



Go With the Flow Newsletter

Inside this issue:

- ✓ Hidden Contest
- ✓ Tech Free Vacations

Contents: *Message from the Editor* *Salesforce Tidbits*

A Message from the Editor-in-Chief, Linda Kronberg



**Editor-in-Chief
Linda Kronberg**

Our Salesforce soft launch marches on. Stacey, Miles and I are so excited that all of our Salesforce Users are now fully embracing everthing Salesforce has to offer. The Salesforce Tidbits section provides insights from Kyle Kalinowski on everything Salesforce has to offer and how it will benefit everyone in the future.

The Burt Process Equipment corporate meetings were held this month and the Senior Management Team introduced the PLEDGE goals. Salesforce will be a pivotal tool in helping us to implement and achieve these goals in the future. Some of the reasons Burt Process Equipment has invested in Salesforce is to help us to streamline processes, to improve communications and to increase sales. The future success of Burt Process Equipment and its employees will be unlimited as we embrace the full potential of Salesforce in support of the PLEDGE goals!

Summertime is American's favorite time to get away and enjoy a vacation. We have included an article with some ways to be sure that you are enjoying your time off and disconnecting from all the technology we are bombarded by on a regular basis.

This Issue of our newsletter includes a hidden challenge contest, which requires you to read the newsletter in full to uncover the clues. There are four clues included throughout the newsletter as well as a fifth clue you need to search for directly in Salesforce (the inset below provides details on this contest). Good luck!

HIDDEN CHALLENGE CONTEST FIND THE CLUES



HOW TO PLAY

1. There are four clues hidden within the content of this newsletter.
2. The fifth clue is contained in Salesforce. Go to Salesforce Opportunity LEK - 07-26-18 - Win the Prize then open the attachment (Files section) **Salesforce Hidden Clue Contest Clue 5**. Copy and paste the sentence from the attachment as the Survey Monkey response. Non-Salesforce Users can leave this response blank in Survey Monkey.
3. Once you have uncovered all the clues, log onto Survey Monkey and type in your responses. <https://www.surveymonkey.com/r/MRCKKW8> SF Users will receive a Task to enter the contest with this link!
4. The contest ends at 5 p.m. on Wednesday, August 1st. The winner will be randomly drawn from all correct contest entries. Salesforce Users must answer all five questions correctly; non-Salesforce Users must answer the first four questions correctly. The winner will be announced on Thursday, August 2nd. **This contest is open to all Employees.**

We expect ALL Salesforce Users to enter this contest!

Motto

If it's not in *Salesforce*, it doesn't exist!





Salesforce Insights

Contributed by...Kyle Kalinowski

At your service...

The Solution Pioneers & Salesforce Teams

Jonathan Dearborne
Jennifer Harriss
Kyle Kalinowski
Kathy Kelsey
Matt Liuzzo
Chris Lopes
Hannah Schlett

Stacey Smart
Linda Kronberg
Miles Johnson

As we head past the halfway point of the year and almost 2 months since the initial soft launch, we are all now getting used to the everyday interaction with the salesforce platform. Even as a naturally organized person, I have found that staying organized is even easier with the help of Salesforce. The user interface is instinctive making it simple to grasp the many features that it has to offer and this is just the beginning.

As comfort builds and, through further Q&A and enhancements from our inside SF support team, we'll continue to find deeper functionality and be able to start automating day-to-day activities that will open the gates to spending more time to digging up and developing new leads and prospects.

Salesforce is more than just a tracking tool, it will become a data/information hub that help us all work smarter. We will have access to higher levels of reporting that will ultimately help provide visibility to where and how we have found the most success and even more importantly focus on areas that we can improve upon. The best thing to keep in mind is that the more time, effort and information we put into it now, the more it will help us all in the future.

Let the salesforce be with you!



MAY THE  BE WITH YOU

Motto

If it's not in *Salesforce*, it doesn't exist!





TIPS FOR ENJOYING A TECH-FREE VACATION

In today's digital age, most Americans feel that they can't seem to escape technology and enjoy a good, old-fashioned vacation. Here are a few ideas for unplugging and enjoying your vacation—you know those emails will still be there when you get back.

Do as Much as You Can Ahead of Time

Try to plan ahead and complete most of your work ahead of time. If you are managing a team and/or projects, be sure that everyone on the team is aware that you will be out-of-the-office and that they have their assignments. As a rule of thumb, preparation will generally reduce stress as well as any "surprises" that might pop up while you are away.

Silence Your Phone

Take advantage of the "Do Not Disturb" setting on your phone. Keeping a mobile phone with you can be prudent in case of emergencies, but for specific activities—a spa trip or a day at the beach—don't be afraid to silence all notifications and just focus on the R&R.

Make sure everyone knows you are away and when you will return

Utilize your email's out-of-office capabilities and be sure to change your voicemail message to indicate you will be out-of-the-office. Prepare for the chaos when you return. Don't schedule a ton of meetings for the first day back—that will just make the end of vacation unbearable as you're tempted to get a head start sorting through all the backlogged emails. In fact, carve out a few hours to just to catch up.

It's okay to do some work, but you should set aside specific times for follow-up

Allocate a few short time periods during your day to quickly check your emails and voice messages and schedule a specific block of time to follow-up on those messages. If you prefer to be a little more connected, try the inside vs. outside rule: When you're inside your hotel—in the morning, or while your travel companions are getting ready—you're free to check in on work emails, etc. Once you get outside, all technology is ignored. This way, you can check in enough to stay sane without missing out on what makes your vacation so special. Whatever unplugging strategy you choose, make sure all of your travel companions are on board before you leave so you won't waste a second of vacation time arguing about emails. Instead, get out there and explore!

Enjoy what technology has to offer

If you find that you are "falling behind" on technology, use your vacation time to start taking digital photos, post updates on your Facebook page, research places of interest online, search for local restaurants, etc. There are literally infinite possibilities for using technology to make your vacation much more exciting and gratifying.



Why Should You Go Tech-free?

Research has shown tech-free vacations can have immediate and tangible benefits, including:

Reducing unnecessary stress	Improving concentration and creativity	Increasing mental clarity and acuity	Improving your health	Promoting healthy and restful sleep	Fostering a healthy work/life balance



If it's not in *Salesforce*, it doesn't exist!

