

2012 Industry Forum in Atlanta attracts Record Attendance at MCAA annual meeting

Williamsburg, VA, May 2012 – For Immediate Release. **Networking for Net Value** was the theme around which the program for the 2012 Measurement, Control & Automation Association Industry Forum was developed by a committee of member company representatives led by Michael Gerster, President of WIKA Instruments. The meeting attracted the highest attendance ever recorded by MCAA by count as well as by percent of member companies attending. Nearly 160 member company executives, senior managers from prospective member companies, speakers, staff and guests were present in suburban Atlanta, Georgia May 20-22. Given the many attractions of Las Vegas, the Association is anticipating that the 2013 meeting may attract over 200 attendees when the Industry Forum convenes at the Monte Carlo Hotel May 19-21, 2013.

Keynoting the meeting on Monday May 21 was Dr. Peter Evans, Director of Global Strategy & Planning for GE Energy who looked at a variety of trends that will affect energy in the future including economic and geopolitical factors, climate and environmental debates, the development, exploration and use of new and alternative energy sources, smart grid deployment and the scarcity of clean water. The first morning was highlighted by the annual Economic Forecast presented by MCAA's favorite economist, Dr. Jeffrey Dietrich of the ITR Economics, whose advice was to "Make your Move." Dr. Dietrich and his fellow economists at ITR feel that we will continue to see good economic conditions with a mild, short-lived and more typical cyclical recession during 2014.

Four breakout sessions during the afternoon offered attendees options to learn about personality traits when hiring, managing inventory, searching the internet and managing your personal brand on the web as well as tips in using LinkedIn as a business tool. Anthony Quartaro of Culture Index shared a results-driven management system that focuses on one of the greatest cost centers or investments in business—human capital. The discussion will show how CEOs and front-line managers can improve the identification, selection, utilization and performance of employees. Ken Koenemann of TBM Consulting Group focused on the opportunity to learn how inventory replenishment programs can help keep the right products on hand to meet customer demand while avoiding stockpiles of inventory that consume cash and take up space. Sam Richter, who has been a star presenter at previous MCAA meetings, discussed how you can know more than you ever thought you could about your prospects, clients and competition and in his second session he addressed how your personal brand can make or break your business brand and look at how you can enhance your personal brand to impact your company and reputation; the dangers of sharing too much information; and inside secrets on how to manage your online presence. Finally, Wayne Breitbarth brought to life the Power Formula for LinkedIn Success. Wayne shared not only why you should embrace the powerful professional networking tool but how to make it work for you.

The final sessions for the first day will included an annual review of the MCAA Operating Benchmarks Report by Ed Curry and an overview of the Industry Forecast presented by its authors Paul Rasmusson and Mike Willey of Global Automation Research. The MCAA Marketplace during the cocktail hour on Monday evening featured 20 members and suppliers to our industry who demonstrated their products, services or OEM offerings to MCAA members.

Dr. Peter Martin, Vice President of Strategic Ventures from Invensys jump-started the second day of the meeting with a lively and insightful presentation that highlighted the need to provide value-based solutions. He reviewed the current industry driving forces and needs

as described by a variety of executives from across the industry as well as a framework and approach to successfully meet the challenge. The meeting closed with a new approach to the annual manufacturer/channel partner discussion that has become important to meeting attendees. The groups separated and had 40 minutes to identify the top 5 ways they can create more value to the end user which will ultimately improve business practices for both sides of the equation. After the separate discussions, the whole membership reconvened to share solutions and talk about how those solutions can be put into action. A key element to both discussions was the need for more education at a variety of levels.

MCAA exists to help the management teams of process and factory automation product and solution providers run and grow successful businesses by offering timely, unique and highly specialized resources acquired from shared management benchmarks (where proprietary company information is secure) and strategies—like networking and education at the Industry Forum. For more information, contact MCAA at mcaa@measure.org or 757-258-3100.



Measurement, Control & Automation Association
Resources for the World's Leading Process Control Suppliers
PO Box 3698, Williamsburg, VA 23187 • V & F (757) 258-3100
mcaa@measure.org • www.measure.org