



## NOVEMBER 2005

### Calendar of Events

#### November 3, 2005

CMFI Board of Directors Meeting  
Rosewood Restaurant, Rosemont. 6:00  
PM

#### November 18, 2005

Joint AESF/CMFI Social Event. "Night at the Races" at Maywood Race Track, Maywood, IL. Cost: \$60.00/person. Includes Open bar and the Ultimate Buffet. For Tickets, phone: Al Pomella (847-338-0254), Lou DePasquale (312-656-2948), or Louise Corbeil (847-509-2900).

#### December 8, 2005

Joint AESF/CMFI Social Event.  
Christmas Party at Steven's Steakhouse.

#### March 5-8, 2006

SFIC Industry Convention  
Boca Raton Resort & Club  
Boca Raton, FL

#### May 23-25, 2006

SFIC Washington Forum  
Washington, DC  
[www.sficwashingtonforum.com](http://www.sficwashingtonforum.com)

*HAPPY THANKSGIVING  
TO YOU AND YOUR  
FAMILIES*

### CMFI CHROME PEL CONTRIBUTORS

A special thank you to the following CMFI companies who have already contributed to the Chrome PEL initiative.

Ace Plating

Electro-Max, Inc

The Finishing Company

Finishing & Plating Services

Gatto Industrial Platers

Gem Coat

Grove Plating

McKay's Plating

Milwaukee Plating

Reliable Plating Works

Scientific Control Labs

Serfilco, Ltd.

SWD, Inc.

Three J's Industries

Please support this area of vital importance to the metal finishing industry. It's not too late to send in your contribution in any amount to:

SFIC

21165 Whitfield Place, Suite 105  
Potomac Falls, VA 20165

## **HIGHLY SUCCESSFUL PLANNING RETREAT OUTCOMES**

**By: Bob Burger, NAMF President and  
Chair of Retreat**

The 2-day Chicago Planning Retreat, tasked to define the framework for a new, unified Surface Finishing Trade Association, was completed in late September with a highly successful and unanimous outcome. The 21 participants of the facilitated retreat, including 7 representatives from each of AESF, NAMF, and MFSA, worked very hard to create a business model of a structure they are confident addresses the present and future needs of the current associations, that properly recognizes the diverse interests, make-up and perspectives of these organizations and that will be a stronger, more viable vehicle for advancing the interests of the North American Surface Finishing community in the long term. All the participants deserve special thanks and congratulations for both their individual and group contributions to the overall process.

The following elements summarize the main points of the new business model:

The name agreed on is the "National Association for Surface Finishing" (NASF). The group concluded this was an appropriate name to reflect the integration of association cultures, while preserving the individual identities and traditions of the former organizations. The Mission Statement for NASF is: "The promotion and advancement of the North American Surface Finishing industry globally."

A governance structure was defined to manage the activities of the new association. In particular, a 15

person transition board will be created that includes 5 members from each of the three current associations. This transition board will serve for what is expected to be approximately a one year period, beginning as soon as the individual organizations have selected their 5 representatives. The transition board will elect a Transition President, Vice President, and Secretary/Treasurer that will serve in these roles until a formal election is held after the associations have officially joined as a single body. Additionally, a process was defined that will provide for open nominations to the 5 member board from any NASF member. Board members will be elected to serve 3-year terms. This elected board will select the first official NASF President, Vice President, and Secretary/Treasurer that will all serve one-year terms. These officers will not be those that served in this capacity on the transition board. The board will also appoint individuals to serve on an "as needed" basis to consult on financial matters and legal matters, such as creation of an annual budget and appropriate bylaws.

- The NASF will include individual memberships, corporate membership, and institutional membership [intended to attract academics, students, and retirees]. Additionally, the NASF will initiate a concerted effort to attract members from the captive shop community, an industry segment that has been under-represented in the past.

- The myriad of existing and often overlapping committees in the current associations will be replaced by 7 Councils. The Councils will report to the 15 member board, but they will be headed by individuals other than

members of the board. The Councils will include at least the following:

**A. Technical Activities.** – will oversee such matters as standards, best technical management practices, emerging technologies, etc.

**B. Metal Finishers/Management.** – will oversee and organize such activities as best business practices, networking opportunities, group insurance, standard shop procedures, etc.

**C. Marketing/Membership.** – will oversee membership promotion, industry awards, scholarships, etc. Additionally, one of the Council's main interests will be strengthening and developing the local association activities. Wherever it is appropriate and practical to do so, affiliates and branches will be encouraged to explore combining as "Chapters".

**D. Events.** – will oversee organizing and promoting industry events such as SUR/FIN, the Washington Forum, the Winter Convention, Finishing Tech, the Airlines & Aerospace Plating Forum, and various free-standing symposia, etc.

**E. Supplier Interests.** – will oversee activities of specific interest to the supplier community, such as the Surface Finishing Market Research Board; effective methods for designing and marketing finishing equipment; providing equitable relationships between manufacturers and distributors; assuring the proper and safe use of chemicals; tracking availability and pricing trends in the world market for metals, etc.

**F. Communication & Industry Promotion.** – will oversee activities dealing with web sites, public relations, general promotion of Surface Finishing via programs such as the Bright Design Challenge, etc.

**G. Government Affairs.** – will assist in the coordination of advocacy efforts that affect the finishing

industry, as well as assist in fund raising efforts needed to combat unreasonable and unfair regulatory policies that may be proposed from time to time by government agencies.

Additionally, the funds that AESF has restricted to be used solely for educational purposes will be used to create a separate Foundation to oversee activities that will include at least the following: technical education programs; scientific achievement awards; research and development programs; publication of the Journal of Surface Finishing; etc.

-Considerable time was spent ensuring the financial viability of the new association. The retreat group concluded dues for each category of membership would remain the same as they are currently, for at least the first year.

Both AESF and NAMF have board meetings scheduled for November and a more detailed description of the NASF will be prepared in time for presentation at these meetings. Additionally, MFSA will conduct a conference call to pass on this same information to its board.

In conclusion, a tremendous amount of effort went into creating this structure for the NASF. All 21 participants had an equal say in providing input for the group's consideration. It is a measure of the dedication of the group that they were able to reach unanimous agreement. The group encourages all members of the Surface Finishing Industry to embrace the NASF with the same enthusiasm with which it has been born out of their vigorous discussion and strong cooperation.

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## **cmfi**

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### **Board of Directors**

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## **Planning Retreat Outcomes.....continued**

The 21 participants representing the AESF,  
NAMF, and MFSA were:

<b>Bob Burger, Chair</b>	<b>Mike McMonagle</b>
<b>Dan Cunningham</b>	<b>Fred Mueller</b>
<b>Paul Frank</b>	<b>Jerry Philips</b>
<b>Peter Gallerani</b>	<b>Tony Revier</b>
<b>Pat Gleason</b>	<b>Eric Roiter</b>
<b>Jeff Higdon</b>	<b>Bill Saas</b>
<b>Mike Kelly</b>	<b>David Schram</b>
<b>John Kinne</b>	<b>Richard Thibodeau</b>
<b>Ray Lucas</b>	<b>Scott Walker</b>
<b>Bob McBride</b>	<b>Joelie Zak</b>
<b>Bob McIntyre</b>	<b>David Jacobs (invited guest)</b>

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### **CMFI MEMBER HONORED**

Congratulations to CMFI member, Eric  
Olander of EPI Electrochemical Products, who  
was the recipient of the 2005 Award of Merit  
from the Metal Finishers Suppliers'  
Association. Eric received the award during  
the MFSA Annual Business Meeting and  
Luncheon held in St. Louis this past June.

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### **BENNETT NAMED NEW NAMF DIRECTOR**

The CMFI Board of Directors has elected  
Becky Bennett (Precision Plating Company) as  
our new NAMF Director. Becky, along with  
our other NAMF Director, Rick Delawder  
(SWD) will represent our membership at the  
national level. Becky will fill the vacancy  
created with the recent resignation of Dave  
Jacobs.