



MASI

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*Rich Delmastro
(on left) and
Rico Yingling
of Da Vinci
Gourmet, Ltd.*

Da Vinci Gourmet, Ltd. Grows with Navision and Process 800

Da Vinci Gourmet, Ltd. co-founders Greg Davenport and William Cotter have created and defined a leading niche within the gourmet/specialty foods industry. In a 64,000 square foot facility in South Seattle, Da Vinci Gourmet produces flavored syrups, tea concentrates, gourmet sauces, and chocolate confections.

Greg is one of the nation's top flavor artists and third generation chocolatier. In 1989, William, a Seattle attorney, combined his business expertise with Greg's confection and flavor experience to establish one of the country's top manufacturers of flavoring syrups.

Da Vinci Gourmet produces more than 120 flavors of gourmet syrups including Classic, Sugar Free, and All Natural varieties. In addition to complementing and enhancing the flavor of traditional coffee drinks and sodas, the syrups can be used in creating flavored teas, desserts, marinades, sauces, cocktails, vinaigrettes, appetizers, and entrees.

Da Vinci Gourmet specialty food products are available in coffee shops, gourmet retail stores, restaurants, grocery stores, espresso carts, and on-line at davincigourmet.com. Da Vinci Gourmet syrups are currently sold to
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New Logo, New Look!

After many years with the same logo and "look," we have updated and modernized it. And since our web site has always been masi.com, we decided to make our logo the same, in order to reduce confusion and improve the recognition of the name.

We are not changing the company or even our name, but only the logo. We would welcome your feedback sent to us at info@masi.com.



Leitufia “Chewy” Tuitoelau, Lead Production Technician at Da Vinci Gourmet, examines the bottle filling process.

(continued from front page)

more than 190 distributors in the United States and 48 countries worldwide.

To help manage growth, the company needs a growing software package. “We were the first Avista client for the Bellevue MAS office and now we’re the first Process 800 client,” commented Rich Delmastro, Chief Financial Officer of Da Vinci Gourmet. The original purchase was in October 1995 before Avista was renamed Navision. Recently Da Vinci Gourmet upgraded to Navision 2.6 and added Process 800, a process manufacturing package for the food and chemical industries.

“We wanted to stay with MASI because we’ve had a great relationship and we didn’t want to lose that. Diane Fox [MASI Vice President and Bellevue Branch Manager] is our main contact and she’s great! We like working with a local company, so we were very glad when Navision announced its solution for manufacturing. Navision has always been good for accounting,” said Rich.

Rico Yingling, Senior Vice President of Operations at Da Vinci Gourmet, added, “The process manufacturing orientation of the new software, and not discrete manufacturing, is beneficial for us. The software is versatile and the implementation has gone extremely well.”

With Process 800, Da Vinci Gourmet is able to keep the formulas for syrups in one database and have that database service purchasing, production, inventory control, quality assurance, and costing. Prior to Process 800, they used separate databases that were not linked together and product costing was being calculated in Excel.

Now Process 800 and the Navision Inventory application are able to handle the complexity of Da Vinci Gourmet’s business. For instance, product is ordered from vendors in pounds, recorded in gallons in inventory, and issued to the manufacturing line in fluid ounces!

E-commerce has become an important part of business (visit www.davincigourmet.com). Customers are able to order products on-line and the orders go directly from the web site into the Navision Sales & Receivables application as an order. The order is printed and given to the warehouse personnel to fill. Once the order has been filled, United Parcel Service is contacted via its software. The shipping information and tracking number are posted back to www.davincigourmet.com for the customer to view. With the shipping acknowledgement, the customer’s credit card is charged which automatically posts to cash and relieves receivables.

“Ron Fox [MASI Senior Systems Engineer] did an excellent job integrating our web site with Navision. We used to have to key web site sales orders into Navision. Now there is no data entry work,” explained Rich.

“As our business grows, the development of the software is there. We’re a growing company and it’s a growing software,” concluded Rich. □



Ali Drammeh, Lead Batching Technician at Da Vinci Gourmet, adds to the syrup.

“We like working with a local company, so we were very glad when Navision announced its solution for manufacturing,” said Rich Delmastro, CFO of Da Vinci Gourmet, Ltd.

New Clients

Data-Linc Group of Redmond, Washington manufactures the world's broadest line of custom configured, high performance, industrial grade modems including frequency hopping spread spectrum radio modems, ethernet radio modems, fiberoptic, dial-up/leased line, FSK (Frequency Shift Key) wire modems, and special purpose modems. Data-Linc Group also manufactures data communications peripheral products (such as extended temperature multiplexers) and datacom systems. The founders of the company believed the need for high quality, reliable industrial data communications had not been adequately satisfied. Established in 1988, Data-Linc Group was created to bridge the industrial data communication gap. Data-Linc Group purchased Navision Manufacturing.

DLF-Jenks of Albany, Oregon buys and sells grass seed throughout the world. DLF Trifolium is the parent company located in Denmark. The two major growing areas of grass seed in the world are the Willamette Valley and Denmark. DLF Trifolium was established in 1874 and Jenks in 1925, the two merged to form DLF-Jenks in 1999. DLF-Jenks purchased Navision Financials for its 14 employee operation. The goal is for the Denmark office with over 400 employees and the sales offices throughout the world to be using Navision Financials and connected to each other in the future. "We have a unique business in agriculture. We sell individual lots of grass seed by quality. The system has to be specialized because a manufacturing system without lots couldn't be converted to do what we need the system to do," explained Claus Sass, General Manager of DLF-Jenks.

Glitsa American of Seattle, Washington is a manufacturer of hardwood floor finish. For over 40 years, Swedish formulated Glitsa Gold Seal Finishes have been the preferred choice of professional contractors, renowned architects, and discriminating homeowners to preserve and enhance the beauty of their wood floors. Glitsa is the premier Swedish finish in the United States. Glitsa American also sells cleaners and other accessories to wholesale distributors throughout the U.S. Glitsa American recently purchased Navision Manufacturing.

MailMovers was established in 1992 and is now one of the largest presort/mailing houses in the Northwest. Over 75 employees are available to produce any mailing project from the 34,000 square foot facility in Seattle, Washington. From printing to mailing, MailMovers can handle your total project. Clients achieve better mail delivery and postage savings thanks to bar-coding, presorting, and commingling capability. Computer services from file management to data conversion to mailing use and laser printing of documents is also offered. MailMovers purchased Navision Financials.

Nurseryroom, Inc. is overseeing the manufacturing of infant clothing (0-12 months) designed by Anne Geddes. *The New York Daily News* called Anne "the most popular and successful baby photographer in the world." Released initially in New Zealand and Australia, today, her distinctive, award-winning images of babies have become classic icons celebrating life and birth. Her new endeavor, a clothing line and accessories, will be sold at www.nurseryroom.com which will be launched in late November. Expectant parents will be able to complete a gift registry on the web site. Nurseryroom, Inc. purchased Navision Financials.

Pace International, LLC is a Seattle-based company founded over 45 years ago. Pace International produces and markets a comprehensive line of pre- and post-harvest products for maintaining and enhancing the quality of a variety of crops. Pre-harvest products include the widely used Leffingwell® line of foliar nutrition and numerous plant protection products including Deadline® snail bait. Post harvest products include the Shield-Brite® line of coatings, cleaners, and DPA for fruits and vegetables. The goal of the company is to help growers and packers attain a higher price at market for their fruits and vegetables through technologies that result in higher quality to the end user/consumer. Supporting the products is a full service organization (field sales and technical staff including agronomists and horticulturists) to help customers with any technical issues that arise anywhere in the world. Pace International, LLC purchased Navision with Process 800.

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*Clients
Making
the News*

Pacific Industries, Inc. in Tualatin, Oregon was established in 1985 to fill a need in the power transmission components market for a major importer of high quality, competitively priced power transmission products. The company goal is to provide an expanded product group of power transmission components throughout North America. With multiple warehouse locations across the U.S., large inventories insure prompt delivery of the products their customers need. All products sold by Pacific Industries are manufactured under strict quality control procedures. From the basic castings, forgings, stampings, and machined parts to the finished items, products are repeatedly inspected and tested to insure the highest quality. Pacific Industries purchased AddonSoftware Manufacturing, Distribution, and Accounting.

SVZ USA, Inc. in Othello, Washington is a division of SVZ International headquartered in The Netherlands. SVZ plays a prominent role in the global market for industrially processed fruits and vegetables, supplying premium, natural, healthy products as well as made-to-measure flavorings. SVZ combines knowledge and expertise in product development, purchasing, processing, storage, transport, quality assurance, and food safety. Because of its global network of production companies, buying offices, and logistics facilities, SVZ can deliver products to customers throughout the year. This includes different types of fruits and vegetables that were traditionally seasonal due to their short harvesting period. SVZ USA purchased Navision with Process 800.

The Spa Depot provides hot tub spa owners from coast-to-coast with accessories, supplies, equipment, maintenance, and water chemistry items. Located in Olympia, Washington, the company operates a virtual warehouse at www.spadepot.com. Exclusive items as well as a growing list of “earth-friendly” formulations are available on the web site. There are also a variety of lightweight “plug & play” portable spas and a large selection of repair parts. The mission of The Spa Depot is threefold: 1) to offer the highest quality hot tub spa products at the best prices in America, 2) to provide the fastest service possible with customer satisfaction as a #1 priority, and 3) to become the first reference source for hot tub spa information. The Spa Depot purchased Navision Financials. □

Announcing Navision Attain 3.0

Navision Software is pleased to announce the release of Navision Attain® 3.01.a, the new version of Navision Financials. Navision Attain 3.01.a brings together all product offerings based on the Navision Financials suite—financial management, manufacturing, distribution, sales, marketing and service—in one integrated solution.

Navision Attain 3.01.a includes new and improved functionality, which will attract opportunities in new markets, expand market share and increase the revenue potential of our clients. The new product line offers the following new features:

- Improved Customer Relationship Management, enabling smarter decisions, based on accurate information about every contact
- Service Management, enabling you to exceed your customers’ expectations and ensure their loyalty
- Order Promising, enabling customer service to accurately predict when a customer can expect an order
- Dimensions, to control posting procedures, analyze business activities in depth and look at information in unlimited ways
- Improved e-commerce (web-based) applications, including methods for customers, vendors, and employees to access important data and processes over the web at their own convenience

In addition, the system contains enormously expanded multi-location capabilities, including prices and costs at the warehouse level and complete location transfer tracking. Finally, it contains lot and serial number tracking in both distribution and manufacturing applications, making this package one of the best for companies who deal in “lots” of commodities and other products.

This is a major new release of Navision software, ensuring the continuing and increasing growth and success of Navision for the next decade. For more information, call your MASI sales representative or email us at info@masi.com. □

Easy Ordering of HP

A brand-new web-based program makes it easy to order HP products!

- Through MASI and with our help as you desire
- Directly from HP for the most competitive pricing available anywhere
- Conveniently—order easily and anytime 24x7

Ever wish you could order HP products via the Internet and still be able to turn to MASI for services, consultation, and support? Now you can—through a new co-branded web site that you access through www.masi.com. Just click on “Ordering HP Products.”

The program is very easy. Once registered, you simply place orders through this web site. If you prefer, you can place your orders with a live telesales representative, or MASI can place the order on your behalf. You’ll get competitive prices on products shipped direct from HP to you.

This program provides access to most HP commercial products and services, including HP Netservers, HP desktop PCs, HP Omnibook notebook PCs, HP Jornada handheld PCs, HP printers, networking products, and even HP Supportpacks.

For more information about this new program, call your MASI sales representative. We can get you set up so you can start ordering HP products online right away!

W-2 and 1099 Form Changes

The W-2 and 1099 federal tax forms have changed for the tax year 2001. The federally mandated changes require program updates to your software. The magnetic media that can be submitted for W-2s has also been totally revamped.

Please contact *one* of the following individuals to address your needs for the year-end program updates: Consultant assigned to your company, Susan Dodd in the Beaverton office, or Kelli Odom in the Bellevue office. Due to the timeliness of the year-end processing please do not delay in contacting MASI. □



Joe Taylor, President of MASI

Expect Big Things

by Joe Taylor

Over the past year, we have successfully implemented systems in companies of several different types (see New Clients section). We have helped clients who sell over the Internet, food and chemical manufacturers, discrete manufacturers, commercial rental companies, a commodities trader, and others. We have had some really great products, and we have some very experienced people, which, when combined, provide great business system value to companies in the Pacific Northwest.

With the new release from Navision, we believe our work is just beginning. In fact, Navision has grown enormously with its previous product line, and this new one just leaves the old one in the dust! So we are expecting big things.

The “foundation” system from Navision is broadly and deeply expanded, especially in certain areas of functionality (see Navision Announcement), plus we have the Process 800 product line and the Rental Advantage product line to meet the specific needs of the process manufacturing and commercial rental markets. Combine all that with the increasing ability to integrate with other software on the market, especially the Internet and Microsoft products, including their SQL Server database, and the result is a strongly compelling product line for any company considering an upgrade in its business information system.

We expect the next twelve months to be a banner year, both for Navision and for MASI. Thank you for your continuing commitment to us, and for your support. Please give us a call or send us an email for information on any of these exciting new products. □

Happy Holidays



www.masi.com



Alfredo Consemiu, Lead Production Technician at Da Vinci Gourmet, shows a sampling size bottle. (Read inside how Navision Financials and Process 800 is helping this growing manufacturer.)

Beaverton, Oregon (503) 641-4200

NAVISION®
SolutionCenter

**Come see us at the
Northwest Food
Manufacturing & Packaging
Exposition**

Oregon Convention Center
Portland, Oregon

January 21, 2002	10 AM - 5 PM
January 22, 2002	9 AM - 5 PM
January 23, 2002	9 AM - Noon

MASI will be showcasing Process 800, the latest in process manufacturing software, which is integrated with Navision Software.

Bellevue, Washington (425) 885-4199

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