

GREETINGS FROM THE PRESIDENT



MICHAEL BARRY



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Mark your Calendars

for these upcoming events

ACREX
February 24-26, 2011
New Delhi, India

AMCA Spring Meetings
HR/ME
Sales & Marketing
AMCA/UL
Feb 27 - March 3, 2011
Las Vegas, NV

CLIMATIZACIÓN
March 1-4, 2011
Madrid, Spain

ISH
March 15 - 19, 2011
Frankfurt, Germany

European Region Meeting
March 30, 2011
Berlin, Germany

China Refrigeration Expo
April 7 - 9, 2011
Shanghai, China

Pacific Rim Region Meeting
April 8, 2011
Shanghai, China

AMCA Midyear Meeting
May 1-2, 2011
Elk Grove Village, IL

NFPA Conference & Expo
June 12 - 15, 2011
Boston, MA

February 2011

Many exciting events continue to happen at AMCA and within our industry. Your Board of Directors and AMCA Staff continue to work hard providing information and services to all our members and to strengthen alliances within our industry around the world. We welcome your feedback and ideas on how to better serve you.

Certified Rating Program (CRP) – Why certify and benefits of certification:

AMCA International's Certified Ratings Program (CRP) assures that a product line has been tested and rated in conformance with AMCA International's test standards and rating requirements. This levels the playing field across all manufacturers.

Performance seals may be displayed in literature and on equipment after a product has been tested and its cataloged ratings have been submitted to and approved by AMCA International's staff. Currently, AMCA International has the world's only existing international certified ratings program for air system components. Each certified product line is subject to continuing check tests in AMCA International's Independent Accredited Laboratories. Manufacturers' catalogues and published ratings must be submitted to AMCA International's staff for approval before publication. All certified products are open to challenge testing, where competing manufacturers, or any third party, may initiate. Participation in AMCA International's CRP is voluntary and open to members and non-members. AMCA International maintains an up-to-date listing of certified products available online at AMCA's Directory of Certified Products.

AMCA International's members recognized from the day the association was formed that its Certified Ratings Programs were, and would continue to be, the most important function of the Association. Their purpose is to give the buyer, specifier, and user of air movement and control equipment assurance that published ratings are reliable and accurate. At the same time, the program assures manufacturers that competitive ratings are based on standard test methods and procedures, and are subject to review by AMCA International as an impartial authority.

- **Eligibility:** Any company, corporation or person - whether an AMCA International member or not - is eligible to participate in AMCA International's Certified Ratings Program.
- **International:** AMCA International's Certified Ratings Program continues to expand throughout the world and is recognized in all industrialized countries.

In addition to its principal testing laboratory located in Arlington Heights, Illinois U.S.A., there exists an international network of over forty accredited laboratories and two authorized independent accredited laboratories that support AMCA International's Certified Ratings Programs.

Guide Specifications

When specifying a product (fan, louvers, dampers, etc.) make sure the product is licensed to bear AMCA International's Certified Rating Seal for performance. The Certified Ratings Seal assures that a product has been tested using the appropriate test standard. The tests are performed at AMCA's laboratory in Arlington Heights, Illinois or at an authorized independent accredited Laboratory. Each licensed product is subject to continuing check tests.

AMCA International's Certified Ratings Program assures specifiers, engineers, and users that the products being provided are tested, rated, and certified in accordance to established testing standards, providing the best assurance available that the product will perform as stipulated by the manufacturer.

GREETINGS FROM THE PRESIDENT



AHR Expo



Many AMCA Members and Staff exhibited at the AHR/ASHRAE Expo, January 31-February 2, 2011 in Las Vegas, NV. AMCA sponsored a very successful educational session on Monday, January 31, 2011. During the Expo **Dan Rau**, Senior Engineer Manager, Ruskin Arch Products presented "Effects of Louver Porosity on Wind Pressure Loading" to over 75 individuals.

AMCA Spring Meetings

AMCA International's upcoming Spring Meetings will be held February 27 – March 3, 2011 in Las Vegas, NV. AMCA will be hosting three separate meetings.

February 27 – March -1, 2011 HR/ME Councils Meeting

February 27 – March -1, 2011 Sales and Marketing Councils Meeting

March 2-3, 2010 AMCA/UL Meetings

The Human Resources and Manufacturing Executives Councils' will be meeting from Sunday, February 27, 2011 - Tuesday March 1, 2011. During this time councils will be meeting separately as well as together in a unified group.

The Sales and Marketing Council has brought their program to new levels this year. The program entitled "Marketing Energy for the 21st Century" will give attendees a look into how to lead change for the future. Headline Speaker is John Crnokrak presenting "Leading Change and Competing for the Future." **All attending this presentation will receive a signed copy of John's sensational book "Be the Leader of the Pack."**

Monday, February 28, 2011 both the HR/ME and Sales & Marketing Groups will be taking the **Zappos Insights Tour**. This tour will include a look into the Zappos Family Culture as well as interaction with the Zappos Customer Loyalty Team. Your tour guide will familiarize you with the story of Zappos and how they have reached their huge success through marketing and customer service.

Registration is available online at www.amca.org

European Region Meeting

TC 117, ISO/TC117 Fans, and the AMCA European Region meetings will take place March 30, 2011 in Berlin, Germany. Some of the agenda topics will include; State of the Association, AMCA International's Role in Europe, IMechE and Turbo Expo Conference Update, and Future International Program Needs. Please visit http://www.amca.org/meetings_conferences/europeanregion.aspx for further details.

Pacific Rim Region Meeting

The Pacific Rim Region Meeting will be Held at 6:30 pm on the 8th of April at the Pudong Shangri-La, Shanghai, China. Some of the agenda topics will include; State of the Association; Activities of Independent Labs and Agents in Asia, and meeting member needs in the Pacific Rim Region. Registration documents may be found at www.amca.org/meetings_conferences/pacificrim

Have a great month, and check back next month for current details on upcoming meetings and events within your association.

Respectfully,

Michael Barry

Statistical Program



In today's uncertain times, the AMCA Statistical Program is a useful tool, providing value through accurate and timely market information with which to gauge current business performance and long term opportunities. Has your company registered for this program? If you haven't done so yet, I urge you to sign up as this market information is available only to those members who participant in the program.

If you have any questions, please email Christie Kornacker or Marian Vambreck at ckornacker@amca.org or mvambreck@amca.org.



Greetings from the President

appi Electricity & Utility Update

APPI will be hosting monthly webinars for association members in Pennsylvania and Ohio.

About appi

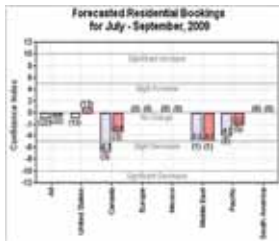


A member benefit of your association is the APPi Savings Solutions Program. Managed by Affiliated Power Purchasers International (appi), an independent utility consulting firm, this program provides savings solutions for your business. appi's electricity procurement service protects your business and your bottom line. appi reviews pricing and product options, and

then presents you with the most competitive electricity rates. You choose whether to implement appi's solutions.

Contact appi at (800) 520-6685 or info@appienergy.com

Confidence Index



AMCA's popular confidence Index for Bookings report for the 1st Quarter of 2011 is available at www.amca.org.

The confidence index is a subjective expression by member companies on the relative health or vigor of the industry categorized by market segment. Member companies are

asked to indicate, via a short survey, the changes they anticipate in bookings over the next three months compared to the same quarter of the previous year, and previous quarter. Market segments included in the survey are residential, commercial and institutional, industrial (including power generation and agricultural).

Please visit AMCA International's website and click on MyAMCA Member Login. If you do not have a password or forgot your password, contact Linda Plesh at lplesh@amca.org.

AMCA Fan Efficiency Program Status

AMCA Standard on Fan Efficiency Classification (AMCA 205-10): AMCA Standard 205-10, Energy Efficiency Classification for Fans is an AMCA International approved standard and is available for use. It has entered the approval process to become an American National Standard soon. The revised AMCA 205 could be approved by its committee and enter public review by the end of February.

ASHRAE 90.1: The ASHRAE 90.1 Mechanical Subcommittee is discussing the ASHRAE TC 5.1 proposal at its meetings. Some issues identified by members of the Mechanical Subcommittee are being addressed by the ASHRAE TC 5.1 Fan Efficiency Task Group. ASHRAE TC 5.1, at its Winter Meeting, recommended the exclusion of fans such as Induced Flow Fans from their recommendation. AMCA International has drafted and submitted a Continuous Maintenance Proposal for ASHRAE 189.1 (The ASHRAE Standard for the Design of High Performance Green Buildings).

White Paper: Completed. Board Approved.

ISO 12759: ISO 12759 was approved and is now available Fan Efficiency Certification Program: The Board will be ratifying the Fan Efficiency Grade Certified Ratings Program in the very near future. It is expected that the program will be rolled out before the end of February.

AMCA inmotion



As the official publication of the **Air Movement and Control Association International (AMCA)**, AMCA inmotion is dedicated entirely to mechanical ventilation systems – air movement and control.

Coming in September 2011!

**** NOTE****

**** Please contact Marian Vambreck at mvambreck@amca.org for details about advertising or to submit editorial content for inmotion magazine****



Greetings from the President

AMCA International White Paper, Fan Industry - Facing up to the Energy Challenges

This Paper is about how, not why. We want to share with you how the fan industry is participating in finding the ways to improve energy use of fans.

More than fifty years ago, the industry formed the Air Movement and Control Association (AMCA); now AMCA International. Right from the start AMCA implemented a Certified Rating Program for fan performance. Certified fan performance was accepted instantly by the HVAC industry in the U.S. and Canada. As AMCA spread outside of North America and became AMCA International, so too did the acceptance of AMCA certified performance of fans in other regions of the world, including Europe, Asia, and India.

To download Fan Industry - Facing up to the Energy Challenges, visit www.amca.org



A technical paper entitled "External Shading Devices in Commercial Buildings"



AMCA International collaborated with John Carmody and Kerry Haglund from the Center for Sustainable building Research at the University of Minnesota to develop the technical publication detailing the benefits of sunshade devices (louvers). **AMCA International's Standard 530** committee members provided input and guidance to the publication.

External Shading Devices in Commercial Buildings is published by AMCA International and is available for download on the AMCA website at www.amca.org.

AMCA publishes English version of Author Alain Guédél's, "Acousitique des ventilateurs" (Fan Acoustics-Noise Generation and Control Methods);



CETIAT a not-for-profit industrial technical center located in Villeurbanne Cedex, France, has granted AMCA International full publishing rights for the English version of Alain Guédél's work entitled "Acousitique des ventilateurs." (Fan Acoustics-Noise Generation and Control Methods.) AMCA International's TACOS committee was commissioned with the task of translating the work from French to English. This book fulfills a much needed gap in available literature for ventilation engineering. Available for purchase through the AMCA website, priced at \$60 for AMCA members and \$120 for Non-AMCA members.

To order or download Fan Acoustics, Noise generation and Control Methods, visit www.amca.org

Tradeshaw Corner

Learn about some of the shows AMCA endorses in the coming months.

ACREX



AMCA International's Certified Ratings Program Authorized Agents, and Independent Accredited Laboratory, AFMA will be representing AMCA at ACREX India which will take place February 24 - 26, 2011 in New Delhi, India. In its 12th edition, ACREX India 2011 returns to New Delhi with a promise to surpass all previous expectations and to offer a perfect stage for an industry get-together with a focus on future trends. The Exhibition will provide an ideal platform for exchanges and meetings between professionals and showcase the latest products and innovations in the HVAC & R space.

ISH



March 15 - 19, 2011 The world's leading trade fair The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies.

The ISH provides the world's biggest showcase for innovative bathroom design, energy efficient heating and air-conditioning technology and renewable energies.

The ISH brings together two trade fairs under one roof: energy building and air-conditioning technology and the bathroom experience. Held every two years under this combination the ISH draws around 2,400 companies together onto a fully booked trade fair site (250,000 square metres) – including all market and technology leaders.

China



April 7-9, 2011 AMCA International will be exhibiting at the China Refrigeration Expo in Shanghai, China. The China

Refrigeration Expo is not only a ideal marketplace for reflecting the latest trend exhibiting the newest technologies and launching the most popular products, but also offering a great place for companies to express their understanding for industry and the responsibility for the whole society.