



# The INSIDER

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

By Bill Pasley, Southern Companies

**W**e are literally about to set sail for our annual meeting at the end of March! The registration is the largest for any meeting within the last ten years and I'm excited about the opportunities to learn, interact, and enjoy time together once again.

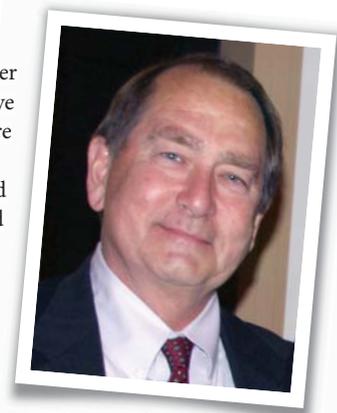
In between our Annual meetings a lot of work goes on that continues to strengthen IHEA's impact on the process heating industry. One example is a strategic planning meeting in late January. An outside facilitator led your Board of Directors and Goyer Management in a very productive update review of our current strategic plan. I was personally impressed with the enthusiasm and obvious leadership ability of all who attended. Mike Shay, our current Strategic Planning Officer (and your upcoming President) provides an overview of the strategic planning process in his column within this newsletter.

A very significant take away from the meeting was the sense that IHEA members feel a responsibility to serve and better the industry. In fact, this sense of "Why" we belong became a focal point of our strategic plan update. As a team we came to the realization that our planning efforts had all of the "how to's" but we had not included the emotion side of the "Why" we join together as an organization. As we interacted on this subject it became clear that there is a significant sense of stewardship responsibility to guide the process heating industry. As a team, I believe we understood that IHEA provides the framework that allows each of us to bring our unique contributions together for the greater good.

A reality that we continue to face is that IHEA has the framework, with very specific action plans to move forward but, we are limited by resources. With this recognition, we agreed that the solution must include the following: we each must personally reach out to our process heating community of friends and challenge them to join with us; to no longer observe and reap the benefits while others shoulder the work, but rather, to join forces to strengthen our voice in training, guiding, and assuring the safety of this great industry we love and serve. As a specific action item, I ask you to make the decision to encourage one of your industry associates to join forces with us and become a member. This would literally double our base, help assure the resources we need, and bring all the other associated opportunities that come through personal interaction.

If you are like me you need a reminder from time to time. As you talk to prospective members there are many activities to share about IHEA:

- Our combustion technology and safety standards seminars had record attendance last year.
- Our IRED Division conducted several training courses and produced several articles for industry journals under the IR Shoptalk banner from IHEA.
- We continued to offer the introductory and advanced Industrial Process Heating distance learning programs.
- IHEA continued to lead the international development of ISO TC244 for Industrial Furnaces and Associated Processing Equipment (a short video which describes the critical importance of this work can be linked to from our home page).



For other good work taking place within IHEA, go to the Member Benefits section on our web site.

In closing, let me mention that I have been doing an informal survey, not only among our members, but with manufacturers in other industries. Each individual I have talked with has indicated that 2011 was a good year and that 2012 appears to be on a similar track. I do hope that each of you have experienced this in your company.

As the presidency is handed over to Mike Shay, I want to assure you that you have very strong officers, executive management, and Board members, and that they have worked very closely together as a team. I believe we are moving in the right direction to be a relevant and valuable force for the industrial process heating industry worldwide. Thank you for the privilege of serving as your president this year.

*Bill Pasley*  
Sincerely,  
Bill Pasley, President

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MAKING HEAT PROCESSES WORK

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# IHEA STRATEGIC PLAN UPDATE

Message from Mike Shay,  
Chief Strategy Officer



**A**s you recall, Mark Gentry lead us through the first phase of our plan implementation. Working with Goyer Management and Lach Perks, Mark set into action a plan that focused on increasing revenues in an effort to provide resources to afford funding for our Strategic Plan. Mark's plan included the following objectives:

1. Increasing membership to provide additional revenues
2. Focus on activities that would provide added values for members and attract new members
3. Focus on expanding existing IHEA educational services and develop new educational services

**With these objectives in mind the Board of Directors, Goyer Management and the IHEA Committees developed action plans that included:**

1. Membership recruitment from our current membership market
2. Exploring opportunities to expand our membership market to include South America, China and Europe.
3. Expand membership market opportunities in the Induction Heating industry.
4. Create added value for existing and potential members by leveraging opportunities that were emerging through DOE's SEN program.
5. Configure the Online Training Courses into individual chapter presentations that could be presented online through the IHEA's web site.

6. Investigate the expansion of the Safety and Standards and Combustion Seminars to increase revenues.
7. Create social media page.
8. Inventory knowledge base from members and create a resource database.
9. Continuation of international standards development.

**Here is the status on each of the above:**

1. Membership recruitment kept pace with attrition but no increase was accomplished.
2. IHEA sponsored an IHEA Pavilion at ThermProcess in Dusseldorf, Germany with *seven* member companies exhibiting in the pavilion and *ten* participating as sponsors. The IHEA Pavilion increased our image and visibility and provided opportunities for recruitment of potential European members. Met with executives from CIEFFE during CCOF regarding membership.
3. IHEA conducted an Induction breakfast meeting at the Fall Business Conference that generated interest in IHEA. Also met with many of the induction company executives during CECOF.
4. Unfortunately, DOE cancelled the SEN program.
5. Proposals were obtained for the reconfiguration of the online courses. Proposals are being evaluated. Investments beyond expectation will be required.
6. Planning is underway for a second Safety and Standards course in 2012. While it is not yet known whether a second seminar can be



IHEA board members hard at work during the Strategic Plan Review workshop in January.



held in 2012, the 2011 Combustion and Safety seminars were our most successful seminars in years.

- 7. IHEA has an active FACEBOOK presence which is updated regularly.
- 8. Resources from members were gathered and are ongoing. A resource card was developed, printed and added to the IHEA website.
- 9. Standard development activities continued, including print & video communication to the membership about the value of IHEA involvement in standards development for our members.

In an effort to keep our Strategic Plan current and focused, your Board of Directors conducted a Strategic Refresh Workshop on January 27, 2012. The workshop was facilitated by our Strategy consultant Bob Jonas. Since a key objective continues to be increasing membership to strengthen our organization and to increase our value to our members, we started with a value proposition for our organization. We discussed the idea that we will increase our membership by finding companies who share our belief about the importance of IHEA. Why are we IHEA members? The Board agreed upon the following common belief:

*We believe by bringing together key executives that share our sense of responsibility, we will improve our industry and enjoy it.*

With this statement as our focus, we developed three near-term objectives for March 2012 to March 2013.

- 1. Increase our membership by 24 members
- 2. Increase annual revenues by \$30,000.
- 3. Create one member service that improves member knowledge about our industry.

Each of these objectives has a collection of tactics and actions that facilitate our objectives. We will present these tactics and action in detail during our annual meeting.

It is important to note that the objectives that were presented in 2010 are still valid and some will run concurrently with the newly identified near term objectives. Other objectives identified in our original strategic plan will await the resources necessary, both funding and member participation, to accomplish our long term objectives in completion of the 2010 strategy.

I will present more details concerning the bridge from the 2012 – 2013 objectives to our original and ongoing strategic plan at our upcoming annual meeting. I look forward to seeing many of you there. If you haven't already registered, there is still time to do so. Call Kelly LeCount at 859-356-1575 and request a registration form or visit [www.ihea.org](http://www.ihea.org) and click on the Annual Meeting button on the right side of the home page to register. Remember, we all need to work together to advance IHEA.



# IHEA's 83rd ANNUAL MEETING

March 29 – April 2, 2012

## On Board Celebrity Millennium Sailing Roundtrip from Miami, FL

It's hard to believe that in a just about a month we'll gather again for another IHEA Annual Meeting. Our 83rd Annual Meeting, taking place onboard Celebrity's Millennium, is shaping up to be one of IHEA's best meetings. Featuring an outstanding line-up of speakers, committee meetings and networking opportunities that will allow members to spend more time together than past meetings, this is an Annual Meeting you won't want to miss. 104 people are already registered to attend and if you aren't one of them, we hope you will consider registering now. Providing there is cabin availability, members can register up to two weeks prior to the meeting.

Keep in mind, our programming features presentations on Driving Performance with Exponential Economy; The Success Syndrome: How to Get it; The Race for the White House; An Economic Update; and Making a Difference, a Roundtable Discussion with David Goch on Ways IHEA Members can Make an Impact.

Visit [www.ihea.org](http://www.ihea.org) and click on the Annual Meeting icon on the right side of the home page to view all the details and to register. We look forward to seeing many of you in Miami and onboard Millennium.





# IHEA at FABTECH 2011

The IRED Division of IHEA presented Efficient Curing with Infrared for the Finishing Industry as part of the Technical Conference program at FABTECH 2011 in Chicago, Il. The session reviewed the basics of IR including what it is, how it is produced and its characteristics. It also reviewed 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. Attendees were also given a copy of IRED's *Infrared Process Heating Handbook*. The seminar was conducted by Scott Bishop with Alabama Power, John Podach with Fostoria Process Equipment, Mike Chapman with Vulcan Catalytic Systems, Steve Onsager with Infracore Mfg. Corp. and Tom Rozek with Red-Ray Mfg.

IHEA was also represented on the show floor at FABTECH 2011. Five companies exhibited in Chicago as part of the Finishing Pavilion. If your company is interested in being a part of FABTECH 2012 in Las Vegas, Nov. 12-14, please contact Andy Goyer, 941-373-1830 or email [andy@goyermtg.com](mailto:andy@goyermtg.com).



There was constant traffic at the Vulcan Catalytic Systems booth.



Scott Bishop gives an introduction to IR during the Infrared conference session.



Mike Chapman presents the Advanced section of the Efficient Curing with Infrared for the Finishing Industry conference session.



## IHEA 43rd Combustion Seminar & 2012 Fall Business Conference

IHEA will hold its 43rd Annual Combustion Seminar on September 17 & 18th to be immediately followed by the IHEA 2012 Fall Business Conference on September 18th & 19th. Both events will be held at the Hyatt Regency Cleveland at the Arcade in downtown Cleveland, OH.

Plans for a special evening event at the Rock & Roll Hall of Fame during the Fall Business Conference are in the works. Mark your calendar now for these two IHEA events coming this September! Watch for registration information, [www.ihea.org](http://www.ihea.org).



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



Fostoria Process Equipment demonstrates an infrared oven at their booth.

# WELCOME NEW MEMBER

## Midco International Inc.

Midco International is a world leader in indirect and direct fired gas burners. We've built a reputation for excellence based on our innovative designs, quality manufactured products and commitment to customer service.

We expect these attributes will keep us at the industry's forefront in the years ahead. Operating today as an ISO 9001 company Midco International has been manufacturing indirect and direct fired gas power burners since 1911 with firing rates ranging from 50K BTU to 6 million BTU under the trade names of Economite, Incinomite, Unipower and the Blue Flame direct fired gas burners. Midco is committed to its long established image of designing quality burner products that meet or exceed the needs of our customers for a wide variety of applications. Midco burners are used in: boilers, food service equipment, bakery, conveyer, process and rack ovens, kilns, incinerators, spray booths, breweries, grain dryers, pressure washers, commercial dryers, furnaces, agricultural processing, water heaters, heat treatment, commercial irons, crop drying, gas utilities and space heating. Our marketing target today is focused on the commercial and industrial industry. To reduce the overall carbon footprint our LNB Series (Low NOx) of burners were developed to meet the changing emission requirements in today's market. The VA and FA Series of burners is the hybrid of the Midco HMA (Heated Makeup Air) burner technology and power burner technology. This burner is one of the easiest high turn down burners to setup in the industry.

Founded in Chicago more than 70 years ago, our history of innovation and growth is a testament to the quality and reliability of Midco products. We're known for solving problems and meeting market demands.

Midco looks forward to being involved with the IHEA organization as we grow in the commercial and industrial heating equipment application industry in both the domestic and international areas.

Visit our web site at [www.midcointernational.com](http://www.midcointernational.com) or contact our sales team for additional product information.



**Midco**<sup>®</sup>  
INTERNATIONAL

## SEE IHEA AT...

### Safety Standards & Codes Seminar

MARCH 6 & 7, 2012

Hilton Garden Inn O'Hare  
Des Plaines, IL



### IHEA Annual Meeting

MARCH 29 - APRIL 2, 2012

On Board Celebrity Millennium  
Sailing Roundtrip from Miami, FL

### 43rd Annual Combustion Seminar

SEPTEMBER 17 & 18, 2012

Hyatt Regency  
Cleveland, OH

### 2012 Fall Business Conference

SEPTEMBER 18 & 19, 2012

Hyatt Regency  
Cleveland, OH

### Furnaces North America

OCTOBER 2 & 3, 2012

Nashville Renaissance &  
Convention Center  
Nashville, TN - Booth #529

**FNA**  **2012**

Oct. 2-3, 2012 • Nashville, Tennessee

## Infrared Process Heating Handbook for Industrial Applications

SECOND EDITION



[www.ihea.org](http://www.ihea.org)  
A Publication of the Industrial Equipment Division (IED)  
Infrared Heating Equipment Division (IHEA)

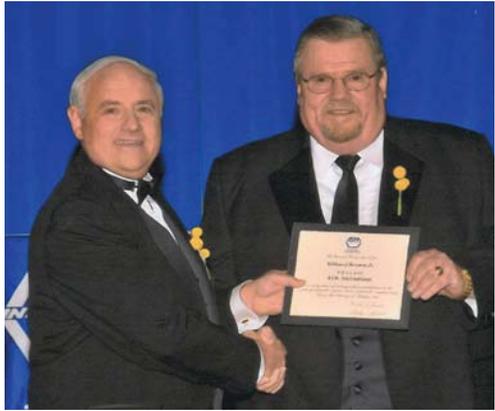
**The 2nd Edition of the Infrared  
Process Heating for Industrial  
Applications Handbook is  
available NOW!**

Visit [www.ihea.org](http://www.ihea.org) to order your copy. This is a publication of the Infrared Equipment Division of IHEA. This is a great resource that will benefit anyone in the industry.

# IHEA MEMBER NEWS

## William J. Bernard, Jr. Named a Fellow of ASM International

William J. Bernard, Jr., President and CEO of Surface Combustion, Inc. (Maumee, Ohio) was named a Fellow of ASM International for innovation and advances in furnace technologies. He was also recognized for his leadership in support of education for the heat treating industry.



The award was established to recognize members for their distinguished contributions to materials science and engineering and to develop a broadly based forum of technical and professional leaders to serve as advisors to the Society. The award was presented at the ASM Awards Dinner on Tuesday, October 18, 2011 in Columbus, Ohio.

**Congratulations to William J. Bernard, Jr.,  
President and CEO of Surface Combustion, Inc.  
for receiving the 2011 ASM Fellow Award.**

## C.I. Hayes Installs Vacuum Furnace

In the fourth quarter of 2011, C.I. Hayes announced the installation of a CVCQ modular vacuum furnace with oil quench, combined with a SDA washer. The equipment is part of a harden/wash/temper line at a high-production tool manufacturer in the Northeast U.S. The continuous furnace heating chamber has work dimensions of 9 inches x 18 inches x 72 inches (three 24-inch tray positions) and a maximum operating temperature of 2400°F. This was the first joint project for C.I. Hayes operating within the Sinterite Furnace Division of Gasbarre Products.

**C.I. HAYES** ... Custom Solutions

## WS Thermal Process Technology Receives Prestigious German Environmental Award



Europe's most prestigious environmental award was presented to IHEA members Dr. Joachim Alfred Wüning and Dr. Joachim Georg Wüning, Managing Directors of the Renningen based WS Wärmeprozess-technik GmbH (WS Thermal Process Technology). With the award the Deutsche Bundesstiftung Umwelt (DBU), Germany's Federal Environmental Foundation, honoured a committed, innovative medium-sized company for the development of an environmentally friendly burner technology.

The FLOX process developed by the father-and-son team is a special technology for industrial burners. FLOX stands for "flameless oxidation." If applied in industrial manufacturing processes the new technology provides energy savings ranging from 20 – 50% compared to traditional processes. The level of nitrogen-oxides that is formed in high-temperature processes can be considerably reduced. The successful introduction of FLOX on international markets demonstrates the practical applicability

of the technology. Ecology and economy go hand in hand with FLOX as expensive exhaust gas cleaning systems are no longer needed and less fuel is consumed. The technology reduces health risks and negative effects on the environment caused by emissions.

"We are delighted to have won the award and consider it an appreciation of the innovative efforts we made as medium-sized engineering company by synergising the experience of two generations and all our enthusiasm for technology. Being part of a strong network such as the German Engineering Federation has enhanced and encouraged our development efforts." Dr. Joachim G. Wüning, Manager WS Wärmeprozess-technik, declared on the occasion of the prize ceremony in Stuttgart.

As a longstanding member of IHEA, the company has been actively involved in our industry committing itself to energy efficient and environmentally friendly production processes.



IHEA congratulates member Dr. Joachim Georg Wüning of WS Thermal Process Technology, fourth from left, on receiving the prestigious German Environmental Award.



## SECO/WARWICK S.A. Supplies Set of Universal Vacuum Furnaces

SECO/WARWICK S.A. has supplied two vacuum furnaces that greatly extend the range of technological possibilities at Z.P.H. Jan Tarapata in Kolbuszowa, Poland. The scope of delivery includes a VPT-type vacuum furnace with a high-pressure cooling system and high-vacuum system, isothermal quenching, vacuum carburizing FineCarb® and pre-nitriding PreNitLPC®. The furnace enables hardening, tempering, annealing, age hardening, brazing and vacuum carburizing. The furnace's technology means heat-treated parts won't oxidize and part deformations will be minimized using gas quenching.

The second furnace is a VTR type with vacuum purge and gas nitriding ZeroFlow® technology. The furnace makes it possible to temper and nitride while maintaining very high purity loads. Both furnaces are equipped with modern control systems, enabling them to obtain a very repeatable process while maintaining high parameters of heat treatment.



## SECO/WARWICK Signs Agreement with Expanite

SECO/WARWICK Group, a worldwide industrial furnace and heat-treatment equipment supplier, and Expanite A/S, a technology company from Denmark, signed an agreement for SECO/WARWICK to be the exclusive supplier of advanced installation technology for the Expanite® and Super-Expanite® processes developed by Expanite A/S. Expanite and Super-Expanite are patented processes for the surface hardening of stainless steel to achieve superior surface and material properties, such as high hardness, and extraordinary corrosion and fatigue properties. The first installations will be at Expanite's development and customer center in Denmark in the second quarter of 2012.

SECO/WARWICK developed an advanced installation technology based on their long-standing experience and in cooperation with Expanite. The heat-treatment unit is designed for integration into the customer's production lines even if the customer has limited heat-treating experience. The infrastructure requirements are relatively small. The companies are calling it a plug-and-play approach to heat-treatment technology.

## Invensys Eurotherm

Invensys Eurotherm is proud to announce the release of the nanodac™ V3.0. This feature-rich release contains a variety of options and adds a dual-channel setpoint programmer, Modbus master communications and EtherNet/IP communications. The nanodac's setpoint programmer option offers 100 fully configurable programs through the internal flash memory expandable to 300 programs using the on-board USB port and remote FTP server. The programmer option also adds two new display pages: the "program interface" page and the "future trend" page. The "future

trend" page is a unique feature providing the ability to see process history, current value and future setpoint all on one page. For more information go to, [www.eurotherm.com/products/controllers/](http://www.eurotherm.com/products/controllers/).

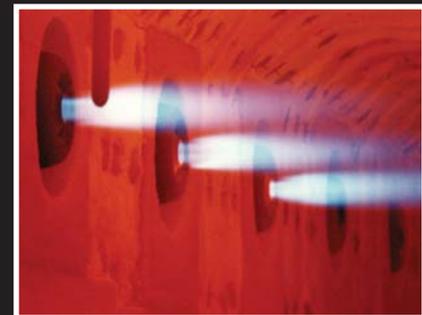
invenys

Eurotherm

The Nanodac™ V3.0 by Invensys Eurotherm



# SAVE THE DATE



## IHEA 43rd Annual Combustion Seminar & Exhibition

September 17 & 18, 2012 · Hyatt Regency Cleveland, Cleveland, OH

Complete details coming soon! Keep up to date by visiting [www.ihea.org](http://www.ihea.org)

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