



# COMMUNICATOR



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## Celebrating 40 years



FIBER INSTRUMENT SALES



### Q&A with Frank Giotto: A Journey of Persistence, Innovation, and Growth

Frank Giotto, President and CEO

**Q: I heard your uncle once made a blunt observation about your business journey. What did he say?**

At 92 years old, my uncle told me, "Frank, you were always a nice guy, but you failed in business so many times that no one, including me, would invest in you." Well he wasn't wrong, but I had nothing to lose so I kept trying.

**Q: What were some of your early business ventures?**

I had plenty before FIS, I dabbled in Amway, wholesale foods, dried flowers for gift shops, fresh pizza production, and even local tourism. None of them made me a lot of money, but each one taught me valuable lessons and I never left an unpaid bill which earned me a chance to keep trying.

**Q: If those didn't work out, what did you do next?**

I spent seven years teaching secondary mathematics and another seven in sales for a struggling German company. But in 1984, everything changed when Laser Precision, a Utica-based fiber optic OTDR company hired me in sales.

**Q: How was that transition into fiber optics?**

It was exciting, and the technology was cutting edge for the telecommunications market. Laser Precision sent me to a training session, which I thought was to learn technology. However, when I walked into a room of 40 people I quickly realized I was the trainer. Talk about a trial by fire! But within a year, I began to comprehend well the technology

of the field and even created a Fiber Optic I course for the local community college, which is still taught today.

**Q: What made you leave and start your own business?**

I always wanted to run my own company. I became a territory rep for Laser Precision with a bigger vision: fiber optic distribution. At the time, major players like Graybar and Anixter weren't in the game. Companies like 3M and GTE had fiber optic products, but no dedicated distribution network. That changed when their lawyers wrote up new contracts—creating the foundation of my business.

**Q: What were those early days like?**

Busy as it was just me at first, and I set some strict rules. I wouldn't let myself waste time in front of a computer (I'm still a pencil-and-paper guy). I only worked on the widely recognized FIS desk reference catalog on weekends at home. I can still picture my kids crawling over the pages as I put it together! It wasn't perfect, but it worked.

**Q: What was your first big business shock?**

Learning I had to pay income tax on my inventory! That was tough because I believed in keeping an above-average stock, no matter the cost and no doubt that strategy helped us grow.

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**2025 Event Calendar inside ▶**

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# 2025 INDUSTRY EVENTS

\*Military or Government ID required - Hosted by Federal Direct Access Expo

JANUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
	Jan 6-7 • Miami, FL (FIS University 2-day)	Jan 8-9 • Orlando, FL (FIS University 2-day)				
		Jan 7-9 Montana Broadband Show, Billings, MT				
12	13	14	15	16	17	18
		Jan 14-15 (FIS University Live Online)				
19	20	21	22	23	24	25
		Jan 21-22 • Albany, NY (FIS University 2-day)				Jan 25-26 BROS, San Francisco, CA
26	27	28	29	30	31	1
Jan 25-26 BROS, San Francisco, CA		Jan 28-30 Photonics West, San Francisco, CA				

FEBRUARY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
		Feb 4-5 (FISU Live Online)				
		Feb 5-6 • Houston, TX (FISU 2-day)				
		Feb 2-6 BICSI Winter, Orlando, FL				
9	10	11	12	13	14	15
16	17	18	19	20	21	22
		Feb 18-19 • Pittsburgh, PA (FIS University 2-day)				
		Feb 18-20 FISPA, New Orleans, LA				
23	24	25	26	27	28	1
		Feb 25-26 (FISU Live Online)				
		Feb 25 FDAExpo, Keesler AFB, Biloxi, MS *		Feb 27 FDAExpo, Barhadsale AFB, Shreveport, LA *		
		Feb 26-28 Louisiana Telecom, New Orleans, LA				

MARCH						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1
2	3	4	5	6	7	8
		Mar 4-5 (FISU Live Online)				
		Mar 3-4 • Los Angeles, CA (FIS University 2-day)	Mar 5-6 • Las Vegas, NV (FIS University 2-day)			
9	10	11	12	13	14	15
		Mar 9-12 TechAdvantage, Atlanta, GA				
		Mar 10-12 Minnesota Telecom Alliance, Prior Lake, MN				
		Mar 11-13 IFA Showcase, Portland, OR				
		Mar 11 FDAExpo, JBMDL, Wrightstown, NJ *	Mar 12 FDAExpo, Dover AFB, Dover, DE *			
16	17	18	19	20	21	22
		Mar 18-19 • Atlantic City, NJ (FIS University 2-day)				
23	24	25	26	27	28	29
		Mar 25-26 (FISU Live Online)				
		Mar 24-27 WISPAmerica, Oklahoma City, OK				
		Mar 25-27 FTTH Conference, RAI Amsterdam, Netherlands				
30	31	1	2	3	4	5
		Mar 30-Apr 3 OFC, San Francisco, CA				

APRIL						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
		Mar 30-Apr 3 OFC, San Francisco, CA				
		Apr 1-3 TCEI Expo, Belton, TX				
6	7	8	9	10	11	12
		April 6-9 NAB, Las Vegas, NV				
13	14	15	16	17	18	19
		Apr 15-16 (FISU Live Online)				
		Apr 14-15 • Detroit, MI (FISU 2-day)	Apr 16-17 • Chicago, IL (FISU 2-day)			
		April 14-17 Data Center World, Washington, D.C.				
20	21	22	23	24	25	26
			April 16 FDAExpo, Aberdeen Proving Ground, Aberdeen, MD *			
27	28	29	30	1	2	3
			Apr 30-May 1 • Baltimore, MD (FIS University 2-day)			

MAY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
			Apr 30-May 1 • Baltimore, MD (FIS University 2-day)			
4	5	6	7	8	9	10
		May 6-7 (FISU Live Online)				
		May 5-6 • Jackson, MS (FISU 2-day)	May 7-8 • New Orleans, LA (FISU 2-day)			
		May 6-8 Broadband Communities Summit, Houston, TX				
		May 7 FDAExpo, Hill AFB, Layton, UT *				
11	12	13	14	15	16	17
18	19	20	21	22	23	24
		May 20-21 • Anchorage, AK (FISU 2-day)	May 20-21 • Philadelphia, PA (FISU 2-day)			
		May 20-24 UTC Telecom, Mobile, AL				
		May 21 FDAExpo, Scott AFB, Ofallon, IL *				
25	26	27	28	29	30	31
			May 28-29 (FISU Live Online)			

JUNE						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		June 1-4 Fiber Connect, Nashville, TN				
		June 3 FDAExpo, Ft. Cavazos, Killeen, TX	June 4 FDAExpo, Joint Base Lackland, San Antonio, TX *			
8	9	10	11	12	13	14
		June 10-12 (FISU Brightside)				
		June 7-13 InfoComm, Orlando, FL				
15	16	17	18	19	20	21
		June 17-18 • Minneapolis, MN (FIS University 2-day)				
		June 16-19 UTC Telecom, Long Beach, CA				
22	23	24	25	26	27	28
		June 24-25 (FISU Live Online)				
		June 24-25 • Burlington, VT (FIS University 2-day)				
		June 23-25 Broadband Communities Summit, Houston, TX				
29	30	1	2	3	4	5

JULY						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
		July 8-9 (FISU Live Online)				
13	14	15	16	17	18	19
		July 15-17 (FISU Brightside)				
		July 16-17 • Portland, ME (FIS University 2-day)				
20	21	22	23	24	25	26
		July 22-23 (FISU Live Online)				
		July 22 FDAExpo, Robins AFB, Warner-Robins, GA *	July 23 FDAExpo, Dobbins AFB, Marietta, GA *			
27	28	29	30	31	1	2
		July 29-31 (FISU Brightside)				
		July 29-30 • Providence, RI (FISU 2-day)				
		July 29-31 ISE Expo, New Orleans, LA				
		July 29-31 IFA Broadband, Sun Valley, ID				

AUGUST						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
			Aug 6 FDAExpo, Wright Patterson AFB, Dayton, OH *			
10	11	12	13	14	15	16
		Aug 11-12 • Boise, ID (FIS University 2-day)	Aug 13-14 • Salt Lake City, UT (FIS University 2-day)			
		Aug 12-14 (FISU Brightside)				
17	18	19	20	21	22	23
		Aug 19-20 (FISU Live Online)				
		Aug 17-21 BICSI Fall, Las Vegas, NV				
24	25	26	27	28	29	30
		Aug 26-28 (FISU Brightside)				
31	1	2	3	4	5	6

SEPTEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
		Sept 9-11 (FISU Brightside)				
14	15	16	17	18	19	20
		Sept 16-17 (FISU Live Online)				
		Sept 16-17 • New Orleans, LA (FISU 2-day)				
21	22	23	24	25	26	27
		Sept 23-25 (FISU Brightside)				
28	29	30	1	2	3	4
		Sept 26 - Oct 1 SCTE Tech, Washington, DC				

OCTOBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
		Sept 26 - Oct 1 SCTE Tech, Washington, DC				
5	6	7	8	9	10	11
		Oct 1 FDAExpo, Offutt AFB, Omaha, NE *				
		Oct 6-7 • Portland, OR (FIS University 2-day)	Oct 8-9 • Seattle, WA (FIS University 2-day)			
12	13	14	15	16	17	18
		Oct 14-16 (FISU Brightside)				
		Oct 13- Oct 16 WISPA Palooza, Las Vegas, NV				
19	20	21	22	23	24	25
		Oct 21-22 (FISU Live Online)				
26	27	28	29	30	31	1
		Oct 28-29 • Cleveland, OH (FIS University 2-day)				

NOVEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
		Nov 3-4 • Charlotte, NC (FIS University 2-day)	Nov 5-6 • Atlanta, GA (FIS University 2-day)			
9	10	11	12	13	14	15
		Nov 11-12 (FISU Live Online)				
16	17	18	19	20	21	22
		Nov 18-19 • Washington, DC (FIS University 2-day)				
23	24	25	26	27	28	29
30	1	2	3	4	5	6

DECEMBER						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
	Dec 1 FDAExpo, Patrick SFB, Cocoa Beach, FL, FL *	Dec 2 FDAExpo, MacDill AFB, Tampa, FL *				
7	8	9	10	11	12	13
	Dec 8-9 • Boston, MA (FIS University 2-day)	Dec 10-11 • New York City, NY (FIS University 2-day)				
14	15	16	17	18	19	20
		Dec 16-17 (FISU Live Online)	Dec 18-19 • New York City, NY (FIS University 2-day)			
21	22	23	24	25	26	27
28	29	30	31	1	2	3

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Article continued from front page

**Q: How has your company evolved over the years?**

We started as a distributor, but we expanded into manufacturing fiber optic products making patch cables and basic test equipment. Later we embraced vertical integration launching a fiber optic cable extrusion plant, acquiring a plastic injection molding company, and adding a large machine shop.

**Q: What's the company's focus today?**

Continued growth. We've built an incredible team with many employees staying for decades. We're fortunate to work with the best vendors in the fiber industry, and after 40 years in business, the ride is still exciting. No one wants it to stop!

## Product Spotlight

### FIS Fiber Optic Thermal Stripper



The wait for an affordable single fiber thermal stripper is over with the release of a new tool from FIS. This thermal stripper features rechargeable batteries, four temperature settings and fiber guide to align fibers straight onto heat plate. Strips both 900um and 250um at same time. Can be used with 250um or 900um buffered fibers. Excellent for the new technician or a seasoned technician working in colder temperature where it can be difficult to strip buffered fibers.

For more information call to speak with a sales representative  
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# Ask Bruno

Vice President of  
Technical Services



*I see new fiber connectors with two ferrules in the connector housing, like USCONEC's MDC or Senko 's SN, is this a new trend moving away from LC Duplex?*

It seems that in fiber optics things are always moving forward, which of course is a good thing! I started my fiber journey on August 12th, 1996, and boy things have changed in those 29 fast-moving years. Connector development has always marched on, some caught on, most did not. Currently there are several very small connectors (VSFF) that are vying to become the new standard. The new goal now is real estate and making connectors as small as possible, increasing port densities. Who knows what connector will become the de facto standard, maybe it has not even been introduced.

You have mentioned a couple of new connectors, the USCONEC's MDC or ELiMENT, as it is known, is one. The MDC is a two fiber very small form factor connector (VSFF) manufactured with 1.25mm ferrule technology, the same as used in LC connectors. Three port MDC adapters fit directly into standard panel openings for duplex LC adapters, increasing fiber density by a factor of three. The second very small factor connector (VSFF) you asked of is the Senko made SN connector. The SENKO SN connector is a duplex optical connector manufactured using the same 1.25mm ferrule technology as the industry-standard LC connector, but with significantly reduced outer dimensions. This reduced footprint is a three-fold increase in packing density across all their passive and active hardware.

FIS has the capability to produce assemblies with these new connectors, Patch Panels, adapters, cleaners, tools and everything associated with maintaining them is also available. When using the new VSFF connectors you will be amazed at the port densities, a typical 24 port duplex LC panel will have 72 duplex connections in the same footprint.

I can remember a day when there were dozens of optical connectors, the FDDI, ESCON, MTRJ, Volition(VF45), SMA905, SMA906, MU, E2000, BICONIC, BNC, D4 and on and on. A few of these connectors have been discontinued but many are still available, supporting older installations. Writing this Ask Bruno made me a little nostalgic. It is hard to believe that FIS is now celebrating its 40th year in business. As I look at our old catalogues, many companies and products I see are no longer around. Education is a never-ending goal, and we all need to make a commitment to staying relevant and up to date. Here's to many more years of learning and growth in our exciting field.

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