

ECOAT

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ECOAT

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Kevin Carlson	Synder Filtration
Tony Cimorelli	Filtration and Separation Technology LLC(FAST)
Michael Cooper	MetoKote Corporation
Terry Giles	Henkel Corporation
Rich Goelz	EISENMANN
Frederick Hess	UFS Corporation
Todd Luciano	Products Finishing
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John Martin	PPG Industries
Karen McGlothlin	The Electrocoat Association
D. Tom Mueller	George Koch Sons, LLC
David Myers	Luvata Electrofin, Inc.
Mark Rizzone	Koch Membrane Systems
Joe Subda	DuPont Industrial Coatings

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Conference Information & Registration Brochure



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APRIL 10-12, 2012

THE ROSEN CENTRE ■ ORLANDO, FL

ECOAT
2012



Back to Orlando!

The pace at which we run the daily race and conduct business is truly outstanding! Goals, objectives, meetings, email, voicemail, conference calls, social media, promotional schedules, sales reports, presentations, evaluations... Like a computer, we are expected to absorb and analyze volumes of data and then produce focused, convincing reports, presentations or decisions for our companies and clients. It is essential to possess the knowledge to deal with our hectic environments.

ECOAT 2012 promises to provide answers for issues facing today's manufacturers. We have worked hard to bring cutting-edge keynote addresses on topics that are sure to interest you and benefit your business. Now, more than ever, it is important to stay current with new methods to manage your electrocoat system, save money within the system, incorporate new technology and applications, and remain vigilant of what's going on in the industry around you that may affect your business.

I extend a personal invitation to you to join me, THE ELECTROCOAT ASSOCIATION Board of Directors, the *Products Finishing* staff and your industry peers from around the world at ECOAT 2012. Experience a great educational program and invaluable interaction with suppliers and industry experts in a casual and entertaining environment.

We are confident you will agree that ECOAT 2012 is an educational and networking opportunity you will not want to miss.

Visit conference.electrocoat.org for more detailed information on the events and program offerings at ECOAT 2012.

See you in Orlando!

Karen McGlothlin
Executive Director - THE ELECTROCOAT ASSOCIATION
Electrocoat Conference Manager

CONFERENCE SCHEDULE AT-A-GLANCE

TUESDAY, APRIL 10, 2012

6:30 – 8:00 p.m.

Meet and Greet Poolside Reception

Enjoy a relaxing, tropical-style luau with colleagues you'll share the next 2 days with. Complimentary for Electrocoat Association members; non-member admission just \$25 to include food, drinks and entertainment.

WEDNESDAY, APRIL 11, 2012

7:30 a.m.	Conference Registration & Information Open
7:30 - 8:30 a.m.	Continental Breakfast
8:30 - 10:00 a.m.	Conference Opening & Keynote Address
10:15 - 11:30 a.m.	Innovations in Pretreatments
11:45 - 1:15 p.m.	Industry Awards Banquet
1:30 - 4:20 p.m.	Concurrent Workshops
4:30 - 5:30 p.m.	Coatings & Cocktails
5:30 p.m.	Exhibits Open For Hospitality

THURSDAY, APRIL 12, 2012

8:30 a.m.	Conference Registration & Information Open
8:30 - 9:00 a.m.	Continental Breakfast
9:00 - 10:15 a.m.	General Conference Session & Keynote Address
10:30 - 12:00 Noon	Weathering the Storm
12:00 - 1:15 p.m.	Lunch
1:30 - 3:20 p.m.	Concurrent Workshops
3:30 - 4:30 p.m.	Closing Presentation & Remarks

PROGRAM

Wednesday, April 11

8:30 – 10:00 a.m. **General Session #1**

CONFERENCE OPENING AND WELCOME

Karen McGlothlin, Executive Director, THE ELECTROCOAT ASSOCIATION

Donald Kline, Publisher, *Products Finishing*

John Martin, PPG Industries and President, THE ELECTROCOAT ASSOCIATION

KEYNOTE PRESENTATION

WHAT UNDERPERFORMING FINISHERS DON'T KNOW (THAT THE GOOD ONES DO)

Matt Kirchner,
American Finishing Resources, LLC



Underperforming finishing operations are not failing by accident. Underperforming finishers haven't learned how to build the best teams.

Their people don't understand and don't obsess about throughput. They don't know how to identify waste. They expect less of their suppliers.

They over-commit and under-deliver. Their sales and operations functions spend more energy fighting each other than fighting the competition. By contrast, World Class Finishing Operations do exactly the opposite. Whether you own or lead a finishing operation or department – or serve as a supplier to one – this presentation reveals the secrets that the best performing finishers already know.

View Matt's Bio at conference.electrocoat.org/program

10:00 – 10:15 a.m. **BREAK**

10:15 – 11:30 a.m.

INNOVATIONS IN PRETREATMENTS

Learn what's new in Pretreatment. Industry experts from Chemetall, Coral Chemical, Henkel Corporation and PPG Industries will discuss zirconium oxide, silane/phosphonate and other advanced and specialty chemistry approaches to improving the coating performance for your products. Bring your questions!

11:45 – 1:15 p.m.

INDUSTRY AWARDS BANQUET

Enjoy a plated sit-down meal and help celebrate the achievements of our 2012 award recipients.

George E.F. Brewer Award: This prestigious award recognizes individuals who have made lasting contributions to the field of electrocoating in the areas of Technology, Application, and Promotion.

Best End-User Paper Award: This award is a tribute to e-coaters who have devoted their time and company resources to produce technical presentations for the Conference. End Users are the driving force behind technological advances in this industry and deserve to be recognized.

CONCURRENT WORKSHOPS

1:30 – 2:20 p.m.

#1 – THE PROFIT HUNT: COMPETING IN DEFLATIONARY TIMES

TJ Lepkowski and Chuck Orr, BASF

#2 – LOSE THE AGITATION

Andrea Gray, PPG Industries

2:30 – 3:20 p.m.

#1 – ADDING ECOAT TO AN EXISTING POWDER COATING LINE

Joe Subda, DuPont

#2 – USING A ZINC RICH BASE COAT TO ENHANCE THE PERFORMANCE OF ELECTROCOAT FINISHES

Kelly Moore, PPG Industries

#3 – E-COAT OPPORTUNITIES WITH MILITARY COMPONENTS

George Lovell, NCP Coatings, Inc.

3:30 – 4:20 p.m.

#1 – WATER USE AND REUSE IN THE FINISHING INDUSTRY

Tom Neeley, George Koch Sons, LLC

#2 – COLORED E-COAT OPTIONS FOR THE HEAVY DUTY EQUIPMENT INDUSTRY

Robert Byrne, PPG Industries

4:30 – 5:30 p.m.

COATINGS & COCKTAILS

Don't miss an extreme version of theme rotation as you move from topic to topic, table to table through an electrocoating process, asking experts questions about new products, new processes or even about your own system! We'll cover every aspect of your system process from masking to material handling, equipment to paint and chemistry to ultrafiltration—all while sipping a complimentary cocktail. Custom coaters will be available for general business questions.

5:30 p.m. **EXHIBITS OPEN**

Thursday, April 12

9:00 – 10:15 a.m. **General Session #2 OPENING AND WELCOME**

Tony Cimorelli, Filtration and Separation Technology, LLC
Conference Steering Committee Chairman

KEYNOTE PRESENTATION A MANUFACTURING RENAISSANCE

Al Stimac, President,
Manufacturers Association of Florida

Manufacturing in the United States is reinventing itself to better compete globally. Manufacturers are taking more personal responsibility for the continuity and long term growth planning of the industry.



View Al's Bio at conference.electrocoat.org/program

10:15 – 10:30 a.m. **BREAK**

10:30 – 12:00 Noon

WEATHERING THE ECONOMIC STORM...LEARN FROM THE GREATS!

In this compelling session, we'll hear from industry custom coaters and end users on how they have responded to the economic challenges of the last several years. They will share innovative ideas and solutions used in their manufacturing line-up that have led to cost savings, increased efficiency or new profit generation in response to these tumultuous economic times.

12:00 – 1:15 p.m. **LUNCH**

CONCURRENT WORKSHOPS

1:30 – 2:20 p.m.

#1 – QUANTUM THROUGHPUT MAXIMIZATION (QTM)

Matt Kirchner, American Finishing Resources, LLC

#2 – BUILDING AN ENERGY COST MODEL FOR ELECTROCOAT SYSTEMS

Gary Orosz, PPG Industries

2:30 – 3:20 p.m.

#1 – AACD AND WHAT IT CAN DO FOR YOUR COMPANY

Bert Stocker, Controlled Power Company

#2 – IN-PROCESS TEMPERATURE PROFILING - UNDERSTAND, CONTROL AND OPTIMIZE YOUR E-COAT OVEN

Brad Colie, Datapaq and Terry Ray, KMI Systems

3:30 – 4:30 p.m.

CLOSING SESSION – GOING GREEN, RUNNING AN EFFICIENT SYSTEM, REDUCING COSTS

Rodger Talbert, The Powder Coating Institute

The focus of this session will be the win-win of reducing both operating costs and environmental impact as we examine the coating process within the plant environment. We know that being green is good for the environment; this discussion explains how it is good for business.

CONFERENCE ADJOURNED

CONFERENCE SPONSORS

Thank you to the following companies who have sponsored portions of your breakfasts, lunches, and receptions.



Therma-Tron-X, Inc.
1155 S. Neenah Ave.
Sturgeon Bay, WI 54235
920-743-6568
therma-tron-x.com



Coatec India
F79 Industrial Area,
Phase 7, Sector 73
Mohali, Punjab, 160055
India
+91-9888391000
coatecindia.com



Filtration and Separation Technology LLC/ Parker Hannifin
620 Boston St.
LaPorte, IN 46350
219-325-0005
fastecoat.com



Koch Membrane Systems, Inc.
850 Main St.
Wilmington, MA 01887
978-694-7000
kochmembrane.com

EXHIBIT ROOMS AND TABLETOPS

ECOAT 2012 Exhibit Rooms and Tabletop Exhibits are hosted by the companies listed and will be located on the 2nd floor of the Rosen Centre Hotel. Within this unique venue, suppliers to the electrocoating industry set up shop to display their products and services while networking with attendees. Exhibits will open on Wednesday following Coatings & Cocktails.



ACT Test Panels LLC*
273 Industrial Dr.
Hillsdale, MI 49242
517-439-1485
acttestpanels.com



Atum Services Inc.*
1602 Birchwood Crescent
Belle River, Ontario NOR 1A0
Canada
226-363-0752
atumservices.com



BASF Corporation
26701 Telegraph Rd.
Southfield, MI 48033
800-949-2273
basf.com/ecoat



Bethel Engineering and Equipment, Inc.*
PO Box 1870
Lima, OH 45803
419-230-2880
bethelengr.com



CelTech, Inc.*
436 Blount St.
Fayetteville, NC 28301
910-867-8675
celtechinc.net



Chemetall US Inc.*
675 Central Ave.
New Providence, NJ 07974
800-526-4473
chemetallamericas.com



Coral Chemical Co.*
1915 Industrial Ave.
Zion, IL 60099
847-246-6666
coral.com



The Crown Group, Inc.*
2111 Walter Reuther Dr.
Warren, MI 48091
586-575-9800
thecrowngrp.com



DuPont Industrial Coatings
1007 Market St.
Wilmington, DE 19898
800-247-3886
electrocoat.dupont.com



EISENMANN Corp.
150 E. Dartmoor Dr.
Crystal Lake, IL 60014
815-455-4100
eisenmann.com



Filtration and Separation Technology LLC/ Parker Hannifin
620 Boston St.
LaPorte, IN 46350
219-325-0005
fastecoat.com



George Koch Sons, LLC
10 S. Eleventh Ave.
Evansville, IN 47712
812-465-9600
kochllc.com



Henkel Corporation*
One Henkel Way
Rocky Hill, CT 06067
860-571-5100
www.henkeln.com



PPG Industries
151 Colfax St.
Springdale, PA 15144
800-PPG-ECOAT
ppgecoat.com



Sepro Membranes, Inc.
4115 Avenida De La Plata
Oceanside, CA 92056
760-630-9643
sepromembranes.com



Shercon Inc.*
6262 Katella Ave.
Cypress, CA 90630
714-548-3999
shercon.com



Synder Filtration
4941 Allison Parkway
Vacaville, CA 95688
707-451-6060
synderfiltration.com



Therma-Tron-X, Inc.
1155 S. Neenah Ave.
Sturgeon Bay, WI 54235
920-743-6568
therma-tron-x.com



UFS Corporation*
330 North 400 East
Valparaiso, IN 46383
219-464-2027
ufsc.com

*Tabletop Exhibits

GENERAL INFORMATION

CONFERENCE SESSIONS

A comprehensive look at the electrocoat process and technology presented through case studies and technical presentations provides attendees extensive opportunity to expand their e-coat knowledge and interact with the world's foremost experts. Whether you've been in the e-coat business for 10 days or 10 years, you will find a wide range of information available to meet your needs.

EXHIBITS

On April 11, supplier companies will set up individual exhibit rooms and tabletop exhibits to provide attendees direct access to services such as equipment, chemicals, paint, ancillary equipment and finishing applications.

REGISTRATION FEES

Registration fee covers Conference admittance, group breakfasts, breaks, Industry Awards Banquet, other group lunches, Coatings & Cocktails discussion, admittance to Exhibits hosted by industry suppliers, and a CD-ROM of the Conference Proceedings. Group Rates apply to companies sending three or more paying attendees to the Conference. Please send group registration forms in together. Registrations will be confirmed by email.

CANCELLATIONS

Full refund if registration is canceled prior to March 11. Half refund if registration is canceled prior to March 29. Registrations canceled after March 29 are non-refundable. Please advise Conference Management of all personnel substitutions.

BADGE PICK-UP

Conference badges can be picked up at the ECOAT 2012 Registration Desk at the Rosen Centre Hotel.

RECOMMENDED DRESS

Business casual attire.

THE VENUE

Rosen Centre Hotel

9840 International Drive, Orlando, Florida 32819

Phone: 1-800-204-7234 (Toll-free reservations)

Fax: 1-407-996-3157

www.rosencentre.com

In a city known as a world-class destination, this award-winning Orlando hotel establishes a spectacular standard of meeting quality. Impressive meeting capabilities combine with resort-style luxury, just minutes from all of Orlando's famous attractions:

- On world-famous International Drive
- Only 12 minutes from Orlando International Airport
- 5 minutes to SeaWorld Adventure Park® and Universal Orlando Resort®
- 10 minutes to Walt Disney World® Resort
- 15 minutes from Orlando Downtown
- One block from Pointe Orlando shopping & entertainment complex
- Surrounded by unique shops and themed restaurants

Room Rates: \$149 Single/Double; \$169 Triple; \$189 Quad

Please reserve your room no later than March 1, 2012.

Reservations accepted after this date will be at space and rate availability. Please advise the reservationist that you are with the Electrocoat Conference.



HOW TO REGISTER

MAIL

Simply complete the registration form (photocopy for multiple registrants) and mail with your payment to:

ELECTROCOAT 2012

6915 Valley Avenue, Cincinnati, OH 45244

FAX

Complete the registration form and fax it to 513-527-8801.

ONLINE

Conference.electrocoat.org

PHONE

Call 800-950-8020 or 513-527-8800, ext. 298.

AT THE DOOR

You may register for the Conference on-site while seats are available. Please be prepared to make payment at that time. We encourage you to register in advance to save time and money.

FOR MORE INFORMATION, CONTACT:

Anne Von Moll, Conference Assistant

Phone 800-950-8020 or 513-527-8800, ext 298

Fax 513-527-8801 Email: anne@electrocoat.org

ELECTROCOAT 2012 REGISTRATION FORM

Please copy this form for additional registrants. This is how your badge will read. Please print or type clearly.

First Name	Last Name
Title	
Company	
Address	
City, State, Zip/Postal Code	Country
Telephone Number	Fax Number
E-Mail Address	

Emergency contact: (optional)

Name	
Day Telephone	Evening Telephone

FAX AND EMAIL CONSENT

I understand that by providing the fax number and email address above, on behalf of the company and individual specified above, I am authorized to and hereby consent for the company and individual to receive faxes and/or emails sent by or on behalf of Gardner Publications, Inc., Products Finishing, and/or The Electrocoat Association.

Signature	Date
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CONFERENCE FEES

	ELECTROCOAT ASSOCIATION Member	ELECTROCOAT ASSOCIATION Member Group Rate* (per person)	Non-Member	Non-Member Group Rate* (per person)
FULL CONFERENCE REGISTRATION				
Submitted By March 11	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$550	<input type="checkbox"/> \$500
Submitted After March 11	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$599	<input type="checkbox"/> \$575
*Group Rates apply to companies sending three or more paying attendees to the Conference. Please send registration forms in together.				

ONE DAY CONFERENCE REGISTRATION

	Member	Non-Member
	<input type="checkbox"/> \$299	<input type="checkbox"/> \$349

PLEASE INDICATE DAY: April 11 April 12

APRIL 10 OPENING RECEPTION: Member–Complimentary Non-Member–\$25

CONFERENCE WORKSHOPS Please register for the sessions you are most likely to attend. Topic descriptions may be found at conference.electrocoat.org/program.

APRIL 11	1:30 – 2:20 pm	<input type="checkbox"/> Workshop #1	or	<input type="checkbox"/> Workshop #2	
	2:30 – 3:20 pm	<input type="checkbox"/> Workshop #1	or	<input type="checkbox"/> Workshop #2	or <input type="checkbox"/> Workshop #3
	3:30 – 4:20 pm	<input type="checkbox"/> Workshop #1	or	<input type="checkbox"/> Workshop #2	
APRIL 12	1:30 – 2:20 pm	<input type="checkbox"/> Workshop #1	or	<input type="checkbox"/> Workshop #2	
	2:30 – 3:20 pm	<input type="checkbox"/> Workshop #1	or	<input type="checkbox"/> Workshop #2	

TOTAL FEE _____

PAYMENT

- Check: Please make payable to: "Gardner Publications-ECOAT 2012"
- Company Purchase Order #: _____
- Credit Card: to pay via credit card please register online or by phone