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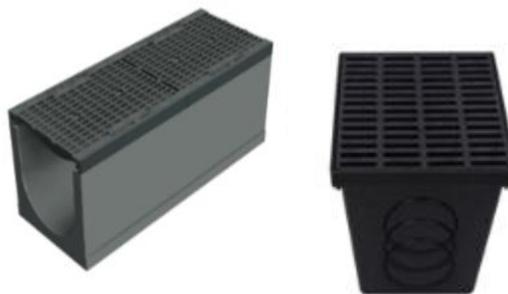
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New Trench Drain Solutions Products



SIGMA is pleased and proud to announce the release of 35 new products in the trench drain solutions line. These new SIGMA Polylok items include the 12x12 inch drainage box, the 24 inch plastic composite grate for HDPE Pipe, and a full range of plastic products to address water and wastewater management issues.

Says National Trench Drains Solutions Product Manager Eric Moisa, "The SIGMA Polylok product line is more versatile than other trench drain products in the market. Because the cutouts are already done, these offer simpler, quicker installation, which translates into a savings of time and money."

SIGMA has also launched the Hydrotec Maxi 400 line, which offers a 16 inch wide channel. Eric continues, "The Hydrotec Maxi is ideal for use in heavy flow areas like airports and shipping terminals. It effectively handles the demands of high flow applications."

For additional information on these or other trench drain solutions products, please contact Eric at emoisa@sigmaco.com.



Cynthia Lane of AWWA Gears Up for ACE15

Enews was lucky to catch up with Cynthia Lane, Director of



Engineering and Technical Services for AWWA. She shared her unique view on what is new and exciting at this year's show and the industry in general.

E-News: What is trending in the water industry today?

Cynthia: There are two main things; one is technological and the other is operational. From a water resources perspective, utilities are seeking to diversify their water supplies. There are many new technologies that address direct potable reuse, which is the process of taking wastewater, purifying it, and making it potable again. Different states have different regulations; Texas and California have already begun direct potable reuse projects but there is a wide variation of laws from state to state. And customer acceptance is another key factor.

The second development is on the operations side. We, as an industry, have been gathering data on water usage patterns and operations for years—it's often referred to as "big data management". Now, we are seeing utilities and companies taking proactive steps based on the information collected. Internal management systems and partnerships for safe water have been created in response to the data. We are seeing new ways of managing, billing, monitoring usage, and even in construction as it pertains to water.

E-News: What has changed in the industry in your tenure?

Cynthia: I'm an engineer by trade. I consulted for the first eight years of my career then I joined AWWA eight years ago. I think the biggest change is our willingness to embrace change. Water industry professionals are actively seeking innovation; there is recognition across the industry that we cannot stand still. When I started, there was a lot of work focused on membrane plants and asset management. Those things are important, but we see a much more global perspective now.

AWWA has also changed. Our new mission statement sums it up: "A Better World Through Better Water." We take our responsibility for public health very seriously.

E-News: What are you most looking forward to at ACE15 in Anaheim?

Cynthia: The people, without a doubt. The networking opportunities are amazing. It is wonderful to see friends and colleagues from everywhere. The idea that you can attend a really interesting educational talk, and then speak directly to the presenter is pretty special. We have over 100 technical sessions this year, so there is tremendous knowledge and expertise to be shared. All of the programs offer continuing educational credit, and this is the largest and best technical program we have ever launched. We've worked really hard on it, and we are thrilled to present such a comprehensive, broad, and high quality offering.

SIGMA is looking forward to ACE15, be sure to stop by booth #1015 to say hello!



**Thoughts While Showering
By Larry Rybacki**

For those of us in the northern half of the country and especially those in the Northeast, this has been a winter we would all like to forget. As I write this from my office in Northborough, Massachusetts, I stare at a 10-12 foot snow bank in our parking lot

in mid March. Though our industry is off to a late start the prospects for a strong 2015 remain in place as infrastructure spending and housing starts should improve as the year goes on. I read a report recently where the government needs to spend 45 Billion a year on water related projects just to keep up with the aging infrastructure. We currently spend about 10 Billion, which is a dangerous gap that we are going to have to address soon or water will become our biggest economic problem. You hear the phrase: "Water is the new oil" and dismiss it. You shouldn't, as that statement is becoming a reality.

The industry continues to heal from the long housing recession from 2009 - 2012. With that there is an "Air" of optimism that was very prevalent at our WASDA conference and NAPF conference in Bonita Springs, Florida. In life "Attitude" is everything and a good positive attitude spreads like wild fire, and that's what I see from our customer base and fellow manufacturers alike. That's why I am very bullish on not only 2015 but the next several years to come.

SIGMA continues to strive to make doing business with us as enjoyable and easy as possible. Whether it is flexible hours like we have in California, improved systems that we have everywhere, upgrade in personnel, or a bigger commitment to inventory, we want to be your first choice across all our product lines. Thank you for all you do for the SIGMA Family.

Sincerely,

A handwritten signature in black ink that reads "Larry". The signature is written in a cursive, slightly slanted style.

Regional Sales Meetings Focus on Customer Service



The Midwest Regional Team enjoys an evening of bowling and fun at Lucky Strike in Chicago after a day of meetings.

All of SIGMA's regional offices hosted productive, strategic sales meetings during the first quarter of this year. The meetings, which comprised both professional and social elements, enabled the SIGMA sales force to gather at their regional headquarters with the company's leadership team. They rolled out goals for the year, learned about new products, and discussed ways to optimize service and logistics.

In honor of SIGMA's 30th year in business, we are keenly focused on how to make the customer experience even better. Service is one of the company's core values and we will continue to innovate and improve our protocols for the benefit of each and every customer.

Each group also enjoyed an evening of fun and camaraderie. SIGMA plans to hold another round of these very useful meetings during the third quarter of the year.

Greg Wilkerson's Innovative Customer Service Approach



Like SIGMA, CSR Greg Wilkerson has 30 years in the business. Consequently, he has a keen understanding of customer service: "I've learned that the most important part of our job is to manage and meet customer expectations."

Greg created and delivered a presentation on customer service at the Southeast Regional Sales Meeting earlier this year. It was so well-received, he may be taking the show on the road. Greg used a number of relatable, accessible anecdotes to demonstrate the key elements of a positive customer experience. The presentation emphasized the importance of managing customers' anticipation of service: "No one will be mad if you say, 'we are out of that item here, but I can have it shipped out of Houston and

you'll have it by Monday.' They're mad when you don't keep them informed, and they don't get what they need on time."

The idea seems simple: take the order, process it quickly, have it delivered in good shape and complete. Greg continues, "I use the same procedure every time, so I know there won't be a mistake. I can track the order, find the PO, make sure it's on schedule and provide real time information to customers so they know the status."

The other thing Greg emphasizes is the power of "not knowing." He clarifies, "We, as a society, have a hard time admitting we don't know something. But there is a cost to that; if you don't know for sure what a customer wants, an error is likely. Much better to say, 'I don't know the answer to that, but I'll find out', or 'Can you send me a picture of what you need?', or 'Let's go on the website together and figure it out.'"

Finally, Greg stresses the need to relate, empathize and communicate effectively with customers. We salute Greg and all of the CSRs for making sure that SIGMA delivers top quality customer service every day.

SIGMA at PreCast Show



SIGMA had a strong showing at this year's NPCA Show in Orlando. The March event was well attended, and the SIGMA booth drew a big crowd.

Our booth, themed "De-stress with SIGMA", offered visitors chair massages, stress balls, and pedometers. Harry Bair, known in the industry as "PreCast Harry" said, "Our booth was a big hit, and traffic was higher than expected. We look forward to next year's show in Nashville, and are already looking into a local masseuse!"



SPP Supports Shriners Burn Hospital for Children



SIGMA Piping Products (SPP) spearheaded a holiday fundraising effort to support Shriners Burn Hospital for Children in Galveston, TX. They raised over \$9,000 by donating a percentage of their December sales to the hospital. And through customer sponsorships, they were able to bring holiday gifts to the children..

Territory Sales Manager Jessica Stohr coordinated the program for SIGMA. "The best part is getting to know the children. Their

spirits are incredible, in spite of the very difficult and painful challenges they are facing. It is truly inspiring."

Shriners serves children suffering from severe burns and other skin injuries, and supports the entire family through the process. They provide treatment regardless of a family's ability to pay, so fundraising is essential to their very worthy mission.

Top supporters of this initiative included the following SPP Customers: Viking Corporation, Edmund A. Gray, S&J Supply, Beehive Pipe, Ameripipe Supply, Central Pipe and Supply, SprinkFab, Keller, Accu-Fire, Steve's Wholesale, Atlantic American Fire, Leonhardt Pipe and Supply, Fire Fabrication and Supply, J.O. Galloup, Argo, SCS Canada, Viking SupplyNet-Richmond. The Presentation Luncheon at Shriners was sponsored by MRB Transportation, Mode Transportation, and Murphy's Deli-Metro Houston.

SIGMA thanks all of the generous donors, and congratulates SPP on this worthy project.

ABCD Award goes to ...

Cindy Dayotas, Assistant to Larry Rybacki, President. Larry comments, "This is long overdue. Cindy is dedicated to SIGMA, and she is an integral part in so many important things: EMT meetings, Sales meetings, AWWA and other shows, customer events, the Board of Directors' meetings. When you work for a whirling dervish like me, there are a lot of responsibilities. Cindy is available weekends, evenings and she never complains. She basically organizes my life." Cindy has worked at SIGMA for eight years and has set a high standard for efficiency, responsiveness, and professionalism. We thank Cindy for her excellent work, congratulate her on the ABCD award and wish her continued success.



The ABCD Award, which stands for "Above and Beyond the Call of Duty," is SIGMA's way of acknowledging employees' outstanding effort. Each quarter, an ABCD award is given to an individual or group who demonstrates exceptionally commendable achievement. SIGMA employees may nominate coworkers, and customers may recommend SIGMA employees who have provided them with excellent service. Please email your ABCD nominations to kermwhite@comcast.net.

Spotlight on SIGMA

We at SIGMA place tremendous value on our SIGMA family. With that in mind, we celebrate the joy and success of our employees and their loved ones, and we share their good news...

From the Northeast Region:

Congratulations to Jenny Barone on her admission to Ramapo College, where she will begin studying Sociology in September. Mom Karen, SIGMA Accounts Payable Manager and Dad Mario are overjoyed. Jenny will graduate from high school this June. Currently employed as a sales associate at American Eagle Outfitters, Jenny previously worked in SIGMA's Accounting Department part time, handling clerical and scanning jobs. We wish her much success!



From the Midwest Region:

Congratulations to Regional Manager Joe Webb and his wife Annie on the birth of William Joseph Webb. Will arrived on February 22 at 3am, weighed in at 6 lbs, 8 oz, and measured just over 20 inches long. Will is pictured here with big brother Samuel (18 months); eldest brother Ben was camera shy.

