

# 2011 STRATEGIC PLAN

## PURPOSE

To be recognized as the absolute best pressure regulation supplier to the process control industry.

2011 FOCUS = GROWING SALES REVENUES

## KEY OBJECTIVES

MARKET  
DEVELOPMENT

PROCESS  
IMPROVEMENT

PEOPLE  
DEVELOPMENT

PRODUCT  
DEVELOPMENT

## INITIATIVES

- Expand regulator market reach
- Increase customer visits by engineers
- Review distribution strategy

- Implement lean process
- Develop/implement supply chain strategy

- Implement personal planning process
- Improve communication
- Increase teamwork

- Increase quick-change regulator line
- Expand range of QPRO line

## KEY PERFORMANCE INDICATORS

- Revenue/Distributor
- Revenue/Month

- Cash to Cash Days
- First-Time Through %/Month

- % Turnover/Month
- % Absenteeism/Month

- New Product Revenue/Month