

GREETINGS FROM THE PRESIDENT



MICHAEL BARRY



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Mark your Calendars

for these upcoming events

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 1-3, 2011
Elk Grove Village, IL

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

USGBC Greenbuild
October 4 - 6, 2011
Toronto, Canada

ICC Expo
Oct. 30 - Nov. 3, 2011
Phoenix, AZ

The Big 5
November 22 - 24, 2011
Dubai, U.A.E.

Power-Gen
December 13 - 15, 2011
Las Vegas, NV

March 2011

AMCA International Inc. Regional Meetings and Conferences- Please plan to attend

Springtime kicks off some exciting events for AMCA, beginning with, ISO/TC117 and several working groups meeting on Monday thru Wednesday March 28 – 30, 2011. The **AMCA European Regional Meeting** will take place Wednesday, March 30, 2011 at the offices of VDMA in **Berlin, Germany**. Opening remarks will come from the current Chair, **Peter Bethlehem**, of Biddle and Vice Chair, **Roberto Arias** of Zitron. The “state of association” will be given by AMCA’s new Executive Director, Wade Smith, and Deputy Director, Mark Stevens will report on AMCA International’s role in Europe, and what’s coming up for our industry on the European Union legislative front. Agenda topics for the meeting are to include: IMechE and Turbo Expo Conference Update, and AMCA’s future international program needs.

Then staff is off to **China for the Pacific Rim Regional Meeting** to be held at 6:30 pm on Friday April 8, 2011 at the Pudong Shangri-La Hotel, in **Shanghai, China**. The meeting opening remarks will be given by the Pacific Rim Region Chair, Ms. Bek Siew Hup, of Azen, and the “state of the association” will be given by AMCA’s NEW Executive Director, Mr. Wade Smith. Technical updates and an overview of the Pacific Rim Membership will be given by Mr. Mark Stevens, Deputy Director, Technical Services. Ms. Bek Siew Hup will also lead a discussion on the state of the HVAC Industry in the Pacific Rim, and subsequent planning session for development for the upcoming Regional Meeting in Singapore, on July 22, 2011. During the Singapore summer meeting all 12 of AMCA Board of Directors, and several AMCA Past Presidents will attend and want to meet you, and available to answer any questions you may have about their company’s history and participation with AMCA. This meeting is a chance for members, potential members and manufacturers to get to know their competitors, attend social events, golf, and find out how AMCA was leveraged to do business in Asia. Some of the possible educational sessions planned are: Tour of the Singapore AFMA Laboratory, Sales & Marketing presentations, Human Resources Executives & Manufacturing Executives discussions, and a Fan Engineering Conference. Please save the date and plan to attend!

**For more information about AMCA Meetings,
please visit the AMCA Website at www.amca.org/meetings_conferences**

Midyear Meeting

This year’s Midyear Meeting will convene on Sunday, May 1 thru Tuesday, May 3, 2011 at the Sheraton Suites Chicago in Elk Grove Village, IL. Attending the meeting are AMCA Members, Board of Directors, Staff, and NEW AMCA Executive Director Wade Smith. This is an excellent opportunity to learn more about AMCA’s future and current activities, along with providing your input on how the Association can better serve you and your company. Please plan to attend, remember this is your association and we count on your attendance and value your opinions.

Please visit www.amca.org/meetings_conferences/midyear to register

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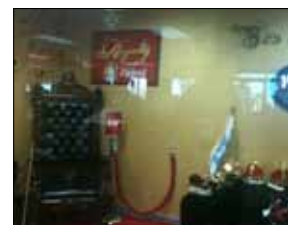


AMCA Spring Meetings

The 2011 Spring Meetings were highly educational and beneficial for those that attended. This year there were 3 separate meetings: Human Resources and Manufacturing Executives Councils Meeting, Sales and Marketing Council Meeting, and the UL Damper Industry Group. The meetings began early on Sunday February 27th, until Thursday, March 3rd.



Some highlights from the event were Sunday evening, AMCA hosted a Reception/Dinner for attendees, the event allowed everyone to network with new and old friends alike. Monday, the HR/ME and Sales & Marketing groups had early educational sessions and then spent the afternoon on a tour of Zappos, located right in Las Vegas, all of the attendees walked away with an understanding for the Zappos "Culture" and the motivating effects it has on their employees, and how Zappos accomplished their exemplary marketing successes.



Some of the many benefits of AMCA meetings such as the Spring Meetings are the networking opportunities with your colleagues from other AMCA Member companies, and the educational presentations are loaded with relevant and intriguing information. In an effort to make next years meeting a huge success, please submit topic ideas that you would like to see featured during the 2012 AMCA Spring Meetings to Christie Kornacker at ckornacker@amca.org.

The presentations from the meeting are available on "Member Only" section of the AMCA Website at www.amca.org.

China Refrigeration Expo



The China Refrigeration Expo will be taking place April 7-9, 2011 in Shanghai, China. AMCA International staff will be in attendance along with AMCA's Authorized Certified Agents from China (CRAA QCC), and Accredited Independent Laboratories from Singapore (AFMA), and South Korea (KTC). China Refrigeration is one of the world's leading HVAC&R trade show. It features a wide range of exhibits, with the latest advances in technologies reflecting the most significant developments and achievements in the industry.

Please be sure to stop by booth #E4B27!

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

Respectfully,

Michael Barry

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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 participate in the program.

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

Industry New Update

LEED Volume Program Passes 500-Project Milestone

Published February 22, 2011 By USGBC

WASHINGTON—More than 500 building projects have been certified through the LEED Volume Program since the pilot launched in 2006, according to the U.S. Green Building Council (USGBC). The LEED Volume Program is designed to streamline the certification process for high-volume property owners and managers that may have multiple buildings in their portfolios, such as commercial real estate firms, national retailers and hospitality providers, and local, state and federal governments. Later this year, USGBC will introduce volume certification for existing building operations and maintenance.

90.1-2010 User's Manual Explains New Guidance

Published March 1, 2011 By ASHRAE

The User's Manual to Standard 90.1-2010 has been published. The manual helps practitioners understand and apply guidance in the new standard, which includes 109 addenda approved since the 2007 standard was published. "The new User's Manual is a very useful resource because it helps guide practitioners by explaining the intent of provisions in the standard," said Steve Skalko, chair of the Standard 90.1 committee. New application guidance covers data centers, vestibules, continuous air barriers, lighting and daylighting.

New metals are moldable like plastic

Published March 1, 2011 By UPI.com

New forms of metal can be turned into complex shapes easily and inexpensively like plastic but retain the metals' strength and durability, U.S. researchers say. Materials scientists at Yale University say some recently developed bulk metallic glasses — alloys with randomly arranged atoms rather than ordinary metals' rigid, orderly structure — can be blow molded like plastics into complex shapes that can't be achieved using regular metal but without sacrificing any of the metals' characteristic strength.



Greetings from the President

appi Electricity & Utility Update

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

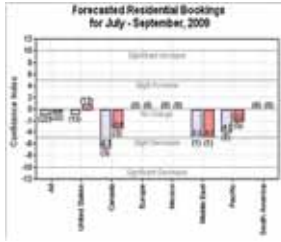
About appi



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 2nd 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 205-10 ("Energy Efficiency Classification for Fans"): AMCA Standard 205-10 is an AMCA International approved standard and is available for use. The AMCA 205 committee has revised it deleting references to Fan/Motor Efficiency Grades. It has since entered the approval process to become an American National Standard. AMCA International members will vote on the revised standard this summer.

ASHRAE 90.1 ("Energy Standard for Buildings Except Low-rise Residential Buildings"): The ASHRAE 90.1 Mechanical Subcommittee discussed the ASHRAE TC 5.1 proposal to require minimum Fan Efficiency Grades for Supply, Return, and Exhaust fans at its meetings in January 2011. Some issues identified by members of the Mechanical Subcommittee were addressed by the ASHRAE TC 5.1 Fan Efficiency Task Group. Based on the comments from the Mechanical Subcommittee, the Task Group revised its recommendation by limiting the requirements to stand alone fans.

Fan Efficiency Grade (FEG) Certification Program: The certification program is approved and will be rolled out and made available for use before the end of March.

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.

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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.

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.

NFPA



AMCA staff will be attending the largest and most important event for the fire protection, life safety, and electrical industries. NFPA Conference & Expo will take place June 12 - 15, 2011 at the Boston Convention & Exhibition Center, the event combines an unrivaled educational conference with an expo of more than 300 solution providers. There is no better opportunity to speak with experts, evaluate products, find solutions to your technical challenges and stay current with technological advances in your field.

USGBC Greenbuild



AMCA staff will be attending the Greenbuild Expo October 4-6, 2011 in Toronto, Canada. Greenbuild features the world's largest expo hall devoted to green building, and this year we're taking the show international. In 2011 Greenbuild will showcase the latest in innovative products and services, exemplifying the idea of utilizing green to grow business to attendees from around the world.