



# The INSIDER

Keeping You Current with Industrial Heating Equipment Association News  
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## President's Message

By Max Hoetzel, Surface Combustion

**O**n January 27-29, 2010, the board of directors met to develop IHEA's strategic plan for the next three to five years. Through spirited debate and enthusiastic participation by all, we emerged with a strategy that is focused on driving the success of IHEA members.

The meetings were guided, paced, and sometimes refereed by Mr. Robert "Bob" Jonas. Bob is a professional facilitator, who has many years of experience helping organizations develop their own unique strategic plan. Bob did an excellent job of guiding us through his company's time proven system.

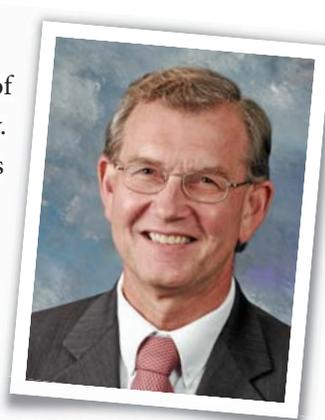
Many times it felt like we were tearing things apart so they could be assembled in a different way. Consequently, we viewed IHEA from a number of perspectives. This procedure forced us to define what we do well. Essentially, the exercise showed us what differentiates IHEA and gives us an advantage over other organizations.

Once we had a strategic statement, we went on to develop initiatives or "action plans" that would support it. This involved the development of schedule charts that listed specific tasks to be completed within the next three years. The charts also took into account tasks that were contingent on other tasks and the associated costs. Likewise, the plans involved all the IHEA committees in a coordinated and focused manner.

A side benefit of the meeting was the team building that it accomplished. Spending two whole days with a group of people working on a topic of common interest naturally

draws you together. The sense of comradery grew stronger each day. In summary, the working sessions achieved two significant accomplishments for IHEA... a sensible strategic plan and a dedicated cohesive team.

I look forward to sharing the specifics of our work with you at the Annual Meeting in San Antonio.



*Max Hoetzel*  
President, IHEA



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MAKING HEAT PROCESSES WORK

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# JOIN US in San Antonio for IHEA's 81<sup>st</sup> Annual Meeting

The **JW Marriott** San Antonio Hill Country will host IHEA's 81st Annual Meeting from April 28 – May 1, 2010. The Program Planning Committee has developed a meeting full of important and timely presentations that are designed to assist you now and help your business succeed in 2010. The annual meeting also features distinctive IHEA events such as the quench tank, theme dinner, 81st gala, and the ever popular croquet, putting and golf tournaments to round out the festivities.

Tom Faranda's presentation on "Global Realities and Your Bottom Line" will give you specific global forecasts based on strategic information from senior corporate executives and entrepreneurs based around the world. "The Renewable Landscape; An Electric Utility Perspective" by Tom Johnson with Southern Company and David Goch's take on "Cap 'N Trade" each focus on timely information you need to know. And of course, NAM's Chief Economist, David Heuther will present his economic update. Review these and the rest of our presentations on IHEA's website: [www.ihea.org](http://www.ihea.org).

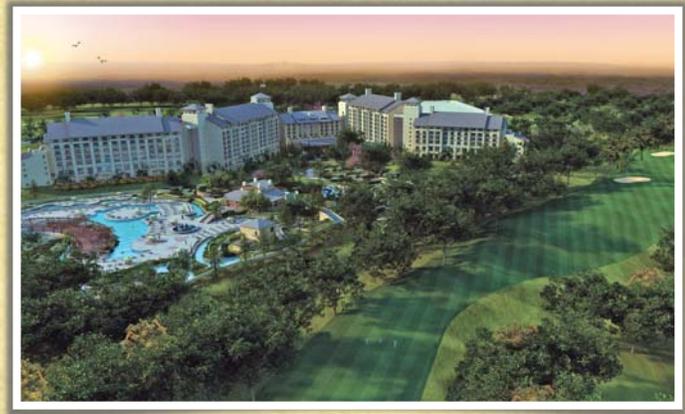
Spouses and guests won't want to miss the chance to see some of the sights of San Antonio. Accompanied by a professional guide, the day will begin with a boat trip along San Antonio's Riverwalk, of course the Alamo, and lunch at the historic Menger Hotel. Sightseeing and shopping make this a perfect day in San Antonio.

IHEA annual meeting registrants will enjoy this year's venue, the JW Marriott San Antonio Hill Country, Marriott's newest JW property. Our great rate (just \$189) helps make our Annual Meeting extremely affordable.

**REGISTER TODAY on our secure on-line server.**  
You can register and make your hotel reservations  
at the same time. [www.ihea.org](http://www.ihea.org).



Timely and relevant sessions keep IHEA members interested.



The newly opened JW Marriott San Antonio Hill Country

## Schedule of Events

### WEDNESDAY, APRIL 28

8:00 AM – Noon	IHEA Board Meeting
11:00 AM – 5:00 PM	Registration open in Lobby
11:00 AM – 2:30 PM	IRED Meeting
3:00 – 5:00 PM	Putting Tournament
6:00 – 7:00 PM	Welcome Reception

### THURSDAY, APRIL 29

7:30 – 8:15 AM	Breakfast
8:15 – 8:30 AM	President's Welcome
8:35 – 11:30 AM	General Session – "Recovery: Just How Good Is It?" – <i>David Huether</i> KEYNOTE: "Global Realities & Strategies for Your Success" – <i>Tom Faranda</i>
9:00 AM – 4:30 PM	Spouse/Guest Optional San Antonio Tour
11:40 AM – 12:30 PM	Lunch
12:30 – 5:00 PM	IHEA Committee Meetings/Reports
7:00 – 9:00 PM	Mexican Fiesta Theme Dinner
9:00 – 11:00 PM	Quench Tank- Golf Tournament Draw Party

### FRIDAY, APRIL 30

7:30 – 8:00 AM	Breakfast
8:00 – 11:00 AM	General Session "From Facebook to Mashed Up Media: Don't be Left Behind" – <i>Rebecca Rolfes</i> "The Renewables Landscape: An Electric Utility Perspective" – <i>Tom Johnson</i> "CAP & TRADE Legislation – What You Need to Know" – <i>David Goch</i>
Noon	Golf Tournament – TPC AT&T Canyons
Course	
1:30 PM	Croquet Tournament
7:00 – Midnight	President's Reception & 81 <sup>st</sup> Gala Banquet - Black Tie or Suit for Gentlemen

### SATURDAY, MAY 1

8:00 – 10:30 AM	Breakfast – "IHEA- Turning Strategies into Success"
10:30 AM	Annual Meeting Concludes

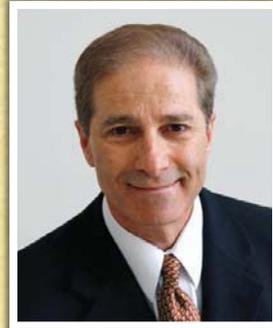


# Featured Presenters

## Global Realities and Your Bottom Line

By Tom Feranda  
Feranda & Associates

**T**ake an amazing trip around the world that will show you, by country and with a specific time line, what is going to happen in the next ten years that will affect your bottom line. Tom Faranda will provide specific global forecasts based on strategic information from senior corporate executives and entrepreneurs based around the world. His knowledge is gleaned from legitimate inside information from government officials and others who are part of each country's network. His program provides an objective world view and also key future trends in global business. It is fast paced and filled with examples, stories and global humor. This is an unforgettable look at tomorrow.



### As a result of this program, you will be able to:

1. Maximize the global growth and profit of your organization
  2. Create your own global strategy for growth and profitability
- You won't want to miss this keynote presentation!

Tom Faranda is a business executive with much to say and a speaker with the style and substance to say it well. Tom's global forecasts have been amazingly accurate for the past 25 years. He forecasted the rise and fall of Japan, the rise and fall of the Euro and the rise of China as a world power as well as many other trends. Few speakers know the international market from the INSIDE as Tom does. He has been a candidate for the United States Senate, President of The Hospital Corporation of Chicago, and the National Accounts Sales Manager for Masonite Corporation. He was named by "Meetings & Conventions Magazine" as 'one of the most exciting speakers in America.'



**Check out the San Antonio Guest Tour and Register for the Golf Tournament!**

Don't miss our social activities:

✓ Spouse/Guest Tour ✓ Golf Tournament ✓ President's Gala

## Widening the Information Super Highway

By Rebecca Rolfes  
Imagination Publishing



**T**he Information Super Highway gets wider and wider and the speed of the traffic increases every day. Even those of us who still cling to our favorite print media are inundated with information from more sources than we can possibly consume on an hourly, even daily basis.

People in the industrial heating industry may well think that they're immune to the new world of social media, that online communities are only for spying on your children and checking on the behavior of prospective employees. But think about this.

- There are 21 groups on LinkedIn dedicated to manufacturers, processes, techniques, equipment directly related to IHEA's members.
- There are fewer—6—groups on Facebook but some have upwards of 400 members.
- Industrial Heating magazine uses the entire suite of social media tools and platforms.
- There are more than 13,000 presentations on SlideShare related to industrial heating subject matter.
- Social media search engines like Digg, StumbleUpon and Reddit now rank second only to Google as sources of information searches.

There are millions of smart people out there and they don't all work for you. The digital world provides a platform for them and allows access to that specific vertical knowledge and industry expertise you couldn't have found any other way.

As the social media lane is added to the Information Super Highway, how we create and consume information is changing. How you find answers to business questions, how you benchmark against competitors, how you run your company, how you find what you want and need in order to succeed are changing as well.

Social media is only the beginning of what business information and customer communications will look like.





# COMMITTEE NEWS

## Meet Bill Pasley, Southern Company

### 1. Tell us how you became involved with IHEA...

Our Infrared Equipment Association (IREA) had a member, Fostoria Industries, that was also a member of IHEA. The IREA was in need of an executive director and it was recommended to us that we might find a good fit within IHEA. We investigated and made the decision that it would be mutually beneficial to join together. We entered IHEA as the Infrared Equipment Division, or IRED.

### 2. What is your current role within IHEA...

I will soon be Vice President. At the current time I am a Board member and immediate past chair of the Government Relations Committee.

### 3. Tell us about some of the initiatives the Government Relations committee is working on that the members should be aware of...

The most immediate item is the recent "Call to Action" that was sent to our members. It was the culmination of considerable work that assessed the potential impact of currently proposed energy legislation on manufacturing in the U. S. Our relationship with the DOE has provided the opportunity for co-branding and production of the PHAST software tool and various publications. The latest publication was the Improving Process Heating System Performance: A Sourcebook for Industry [http://www.eere.energy.gov/industry/bestpractices/pdfs/proc\\_heat\\_sourcebook.pdf](http://www.eere.energy.gov/industry/bestpractices/pdfs/proc_heat_sourcebook.pdf). This is the second edition and includes electric technologies. This helped round out the total picture of process heating systems. By the way, it is downloadable for free.

### 4. What is your vision for IHEA's Government Relations Committee in the next three to five years...

To develop initiatives and relationships that will serve our members relative to information needs and representation of our positions, and to posture ourselves as the "go to" experts when dealing with governmental entities.

### 5. Tell us something about yourself that most members would not be aware of...

I am enthralled at the complexity of life and nothing satisfies me more than to delve into the discoveries of science. They continue to compound the sense of awe of creation.

### 6. Additional comments about your IHEA experience...

I have received a great amount of benefit by participating in IHEA. If our IRED group had not joined forces with IHEA, I would have missed the wonderful experience of a broadened sense of the process heating industry. On a practical level, I would not have known how to initiate certain actions relative to NFPA standards. I have personally been involved with two changes to NFPA that were outdated and hampered legitimate business actions in the industry.



## Government Relations Update By Mike Shay, Chairman

In January, the Government Relations committee issued a Call to Action to the IHEA membership requesting that our members contact their legislators concerning Senate bill S 3.1733. The Call to Action urged the legislators to consider the domestic economic impact of their imagery legislation balanced with the intended environmental impact. If this pending legislation were passed as currently written, American jobs would be lost and world carbon emissions would increase as manufacturing migrates to areas of the world whose environmental standards are not as high as our own. American products are inherently better for the environment because we manufacture efficiently and we will be able to do even more in the future.

The Call to Action stated three major discussion points. First, we must not focus on energy consumption without appropriate recognition on productivity improvement and energy productivity is best described through the term "energy intensity". Next, energy usage limits will constrain growth, drive expansion offshore and increase world emission levels. Third, the focus must be on "energy intensity" versus "reductions of energy" in all proposed legislation affecting manufacturing. IHEA members encourage congress to consider revisions to the current bill that promote all three of these points and eliminate the language that will penalize American manufacturers for years of progress in manufacturing efficiency.

The Government Relations Committee hopes that IHEA members found time to contact their legislators concerning this important issue.



## ISO TC 244 Update By Kevin Carlisle, Karl Dungs, Inc.

The ISO TC 244 Working Group 2, which covers safety requirements for combustion and fuel handling systems, and ISO TC 244 Working Group 3, which covers calculations for energy

balance and efficiency, met last February in Essen, Germany to continue working on the publication of the first draft of the several international standards that will apply to industrial equipment. The hope for both groups is to have their draft international standards (DIS) sent out for vote in June or July of 2010. Both Working Groups plan to meet again in June to complete the work for the first DIS publication and subsequent vote.

The ISO TC 244 Working Group 1, which covers the general requirements for industrial equipment, will meet in San Antonio in combination with the IHEA Annual Meeting. The Working Group 1 also plans to have its draft international standard (DIS) sent out for vote in June or July of 2010.

# NEWS AND EVENTS

## On-Line Distance Learning Courses Back in Full Swing

This was a good semester for enrollment with 13 students registered in both courses. The Fundamentals course was recently completed. Another satisfied class had great comments upon completion of the Fundamentals course. Of special note, Southern Company had three students enrolled in Fundamentals this semester.

*"I appreciated the exposure to different types of process heating equipment. I am relatively new to the industry, and our company tends to use more electric heat than gas, so it was good to have some exposure to that."*

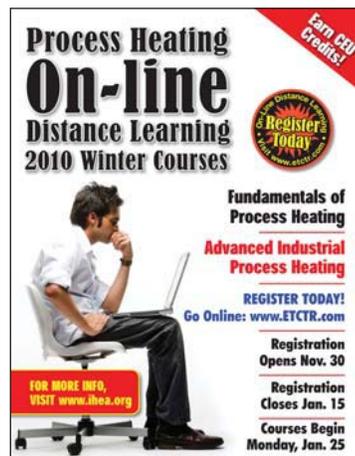
*"There was a balance between providing theoretical information and practical problem solving. I was pleased that the project was somewhat "defined" and required some assumptions. I think that better prepares a person for working in the process heating industry. Excellent choice of text for this class. "*

*"I will use this information every time I enter a new job site. I will continually think about the aspects of the furnace(s) differently."*

The final class of the Advanced course is just wrapping up as well. There were four students enrolled - 2 members and 2 non-members. Special mention goes to Maxon - A Honeywell Co., who reached a milestone with 20 employees taking the courses since their inception. Both Eclipse and Wisconsin Oven have had 11 of their employees take the courses as well.

IHEA would like to acknowledge that 119 students have been trained, 80 member employees and 39 non-member employees.

Check the IHEA website for dates of the next session. [www.ihea.org](http://www.ihea.org)



## REGISTER NOW!

### IHEA Safety Seminar Scheduled for Oct. 18 & 19, 2010 - Hilton Garden Inn, Chicago, IL

IHEA will hold the 19th Safety Standards & Codes Seminar on Monday & Tuesday, October 18 & 19, 2010 at the Hilton Garden Inn O'Hare, Chicago, IL. This seminar provides a review of the newly revised requirements in NFPA 86 - 2010 Standard for Ovens and Furnaces with application examples and highlights of the changes in the 2010 edition. IHEA's Safety Standards and Codes Seminar is an excellent forum for the review and discussion of the NFPA 86 Standard.

This seminar includes a printed copy of NFPA 86 - 2010 Standard for Ovens & Furnaces. Registration for this two-day event is \$700 for IHEA members and \$750 for non-members. A group discount of \$150 for each additional registrant is also available for multiple registrants from the same company. The Hilton Garden Inn O'Hare is extending a special guest room rate of \$119 for attendees who reserve a room when they register for the seminar.

For complete details and to register, visit [www.ihea.org](http://www.ihea.org).

## Infrared Seminar

### FABTECH 2010 - November 2 - 4 Georgia World Congress Center, Atlanta, GA

This year, the Infrared Process Heating seminar will be conducted as part of FABTECH's programming. The Infrared Process Heating seminar reviews the basics of IR including what it is, how it is produced and its characteristics. It also reviews all equipment sources of infrared followed by a discussion of the wide variety of IR applications, which showcase the many ways in which IR can be utilized in today's industrial environment. This seminar will be accompanied by IRED's *Infrared Process Heating Handbook*.



## FNA 2010

### FURNACES NORTH AMERICA

October 4 - 6, 2010

Caribe Royale Hotel & Convention Ctr., Orlando, FL

IHEA will once again be exhibiting at Furnaces North America. FNA 2010 will feature 20 top experts on technical and management topics key to achieving the most in productivity and profitability in the coming years. These topics will be released to the public in March 2010. Attendees will be able to meet 165 key suppliers with the latest in equipment, furnaces, parts, accessories, controls, sensors and services. The power behind FNA is the networking events. Throughout the 3 day event, attendees will be able to gain new ideas on sales and reducing costs as well as gain a fresh perspective on the industry and their business. These 72-hours will transform your business for success.

**Be sure to visit IHEA in booth 104!**

## ANSI World Standards Week 2010

Mark your calendars for World Standards Week 2010 to be held at the Crowne Plaza National Airport Hotel in Arlington, VA from September 21 - 24. A preliminary schedule of events is posted at [www.ansi.org/wsweek](http://www.ansi.org/wsweek). In conjunction with World Standards Week, please save the date for the U.S. Celebration of World Standards Day (WSD), which will take place on Thursday evening, September 23, 2010, at the U.S. Chamber of Commerce in Washington, DC. The U.S. Celebration of WSD is organized annually by a planning committee consisting of representatives from across the standards and conformity assessment community. The event is co-chaired by ANSI and the National Institute of Standards and Technology (NIST). The National Fire Protection Association (NFPA) will serve as the administrating organization for 2010. More details are available at [www.wsd-us.org](http://www.wsd-us.org).





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MAKING HEAT PROCESSES WORK

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## IHEA BOARD

### IHEA Elected Officers

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#### President

**Max Hoetzl**  
Surface Combustion, Inc.  
mhoetzl@surfacecombustion.com

#### First Vice-President

**Lachlan L. Perks**  
Eclipse, Inc.  
lach@eclipsenet.com

#### Second Vice-President

**Bill Pasley**  
Southern Company  
wepasley@southernco.com

#### Secretary-Treasurer

**Mike Shay**  
Hauck Mfg.  
mshay@hauckburner.com

#### Recent Past-President

**Virgus Volertas**  
Honeywell International  
virgus.l.volertas@honeywell.com

### IHEA Board of Directors

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**Brian Bunkenburg**  
Despatch Industries, L.P.  
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**Virgus Volertas**  
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### IHEA Executive Vice-President

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**Anne Goyer** – aygoyer@one.net

### Legal Counsel

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**Arthur L. Herold**  
Webster, Chamberlain & Bean

