

# Highlights

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## DATES TO REMEMBER:

- **Toys for Kids.** Donations will be accepted beginning November 29.
- **Annual Christmas Buffet** will be held Monday, December 20.
- **Next Blood Drive** will be held in the spring on May 16, 2005.
- **Hope Outside Sales** next meeting will be held in Portsmouth NH on Thursday, December 9.

## Sorensen Launches Web Site



Sorensen Systems, a member of The Hope Group, successfully launched its new web site this month. According to Mark Ferland, the new web site is part of an expanded marketing effort designed to bring increased awareness of the products and services that Sorensen Systems offers to the process control, governor and engineered systems marketplace.

“We are very excited about the impact our new web site will have on our sales story,” said Mark.

“We have designed the web site to complement the other sales efforts

that have been on-going to promote Sorensen Systems,” Mark added.

The web site ([www.sorensensystems.com](http://www.sorensensystems.com)) features three primary sections. They are:

- Sorensen Process Solutions
- Sorensen Governor
- Sorensen Engineered Systems

Each of these three components of Sorensen Systems has dedicated



One of the important new products offered by Sorensen Systems is a nitrogen generating system to help customers achieve higher quality tolerances and reduced costs.

pages that describe the products, services and benefits of each division.

“We have an expanding array of products and services to offer new customers, and this web site allows us to present our story in a convenient and easily understood format,” said Marc LeBaron, project manager, for *Sorensen Process Solutions*, a trademark component of Sorensen Systems.

“We are becoming a leader in the process control, water-to-wire and motion control engineered systems industry. This web site will help us share this story with prospective customers,” said Mark Ferland.

See Sorensen Systems at [www.sorensensystems.com](http://www.sorensensystems.com)

## Recognition Night Honors Dedicated Employees

The 12th Annual Hope Group Recognition Night was held Saturday, November 13 at the Wachusett Mountain Resort in Princeton. According to Donna

Tibbetts it was the most attended event ever held to honor our employees. “More than 150 people attended and enjoyed good food, music and entertainment as the

company honored its employees for their dedicated years of service,” said Donna.

*A photo gallery and complete list of honorees is on the back page of this newsletter.*

## Kaizen Korner

### Nearly 100 “Events” have been requested

According to Jon Mitton, Kaizen core team leader, there have been nearly 100 requests for events submitted by Hope Group employees.

“This high level of activity demonstrates that the Kaizen concept is becoming better understood and accepted among our employees,” said Jon. “We are encouraged that the rate of submissions continues to be high, with an increasing focus on the important aspects of how we run the business,” he added.

“Just since September we have had 31 new submissions from Hope Group employees,” said Jon.

“We have closed out 30 of the 97 submissions so far. We have had 7 VSM’s and 10 RIE’s. The balance were “HELP” suggestions,” said Jon.

“Its important for everyone to remember that there is no finish line with Kaizen. It’s an on-going process. As long as there are policies, procedures and systems designed to help us do our jobs, there will always be ways to reduce waste,



improve productivity and seek continuous improvement,” said Jon.

Some recent completed “events” are:

1. Order Releasing for BOM: This event was completed in October. Significant changes were made, utilizing a Tribute auto-releasing and standardizing process for all bills of material, by project type.
2. Administrative Support: This event was completed in November. It created a centralized mail center at Northboro; created a new electronic call report for outside sales and a new electronic fax distribution system. These improvements have dramatically reduced “hand-offs” and data-entry time.

3. Kaizen Database Creation: This event was completed in October. It created a centralized database for tracking all RIE, VSM and HELP submissions, and now tracks individual submissions and participation by each employee.

4. DistraNet Pricing: This event was completed in November. It changed excess inventory sell prices to represent our average cost on DistraNet, which now prevents selling at a loss.

#### HELP Program Issues \$25 Awards to Two

As was described in the last issue of the Highlights newsletter, the HELP program was updated as part of the Kaizen effort. Recently, as a result of successfully offering 5 HELP ideas, Donna LaFleur and Sue Mattson each received a \$25 gift certificate in recognition of their contributions. Got any good ideas?

*Did we miss something that should have been in this newsletter?*

*Let us know.*

*Call Donna LaFleur at ext 1801*



### Sales Blitz Generates \$750,000 Worth of Quotes



**By Richard Wright**

According to Pat Kelly, Sales Team Leader for Hope Air Systems, the recent sales blitz conducted by the outside sales team has generated a record \$750,000 in new quotes for air compressors, nitrogen generating systems and other

products and services offered by Hope Air Systems.

“The preliminary results from the sales blitz have been very encouraging,” said Pat. “We have received purchase orders for \$34,000 and expect to close many more in the coming months,” he added.

The sales blitz was designed to put up to 45 new sales prospects on a fast-track by

scheduling introductory meetings with maintenance managers, purchasing agents and plant managers throughout our target territories.

The goal of each blitz visit was to identify the prospects potential, give the prospect an introduction to our products and services, and get the opportunity for a future visit to uncover their real sales potential.

# It's no secret that Santa is coming.

By Donna Warren

In keeping with the holiday spirit, we will begin collecting Christmas items for underprivileged children again this year. All of the donated items will be distributed through the South Worcester Neighborhood Center to the neediest families. The Hope Group employees have been donating to the Center for the past several years and



it has been warmly received. Beginning Monday, November 29, there will be a large decorated Christmas box in the Reception area upstairs where you may place donated items. We are hoping to target those children who are a bit older, ages 9 to 13. Donated items are not as plentiful for this age group, so we try to fill the need. Thanks again for your generosity.

## Hope Air Staff Receive Certification Training

By Cathy Lane

During the past few months, several Hope Air staff members have received a variety of certification training designed to keep them current with the products and services sold and serviced by Hope Air.

In September, **Gary Clifford** and **Jason Nunes** received specialized training from Ingersoll-Rand on

refrigerated drying systems. Training included basic refrigeration theory and operation of IR, Flair and Dominick Hunter systems.

Also in September, **Chris Mcleod** and **Jason Nunes** received advanced training on the theory, operations, servicing and troubleshooting of large reciprocating air compressors including

XLE, LLE, PHE and PetStar 3 models.

In November, **Mark Poirier** and **Mark Tesson** received hands-on training on the repair and service of Becker Pumps at their headquarters in Cleveland Ohio. This new line of products will be an important part of new systems being offered by Hope Air Systems.

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## News about Hope Group Employees

### BIRTHDAYS

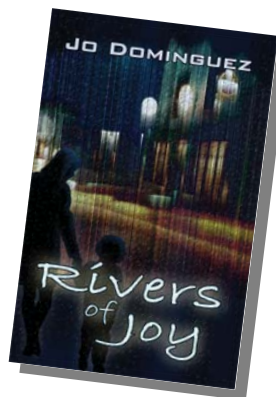
Happy Birthday to Hope Group employees born in the month of **December:**

- Ken Yorston Jr,
- Paul Gunn
- Ray Vine
- John Sullivan
- Jo-Ellen Dominguez
- Mark Tesson
- Mark Poirier

You're not getting older, you're getting better!

### AUTHOR AMONG US

Congratulations to Jo-Ellen Dominguez, Quality Coordinator, on the exciting news that her book has been published. You may purchase copies of the book and even get it



signed!

**DONATIONS** are being accepted for a benefit raising money for a local woman suffering from cancer and lymphoma. You can read about these efforts on a web site operated by Sarah Brunelle, who works in The Hope Group marketing department. Sarah's



## Recognition Night Photo Gallery



Why are these people all smiling? Maybe, at the time, they didn't know their pictures would appear in this newsletter.

Photography by Sue Mattson

### Congratulations to Hope Group's Recognition Night Honorees:

The following Hope Group employees received recognition plaques at the Hope Group Recognition Night ceremonies:

#### *5 Years Service*

**Beth Fournier, Terry Brown, Jose Correa, Bob Dobbie, Steve Kelley, Paulette Montville, Michelle Oswald, Mark Tesson, and Chuck Keyes.**

#### *10 Years Service*

**Earle Cummings, John Sullivan, Ron Ruel, Steve Casey, Marsha Gillespie, and Rick Ricci**

Also, **Mark Poirier (15 years), Bill White and Sue Mattson (25 years), Jack Moran, Randy Roy and Tony Cantone (30 years), Peter Rhoten (35 years) and Pat Rhoten (40 years).**

## Carey's Corner

### Why our customers should buy from us.

A frequently asked question in our business and in business in general, is "why should I buy from you?"

That's a fair question. What is it about your company, your product, your employees that make a *difference* to me as the buyer? Unless you can successfully answer that question, you may have trouble making the sale, particularly if your not always the price leader.

In today's economy, consumers in particular, want the lowest price. But, even in industry, it's important as a part of the normal selling process that the best price is being offered. To be sure that we bring more than just the lowest price to the table, The Hope Group has made a strong commitment to providing solutions and expertise in engineering excellence, account management excellence and service excellence.

When a prospective customer asks, "Why should I buy from The Hope Group," we answer that our people are *experts* in component selection and system design and maintenance. In another article elsewhere in this newsletter, (see page 3) we describe how some of our Hope Air Systems staff have benefited from recent training and certification in their respective jobs. It is this *continuous training* that distinguishes The Hope Group from our competition. For 35 years, Hope Air Systems has been leading the way with in-house and vendor-supported certification for its service technicians and staff.

This same philosophy exists throughout The Hope Group, whether it's a Parker product, Ingersoll-Rand, GE Fanuc, or any of the hundreds of top quality brand-name components and systems that we represent in New England. We take pride in the quality of our products and the quality of our team members. Congratulations to our recent training graduates. Thanks for being the best.

- Carey Rhoten