President’s Message
By Mike Shay, Elster Kromschröder

I hope everyone had a happy, safe and productive summer. Bonnie and I are anxiously awaiting the end of August. Not because we do not enjoy the summer months, but because the last days of August will bring our first grandchild. She is due to arrive on August 22. We have gone from counting months to weeks and now days.

I want to extend a warm welcome to our newest IHEA Members, CEC Combustion Safety, Upstate Refractory Services and S-afe, Inc. These new members strengthen our association and we look forward to meeting these new members personally at our Fall Business Meeting in Cleveland.

In July the members of the Executive committee traveled Bethlehem, PA to meet with Al Philpotts, Director of Emerging Technology Applications Center (ETAC) at Northampton Community College. The purpose of our visit was to discuss improvements and increased enrollment of our Process Heating On-Line Distance Learning Courses. IHEA has been working with ETAC for several years to provide the online training. There were three aspects of the courses that were addressed; cost and tuition, marketing for increased registration and the requirement for a new instructor. We discussed the costs for our online courses and compared these costs with competitive pricing of other online courses. Enrollment is another issue that was discussed, including ways to improve and expand our marketing of the online courses. We expect to conclude our plans and improvements at the Fall Meeting and subsequent Board of Directors meeting.

The Surface Combustion challenge issued by Bill Bernard has exceeded our expectations. We will provide more about the Surface Combustion Challenge and our plans for the resources provided by the challenge at the Fall Meeting. As you recall, Bill Bernard issued a challenge to all IHEA members at our Annual Meeting. I want to express the appreciation of the Board of Directors and Goyer Management for Bill’s leadership and commitment to IHEA.

Speaking of Cleveland, I am excited about our Combustion Seminar and our Fall Business Meeting and the great program that is planned including guest speakers from NAM, the US Department of Commerce and our friend David Goch. Please see details about our speakers and their presentations on IHEA’s website under the Fall Business Meeting link. The Hyatt Regency Cleveland at the Arcade promises to be a great venue for our Combustion Seminar and Fall Business Meeting. And you don’t want to miss our Rock and Roll Hall of Fame Dinner and Tour. It’s a great exhibit and you will see memorabilia and the history of your favorite rockers. The meeting brochure even mentions the possibility that the Boss may be there. As I mentioned earlier David Goch will join us at our meeting as part of the general session and also to meet with the Government Relations committee. I spoke with David at the annual meeting and on subsequent phone calls about assisting IHEA in navigating the halls of Washington. We want to put IHEA in a position to speak directly to lawmakers and agencies about

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our industry and about how we can participate as an ‘Authoritative Voice’. David has experience in bringing the government and industry together at the same table. The purpose of David’s visit to our Fall meeting is to begin the discussion on issues of focus to IHEA. He will meet with the Government Relations committee to discuss efforts and experience thus far with the DOE and other past initiatives. We want to explore what issues are important to IHEA and our industry during David’s time in the general session. It is important that we capture the ideas of all our membership so that a comprehensive plan can be developed. Prepare ideas concerning relevant government-related issues that are important to your company and bring your thoughts to the meeting.

As I approach the halfway point as my term as your President, I want to express my appreciation to all of our member companies for the continued commitment to our organization. I appreciate the hard work of Goyer Management, our Executive Committee, Board of Directors, IRED Division, and our Committee Chairpersons and Committee members. Your efforts and dedication accompanied by your determination for success makes IHEA a great association. “It’s what responsible companies do.”

Mike Shay, IHEA President

IHEA Members Attend CSA Meeting On ANSI Z83

Last month IHEA Board Member John Stanley and Safety Standards & Codes Chairman Kevin Carlisle, both with Karl Dungs, attended the CSA (Canadian Standards Association) ANSI Z21/83 technical committee meeting where a Working Group (WG) was established to discuss and possibly create an ANSI Z83 Industrial Ovens standard. Representatives from IHEA Member Companies, Karl Dungs, Inc., Elster-Kromschroder and Honeywell, agreed to join the Working Group to establish a scope and present a proposal to the main committee on what the standard should be for “Industrial Ovens.” When asked why it’s important for IHEA to be involved with this initiative John Stanley states, “CSA has initiated a “Working Group” within the ANSI Z83 committee to establish a proposal for an “Oven” standard that is yet to be defined. As the “Authoritative Voice” for the Industrial Process Heating Market and a major contributor to NFPA 86 it is the duty of IHEA to get involved with this Working Group to insure that any standard written is in line with existing industrial market standards and thus does not negatively affect our member companies.” Thanks to John Stanley, Kevin Carlisle and Jeff Lamore for representing IHEA’s interest.

Max Hoetzl Receives the Center for Heat Treating Excellence Distinguished Service Award

In June, Max Hoetzl was honored as the 2012 recipient of the Center for Heat Treating Excellence (CHTE) Distinguished Service Award. This is presented to an individual who, in the judgment of the CHTE Board members, has made significant, commendable and long-standing contributions to the promotion of the CHTE.

Since joining Surface Combustion in 1973, Max has been involved in many areas of high temperature furnace applications. As the Vice President of Technology, he is responsible for providing technical support to all product areas. In addition, he is responsible for the Field Service, Rebuild/Retrofit, and Information Technology Groups. Max is the inventor of twelve equipment and process patents.

Max chaired one of the initial focus groups in the CHTE. Over the years, he served on several committees and participated in many focus groups. He continues to show his support for the organization with his active involvement.

Max served as IHEA president in 2009 and been an active board and committee member with the association for many years. Please join us in extending sincere congratulations to Max Hoetzl on this great honor.

MARK YOUR CALENDAR NOW!

IHEA 2013 Annual Meeting, May 1-4, 2013
Miramonte Resort & Spa • Palm Springs, CA

MARK THE DATE!
NAM UPDATE
Manufacturing Means Jobs
American manufacturers must get involved in order to have an impact on legislation that affects your business. While everyone is short on time these days, if you don’t make the time to voice your opinions, you can’t impact decisions that affect your business. The information here makes it very easy for your company to be heard.

Ned Monroe, Senior VP, NAM External Relations
Congress is home for the summer recess: We need you to engage with your members of Congress when they are back in the district this month. It is critical that manufacturers promote a policy agenda that supports a strong manufacturing base.

Members of Congress are currently in their home districts/states from August 6 through September 7 for the summer recess period. This is a perfect opportunity to contact your legislators and give input about how to grow the economy and create jobs.

Specifically, now is the time that NAM asks that you urge Congress to reject tax increases and extend tax policies for manufacturers and job creators.

Tax Policy Talking Points:
• Higher Tax Costs for Manufacturers: U.S. manufacturers currently face higher tax costs than their competitors in other countries. Our statutory corporate tax rate is the highest among developed nations and, absent Congressional action, many small and medium size manufacturers will face billions of dollars of new taxes in 2013.
• Tax Increases for Small Manufacturers: Two-thirds of manufacturers are organized as “flow through” entities and pay taxes at the individual rate. Current lower individual tax rates have played an important role in helping these companies survive challenging economic times and retain and create jobs. Congress needs to act as soon as possible to prevent these individual tax rates from increasing on January 1, 2013, raising the top marginal tax rate for some businesses to nearly 40 percent.
• Higher Taxes on Investment: In addition, Congress needs to act as soon as possible to prevent an increase in the top tax rate on dividends from 15 percent to more than 43 percent, and an increase in the top tax rate on capital gains from 15 percent to nearly 24 percent. Raising taxes on investment will increase the cost of capital, further slowing our economic recovery and hurting investors, retirees and the companies that rely on investment capital.
• Business Tax Extenders: Congress also should act immediately to revive the R&D credit, the “look through” rules and other business tax provisions that expired at the end of last year. Without these provisions, it is more difficult for manufacturers to innovate and compete in a global economy.
• Comprehensive Tax Reform: Longer term, the NAM supports efforts to make the tax code more pro-growth, pro-competitive, fairer, simpler and predictable. Because of the critical importance of manufacturing to our nation’s economy, any effort to rewrite the tax laws should result in a fiscally responsible plan that allows manufacturers in the United States to prosper, grow and create jobs. A reform plan should include lower tax rates on business income (including dividends and capital gains), a robust capital cost recovery system and a permanent and strengthened R&D incentive.

What You Can Do Over August Recess:
1. Contact your members of Congress during the August recess to discuss tax policy issues currently impacting manufacturing.
   • CLICK HERE for an easy-to-use Contact Congress communication for the recess period.
   • CLICK HERE for all the contact information you need to reach out to your lawmakers’ district/state offices.
2. Invite your Representatives and Senators to your manufacturing facility and show them that “manufacturing means jobs.” Plant tours are a great way for lawmakers to meet you and your employees, hear manufacturing success stories and see first-hand how their votes impact your business. If you are willing to host a plant tour, check out our online plant tour guide.
3. Check to see if your elected officials are hosting any in-district meetings or events.
4. Visit members of Congress in their district offices or meet with their district directors during the August Recess.

Please CLICK HERE to visit our summer Recess Action Center to access all of the tools mentioned above, as well as information on key policy issues and other ways you can engage your members of Congress during the recess period.

For additional information, please contact Meredith Nethercutt, Director, Public Affairs and Grassroots Advocacy, at mnethercutt@nam.org or (202) 637-3121.
IHEA Board Outreach
Industrial Heating publisher and IHEA Board Member, Doug Glenn, recently visited Brazil and represented IHEA to ABIMAQ/CSFEI, the Brazilian equivalent of IHEA. Doug made a short presentation on "Global Trends in Thermal Processing" then initiated a discussion with the group about potential areas of cooperation. Invitations were extended to the Brazilian members to attend IHEA’s annual meeting and some conversation ensued regarding harmonization of international standards. It is possible in the future that both organizations will send representatives to the other organization’s meetings.

Carl Marcucci Passes
Carl Marcucci passed away on Sunday, June 3, 2012. Mr. Marcucci was the owner and president of Walmil Corp., located in Troy, MI. The company produced parts handling systems, radiant tubes and baskets used in high temperature furnaces and ovens. Mr. Marcucci served as an officer of the Industrial Heating Equipment Association (IHEA) from 1997 to 1999 during which time the organization saw significant membership growth. Mr. Marcucci also served a term as president of IHEA in 2000.

DID YOU KNOW?
IHEA has a new membership ad campaign with Industrial Heating magazine, “IHEA Members Are Givers.” You can see the ads from all the previous issues just by clicking the links below:
- IHEA Ad in April issue (Max Hoetzel)
- IHEA Ad in May issue (Mike Shay)
- IHEA Ad in the June issue (Daniel Llugano)
- IHEA Ad in the July issue (Keith Boeckenauber)
- IHEA Ad in the August issue (Mike Kasprzyk)

Use your Smartphone app to scan the QR Code for instant access to IHEA’s Educational Opportunities.

IHEA’s 43rd Combustion Seminar
IHEA’s Annual Combustion Seminar & Tabletop Exhibition, our 43rd, is just around the corner but it’s not too late for those wishing to attend to register. This year’s seminar will be held September 17 & 18th, 2012 at the Hyatt Regency Cleveland at the Arcade in downtown Cleveland, OH.

The seminar is designed to provide current and relevant information for persons responsible for the operation, design, selection and/or maintenance of fuel-fired industrial process furnace and ovens. Comments from the evaluations from last year’s attendees include, “Concepts covered are very interesting and can be applied to real life”, and “I found this seminar to be very informative and helpful. All of the speakers presented well, and were very knowledgeable in their fields.”

The two-day event consists of sixteen sessions which are led by knowledgeable speakers from IHEA member companies. Topics include; Air-Gas Premixing, Applications, Burners, Controls, Flame Supervision, Gas Flow Measurement, Infrared Heating, Metering, NOx and more.

A highlight of the Combustion Seminar is the Tabletop Exhibition and Reception. On Tuesday evening, September 18, attendees will gather to speak with company representatives and learn more about the products and services discussed in their classroom environment throughout the day. Enjoy a relaxed atmosphere with exhibitors, hors d’oeuvres, and door prizes. A past attendee recalls, “I liked being able to learn more about the speakers and their companies at the tabletop exhibit. I was able to ask questions that I couldn’t ask during class.”

Tabletop Exhibitors as of August 14, 2012:
- Bloom Engineering
- BNP Media
- Cleveland Electric Laboratories
- Eclipse Inc.
- Elster Kromschröder
- Fireye Inc.
- Fostoria Process Equipment – a Division of TPI Corp.
- Furnace Parts
- Industrial Heating Equipment Association
- Inex Inc.
- Karl Dungs, Inc.
- Maxon - A Honeywell Co.
- SCC, Inc.
- Selas Heat Technology
- Surface Combustion
- WS Thermal Process Technology

Be sure to let your employees, customers and prospective customers know about the value of IHEA’s Combustion Seminar. Tell them to go to www.ihea.org and click on the COMBUSTION SEMINAR button on the home page for complete details.

Combustion Seminar attendees enjoy the interaction with tabletop exhibitors and the hands on environment after a day in the classroom.
2012 FALL BUSINESS MEETING

Immediately following the Combustion Seminar, IHEA members will gather for the Fall Business Meeting, September 18 & 19 at the Hyatt Regency Cleveland at the Arcade. This meeting is held for the purpose of bringing together IHEA member company representatives for committee meetings, industry reports, keynote presentations and to discuss challenges and hear from experts on issues of concern to members. It’s a great time to interact with peers and receive current news and updates on the state of the industry.

You’ll hear the following presentations at this year’s Fall Meeting:

**FEATURE PRESENTATION**

**NEW MARKET EXPORTER INITIATIVE**

*Melissa Blackledge, US Department of Commerce*

Is your company interested in expanding your export business, but you’re not sure where to start? A new partnership between IHEA and the US Department of Commerce gives IHEA members the resources they need to find new export partners. Learn about who is eligible and how to start enjoying the benefits of your tax dollars at work.

**FEATURE PRESENTATION**

**HEALTH CARE: WHERE ARE WE NOW?**

*Joe Trauger, National Association of Manufacturers*

Are there any more answers on the health care front than when we discussed this subject 18 months ago? You are hearing an awful lot about it in the news and on the campaign trail. But what does it really mean to you, your business and our industry in general? This presentation will provide an update of where the health care laws stand today, what could happen depending upon the results of the November Presidential election, and how your business will be impacted in the coming years. This is an important issue to businesses and to each of us personally. Learning as much as you can will help you through the processes that lie ahead.

**FEATURE PRESENTATION**

**BROADENING OUR GOVERNMENT RELATIONS**

*David Goch, Webster, Chamberlain & Bean*

David Goch will be addressing the membership to help us broaden ongoing relationships with the government, including members of Congress. He will first participate in the IHEA Government Relations Committee meeting and then address the entire membership to get a pulse on what issues you think are important for us to address on an ongoing basis with government officials.

**FEATURE PRESENTATION**

**ROCK AND ROLL HALL OF FAME!**

IHEA will host a special event at the Rock and Roll Hall of Fame immediately following the conclusion of our General Session! Join us on Wednesday, September 19th to celebrate the energy, passion and spirit of rock & roll music while mingling with IHEA members. Enjoy a casual dinner with open bar, then stroll through the Rock Hall to discover what made the legends famous. This event is included in your registration fee so make sure you plan to attend.

**FURNACES NORTH AMERICA 2012**

**October 2 & 3, 2012**

**Nashville Renaissance & Convention Center**

Furnaces North America (FNA) produced by the Metal Treating Institute and its media partner Industrial Heating Magazine is now in its 10th year! FNA brings top suppliers and heat treaters from around the world to one location for technical education, networking and the latest developments in furnace equipment, accessories and services.

At our booth at Furnaces North America we will feature IHEA’s Educational offerings including our 2013 Safety Seminar, On-Line Distance Learning Courses, and our annual Combustion Seminar & Tabletop Exhibition. Visit IHEA in Booth #527!
INFRARED SEMINAR
The IRED division of IHEA will offer its highly rated one-day seminar, the “Ins and Outs of IR and IR Applications” as part of the FINISHING Technologies Conference at FABTECH 2012. Slated for 10:30 AM on Tuesday, November 13th, the seminar will be held at the Las Vegas Convention Center in Las Vegas, NV. Each attendee will receive a copy of IRED’s Infrared Process Heating Handbook. The basics of IR including what it is, how it is produced and its characteristics will be covered. We will also review 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.
Details will be available at www.fabtechexpo.com. Registration to the IR Seminar includes admission to the FABTECH show floor featuring the FINISHING Pavilion, for the entire show which runs from Nov. 12 through the 14th.

WELCOME NEW MEMBERS
Upstate Refractory Services
100 Erie Blvd., Newark, NY 14513 • 315-331-2955
Upstate Refractory Services is dedicated to providing our customers with cost-effective solutions to refractory related problems. Upstate Refractory Services specializes in engineered precast refractory shapes, stack bonded ceramic fiber panels used in furnace roofs, walls and doors, refractory relines and repairs, distribution of refractory materials, combustion controls, and design and fabrication of new furnaces. You can see a full range of their capabilities and product offerings at www.upstaterefractory.com.

CEC Combustion Safety, Inc.
CEC COMBUSTION SAFETY
11699 Brookpark Road, Cleveland, OH 44130 • 888-826-3473
CEC Combustion Safety is a fuel train safety testing company that offers the most comprehensive, consistent and disciplined combustion equipment system inspection program in the industry. CEC is a leader in the field of fuels and combustion equipment safety delivering and implementing its expertise through four business units: testing and inspections, upgrades and engineering services, gas hazard management, and training. Their mission is to ensure safety of personnel within their work environment, while increasing the reliability and efficiency of fuel systems and combustion equipment. For more on what they do visit, www.combustionsafety.com.
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