ChemStation® (800) 554-8265 www.chemstation.com

INSIGHTS

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Fuzzwords?

"It's a no-brainer: Fuzzwords can be hot potatoes. Some figure them to be quick and dirty, others use them to jawbone, and still others consider them ear candy."

Translation… It's an easy conclusion: Business jargon can be controversial. Some see it as a second-rate solution, others use it to persuade, and still others consider it flattering.

Just don't let misuse or overuse cause any CLMs (career limiting moves)!

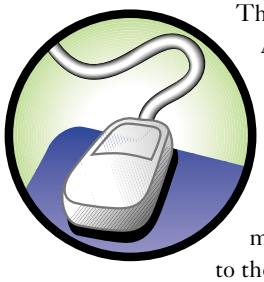
Derived from the arenas of sports, the military, politics and technology, fuzzwords have evolved into a specialized dialect that critics caution may backfire. In a nutshell, fuzzwords transform particular theories into catchy phrases or acronyms, generally misleading non-versed listeners.

How do you keep fuzzwords from becoming contemptible mumbo-jumbo? Whether you are e-mailing a vendor or meeting with customers, the bottom line is not to assume your audience shares any understanding. However, if your audience knows what you're talking about, it can be a succinct way of conveying a message.

The last word: Make sure *you* know what you're talking about, just in case anyone asks! ■

Keeping Track of the Competition

Want the financial lowdown on another company? Need to find out what other companies are producing a certain product or service?



The Thomas Register of American Manufacturers is now available on-line – for free. You can look up information on over 150,000 companies, or search by products and services. Plus most queries will result in links to the company's or product's Web site. Just click: **www.thomasregister.com**. ■

Source: The Marketing Report

The Future of the Restaurant Industry

Percent of food dollar spent away from home will continue to increase.

Restaurateurs will have to be people-oriented, becoming both high-tech and high-touch.

Consumers will look for higher quality take-out.

Suppliers will be pressured to improve quality and safety.

Equipment will be more mobile and have quick disconnect systems.

Intranets and CD-ROMs will be commonly used for training.

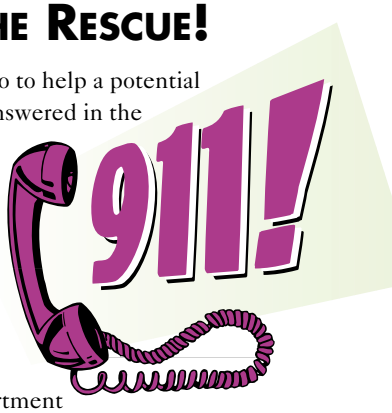
Preservation technologies will improve, reducing chances of spoilage and foodborne illness.

Convenience will still be important but will be redefined with innovations beyond drive-through and delivery.

Certification of employees will become increasingly important.

Source: National Restaurant Association

ChemStation to the Rescue!



Just how far is ChemStation willing to go to help a potential customer? Well, that question can be answered in the case of Uptown Bakeries, a food processor located in southern New Jersey. Our local Manufacturing Center, ChemStation Philadelphia-Delaware, made a sales call on Uptown, met with their Sanitation Manger, took a tour of the facility and reviewed all of their current industrial cleaning solutions. ChemStation's Customer Service Department made recommendations for chlorinated foamer, brightener, sanitizer and floor cleaner. The product trials went off without a hitch, but Uptown was still not convinced they wanted to change suppliers.

Their minds were soon changed when they failed a quality control inspection and had to shut down their plant until they fixed the numerous sanitation problems. That same day, after business hours, they called ChemStation Sales Representative Dave Munyan wanting the foamer and brightener products that same evening – no easy task given the customized formulations that had to be blended and delivered. But, delivered they were, that same evening! The plant was recleaned with ChemStation products and passed the reinspection the following morning. Uptown was back to processing food, thanks to ChemStation products and service.

Uptown decided that ChemStation's pricing, system, emergency response time and products were exactly what they needed. Since then, 10 new tanks and 9 new products have been delivered to Uptown. They are happy with our service, and will always remember the night we helped their production stay "up." ■

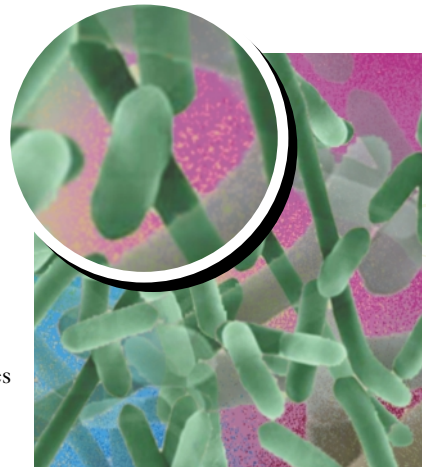
Regulatory Roundup

Visit the new Regulatory Roundup at **www.partscleaningweb.com** and find a plethora of regulatory links anchored in an easy-to-navigate timeline. Simply click the icon on the homepage to access knowledge on cleaning-related regulations. ■

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More About *Listeria*

Six consumer groups have jointly petitioned the Food Safety and Inspection Service to mandate that all "ready-to-eat" meat and poultry products bear labels warning pregnant women, the elderly and individuals with weak immune systems that the products may be contaminated with *Listeria*. They also included in their petition that establishments be required to perform routine end product testing.



The groups also submitted a similar petition to the FDA, which oversees other foods that have been associated with *Listeria*, such as soft cheeses.

The petitioners were the Center for Science in the Public Interest, Safe Tables Our Priority, American Public Health Association, Consumer Federation of America, National Consumers League and the Government Accountability Project. ■

Source: National Chicken Council Washington Report



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Soap Box

Better than 8 of 10 Americans believe that God performs miracles, and almost half believe they have experienced or witnessed one.
Newsweek

By 2004, the number of U.S. households using the Internet will hit 90 million, nearly double today's total.
Strategis Group

Nonprofit organizations are a $1.1 trillion industry worldwide, employing more than 19 million full-time personnel. If the world's nonprofit sector were its own country, it would be the 8th largest economy, ahead of Brazil, Canada and Spain.
Expo Magazine

Income tax refunds are arriving sooner, thanks in part to electronic filing. They're getting bigger, too. The IRS says this year's average refund is up 6% from last year, to $1,685.
U.S. Treasury Department

Recycled annually: Asphalt pavement (80%), Aluminum (60%), Newsprint (56%).
National Asphalt Pavement Association

Manufacturing overtime, most prevalent among highly skilled workers, is still near its January 1998 decade-level high. In contrast to previous economic booms, employers now find overtime cheaper than training new hires.
Bureau of Labor Statistics

Post-it® Notes come in 27 sizes, 56 shapes, 50 colors and are sold in 100 countries.
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