



# TALK

Fall Issue - November 2011

## WORKING TOGETHER TO HELP A CUSTOMER IN NEED



Back in the summer, a tornado wreaked havoc on Carrousel Grain Services in Monroe, Wisconsin. Carrousel's operations were essentially shut down until their equipment could be replaced and rebuilt. In order to have any chance of being back up and running for the harvest season, Carrousel was going to need some help. When uncontrollable acts of natural disaster take place that



impact our customers, Sweet wants to be there for you. For Carrousel, Sweet agreed to put a "RUSH" on their order so as to help them during this time of need. Sweet worked with multiple suppliers and together were able to provide its representative, J&D Construction, from South Wayne, Wisconsin the equipment for them to install at Carrousel in order to get them back in business for this harvest season. A special "Thank You" to all those people and companies involved to help this customer in need!



## NEED REPLACEMENT OR ADD-ON PARTS FOR YOUR SWEET® EQUIPMENT?



Providing customers with an extraordinary experience before, during and after the sale is the essence of our company mission. Our equipment is built to last many years, but oftentimes, years after the purchase of a piece of Sweet® equipment, you may need replacement or add-on parts. If you need any parts for your Sweet equipment, please contact one of our Customer Service Specialists – Jim Lafferty or Mike Kirkham. They have more than 40 years of combined experience with Sweet® equipment. In order for us to efficiently help you with your parts order, we will ask you to

provide us the equipment serial number. Additionally, contact us should you need replacement Sweet® decals or warning labels. Jim reports that he has taken parts orders for a leg that was sold in the late 1960's ... more than 40 years old!



**Happy Anniversary Sweet Manufacturing Company!**  
**56 years old - Since 1955**



## AGRIPLANTA 2011



AgriPlanta took place in Fundulea, Romania (near Bucharest) from June 3 - 5. This new exhibition featured agricultural demonstration plots, panel discussions, and agricultural machinery displays.

The booth was staffed by Daniel Zainea from R.D.I. Constructii Metalice, our dealer in Romania.

## JORNATEC 2011

Rosario, Argentina was the location for the 10th gathering of JORNATEC. Held from September 1 - 2, this annual national technical conference on the post-harvest of grains offers presentations and world-class exhibitions. Cristina and Pablo Díaz, representatives from Suc. de Héctor M. Díaz, our dealer in Argentina, staffed the booth.

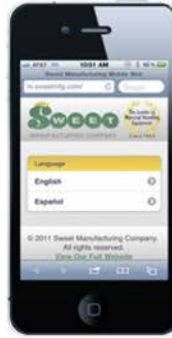


## CONGRESO LATINOAMERICANO DE AVICULTURA 2011

The 22nd Congreso Latinoamericano de Avicultura took place in Buenos Aires, Argentina from September 6 - 9. This event showcased Latin America as an environmentally-friendly food reservoir and was the largest product and services exhibition ever to be held in Latin America. The booth was staffed by Julio Contreras from Sweet, accompanied by Milton Jimenez and Heriberto Bravo of PIS, and Pedro Molina from ACS.



## NEW MOBILE WEBSITE SUCCESS STORY



We introduced our new mobile website back in August. The driving force behind the new mobile website was the need to ensure that customers could quickly and efficiently access Sweet's product information.

We are happy to report an early mobile website success story. Tracey Potts, a Project Superintendent from O&M Industries in Arcata, California called our offices from the job site and was looking for some immediate information about our Goliath® towers. We advised Tracey to access our mobile site at [m.sweetmfg.com](http://m.sweetmfg.com), saying that our technical manuals and brochures could be accessed right away from his smart phone. *Tracey commented, "The fact that I can access drawings and information on Sweet products from my phone is highly beneficial. Also, a great tool to have at hand. The site worked quite well."* This success story really reinforces exactly why our mobile site was developed. We encourage you to give it a try!

With the introduction of the mobile site, Sweet has chosen to use QR codes. These codes are two-dimensional barcodes that can be scanned and read via a mobile device or tablet.



**COMING SOON** ... In the very near future, we will be



including on our equipment a new warning label with a QR code linking directly to our

mobile site/All Technical Manuals page. This new label will serve as a visual reminder to refer to the operator's manuals before using the equipment. The scanning of the QR code will enable the operator to quickly access our Sweet equipment operator's technical manuals. Making the right information available at the right place and the right time will continue to be very important to our customers and to us.

If you have other ideas about useful applications of a QR code, please contact our Marketing team at [marketing@sweetmfg.com](mailto:marketing@sweetmfg.com).

## TALES FROM THE FIELD



Sweet® equipment has been installed at this Cargill facility in southwestern Uruguay, which processes soybeans at up to 300 MTPH. Five Silver-Sweet® bucket elevators and fourteen Flite-Veyor® horizontal flat bottom drag conveyors, totaling over 1,300 feet, were included in the

installation. The elevators are supported by multiple towers and intermediate support towers from Sweet, while the conveyors are supported by Silver Span® catwalk and intermediate support towers.

This grain facility in northeastern Colorado recently installed Sweet® equipment to convey grain at up to 400 MTPH. The project included a Silver-Sweet® Titan 15 bucket elevator supported by a 12'x 12' Goliath® II tower and over 450 feet of Flite-Veyor® horizontal drag conveyors supported by Silver Span® catwalk and intermediate towers.



Sweet® equipment has been installed at this commercial grain facility in central Indiana. The facility processes many different varieties of grain at up to 270 MTPH. Two Silver-Sweet® bucket elevators and over 1,050 feet of Flite-Veyor® flat bottom drag conveyors were included in the installation. The conveyors are inside the storage facility and include multiple air-operated intermediate gates.



### UPCOMING HOLIDAY SCHEDULE

We would like to inform you of our company's upcoming holiday schedule.

	<u>Closed</u>	<u>Reopen</u>
Thanksgiving	November 24-25, 2011	November 28, 2011
Christmas	December 26-27, 2011	December 28, 2011
New Years	January 2, 2012	January 3, 2012



### TRADE SHOW CALENDAR

November 16-17, 2011  
Kansas Agri Business Exposition  
Overland Park Convention Center  
Overland Park, Kansas  
Booth No. 200

January 24-26, 2012  
International Poultry/Feed Expo  
Georgia World Congress Center  
Atlanta, Georgia  
Booth No. 715, Hall A

February 15-18, 2012  
National Farm Machinery Show  
Kentucky Exposition Center  
Louisville, Kentucky  
Booth No. 301, South Wing C

## EMPLOYEE SPOTLIGHT



**Marycruz Guillen** has joined the Sweet team as our new International Sales Engineer. She is an established Mechanical Engineer with multiple years of experience in the industrial, automotive and petrochemical markets, most recently as Manufacturing Buyer Engineer for a prominent worldwide auto manufacturer. Marycruz is bilingual in Spanish and English and has extensive work experience in Latin America. She has a Bachelor of Science Degree in Mechanical Engineering from Los Andes University in Venezuela. Additionally, she has specialized training in AutoCAD, Six Sigma and Global Product Development. Marycruz's responsibilities will include providing customers worldwide with technical assistance for project layout, design and equipment specifications.



**Ron Shipley** is celebrating his **25<sup>th</sup> Anniversary** with Sweet! Ron joined Sweet on November 3, 1986. With an excellent background in our industry in varying positions, Ron brought to our team experience in shop production, shipping and receiving, inventory and production control, as well as order entry and customer relations.

Hired by our founder, W. Dean Sweet, he was asked to be a liaison between departments within the company. Within less than one year, Ron joined the Sales team in August of 1987 as a Sales Coordinator for our newly acquired Bonded® product line.

In 1991, Ron was promoted to the position of Senior Sales Coordinator to oversee areas of customer service, process inquiries and serve as a pointman between departments. Later the following year, Ron was given a temporary assignment as Plant Coordinator – Expeditor. During this period, Ron was able to accomplish smooth flowing production and timely shipments.

On January 1, 1995, Ron was named Sales Manager for Sweet. Since that time, he has provided leadership and direction to our Sales team that has been a significant contribution to our growth and success. His customer service and technical support provided over the years has been impeccable and very much appreciated by all of his contacts worldwide.

Congratulations, Ronnie, and a world of thanks to you for your 25 years of loyalty and dedicated service to Sweet Manufacturing Company and Sweet customers!



***Our products are proudly made in the USA.***



**Our Mission:** *To provide innovative quality solutions that create an extraordinary customer experience.*