It has been my pleasure to serve as your president this past year, and I have enjoyed meeting many of you for the first time. I appreciate all of your help and support throughout the year, and I would encourage all of you to become more active in your association and the development of our future goals. Next month, the newsletter will come to you from your 2011 - 2013 AMCA President, Vic Colwell, Vice President of Sales & Marketing, Loren Cook Company.

This past year has been a challenge for most of us, but I am happy to report that despite one of the worst economic times in our history, your association remains financially and member strong. AMCA membership has grown from 272 members one year ago to 287 today. Most of this growth is coming from Asia, which reflects the difference in the maturity of their markets. Certified ratings add a great deal of credibility to our Asian members, helping to differentiate their offering and level their playing field. An Asian market that demands certified ratings makes it possible for companies outside Asia to compete there with existing designs.

During the October AMCA Annual Meeting, we announced the formation of a new Asian joint venture. The agreement was approved by AMCA members in attendance by a unanimous vote and signed in a formal public ceremony Saturday night before the commencement of the President's Dinner Dance. The partnership will be majority owned by AMCA International, with minority interest held by AFMA, which previously operated a licensed AMCA independent laboratory in Singapore and acted as AMCA's agent serving southeast Asia. Madam Goh Swee Lee, principal owner of AFMA, was named executive director of the new company, called Asia AMCA. Madam Goh will report to a local board of directors, which will include two directors appointed by AFMA, and three directors appointed by AMCA chosen from among its Asian regional membership. Tan Tin Tin, who is Madam Goh’s partner in AFMA, will become Asia AMCA’s Technical Director, supported by Mark Stevens, AMCA’s Deputy Executive Director in Arlington Heights, Illinois. The AMCA board, members and staff are very excited about this new venture and believe this was a necessary step to better serve and support our fastest growing region.

Yes, it has been a great year, and I want to close by thanking all of you for your support of our efforts to make AMCA a more mission focused, member driven organization.

Michael Barry
AMCA International President, 2010 - 2011
As we look to the year ahead, the trend of regulators and market forces demanding higher fan system energy efficiency will dominate our activity. AMCA does not have a strategy of its own to deal with this trend. Rather, AMCA needs to reflect the strategy of its members in this arena. Changes to building codes— influenced by the Environmental Protection Agency and the Department of Energy—as well as proposed changes to ASHRAE 90.1 and the new ASHRAE Green Standard 189.1, will impact the business of AMCA members. How can your company exploit or defend against these trends? How can AMCA effectively advance your strategic “energy trend” response when your objectives align with other AMCA members?

AMCA staff is committed to facilitating your consideration of these questions. However, you must get involved in AMCA and be active to extract maximum value from your association’s efforts in this critical arena. Our industry can wield great power by working collectively through AMCA.

At this year’s annual meeting, we had 30 member companies represented. At the Asia regional meeting four months ago in Singapore, we had 46 companies represented. That total represents just over 25% of our 287 member companies. We can do better.

AMCA’s staff works hard for its members, but our members need to participate. To evaluate how these regulatory changes will impact your company, get involved. Please consider having at least one person in your company carry the AMCA torch and participate in an AMCA committee. Don’t wait until it’s too late and say, “what happened?” You can direct positive change for our industry and your company.

For many years, it could be argued that direct involvement in AMCA did not matter much. The trend to require higher efficiency air movement and control systems has changed that. Today, AMCA needs you to help guide our association’s positions on important issues. This will also help you lead your company in this ever-changing world.

Vic Colwell
AMCA International President, 2011 - 2013
Annual AMCA Publication Review
From October 1 through November 30, comments are requested for the current batch of AMCA publications that are up for review.

Click here to comment on AMCA publications and standards.

AMCA Bylaws Change
On Thursday, November 10, an email containing a letter ballot in regards to changes to AMCA’s bylaws was distributed to all voting representatives and alternate voting representatives of AMCA member companies. Please be sure to return your ballot before the December 12 deadline. If you have any questions or did not receive a ballot, please contact John Pakan (jpakan@amca.org, 847-704-6295).

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.

—Fire and Smoke Dampers: What’s the Difference?
—Smoke Control Fans, by John Klote
—Fan Efficiency Grades: Certified Performance Comes of Age
—MasterSpec Update
Your copy of inmotion is now available in the September ASHRAE Journal.

2011 - 2012 Board of Directors
The 2011 AMCA Annual Meeting had us saying goodbye to some old friends and hello to new friends. Vic Colwell, vice president of sales and marketing of Loren Cook Company, was inaugurated as AMCA International President. The outgoing AMCA International President, Michael Barry, president of Twin City Fan Companies, Ltd., was inaugurated as chairman of the board. Geoff Sheard, vice president, fan technology, of Flaktwoods Ltd., was inaugurated as the treasurer. Patrick Cockrum, president of Pottorf, was inaugurated as secretary, and Tim Kilgore, president of Air Control Products Division of Greenheck Fan Company, became the director at large.

Newly elected to the board of directors are: Roberto Arias Alvarez of Zitron, Bek Siew Hup of Azen, and John Magill of Howden Buffalo.

Additional board members serving a current term are Doug Yamashita of Acme Engineering and Manufacturing Corporation, Denis Labelle of T.A. Morrison Company, and John Knapp of Ruskin Company.
AMCA International’s 2011 Annual Meeting
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, please sign up as this market information is available only to those members who participate in the program.

If you have any questions, please contact Marian Vambreck (mvambreck@amca.org, 847-704-6310)

Confidence Index
AMCA’s popular Confidence Index for Bookings report for the 4th 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 have forgotten your password, contact Alisa Clifford (aclifford@amca.org, 847-704-6305)

ASIA AMCA Marketing Committee Update
The committee held its first meeting during the July 2011 Asia Region Meeting. Since the formation of the committee they have had an election of chair and vice chair positions—chair: C.K. So of GTG Industries, Malaysia, and vice chair: Christie Wu, of Circle & Cycle, Taiwan. Members of this newly formed committee are focused on increasing awareness of AMCA and the Certified Ratings Program (CRP) by vehicles such as country specific technical seminars, articles in industry publications, and collaboration of efforts with organizations such as the China Fan Manufacturers Association. This committee will also work on the translation of technical presentations and articles for publication.

AMCA Energy Initiatives
Fan Efficiency Grades Accepted into the International Green Construction Code
AMCA prevailed at the 2012 International Green Construction Code’s final action hearings in Phoenix, which concluded on November 6, 2011.

• AMCA 205-10, Energy Efficiency Classification for Fans, was adopted into language, establishing efficiency specifications for fans in commercial buildings that are 25,000 sq. ft or less in size. For exact wording of the language and background information on the adoption process, visit the AMCA Energy Initiatives Website section on Codes and Standards.

• ANSI/AMCA Standard 220-05, Laboratory Methods of Testing Air Curtains for Aerodynamic Performance Ratings, was also adopted into the 2012 IGCC. The measure makes air curtains tested in accordance with AMCA 220-05 an option to vestibules.

More details will follow soon in the next edition of AMCA Energy Focus newsletter. National press releases will be released in the near future.

Meanwhile, congratulations goes out to the AMCA team, led by consultants Vickie Lovell and Amanda Hickman of Intercode Inc., and the hard work of the Air Movement Code Action and Review Committee, chaired by Lee Buddrus, president of Acme Engineering and Manufacturing Corp.

Other members of the AMCA team testifying at the hearings included: John Cermak, ACME Engineering and Manufacturing Corp.; Frank Cuaderno, Mars Air Products; David Johnson, Berner International; and Michael Ivanovich, AMCA International.

The first edition of the International Green Construction Code will be published in March 2012 by the International Code Council. For more information about the IGCC, visit the ICC Website.
AMCA.org’s New Energy Initiatives Section
AMCA’s new FEG and Energy Initiatives section includes information for any individual interested in learning more about the energy initiatives that are the current hot topic of the fan industry.

Click here to view the new Energy Initiatives section of amca.org

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.

Click here to read Fan Industry - Facing up to the Energy Challenges

AMCA Energy Strategy Workshop
This workshop will help AMCA members supplement their business strategy by exploiting energy efficiency trends. Participation is designed for executives, product managers, and communications directors who influence corporate strategies.

Cost: No cost
Limit: 40 members only; maximum of two participants per firm

Speakers who have developed and implemented energy strategies will lead interactive case studies and envisioning exercises that will enable AMCA members to harness market demand and regulatory pressure for higher air-system energy efficiency.

A professional facilitator will help challenge participants to consider how the following questions should impact their corporate business strategies:

- What are the immediate and long term energy efficiency trends?
- How does our current corporate strategy deal with these trends?
- What can we learn from companies that have faced similar situations?
- What resources are available to fuel our energy efficiency strategies?
- What are appropriate metrics for tracking success of new strategies?
- What role should AMCA play to support our company’s strategic energy initiatives?

The workshop will convene on Wednesday, January 25 from 12:00 – 5:30 p.m. and then break for a cocktail reception and networking dinner.

The workshop will reconvene on Thursday, January 26 from 8:00 – 12:00 p.m. and close with a networking lunch.

Click here for more information and registration forms.