Registration
6:00 - 7:30 pm	Early Bird Reception

Friday, March 13, 2009

7:45 - 8:15 am	Breakfast
8:00 - 1:00 pm	Registration
8:00 - 1:00 pm	Product Fair Set Up
8:15 - 10:00 am	Workshop 1
10:00 - 10:15 am	Refreshment Break
10:15 - 12:00 noon	Workshop 2
12:00 - 1:00 pm	Lunch
1:00 - 3:30 pm	Product Fair Exhibition
4:00 - 6:00 pm	"New " Olympics
7:30 - 8:30 pm	Opening Reception
8:30 - 10:00 pm	Welcome Dinner
10:00 - Midnight	Hospitality Suite

Saturday, March 14, 2009

7:45 - 8:30 am	Breakfast
8:30 - 9:45 am	Opening General Session
9:45 - 11:00 am	Keynote Speaker
11:00 am - 1:00 pm	Product Fair
1:00 - 2:00 pm	Awards Luncheon
2:15 - 3:30 pm	Open Forum 1 Member Discussion
3:30 - 5:30 pm	Product Fair
4:45 pm	Refreshment Break In Product Fair
5:30 pm	Drawing For Passport Prizes
6:00 - 7:00 pm	Associate Member Meeting
Evening Free	No Scheduled Events
9:00 - 11:30 pm	Hospitality Suite

Sunday, March 15, 2009

7:45 - 8:15 am	Breakfast
8:15 - 8:30 am	General Meeting
8:30 - 12:00 noon	Product Fair Tear Down
8:45 - 12:00 noon	Workshop-Developing Leadership for Succession-Who Will Succeed You? presented by Holly Green, sponsored by Vistage International

10:15 am	Refreshment break
12:15 - 1:15 pm	Lunch
1:30 - 2:30 pm	Regular Member Meeting
2:45 - 4:00 pm	Open Forum 2 Member Discussion
4:00 pm	Refreshment Break
4:15 - 5:15 pm	Board Meeting
7:00 - 8:00 pm	Cocktail Reception
8:00 - 10:00 pm	Closing Dinner, Entertainment, 50/50 Drawing
10:00 - 11:30 pm	Hospitality Suite

Monday, March 16, 2009

8:30am - 2:00 pm	Golf Event
8:30 am - 12:00 noon	Inside Seaworld
Afternoon	No Scheduled Events

Tuesday, March 17, 2009

Departures



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MemberBenefit

Learning From Someone Else's Mistakes Is Even Better Than Making Your Own

By Jim Lerner, CEO of Lenox-Martell, Inc. in Boston. Jim is also Treasurer and a Board Member of IBDEA, jlerner@realcitysoda.com.

The IBDEA is starting a New Benefit Program: **"Visit another IBDEA member's business and learn."** You may see good ideas or you may see pitfalls in someone else's business that you can avoid. This is such a great benefit of the IBDEA that many of you either overlook it or you have already been doing it unofficially for years. **This is a great way to get the next generation or the next in line to see other ways of doing business.**

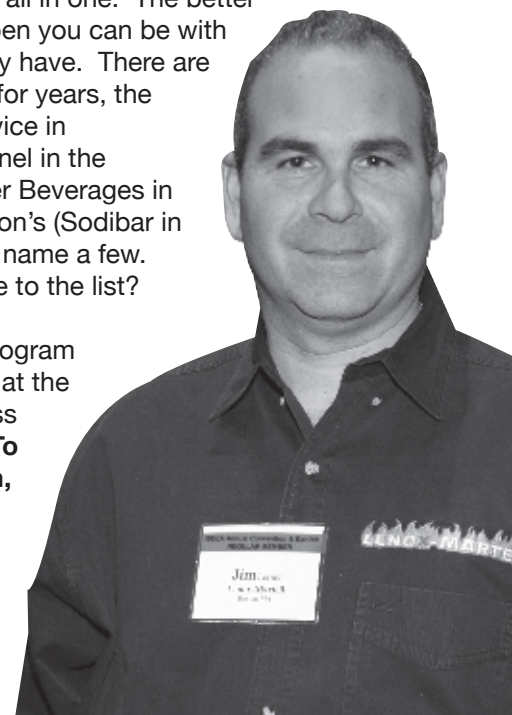
Many of us who have been in business for 20+ years think that we are doing well. But as the economy gets tougher, is "well" going to be good enough? I do not think it is.

You will have the opportunity to take a look at the companies that welcome visits and then contact the IBDEA office, and request to visit that company. Some companies will be open for visits to all departments. Some might just be open for certain departments like Manufacturing, Service, Beer Line Cleaning, Office, Routes, etc.

As I was starting in the business I spent a lot of time visiting other companies. I spent several days running routes and looking at the software systems at Leonard's Syrups in Detroit, Swanel in Chicago, and many other IBDEA members across the country. These visits gave me many great ideas to bring back and implement in our company. This was also a great way for me to meet other people in the industry.

Spending time at someone else's business is a way to make a friend, compadre, and business advisor all in one. The better you know someone, the more open you can be with questions and ideas that you may have. There are many who have been doing this for years, the Pincus's (Carbonator Rental Service in Philadelphia), the Roviario's (Swanel in the Chicago area), the Harris's (Better Beverages in Cerritos, California), and the Simon's (Sodibar in the Washington, DC area) just to name a few. Don't you want to add your name to the list?

There will be more info on this program and programs for the "next gen" at the upcoming convention. Don't miss out, get in early, sign up today. **To register for the Visitor Program, call IBDEA at 877-40-IBDEA (42332).**



MemberSpotlight

Welcome New Members to the IBDEA Family

ASSOCIATE MEMBERS

Green Air Supply, Inc.

www.greenairsupply.com

216 Puyallup Avenue, #111, Tacoma, WA 98421

Contact Tom Hoare (tomh@greenairsupply.com)

at 877-427-4361

Green Air Supply is a manufacturer/wholesaler of Nitrogen Separators for retail beverage dispense. Our Nitrogen Separators use Pressure Swing Adsorption Technology for production of pure environmental nitrogen for convenient mixed gas beverage dispense.

Potomac Funding & Leasing, Inc.

www.potomacfundlease.com

9504 Locust Hill Drive, Great Falls, VA 22066

Contact Bob Pattavina

(bobpattavina@potomacfundlease.com) at 703-759-7727

Potomac Funding & Leasing, Inc. is a locally established equipment lessor entering its 30th year of serving the leasing needs of the Washington metro area as well as the needs of clients and vendors nationwide. As an independent leasing entity we pride ourselves in the knowledge and ability to custom tailor specific leasing programs to fit the needs and requirements of all kinds of firms.

Schroeder America

www.schroederamerica.com

5620 Business Park, San Antonio, TX 78218

Contact Angela Bauer (ab@schroederamerica.com)

at 210-662-8200

Established in July of 2006, Schroeder America is a virtually integrated manufacturing company located in San Antonio, Texas. Jud Schroeder, founder of Lancer Corporation, has been in the beverage industry for over 40 years along with his wife CEO, Linda Schroeder. Utilizing a 40,000 square foot state-of-the-art facility, Schroeder America, manufactures the Starline, non-carbonated beverage dispenser, the Blizzard 29 degree long draw beer system, and the new ICON bar gun beverage dispenser. With a highly qualified engineering department and an industry leading support group, look for Schroeder America to be the new gold standard manufacturer in the beverage industry.

Taylor Wharton International

www.taylorwharton.com

255 Cedarhurst Drive, Canton, GA 30115

Contact Andrew Pazahanick

(apazahanick@taylorwharton.com) at 770-479-6772

In business since 1742, Taylor Wharton is the oldest continuous metal working company in North America. We manufacture CO2 and cryogenic gas/liquid containment products. Our main products are CO2 bulk storage tanks and CO2 high pressure cylinders.

UBC Group

www.beer-co.ca

3487 New Town Blvd., St. Charles, MO 63301

Contact Dmitriy Krivchun (d.krivchun@beer-co.ca)

at 636-925-8532

UBC Group is the largest manufacturer and distributor of beer chillers in the world. Our main products are beverage cooling and dispensing equipment such as glycol chillers, flash chillers, glass door refrigerators, and kegerators. Our distribution offices are located in all major markets (South and North America and Western and Eastern Europe.

REGULAR MEMBERS

Beverage Control, Inc.

www.beveragecontrol.net

5060 N. Royal Atlanta Drive, Atlanta, GA 30084

Contact Jim Young, President,

(jwyong@beveragecontrol.net), Shawn Young, Vice President of Operations, (syong@beveragecontrol.net), Brian Young, Vice President of Distribution, (byong@beveragecontrol.net), Martie Young, CFO, (myong@beveragecontrol.net) and Kelly Young, CFO, (kelly@beveragecontrol.net) at 770-939-9637

The Beverage Control Company is family owned and operated. Its roots run deep in the industry. Part of the company dates back to 1906 with the Coca Cola Bottling Company of Milledgeville, Georgia, and to 1905 with the Royal Crown Cola Company of Columbus, Georgia. Today, we emerge as a highly sophisticated service and technology company. Our clients include stadiums, hospitals, night clubs, taverns, restaurants, schools, institutions, cafeterias, churches, and anyone who serves carbonated drinks. Our products consist of soda, juice, Co2 gasses, water, energy drinks, and ice machines. We also offer consultations.

Beverage Equipment Masters

1830 W. 64th Lane, Unit C, Denver, CO 80221

Contact Craig Craddock (craig@bemdenver.com)

at 303-421-7952

A family business that was started in 1984, Beverage Equipment Masters specializes in remote beer systems and liquor systems.

Beverage Equipment Masters also has a soda/juice installation/service department to handle service and installations for soda and energy drink purveyors in Colorado and southern Wyoming.

Carbonic Systems, Inc.

www.carbonicsystemsinc.com

4733 50th St. SE, Kentwood, MI 49512

Contact Bob Finnie (bob2@carbonicsystemsinc.com)

at 616-554-1918

WE SPECIALIZE IN CARBON DIOXIDE (CO2) APPLICATIONS. Our background includes over 20 years of installing and maintaining CO2 and inert gas systems for: post-mix beverage systems, mixed gas systems for beer and wine dispense, pH control for swimming pools, welding, fire suppression, engineered systems for micro-breweries and brewpubs, as well as various dry ice applications. WE ARE SENSITIVE TO OUR CUSTOMER'S NEEDS. We want to help people solve their CO2 problems. We can service all your CO2 needs from 5 lb. CO2 cylinders up to and including 6 ton CO2 stand tank receivers

Correction:

**The correct name and email address for
BGN Technologies, LLC is co2gooru@msn.com.**

Reminder

The 2009 NRA Show® is May 16-19.

**\$30 discount registration for the NRA Show
ends on November 30.**

Visit www.restaurant.org/show to register.

The One Minute Manager, the all time best selling management book, was written more than 25 years ago. Pause for a moment and think about the changes in the world in the past 25 years. It is a bit mind boggling when you consider the depth and complexity of transformation to our everyday lives. The world has changed and the world of work has certainly changed with it.

So what is critical to be a great manager or leader in today's world?

You have to have a more complete set of competencies, skills and traits. EQ (emotional intelligence) and IQ are critical – it is not an either/or proposition. Today it is clearly an and/both equation.

To keep up, a leader and manager today has to **DO** well at the following:

- Get back to basics when everything around you diverts you into complexity
- Make strategic planning a way of life in your organization
- Set clear expectations of what excellence looks like
- Communicate constantly about your strategies and excellence
- Build a high performing culture that supports your strategies and brings them to life
- Provide continuous feedback
- Constantly learn and unlearn

What Remains...What Evolves

Certain aspects and behaviors of leaders and managers that were important twenty five years ago are still critical today and will likely still be important 100 years from now. These include acting with integrity, leading by example, developing talent and ensuring customer satisfaction/loyalty.

However, there are vast differences between the old-style of administrating and directing and the new idea of guiding and inspiring. Today's managers and leaders are faced with a whole new set of expectations in the way they motivate the people who work with or follow them, setting the tone for most other aspects of what they do. People today not only don't want to be managed, in most cases, they simply won't be managed. Today's employee wants to be led. They want to participate and engage in every

aspect of their job. Creating a two way relationship is critical especially considering that many knowledge workers today know more about what they are doing than their boss does.

Another significant shift for managers and leaders today is the necessity of thinking globally. The impact of globalization has affected all aspects of business. Appreciating and leveraging diversity is an additional shift that correlates to our world becoming smaller and smaller; the broad expansion of businesses spans seas, cultures, and religions. In addition to these actions and areas of focus, leaders and managers today must be more innovative and more proactive, anticipating problems and opportunities as well as entirely new markets and products.

The following chart captures the changes that are both occurring and necessary.

Area	25 Years Ago	Today
Environment	Stability	Constant change
Focus	Managing work	Managing results AND leading people
Thinking horizon	Short term	Short term AND Long term
Approach to work	Plans details Fine tuning what is	Sets direction and monitors Creating entirely new/what could be
	Transactional	Transformational
Decision making	Made them Reactive	Facilitates them Proactive
Energy	Controlling others	Passion for the work, the company, the industry and the people
Risk taking	Avoided it	Takes it and enables others to take it
Rules	Made them and measured to them	Breaks them and encourages others to do the same
Conflict	Avoided it	Uses it
Concerned with	Being right	Doing what is right

To be continued in the winter issue of the IBDEA Report

More Than a Minute How to be an Effective Leader and Manager in Today's Changing World (part 1)

by Holly Green



*Holly Green is currently the CEO and Managing Director of The HUMAN FACTOR, Inc. Her current book, **More Than a Minute: How to Be an Effective Leader & Manager in Today's Changing World** is now on bookstands. Under the sponsorship of Vistage International, the world's leading chief executive organization, Holly will be leading a workshop @ the next IBDEA convention on "Developing Leadership for Succession-Who Will Succeed You?"*

MemberInfo

November Birthdays

Marion Howard	IBDEA	November 7
Pat Tierney	APEX	November 8
Lenette Egan	McDantim, Inc.	November 9
David Erdman	Bar Controls of Florida	November 12
Marsha Erdman	Bar Controls of Florida	November 12
Justin Trafton	McDantim, Inc.	November 13
Jay Banninger	APEX	November 14
Sherri Iskra	Leonard's Syrups	November 30
Denise Prickett	Pricketts Distributing	November 30

November Anniversaries

John & Linda Mutch	Whittle & Mutch	November 7
James & Mary Beth Marcus	Al's Beverage Co.	November 18

December Birthdays

Gary Thompson	Beverage Dispensing Solutions	December 2
Alan Prickett	Pricketts Distributing	December 7
Bill Regan	Broward-Nelson Fountain Service	December 8
Al Roviario	Swanel, Inc.	December 11
Ed Roviario	Swanel, Inc.	December 11
Steven Kuhl	I. Rice & Co.	December 12
Scott Bohms	Accuflex Industrial Hose	December 13
Jean Ann Bugajewski	Leonard's Syrups	December 15
Linda Mutch	Whittle & Mutch	December 22
Judie Kuhl	I. Rice & Co.	December 29

December Anniversaries

Nate & Sharon Katz	Philadelphia Extract Co.	December 2
Lenette & Matthew Egan	McDantim, Inc.	December 12
Marv & Marion Howard	IBDEA	December 29

Business Anniversaries

Refreshments	December 1979
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MEMBER BENEFITS

We have recently announced arrangements with:

Potomac Funding and Leasing,

contact Bob Pattavina at 703-759-7727.

UPS Freight, contact Chuck Pendleton at 804-291-5817.

THANK YOU

Our West Coast Networking Event was held in Los Angeles on Saturday, August 23, 2008, in conjunction with the Western Foodservice Show. Thank you **Automatic Bar Controls/Wunder-Bar, Everpure**, and **McCann's Engineering & Mfg. Co.** for sponsoring this event.

Thank you **Everpure** and **Lemon-X** for sponsoring the 2008 East Coast Networking Event on November 8, in conjunction with the International Hotel/Motel & Restaurant Show. Thanks to Ron Starman for finding a great location.

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IBDEA CONVENTION 2009

March 12-17, 2009 at the Marriott Renaissance Orlando Resort at SeaWorld, Orlando, Florida

Book Early, You Don't Want To Miss This!

The 2009 Convention will be held at the family-friendly Marriott Renaissance Orlando Resort at SeaWorld, conveniently located near Orlando's many attractions. We've also negotiated a special, discounted rate for IBDEA Convention attendees with the Marriott of only \$209/night.

For reservations, call the resort at:

800.380.7917

Make sure you tell them you are with the International Beverage Dispensing Equipment Association to get the special rate. To make online reservations, contact IBDEA for the link.



Marv Howard, Exective Director
 3837 Naylor's Lane
 Baltimore, MD 21208
 877.40.IBDEA(42332)
 410 602-0616
 fax 410 486-6799
 ibdea@cornerstoneassoc.com
 www.ibdea.org

Registration fee includes admission to all workshops, business sessions, seminars, product fair exhibition and food and beverage functions. Full refund if canceled in writing prior to 12/15/08. Cancellations received after 12/15/08 will be subject to a 50% penalty. No refunds will be made after 1/15/09.

** Any combination of members, spouses, etc.

REGISTRATION INFORMATION

Company Name

Address

Attendee 1 Name

Attendee 1 Email Address

Attendee 2 Name

Attendee 2 Email Address

Attendee 3 Name

Attendee 3 Email Address

Registration Fees

IBDEA Member Representative	\$595/person
SPECIAL-First Two Registrants**	\$945 total
Nonmember	\$795/person

Number of Attendees

AMOUNT DUE \$

- Check Enclosed - make payable to IBDEA in US funds.
 Pay By Credit Card Visa Mastercard

Cardholder's Name

Account Number

Expiration Date

Signature

