

# BICERA BEACON

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## WHAT'S NEW AT BICERA VALVE?

**There's always something new at Bicera Valve. Here's the latest scoop!**

2020 is over! Fiscally anyway. We closed the books last month and are excited about 2021. We are hopeful that we can get back to somewhat normal this year. Some great progress has been made regarding new and updated product drawings. There have also been a few design modifications and new designs that have been making their way through the engineering department. Our hope is to have some exciting news to share throughout the coming months.

Our newest line of BICERA relief valves, the Sigma line, continues to see exponential interest from OEM manufacturers and aftermarket groups around the globe, and we couldn't be more excited.

In the meantime, with the effects of the pandemic still being felt around the globe, we have been able to have laser-like focus on our customers and their needs. So if you have a need, or if you are curious if we can help you or your company, please reach out to us today. We look forward to hearing from you all soon.



**Product  
Spotlight**

### BICERA Maintenance Videos

Did you know we have a maintenance video section on our website? Let us help walk you through your maintenance with one of our step-by-step videos. Still don't see what you're looking for or need more information? Give us a call at 800-232-4442 or send us an email at [sales@penntroyc.com](mailto:sales@penntroyc.com), and we will be happy to help.

<https://www.bicera.com/resources/bicera-maintenance-videos>

# ▶ Employee Recognition Corner



## David Young Machinist

**How long have you worked at Penn-Troy?**

23 years

**What is your position and what are your common daily duties?**

Machine set-up, production, little bit of everything

**What do you like most about your job?**

The people I work with

**What are your hobbies?**

Camping and hunting

**Do you have a vacation ritual or location?**

No

**What is your favorite movie?**

The Good, the Bad, and the Ugly

**Any bucket list item(s) you care to share?**

I would like to travel the U.S.

**Do you have any hidden talents?**

No

**Family?**

Yes. Married 28 years. Two children.

**How do you unwind outside of work?**

Hang out with family and friends

# ▶ A Message from the President

Welcome back once again to the *BICERA Beacon Journal*. We are continuing to make our way forward through this year of a global pandemic. When I think back over this past year, it reminds me of being a young boy at Boy Scout Camp and realizing by the second day that early morning roll calls, bad food, and latrine duty were not how I wanted to spend my summer. But too bad for me; I was stuck. Yes, there was a pay phone I could have called my parents on to come get me, but I didn't have a nickel to my name, and even if I did, I know they would have told me to suck it up and that I'd better earn some merit badges. So yes, every day after that seemed like an eternity. And so goes the year of 2020. Unfortunately, we're stuck for a while, and no one is going to come pick us up early to go back to our normal lives. When I look for the lesson in my Boy Scout analogy, all I can say is that, by the time I came home, I could tie a bowline knot and perform CPR, and I had managed to swim a mile around a lake. Perhaps time will offer some perspective on this year as well. Until then, I wish you all good health, and as always, thank you for your business.

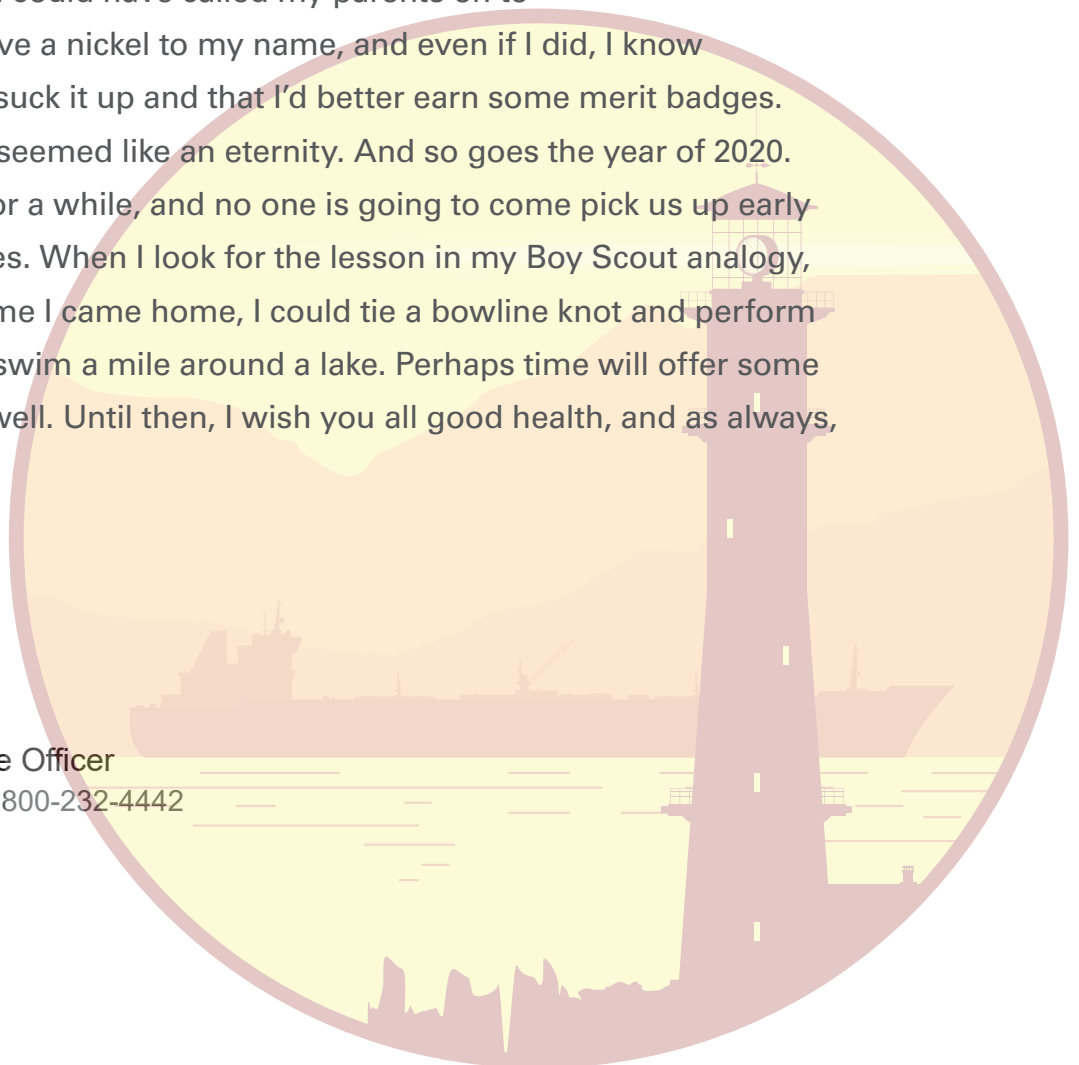
Sincerely,

*Mark Powers*

Mark Powers

President and Chief Executive Officer

Cell: 607-742-2746 | Toll Free: 800-232-4442





## The Boomerang Effect

by Todd Johnson

I am fairly certain that everyone reading this knows what a boomerang is. The L-shaped tool, often associated with Australia, that, if thrown correctly, will return to the thrower.

I was listening to one of my favorite storytellers recently, and he was talking about the boomerang and how he associates many things in life with the flight path boomerangs take — which is a somewhat tear-shaped closed loop. This got me thinking about what we do here at Penn-Troy and the levels of success we achieve.

Generally, in manufacturing, or I guess in most forms of business, you would not want what you send to customers being returned to you. But throwing and returning are just two aspects of boomerangs and not the whole picture I want to paint for you.

You see, when someone throws a boomerang, that person's job is not done. If the thrower just stood there — without paying any attention to the item he or she just threw — there could be some painful consequences. No, the individual must always remain vigilant and aware of the boomerang, or the person who threw it is likely to get struck with it.

At Penn-Troy, we feel the same way about our products. We don't just want to ship products, wash our hands, and go home. We want to make sure what our customers receive is indeed what they ordered and that our products fulfill the customers' needs and function the way they're intended to function.

No matter how good our products are, and no matter how well or how consistently they perform in the field, inevitably, someone will experience an issue with something. And when the feedback comes, we want to be ready to receive it because if we ignore it, it's going to hurt.

Anticipating issues and feedback of all kinds is essential, but that's not the only parallel I want to draw between Penn-Troy and boomerangs. Just like someone who throws a boomerang wants it to come back to them, we want our customers to come back to us time and time again. This is a never-ending pursuit. We cannot achieve a great relationship with a customer or a sterling reputation in the marketplace and then relax. Relationships and reputations need to be nurtured, refined, and practiced. Therefore, it's our mission to keep improving. We update our drawings, issue new product catalogs, develop new products, and update our building and equipment. This is a short list of the things we have done and continue to do. We must always strive to go the extra step and provide our customers with an unexpected advantage. That is what they want. That is what they deserve.

We continuously strive to be reliable and trustworthy. But just as you can't go out in a field and throw a boomerang without practice and rely on it coming back to you, we too must work hard to earn this reward. Because that's what good customer relationships are: a reward for a job well done.

### Drop us a line...

Questions? Comments? If you would like to give BICERA any feedback, please send an email to [sales@penntroy.com](mailto:sales@penntroy.com). Your feedback helps us know when we are on the right track, and where we need to refocus.