

# VOLK NEWS FORUM

P E R I O D I C A L

Volk Enterprises, Inc.

Spring, 2000

Welcome to our Spring issue of "The Volk News Forum". Much of this edition focuses on the introduction of our products to the seafood industry. You will also find a column on Jeff Rainey, our Shipping & Distribution Manager as well as a section on Dan Volk, our Vice President of Corporate Development. Call us or email your feedback about this issue to Dana White at [danaw@volkenterprises.com](mailto:danaw@volkenterprises.com).  
- Marketing and Communications Department

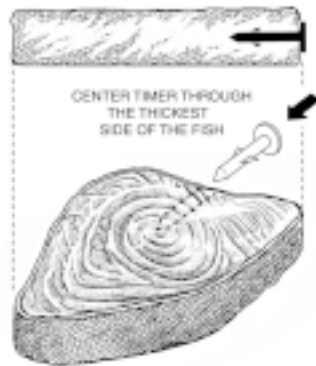
## Pop-Up Timer Q & A

**Q.** I am familiar with the Pop-Up Timer in products like turkey, chicken breasts, and pork roasts. Does it work the same way in fish?

**A.** Yes, the same technology that allows the Timer to tell you when your turkey is cooked to the correct degree of doneness will let you know when your fish is cooked to perfection. The colorful buttonhead of the Timer will "pop-up" when your fish reaches a pre-determined temperature.

If you are preparing fish steaks or fillets at home, follow the below directions for best results:

1. Insert pointed end of the Pop-Up Timer through the thickest portion of the fish.
2. Ensure that the tip of the Timer is centered and that the buttonhead is flush with the side of the fish.
3. Cook until buttonhead "pops", indicating your fish is cooked to perfection.
4. Remove Pop-Up Timer before serving fish.



## Making a Splash in Seafood

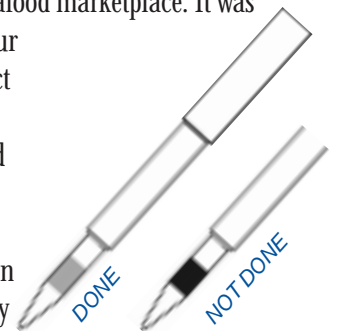
This past March 7 - 9, Volk Enterprises spent a valuable few days exhibiting at the International Boston Seafood Show at the Hynes Convention Center in Boston. We attended not knowing exactly what to expect in terms of show attendance, but were prepared to demonstrate the advantages of using our Pop-Up Timer and Cook'd Right Sensor to determine the doneness of fish steaks and fillets.

Actually, there was no need for worry because we were inundated with processors, retailers, and everyday consumers who, after seeing our cooking demonstrations, told us that the temperature sensing capacities of both the Timer and Sensor would truly add value to packaged seafood items. Booth visitors stressed to us again and again during the show that the simplicity of our products in ensuring perfectly cooked and safe fish entrees is something that is needed in the seafood marketplace. It was gratifying to hear first hand that our products will have a positive impact on the industry.

We were just as impressed by the Seafood Show's ability to attract decision makers when, during and after the show, we began receiving phone calls from industry movers and shakers requesting more *Cook'd Right Sensor for Fish* information and placing orders for the Pop-Up Timer and Cook'd Right Sensor. In addition, Volk was featured in a television news spot when Janet Wu, a WHDH-Boston (NBC) reporter filmed a segment at our booth featuring our Cook'd Right Sensor's easy to read color-change technology.

We will definitely be returning to exhibit at the International Boston Seafood Show next year. It was a great opportunity for Volk to start creating a presence in the seafood industry.

For more information on the Seafood Show, visit their web site at [www.bostonseafood.com](http://www.bostonseafood.com). For further information on Volk's Pop-Up Timer and Cook'd Right Sensor for fish, meat or poultry, call us at 770-441-1443.



# Personnel & Products

## Pull, Pack & Ship

*Jeff Rainey*

*Shipping & Distribution Manager*



If you regularly place orders with us, then you probably are on a first-name basis with our Shipping & Distribution Manager, Jeff Rainey. As the man who processes 90% of Volk's product orders, Jeff is an important and valued link in the chain of customer service. If orders aren't shipped, then the company could grind to a virtual standstill. With 17 years of warehouse experience, and almost 3 years with Volk, Jeff makes sure that the pulling, packing, and shipping of orders goes smoothly. He also ensures that they are received on time and in the required quantities and specifications.

On a normal day, six to eight full orders are shipped from our Atlanta warehouse to customers all over the world. Since it is a given at Volk that the customer's needs come first, Jeff can provide 24-hour turnaround on most orders. While it is not a usual occurrence, Jeff has processed orders for same day delivery, Saturday morning delivery, and even next-day delivery for orders placed in the evening of the previous day. This willingness to go the extra mile in meeting customer needs is what we believe distinguishes Volk Enterprises from other suppliers. Whether it is unloading trucks, shipping our display materials to trade shows, or

---

*There is no future in any job. The future lies in the man who holds the job.*

*— George Crane*

---

performing less glamorous tasks, Jeff's aim is to get the job done and get it done well. Not surprisingly, one of his favorite parts of being Shipping & Distribution Manager is when the last truck pulls away at the end of the day full of orders that he personally filled.

While Jeff's primary duty is getting product to the customer, it is the behind-the-scenes administrative work that is the basis for timely and accurate order shipments. He provides an accurate accounting of inventory, maintains an adequate supply of product in the warehouse, and processes shipments of new product from our manufacturing facility in California. So whenever you place an order with us, remember Jeff's name and know that along with the rest of our staff, he is doing his best work for you.

## Roasted Leg of Lamb



*Roasting potatoes with the lamb gives them a wonderfully rich, meaty flavor. For cooking convenience, purchase a leg of lamb already equipped with Volk's Pop-Up Timer.*

Servings: 6

Ingredients:

1 large lemon

1/2 cup brine-cured Italian

green olives

4 large garlic cloves

1/4 cup packed fresh

flat-leaved parsley leaves

3 lb boiling potatoes

7-lb boneless, tied, leg of lamb

For pan gravy:

1/2 tbsp all-purpose flour

1/2 tbsp unsalted butter

1/2 cup dry white wine

1/2 cup water

Garnish: lemon halves and olive branches

Preheat oven to 450 degrees F.

### PREPARATION:

1. With a vegetable peeler, remove zest from lemon and reserve lemon. Pit olives. Finely chop zest, olives, garlic, and parsley with 2 tablespoons oil.
2. Peel potatoes and cut into 1 1/2-inch pieces. In large flame-proof roasting pan toss potatoes with remaining 2 tablespoons oil to coat and season with salt and pepper.
3. Arrange lamb on potatoes and cut slits all over lamb. Rub olive mixture over lamb, pushing it into slits. Halve reserved lemon and squeeze juice over lamb.
4. Season lamb with salt and pepper and roast with potatoes in middle of oven for 20 minutes. Reduce oven temperature to 350 degrees F.
5. Roast lamb and potatoes, loosening potatoes from pan with metal spatula, turning occasionally for 1 more hour or until buttonhead of Timer "pops" up.
6. Transfer lamb to a cutting board and let stand while making gravy. Transfer potatoes to a large bowl and keep warm.
7. In a cup blend together flour and butter. Add wine and water to roasting pan and deglaze pan over moderately high heat, stirring and scraping up brown bits.
8. Transfer mixture to a small saucepan and bring to a boil. Whisk in flour mixture, whisking until incorporated, and simmer gravy, stirring occasionally for 1 minute.
9. With slotted spoon, remove any potato pieces from gravy.

Garnish lamb with lemon halves and olive branches, and serve with gravy and potatoes.

# News You Can Use

## Plastics?



*Injection Molding Factory Floor*

Yes, not only does Volk Enterprises, Inc. produce some of the food industry's most innovative items, but we also house a state-of-the-art custom injection molding operation within our Turlock headquarters. Injection molding is a process in which a plastic resin is melted and injected under high pressure into a mold cavity. The finished product can then be used as it is or as a component of other products. For instance, the white barrel and colored stems of Volk's Pop-Up Timers are the results of a specialized injection molding process. Our heat-resistant Nylon Skewers and Handi-Clamps are also produced in our injection molding facilities.

Currently, Volk produces approximately 400 million parts per year in our Central Valley, Turlock, California location. Not only do we manufacture products for the food industry, but also for the automotive, consumer goods, and industrial indus-

---

*Your first ambition should be the acquisition of knowledge, pertaining to your business.*

*- Benjamin Franklin*

---



*Injection Molding:  
Handi-Clamp Production*

tries. We use recyclable plastics that can be molded into almost any desired shape, and have an array of Husky and Van Dorn injection molding machines of various capabilities to dedicate to your production requirements. For your convenience, our manufacturing headquarters can provide next-day delivery throughout northern and southern California. Volk is experienced in both short and long runs for many applications, and we guarantee competitive pricing and responsive customer service.

If you should require custom molded items, please contact Steve Volk or Rick Gregg at 209-656-2700, and we will be glad to direct our resources to fulfilling your needs. You will also find an overview of Volk's injection molding facilities on our web site at [www.volkenterprises.com](http://www.volkenterprises.com).

## Mark Your Calendar...

### April 2000

Midwestern Foodservice & Equipment Exposition, April 2 - 3, Kansas City, MO

Contact: 816-753-5222

National Fisheries Institute Spring Conference, April 8 - 11, San Diego, CA

Contact: 703-524-8880, [www.nfi.org](http://www.nfi.org)

Canadian Fine Food Show, April 11-13, Toronto, ON, Canada

Contact: 416-229-2060, Ralph Weil

Annual Meat Marketing Conference, April 15-18, Kansas City, MO

Contact: 202-452-8444, [www.fmi.org/trade/conf/meat/](http://www.fmi.org/trade/conf/meat/)

Gourmet Products Show, April 15-18, Los Angeles, CA

Contact: 650-344-5270, Susan Corwin

Gourmet Food and Kitchen Products Tradeshow, April 16-18, Atlantic City, NJ

Contact: 609-398-4450

Natural Gourmet Food Show, April 29-May 1, Boston, MA

Contact: 203-483-5774, Lisa Maricondo

### May 2000

Atlantic Coast Exposition: Vending and Food Service Industry, May 4-7, Myrtle Beach, SC

Contact: 919-383-9684, Stevie Hughes

FMI Internat'l Supermarket Industry Convention and Educational Exposition, May 7-9, Chicago, IL

Contact: 202-452-8444, Mike Smoyer

National Restaurant Association Annual Expo, May 20-23, Chicago, IL

Contact: 312-853-2525, [www.restaurant.org/show/show.htm](http://www.restaurant.org/show/show.htm)

### June 2000

World Pork Expo, June 8-10, Indianapolis, IN

Contact: 515-223-2600, [www.nppc.org/WPX/wpx-main.html](http://www.nppc.org/WPX/wpx-main.html)

IFT Food Expo/Institute of Food Technologists, June 11-14, Dallas, TX

Contact: 312-782-8424, Stan Butler

52nd Annual Reciprocal Meat Conference, June 18-21, Columbus, OH

Contact: 816-444-3500, [www.meatscience.org/rmc](http://www.meatscience.org/rmc)

2000 Southwest Foodservice Expo, June 25-27, Houston, TX

Contact: 800-395-2872, [www.swfoodexpo.com](http://www.swfoodexpo.com)

# Customer Service

## Family Traditions... Future Directions

*The dictionary is the only place where success comes before work. - Arthur Brisbane*

Anyone who is well acquainted with the close-knit atmosphere of Volk Enterprises, Inc., knows that business here is more than just a 9-5 job, Monday through Friday. The sons of company founder Tony J. Volk were taught at an early age, through immersion in the company, that business is a way of life.



Dan Volk

Dan Volk, Vice President of Corporate Development, began learning this lesson when working with the company during summers and school breaks as a child. Doing everything from cleaning floors to working on assembly lines, he observed first-hand that it is employee dedication, long hours and commitment to serving customer needs that has given Volk its stellar reputation within the food industry. If there's one thing Dan wants people to understand, it's that Volk's employees are the key to the company's prosperity. Everyone, in every job capacity, is an important link in the chain of success. Volk Enterprises has worked hard to make the company a place employees call "home", and Dan thanks and commends everyone for their dedication from day to day. The evidence of that commitment from employees is seen even when Dan is on sales calls today. He says that it is encouraging to hear words like "responsive", "one of the best", and "quick to get the job done" used by current customers in reference to Volk's service. His personal aim is to help keep that idea of valued employees and personalized service intimately tied to Volk's corporate identity. As Dan says, "There is no growth without service".

As Vice President of Corporate Development, Dan is a key contact person for customers who need new temperature sensing products and ovenable plastics developed for their specialized needs. Dan made plastics his original niche within the company while working after school in the 11th and 12th grades. He enjoyed working with plastics and ran some of Volk's first plastic

injection molding machines alongside an uncle and cousin.

In Dan's experience, working within the family business has been a unique challenge. After gaining valuable experience outside the family business in construction, poultry processing, and fast food, he determined that there was nothing to compare to the family's commitment to each other and the success of Volk Enterprises. Though the four brothers who run Volk may have different talents and viewpoints, no one leaves a meeting without an issue being thoroughly discussed and a fair, balanced decision being made.

The family tradition of hard work and commitment to service coupled with a forward thinking strategy for the future has led Volk Enterprises Inc. to the seafood industry. Dan is spearheading the company's efforts in selling our Pop-Up Timer and Cook'd Right Sensor to those seafood processors who are producing prepared food and tray packed products. The aspect he is most excited about is that Volk is able to be in "at the ground floor" as the rapidly growing seafood industry tries a new approach to marketing fish. Another gratifying fact is there has been genuine interest among a number of established processors. In fact, one of our current customers, Quality Seafood (Elizabeth City, NC), uses the Pop-Up Timer in their frozen fish steaks...and this is just the beginning!



Pop-Up Timer in a halibut steak.

*There's no growth  
without service.*

## Getting In Touch

If you would like to get in touch with our Sales staff, need a question answered, or have news to pass along, feel free to contact Volk Enterprises, Inc. via any of the following means:

Email: [sales@volkenterprises.com](mailto:sales@volkenterprises.com)  
Internet: [www.volkenterprises.com](http://www.volkenterprises.com)

Sales and Distribution :  
5470-B Oakbrook Parkway  
Norcross, GA 30093  
Phone: 770-441-1443  
Fax: 770-441-3258

Manufacturing :  
618 S. Kilroy Road  
Turlock, CA 95380  
Phone: 209-656-2700  
Fax: 209-632-3829