



MEASUREMENT, CONTROL & AUTOMATION ASSOCIATION

The Measurement, Control & Automation Association Introduces New Website and Brand

Poquoson, VA, May, 2017- For Immediate Release – Parabolic flow curves were the inspiration for the new logo for the Measurement, Control & Automation Association which was debuted at the MCAA Industry Forum last month in Atlanta. As well, a completely redesigned website, **TheMCAA.org**, was rolled out to the more than 240 attendees at the meeting.

Bharat Naik (President, Reotemp Instruments), Chairman of the Planning Committee for the meeting and Vice Chairman of MCAA, introduced the new branding and website to the attendees saying that the more modern look and ease of use of the website better reflect the dynamic Association.

Mr. Naik mentioned the four unique value propositions that have a prominent place on the home page of the *TheMCAA.org* website:

- **Networking:** The ability to meet face-to-face with leaders in the same industry—beyond your own company—and sharing ideas and experiences is a key reason why companies send their senior executives to the Industry Forum every year. Seventy-five percent of MCAA’s member companies were represented in Atlanta and attendees came from six different countries (US, Canada, Australia, Finland, Germany and Mexico). There are additional opportunities to network through the Association as well, using the website to find people and create or solidify business relationships.
- **Data:** According to Naik, MCAA offers its members the most affordable source of unbiased data. While the very low cost is important, possibly more essential is that the data is unbiased—reported anonymously in aggregate so that no one has a reason to skew the numbers. He noted that his company derives essential management value from analyzing the data against their own performance.
- **Insights:** MCAA meetings and its website offer critical best practices, future trends and new technology ideas not just for members but also to our industry as a whole. The assemblage of speakers at the Forum covered a broad range of topics designed to drill down on subjects related to our Interconnected World.
- **Workforce Development:** As baby boomers leave our workforce, the industry has a challenging and ongoing issue of backfilling these positions with educated and trained personnel. As Vice Chairman of MCAA, Mr. Naik confirmed that MCAA has a key role to play in this arena moving forward and is an important element of the organization as *the voice of the industry*, a likely new tagline for MCAA.

Members sign into a Member Portal to retrieve reports and information available based on their company’s participation. They can also see their company profile which is an excellent opportunity to promote the company and its products. More functionality is coming to personalize the Portal. Member representatives can reach the Member Portal through *TheMCAA.org* or directly at *MyMCAA.org*.

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.



Measurement, Control & Automation Association

200 City Hall Avenue, Suite D, Poquoson, VA 23662
757.258.3100 (Voice and Fax) • TheMCAA.org