East Meets West at AMCA’s 56th Annual Meeting

Your Annual meeting is shaping up nicely. This week, we added a couple of things to the agenda which I am sure you will find exciting. Jack Sims, one of America’s most successful marketing consultants, has agreed to join us to share his views on how we can drive industry growth to blunt the impact of weak markets. Jack is also a golf pro, which should make his work with us even more interesting. You can view a 2 minute video of Jack introducing himself and his talk at www.amca.org/meetings_conferences/annual.aspx.

We also have a panel discussion on how AMCA can and should pursue codes and regulations that promise to expand our industry while reducing our customers’ energy costs.

This year’s meeting theme is “East meets West.” We will have some exciting news to share on our Asia initiative and progress to report in Europe. In the United States, we remain focused on driving Fan Efficiency Grades into ASHRAE 90.1 and model codes. The Green Code language we support will be ruled on November 3, 2011 at a public hearing. AMCA has requested membership on the 90.1 committee, which Mike Ivanovich will fill, if approved, in January.

We are staying true to our mission – to serve members by advancing the Growth, Health and Integrity of this industry with activities that vary by region based on different regional needs.

AMCA also plays a role to facilitate our collective efforts—to help us know and respect one another; to build relationships in the industry that make us stronger.

If you have not yet registered for the annual meeting, please consider joining us. This event promises to be high on the “value add” scale, as well as a lot of fun. I hope to see you there.

Respectfully,

Michael Barry
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 Energy Initiatives Website

Michael Ivanovich has been hard at work on the development of a new energy initiatives section of the AMCA website. This new section contains information on codes and standards, best practices, and the AMCA Energy Focus Newsletter. This is the best place to find out everything you need to know about the current and future of energy initiatives in the air movement and control industry.

The latest updates to the website include the September, 2011 issue of AMCA Energy Focus, and a new AMCA publication that combines three important articles on Fan Efficiency Grades (FEG) into a single handsome book. Click here to view the newsletter and click here to view the new publication [PDF].

AMCA’s Annual Publication Review

Every year on October 1 through November 30, all AMCA publications that have been published for at least three years are targeted for a special review. If you have comments or suggestions for improving or revising AMCA Publications and Standards, please enter your comments into the AMCA feedback form (http://www.amca.org/publications/default.aspx).

The cut-off for submitting comments for this review cycle is Wednesday, November 30, 2011; however, comments may be submitted to the AMCA website at any time for any publication or standard during the year.

After November 30, AMCA Staff will collate the comments and, based on the content, recommend that the documents be either revised or reaffirmed. Depending on the results, a review committee may be formed to revise a document.

AMCA Standards for review
300 – Reverberant Room Method for Sound Testing of Fans
320 – Laboratory Methods of Sound Testing of Fans Using Sound Intensity
540 – Test Method for Louvers Impacted by Wind Borne Debris

AMCA Publications for review
222 – Application Manual for Air Curtains
302 – Application of Sone Loudness Ratings for Non-Ducted Air Moving Devices
303 – Application of Sound Power Level Ratings for Fans
503 – Fire, Ceiling (Radiation), Smoke and Fire/Smoke Dampers Application Manual
504 – Application Manual for Sun Control Devices
802 – Industrial Process/Power Generation Fans: Establishing Performance Using Laboratory Methods
803 – Industrial Process/Power Generation Fans: Site Performance Test Standard
AMCA will host its 56th Annual Meeting in beautiful Koloa, Kauai, Hawaii. The Koloa, Kauai area has many places to visit and activities for members and spouses. This year’s meeting is packed with fun and outings, such as: golf, tennis, spouse/guest activities, ATV Waterfall Adventure, Waimea Canyon Excursion, and Zipline Trek. On the business side, there are two Educational Sessions and AMCA Committee, Division, and General Session meetings. Please plan to attend as this is your association and your attendance is important.

This year, we kick off the meeting on Thursday, October 20th. The day is filled with board of directors, all region, and committee meetings, including two educational sessions: “Leading Change and Competing for the Future” by John Crnokrak and “Macroeconomic Outlook 2011-12” by Hans Zigmund, economist. Thursday evening is the All Member Dinner/Reception at the Shipwreck Lagoon area of the Grand Hyatt Kauai Resort! The opening reception is a wonderful time to socialize and catch up with friends, acquaintances, and colleagues.

On Friday morning, in addition to the division meetings, AMCA is hosting the spouse/guest activity, “Colors of Kauai Beading,” followed by an afternoon of friendly competition and fun at the Men’s & Ladies’ Golf Tournament and the annual Mixed Tennis Tournament.

Saturday morning begins at 8:00 a.m. with the General Session Business Meeting, followed by the General Session Brunch (spouses welcome), which ends at 11:30 a.m., giving you plenty of time to change and eat lunch before departing for an action filled afternoon of tours. Tours include: (1) ATV Waterfall Adventure, (2) Waimea Canyon Excursion, and (3) Zipline Trek. Saturday evening is the President’s Reception and Dinner Dance, complete with a spectacular planned menu, music, and dancing. As you can tell from the itinerary, this year’s event is sure to be a memorable fun-filled annual meeting.

* Member participation at the AMCA Annual meeting is important, and the AMCA Board of Directors is committed to giving members a return on their investment (ROI). This year, AMCA is giving one full registration to the annual meeting for each full member company, along with complimentary registrations for a spouse or guest (over a $1000 value for both).

Fifteen companies have generously committed to help sponsor events at the 2011 AMCA 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 at mvambreck@amca.org.

**Confidence Index**

AMCA's popular Confidence Index for Bookings report for the 4th Quarter of 2011 is available at [www.amca.org](http://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 Marian Vambreck at mvambreck@amca.org.

**AMCA Publications and Standards**

AMCA Publication 11-03 (R2008) (Rev. 7/11) *Certified Ratings Program - Operating Manual*

This revision of Publication 11 provides a new, expanded definition for catalogs.

AMCA Publications 200 *Air Systems*; 201 *Fans and Systems*; 202 *Troubleshooting*; and 203 *Field Performance Measurement of Fans and Systems*

These four AMCA publications which make up the Fan Application Manual were reaffirmed by the Air Movement Division. Members reviewed the document and found the information to be up-to-date.

AMCA 205-10, *Energy Efficiency Classification for Fans*  AMCA Standard 205 is an AMCA International approved standard and is available for use. As part of the approval process to become an American National Standard, Standard 205 was revised by the AMCA 205 Technical Committee. Changes include deleting references to Fan Motor Efficiency Grades (FMEG) and revising the scope of fans included. Air Movement Division members will vote on the revised standard later this year.

AMCA 211-05 (Rev. 3-11) *Certified Ratings Program - Product Rating Manual for Fan Air Performance*

This certification program is approved and includes information on how to certify fans to receive the AMCA Seal for Fan Efficiency Grades. The first certifications for FEG have recently finished the certification process.

**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.

To download Fan Industry - Facing up to the Energy Challenges, visit [www.amca.org](http://www.amca.org)

**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*. 