

The Tiger's Roar

News from **TIGERFLOW**® Systems, Inc.
4th Quarter - 2008

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President's Notes

by Marvin F. Yoder, Jr.

Happy New Year! Thanks to all of you, 2008 was another record year! Working shoulder to shoulder with you, 2009 again can be a bright year. This economy will not be an easy one, but opportunities will exist.

Through strong manufacturing Rep relationships, new and updated product offerings, faster shipments, better customer service and more standardized pricing, we will be positioned to take full advantage of these opportunities.

In the coming months you will see new:

- Duplex/triplex **"BENGAL"** variable speed standardized pricing,
- Revised constant & variable speed **"TIGERCUB"** simplex standardized pricing.
- **"HOUSECAT"** product pricing
- New and updated **"JUNGLECAT"** product and pricing
- Updated **Mark X HVAC TOTAL PROCESS CONTROLLER**
- New updated **packaged equipment room product**
- **LEED's** Pumping System

We continue to expand product, function and processes to allow you to be better positioned in the market place.

Let's get in front of 2009 before it gets in front of us!

NEW TIGERFLOW Representatives

—GEORGIA—

TIGERFLOW is proud to present a new member of our sales team for the State of Georgia. **SPOTSWOOD ASSOCIATES** is one of the oldest representative firms in Georgia (established in 1931). Spotswood is located at 6235 Atlantic Blvd., Norcross, GA.

The company is a specification oriented firm that works the engineering community with its diversified product offerings dedicated to the Plumbing, HVAC and Municipal markets. Spotswood Associates have members in ASPE, GRWA & ASHRAE to name a few. They have been a SyncroFlo representative for over 40 years.

We wish them well and look forward to working with them.

—TENNESSEE & INDIANAPOLIS, IN—

TIGERFLOW would like to welcome **D & F DISTRIBUTING** as our new Representative in Central and Eastern Tennessee and Indianapolis, IN. They will handle Plumbing, Fire, HVAC and Heat Transfer for Tennessee and HVAC, Heat Transfer and Fire in Indianapolis.

D&F Distributing has been around since 1983 serving multiple market areas in the central U.S. They service everything they sell with an in-house service department that will shortly be **TIGERFLOW** Factory Certified.

VIEW FROM A REP

by Peter Frangiskou
Rep Council Chairman

The United States is in a panic mode regarding economic uncertainties, also referred to as the depression era.

Since the banking system has frozen or made lending very difficult we have seen cranes in NY shut down. The building market is coming to a halt where this great slow down is still ahead of us in the tri-state area.

The housing market has come to a halt where sales have fallen by as much as 25% in some states. This fear and increase in unemployment has put a great strain on all of us.

We are hoping the new President and Congress will be able to turn this economy around.

What do we do in this time of crisis? I suggest the following:

1. This is the time to call on Consulting Engineers. Invest the time to show CE's how efficient and economically sound it is to build pump systems (complete fabrication; lower cost to fabricate at factory including wiring and testing).
2. Fabricate electrical control packages with the new HMI touchscreen and open language communication.
3. This opportunity also opens the door for various projects such as boiler pump skids, chiller skids, etc. Most engineers think of pump skids as pumps only.
4. Retrofits—new controls to monitor existing pump systems or retrofit an existing system with a small package. This would save the owner time and money—even reduce the floor spacing.

As we all know, being specified on a project usually gives us last look. In these tough times, we need to focus and help move our product. This will also be a great benefit when the market turns around.

—Peter
DOLPHIN EQUIPMENT COMPANY

Special THANKS!

by Keith Pirtle, Sales &
Technical Service Manager

WOW! It is the end of the year already?

I feel we have made huge strides here at **TIGERFLOW**, but we could not have made them without the support of the strong **TIGERFLOW** Rep organization.

I strive to achieve bid dates, service or whatever else I'm called on to "handle". What makes it better than ever before, is the information I'm provided with, **up front**, on these projects. When emailing a bid request to me, having the **BID DATE** in the title block is a **BIG PLUS**—along with the **JOB NAME**. Believe it or not, all jobs have job names and I really need that. The more information you can provide me, the easier my job and the faster I can "handle" your requests.

We know 2009 is still up in the air because of the economy, but I believe we can stand up front with our service and dedication above all others.

The strength of an organization is only as good as the support available and with another year of experience, we have some of the most qualified people available in this industry.

I want to thank the people I work with at **TIGERFLOW** who make my job easier. From Georgia Blits that answers my many phone calls—Linda Poston and Dianne Yoder for keeping my paperwork straight, for their submittals, order releases, IOM's, etc.—Skip Roberts for continuing the quest for quality reps—Pat Lawrence for taking my ideas on the electrical side and making them work (or in some cases—bailing me out). Chris Pirtle for accepting all the electrical troubleshooting calls I dump on him, Jason Ball and the mechanical engineering group for creating some amazing designs—Rick Hester and the Purchasing group for their hard work—to Joel Nannis, Robert Thibault and crew for keeping things going out the door. And a Special Thanks to all the great people who work in the shop that allows all these amazing projects to come to life. Let's see I hope I have thought of everyone....oh wait—a special thanks to Marvin Yoder and Monroe Guest for allowing me to do my thing.

Let's get 2009 off to a good start—everyone send orders!!!

5 Year-end Small Business Tax Tips

1. Update Your Accounting: It's important as part of your year-end tax strategy to have a good understanding of your company's financial situation. Spend extra time ensuring your books are up-to-date and accurate. It won't hurt to plan time with your accountant for year-end advice, particular to your operations.

2. Defer Income: Any payments your company can receive during the first week of January as opposed to December cuts your tax bill. Every cent deferred until January 2009 will not owe taxes until April 2009. Any deferral strategy will depend on your profit and losses for the year and business legal structure (LLC, partnership, corporation, etc.)

Depending on your income tax rates in the foreseeable new year, deferral of income can make the best sense for many sole proprietors, partnerships, LLC's, and S corporations. Ensure your cash flow can handle the deferred income.

Don't forget to push any early 2009 charitable donations back to 2008. Make sure you get a receipt for the tax deduction.

3. Increase Expenses: Purchase items your business will require in the immediate future to maximize deductions for this year. If you can see a need for goods and services in the first quarter of the new year, buy them now, if cash flow permits. Consider the following items for expenses:

- **Office Supplies:** Stock up on fax paper, printer cartridges, stationary, and other office items.
- **Pay Bills Early:** Pay your bills before the new year in areas such

as: cell services, subscriptions, rent, insurance, and utilities.

- **Equipment Purchases:** If you will be buying new office equipment, consider purchasing now. You'll have to decide whether an immediate write off is best or spread out the depreciation over years. Consult with an accountant to examine your circumstance and company structure to maximize your deductions. In addition, your equipment will have to be in your office, "in use" by year-end.
- **Other Items:** This category includes: pre-payment of subscriptions, travel bookings, equipment repairs, and maintenance.

4. Inventory Write-Offs: Depending on your accounting methods, you may wish to check inventory for goods that have been damaged or have become obsolete. The drop in market value of the inventory can provide your company with added deductions.

5. Contribute to a Retirement Plan: Make payments to your retirement plan or set one up before the year-end to reduce your income for this year. Check the contribution limits for your type of plan. In the U.S.: 401(k), KEOGH plan, Roth IRA, or SEP's. (*For SIMPLE IRA's the deadline is set in October, too late for year-end tax planning.) In Canada: an RRSP, discuss the best strategy with your financial planner or accountant.

These year-end tax tips will apply differently to each business owner's situation and accounting method. The cash method of accounting allows for deductions and income reported for the year they are paid or received. The accrual accounting method applies income and deductions in the year incurred. Take the time to review the best strategy with a professional advisor and make the most of the year-end tax planning for your small business.

ENGINEERING 2009

by Pat Lawrence, P.E., Engineering Manager

We hope 2009 will be happy, safe and prosperous for each of you. Unfortunately, turning on your radio or television can be a depressing experience as we hear all the talk about the economy. However, many of the economic factors seem to be directly related to our state of mind. A good state of mind might be, "Recession? No thanks! We choose not to participate."

Having a positive outlook can be helpful in 2009, however, thoughts without actions don't mean much. There are some actions we can take to help us make this another great year.

As your engineering department, we will continue to take actions that improve the quality, reliability and user friendliness of our systems. Startups should be quick and simple. After startup, the only need to re-visit the site should be sales / marketing related.

In the unlikely event a system has a problem, time is money. This is why we make ourselves available for support, 24-7. In most cases the issue is easily resolved over the phone. If parts are required for a warranty repair and the problem can not be isolated to one part, we will ship all parts necessary for you to solve the problem in one trip. The only exception is when a part has to be special ordered. All we ask is that you return the unused parts.

Actions you can take to not participate in a recession, starts with creative thinking. Do not be afraid to tackle a difficult project requiring custom designs. While you do this, think outside the skid. There are usually many opportunities to expand the project scope if you do this. For example, if we are pumping out of a storage tank, why not add tank level control to our package?

I wish you all the best for 2009! We are here to help you make it happen!

Engined Systems
to the World



SALES CALLS

with Skip Roberts, Sales Manager

I will be contacting many of you to set up a time for me to help train your people on the products and services of **TIGERFLOW**. My schedule is in the planning stages as we speak. I plan to see every one of you this year. Let me know if you have an urgent need of my services to help engineer or close an order.

TIGERFLOW will offer a Basic Sales School on April 2 & 3 to help your sales people better understand our products. Service is important also. A Service School is planned as well for a limited number of attendees. We are also contemplating a HVAC school.

We need to explain to you and your customers why they want to choose **TIGERFLOW** over the other guy. Sure, we have NSF-61 Certification—so does SyncroFlo now.

NSF-61 is a requirement in 35 states and mentioned in 9 other states' Administrative Codes. The International Plumbing Code 2006 mentions NSF-61 in a number of sections. The Uniform Plumbing Code also mentions NSF-61, but is not as specific. Is your state one of the 35? the 9? or the 7? Do your engineers know where they fall? You also need to get this information to the local plumbing inspectors. Many of them are not educated in the requirements. That information in the Inspectors hands would tend to favor us. I want to help you with this. I have spoken to numerous ASPE groups on NSF-61. I will be speaking to the Pittsburgh Chapter and the St. Louis Chapter in the near future. What about your chapter?

Our **TIGER's EYE** is the best and most flexible control device on the market. We need to emphasize this to both engineers and contractors. **TIGERFLOW** understands that most contractors buy price first and quality second. We need to make sure they understand that the controller is an important part of the sale for them also.

Did you know **TIGERFLOW** is working on a LEEDS friendly booster system? Many engineers are specifying LEEDS oriented products. We have one. Call me and find out more about ours.

We have our Racing schedule in place for 2009. If there is a race near you that we will have sponsored cars, someone from the team will contact you about attendance. We want you and your customers to see our cars run. The idea is to sell products through this media. Take advantage of this opportunity.

Many of us have been spoiled by the number of jobs available during the last few years. In 2009 all of us need to find better ways to take jobs. Be aggressive! Be aware! Be successful!

Racing Report

from Monroe Guest

The Champions banquet was held in Houston, Tx on January 10, 2009. My family and I went down to celebrate my championship year along with my sister Kathy and her husband David Tiner, Marvin and Dianne Yoder, Skip and Diana Roberts, Brian and Vera Ripley and Don and Lisa West.

There were about 500 in attendance for the banquet and awards ceremony. The awards were for NHRA Division 4 champions. There are several classes in which champions are crowned. Ten to be exact. I won the Top Dragster Class. I received the championship "Wally" trophy, championship jacket and NHRA Gold Card. The card gets me into all the NHRA events free. I also won Driver of the year in the Top Dragster Class. It was a great evening, especially getting to celebrate with all my friends and family.



I want to thank my family for letting me drag them around all over the country racing. I want to thank Marvin for letting me live a dream and being there for me. I want to thank Tommy Phillips for a great car, Joe Monden for a great chassis and Tracy Dennis for a great engine.

We are building a new car for the 2009 race season. It will be 249" wheel base with a 781 CI Brodix engine built by Tracy Dennis. We will fly the **TIGERFLOW** colors again this year in pursuit of another championship. It will be a great year. We are updating the **TIGERFLOW** web page with a new racing tab. It will display all teams and schedules. This is a great venue to take your clients to and enjoy some great side by side high horsepower drag racing. You will be hooked. We are offering hospitality at selected events for you and your customers. Our PR personnel will get in contact with you prior to the event in your area and help with the invites. We will feed them, give them drinks for the day and they will leave with a signed hero card, shirt and hopefully an order to give you. Can't beat that!

Looking for a successful 2009 season for the race teams and your business—let's use this to close deals.

TIGERFLOW Basic Sales School April 2 & 3, 2009

TIGERFLOW plans to have a Basic Sales School on April 2 & 3 in Dallas. On April 4, there is a NHRA drag race in Ennis, TX (Dallas area) with at least 5 **TIGERFLOW** cars competing. **TIGERFLOW** will also have an Employee Appreciation Day at the track as well. All the school attendees are welcome to attend. We will have food, refreshments and free tickets to the event available.

For further information on the school, contact Linda Poston. There will be a limited attendance and reservations are on a first come basis. All attendees should fly into DFW Airport on April 1st and plan to leave no earlier than 5:00 p.m. on April 3rd. **TIGERFLOW** will transport people from the hotel to the plant, and feed and educate all that attend. The attendees are responsible for their airfare and hotel accommodations at the recommended hotel.

Training will come from Keith Pirtle, Pat Lawrence, Jason Ball, Skip Roberts and Marvin Yoder. If you have any questions about content, contact Skip Roberts at 281-701-7547.



**Couple of the eight TIGERFLOW Systems going into the new Meadowlands Stadium
(home for the Giants & Jets) opening in Fall 09.**

2009 TIGERFLOW Race Teams Schedule

Feb 13-15	Bradenton Motorsports Park	Bradenton, FL	NHRA	Odom/Lawson	Divisional
Feb 20-22	Gainesville Raceway	Gainesville, FL	NHRA	Odom/Lawson	Divisional
March 12-15	Gainesville Raceway	Gainesville, FL	NHRA	Lewis	National
March 27-29	Houston Raceway Park	Houston, TX	NHRA	Davis, Lewis, Odom/Lawson	National
April 3-5	Texas Motorplex	Ennis, TX	NHRA	Guest, Lewis, Odom/Lawson	Divisional
April 17-19	Tulsa Raceway Park	Tulsa, OK	IHRA	Guest	Divisional
April 24-26	SRCA Dragstrip	Great Bend, KS	NHRA	Lewis	Divisional
April 24-26	Memphis Motorsports Park	Memphis, TN	NHRA	Guest	Divisional
May 15-17	Houston Raceway Park	Houston, TX	NHRA	Guest, Lewis, Odom/Lawson	Divisional
May 29-31	Heartland Park Topeka	Topeka, KS	NHRA	Davis, Lewis, Odom/Lawson	National
June 4-7	Route 66 Raceway	Joliet, IL	NHRA	Davis, Lewis	National
June 12-14	Route 66 Raceway	Joliet, IL	NHRA	Lewis	Divisional
June 13-14	Tulsa Raceway Park	Tulsa, OK	IHRA	Guest	National
June 25-28	Summit Motorsports Park	Norwalk, OH	NHRA	Lewis, Odom/Lawson	National
July 24-25	Houston Raceway Park	Houston, TX	NHRA	Guest, Lewis, Odom/Lawson	Divisional
Aug 7-8	Cordova Dragway Park Brainerd International	Cordova, IL	NHRA	Lewis	Divisional
Aug 13-16	Raceway	Brainerd, MN	NHRA	Davis, Lewis	National
Aug 28-29	Heartland Park Topeka	Topeka, KS	NHRA	Guest, Lewis, Odom/Lawson	Divisional
Sept 17-20	Zmax Dragway	Concord, NC	NHRA	Davis, Lewis, Odom/Guest	National
Sept 24-27	Texas Motorplex	Ennis, TX	NHRA	Davis, Lewis, Odom/Lawson	National
Oct 23-25 Oct 29-	Thunder Valley Raceway Park	Noble, OK	NHRA	Guest, Lewis, Odom/Lawson	Divisional
Nov 1	The Strip at Las Vegas	Las Vegas, NV	NHRA	Davis, Lewis, Odom/Lawson	National
Nov 12-15	Auto Club Raceway	Pomona, CA	NHRA	Davis, Lewis	National

Davis-Blown Alcohol Funny Car — Guest-Top Dragster — Lewis-A/Fuel Dragster — Odom/Lawson-A/Fuel Dragster