



MCAA Announces New Board Members and Officers

Poquoson, VA, December 2014 – For Immediate Release: MCAA President, Cynthia Esher has certified the election of officers and directors for 2015. Bob Carrell was elected Chairman and Joe Incontri will serve as Vice-Chairman. Peter G. Martin and Stan Ronna were elected to Director-at-Large positions on the MCAA Board.

Robert D. Carrell



Bob Carrell is the President of Hoffer Flow Controls, Inc. Hoffer is a manufacturer of precision flow measurement systems for industry and military applications. Bob joined Hoffer in 1999 as National Sales Manager, assumed the position of Vice President – Sales and Marketing in 2004 and was named President in 2006. He holds a BS degree in Mechanical Engineering from Southern Methodist University in Dallas, TX. He is also a former division director for the Process Measurement and Controls technical division of ISA, served on various technical program committees and standards committees for ISA, CSA and the National Council on Weights and Measures and has published several papers and articles on flow related topics.

Joseph E. Incontri



Joe Incontri is Director of Marketing at KROHNE, Inc., the North American arm of KROHNE AG based in Peabody, MA. He is responsible for all aspects of marketing including marketing communications and product marketing relating to North American market needs. KROHNE is a worldwide technological leader in the development, manufacture and distribution of accurate, reliable and cost-effective, measuring instruments for the process industries. Joe has a CIT degree in Industrial Instrumentation Technology from Vanier College in Montreal, Canada (1978). He has been employed

in the instrumentation industry since graduating from college, first in Canada and since 1992 in the USA.

Peter G. Martin



Peter G. Martin, Ph.D., has worked in industrial automation for more than 30 years. He has experience in the industry segments of training, engineering, product planning, marketing and strategic planning. He currently serves as Vice President and Fellow for Schneider Electric-Invensys in Foxboro, Massachusetts. He holds BA and MS degrees in Mathematics and an MA in Administration and Management. He also holds a Master of Biblical Studies degree, and doctorates in Industrial Engineering and Biblical Studies. His term as Director-at-Large will run from January 2015 through December 2017.

Stan Ronna



Stan Ronna entered the process measurement industry in 2006. He is the President of Automation Products Group, Inc. of Logan, Utah. He holds a bachelor's degree in Business Management from Brigham Young University with a minor in Economics. He is active in professional organizations, serving as President of the Northwest Plant Food Association and Vice-President of the Far West Agribusiness Association. His term as Director-at-Large will run from January 2015 through December 2017.

Dr. Martin and Mr. Ronna join incoming Chairman Carrell and incoming Vice-Chairman Incontri on the Board along with other Directors including: Scott Amsbaugh (Brooks Instrument), Pat Cashwell (ABB Instrumentation), Carl Derian (Forberg Scientific, Inc.), Todd Lucey (Endress+Hauser, serving as Immediate Past Chairman), Carl Mende (DynaTech Control Solutions), Bharat Naik (ReoTemp Instruments) and John Schwin (Ham-Let North America).

In their roles on the MCAA Board of Directors, these gentlemen will help the Association address its mission which is 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. For more information, contact MCAA at mcaa@measure.org or 757-258-3100 and visit the website at measure.org

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