



# bulletin

CONVEYOR EQUIPMENT MANUFACTURERS ASSOCIATION

6724 Lone Oak Boulevard • Naples, Florida 34109

## OFFICERS

### President

Thomas Easterhouse  
*Graco / Lubriquip, Inc.*

### Vice President

Fred Thimmel  
*Bryant Products, Inc.*

### Secretary

Daniel Fannin  
*Emerson Power Transmission*

### Treasurer

R. Todd Swiderman  
*Martin Engineering*

### Executive Vice President

Robert Reinfried  
*CEMA*

## DIRECTORS

### Past Presidents Representative

Bill Casey  
*SI Systems Div. of Paragon  
Technologies, Inc.*

### Term expires 2007

Don Hudak  
*Precision Pulley & Idler*  
Bill Pugh  
*Ralphs-Pugh Company*

### Term expires 2008

Ron Doll  
*Rexnord Industries, Inc.*  
George Huber III  
*Industrial Kinetics, Inc.*  
Mike Nisenbaum  
*U.S. Tsubaki, Inc.*

### Term expires 2009

Ron Arkema  
*Van Gorp Corporation*  
Merle Davis  
*Automotion, Inc.*  
Gregg Goodner  
*Hytrol Conveyor Co., Inc.*

## STAFF

### Executive Secretary

Philip Hannigan

### Meeting Coordinator

Kimberly MacLaren

### Legal Counsel

Carroll A. Weimer, Jr.  
*Weimer & Boyce, Lawyers*

Winter 2006

## CEMA's 74th ANNUAL MEETING SET FOR PALM DESERT, CALIFORNIA



CEMA President, Thomas Easterhouse, recently announced that CEMA's 74th Annual Meeting will be held at the Desert Springs, A JW Marriott Resort & Spa, Palm Desert, California from March 9 through 13, 2007.

The Annual Meeting program will begin on Friday with an afternoon Board of Directors meeting followed by a welcome reception and dinner. Saturday will start off with committee meetings beginning at 7:30 a.m. followed by the General Business Session which will begin at 9:00 a.m. and which will continue through the early afternoon after lunch.

Part of the Saturday morning portion of the General Business session will include a presentation by the Keynote Speaker, Steve Rizzo. As a world class expert Steve shows people how to choose a healthy attitude both professionally and personally. His audiences learn how to succeed and enjoy their lives in the midst of challenging and changing times. He is extremely entertaining and has a powerful message. Using the principles that are instilled in Steve's programs has helped audiences throughout the country to adjust their attitudes to discover brighter alternatives to potentially negative situations.

Part of the Saturday afternoon portion will include panel discussions and/or interactive presentations on topics of current interest to the membership. One topic that was decided on at the Fall Meeting will be trade with China. The Past Presidents will meet Saturday Afternoon and there will be a reception and dinner beginning at 6:30 p.m.

Sunday will include the 5K run/walk, golf, and other social activities.

The product section meetings and annual banquet will be on Monday allowing departure on Tuesday. The Board of Directors will conduct their final meeting on Tuesday morning.

Registration packages for the March Annual Meeting will be sent out in early December. Registration forms, meeting schedules, agendas, and other information about the meeting will also be available from the CEMA web site at [www.cemanet.org/meetings/annualmeeting/annualmeeting.html](http://www.cemanet.org/meetings/annualmeeting/annualmeeting.html)

**CEMA PRODUCT SECTION OFFICERS**

**Conveyor Chain Section**

Chair: Jim Lamb  
*Drives, Inc.*

V. Chair: Fred Spurck  
*Webster Industries, Inc.*

**Conveyor Controls Section**

Chair: Vacant

**General Bulk Handling Section**

Acting Chair: Warren Chandler  
*Stephens-Adamson*

**Palletizer Section**

Chair: Vacant

**Screw Conveyor Section**

Chair: Jim Calhoun  
*FMC Technologies*

V. Chair: Terry Stiles  
*Orbman Conveying Systems*

**Unit Handling Conveying Section**

Chair: Mike Nisenbaum  
*U.S. Tsubaki, Inc.*

V. Chair: Merle Davis  
*Automotion, Inc.*

**CEMA COMMITTEE OFFICERS**

**Finance/Budget Committee**

Chair: R. Todd Swinderman  
*Martin Engineering*

**Government Affairs Committee**

Chair: Fred Thimmel  
*Bryant Products, Inc.*

**Insurance Committee**

Chair: Vacant

**Marketing Committee**

Chair: George Huber III  
*Industrial Kinetics, Inc.*

**Meetings Committee**

Chair: Gregg Goodner  
*Hytrol Conveyor Company, Inc.*

**Membership Committee**

Acting Chair: Tom O'Brien  
*Ralphs-Pugh Company*

**Past Presidents Committee**

Chair: Bill Casey  
*SI Systems of Paragon Technologies, Inc.*

**Statistics Committee**

Chair: Bob Reinfried  
*CEMA*

**Strategic Planning Committee**

Chair: R. Todd Swinderman  
*Martin Engineering*

**CEMA 2006 FALL MEETING**



CEMA President, Tom Easterhouse addresses Fall Meeting Banquet.

The CEMA Fall Meeting convened, Thursday and Friday, September 21 and 22, 2006 at the Chicago O'Hare Airport Hilton Hotel. It was a full schedule for the participants with many committee meetings on Thursday and the major Section meetings on Friday Morning.

The results of the meetings are available from the meeting minutes which have been distributed to you or which are available from CEMA headquarters upon request. Some highlights might be of interest to you.

**The Engineering Conference** Planning Committee met and decided to add

complementary continental breakfasts on Monday, Tuesday and Wednesday mornings. This will save the problem of everyone having to process through the hotel dining room each morning. The committee also believes this will enhance the networking and relationship building that are an integral part of the meeting's goals.



Additionally, the speaker topic for the Engineering Conference will be "The Care and Feeding of Your Company's Expert Witnesses."

**The Marketing and Membership Committees** both agreed to have a combined meeting in March and, perhaps, next Fall, since many of their efforts to promote membership and participation in CEMA overlap. The goal is to have more integrated communication and efforts in both areas. One outcome of their Fall meetings was to have approved a moderate sized sign stating "Proud Member of CEMA" which will be offered at no charge to CEMA members who would be willing to display it at their trade exposition booths. The signs will be distributed at the expositions to minimize the logistics associated with making them available to members who wish to participate.

**An interesting speaker** on Friday Morning spoke on the more subtle psychological aspects of selling. The presentation by Mr. Richard Farell of Selling Dynamics, L.L.C., was titled "Selling Has Nothing To Do With Selling." His counter-intuitive approach to customer development was very well



received. His concept is that customers buy what they want, not what they think they need. They want something to solve a problem. "They do not buy drills, they buy holes." The sales professional's task is to understand the customer's problems by gathering information from them and presenting themselves and their products as problem solvers. In the sales process, sales professionals must adopt a CEO mentality in that they need to protect their

time by not spending too much time on the wrong people and spending more time with the right people i.e. the people who are empowered to make decisions. They must also protect company information. Too many sales professionals pass along too much of their information and do so too early. In the end, they give so much away that the potential customer is armed with enough information to go to a different vendor. He covered other items such as working on buyer motivations, understanding the decision process, gaining pre-commitments and selling the solution. All in all the members found many useful take-aways from the presentation.

80<sup>th</sup>  
ENGINEERING  
CONFERENCE  
2007

**CONFERENCE OFFICERS**

**Chair: Boyce Bonham**  
*Hytrol Conveyor Company, Inc.*

**1st V. Chair: BULK HANDLING**  
*Avanash Bhalerao*  
*Bechtel Corporation*

**2nd V. Chair: UNIT HANDLING**  
*Kevin Bayliss*  
*FKI Logistex*

**COMMITTEE OFFICERS**

**Belt Conveyor Systems Manual**  
Chair: R. Todd Swinderman  
*Martin Engineering*

**Bulk Conveyor Accessories**  
Chair: George Mott  
*ASGCO Manufacturing, Inc.*

V.Chair: Corrie Godec  
*Stephens-Adamson*

**Conveyor Chain**  
Chair: Ed Pawlicki  
*Drives, Inc.*

V. Chair: Steve Rhoad  
*Webster Industries, Inc.*

**Conveyor Controls Committee**  
Chair: Doug Oliphant  
*Kasa Industrial Controls, Inc.*

**Conveyor Idlers**  
Chair: Todd Kirkpatrick  
*Continental Conveyor & Equip. Co.*  
V. Chair: Mike Petron  
*Superior Industries*

**Conveyor Pulleys**  
Chair: Tim Wolf  
*Precision Pulley & Idler*  
V. Chair: David Ackels  
*Van Gorp Corporation*

**Conveyor Safety Committee**  
Chair: Phil Kaffenberger  
*HK Systems*  
V. Chair: Bruce Whitman  
*Dematic*

**Screw Conveyors**  
Chair: Bill Mecke  
*KWS Manufacturing Co., Ltd.*  
V. Chair: Trevin Berger  
*Martin Sprocket & Gear, Inc.*

**Terms and Definitions**  
Chair: Phil Hannigan  
*CEMA*

**CEMA BOARD OF DIRECTORS  
2006 FALL MEETING  
ACTIONS OF INTEREST TO THE MEMBERSHIP**

**FALL MEETING DAYS CHANGED**

The Fall Meeting pattern will change from a Thursday-Friday format to a Tuesday-Wednesday format beginning September 2007. The meeting dates will be September 18-19, 2007 and September 23-24, 2008. The O'Hare Hilton will honor the 2006 rate (\$191) for 2007 & 2008.

**CEMA PUBLICATIONS**

The Board decided to retire all paper editions of CEMA publications except the Belt Book and the 300-350 series Screw Conveyor Standards. All documents except the Belt Book will be available for purchase as PDF editions.

Should a customer insist on purchasing a paper version of any of the other publications, CEMA will print it on demand and the price will be twice the purchase price of the equivalent PDF document, plus S&H.

With regard to Metric conversions of CEMA technical publications, we need a standard approach to doing so to include resolution of such issues as "hard" or "soft" conversion. The Board directed the Engineering Conference to develop a CEMA Guideline for the Metrification of CEMA Publications.

The Idler Committee continues to wrestle with the problems that have developed when using CEMA Ambient Temperature Correction Factors (Kt) for computing Idler Resistance. They appear to be not conservative enough. The problem arises in the differences between the Total Resistance approach vs. the Individual Component approach. To acquire a new set of factors, it will be necessary to test representative idlers for low temperature changes to resistance. The committee has proposed a project to have member companies send sample idlers to a central test facility where they will be tested to develop the new factors curve. The Board authorized funding for the CEMA Idler Committee to conduct the tests necessary to derive a new CEMA Ambient Temperature Correction Factor (Kt) Curve.

There is a need for a computer program to complement the calculations in the Belt Book. It would be used to explore the consequences of changed parameters in the design formulas presented in the book. It would be rather simple and would not be designed to compete with the more robust programs used or offered for sale by member companies. The Board approved going forward with the development of the program.

There is a perceived need to formally register the copyright of our high value publications. To do so, more information is needed about who contributed to the document and copyright waivers from those who contribute, among other things. The Board formed a committee to establish a standard procedure for CEMA to use while developing or modifying its publications to allow us to capture the data needed for a formal copyright registration.

**FOREIGN LANGUAGE TRANSLATIONS OF CEMA PUBLICATIONS AND SAFETY LABELS**

The Board is concerned about CEMA's responsibilities and potential liabilities involved in providing foreign language translations of its safety labels and other publications. A committee that was asked to look into the question reported back that CEMA's sole responsibility is to provide the English Language copy of its original publications and other materials. Venturing into other languages holds potential liabilities that cannot be controlled or envisioned.

*Continued on next page*

The Board decided that CEMA will cease all foreign language activities related to safety labels, publications, and other directives effective immediately.

**CEMA STATISTICS**

The current base year is 1990. The previous base year was 1967. It may be appropriate to update the base year. The current multiplier factor that CEMA uses to extrapolate the size of the Conveying Industry may need to be re-addressed based on our current membership's estimated percentage of the conveying industry. Once a new base year is selected, what, if anything, should be done when membership changes? If so, how should this be done?

The Board concurred with the following action plan:

- Reconstitute the CEMA Statistics Committee to address the three issues identified above. Dan Fannin will lead the Committee.
- Solicit participation from CEMA members in the Bulk, Unit, Accessories, and Chain Sections who actively use these statistics.
- The Committee should submit its recommendations to the Board at the next Board Meeting at the CEMA Annual Meeting.

**GOVERNMENT AFFAIRS**

There are bills and issues that arise in Congress that are, or should be, of concern to CEMA Members. The Government Affairs Committee is prepared to develop and make available to members, via e-mail, letters that they can use, should they choose to do so, to contact their legislators regarding certain legislation. The Board was asked to consider the question of whether it would, or could, in light of the association's non-profit status, support this committee program, without cost to CEMA.

After some discussion, and consultation with counsel, the Board decided that it will allow the committee, on a trial basis, to develop, and circulate to member companies, messages that describe how a piece of legislation is deemed of interest to CEMA members along with a proposed letter that members might use in crafting a message to their legislators.

*CEMA Staff Note. Let us know if you found this new feature of interest to you. Would you want us to continue this summary of Board Actions in future editions of the CEMA Bulletin?*



Bruce Whitman (Dematic), Ed Turner (Martin Sprocket & Gear, Inc.), Mark Wilkerson (Thomas Conveyor Co.), and Craig Hagel (Frantz Manufacturing Co.) network at the Fall Meeting.



Board Member, Ron Arkema (Van Gorp), former Board Member, Fred Spurck (Webster Industries), and Board Member, Dan Fannin (Emerson Power Transmission ) enjoy a time out during the CEMA Fall Meeting Banquet.



Board Member, Mike Nisenbaum (U.S. Tsubaki), Past CEMA President, Bill Casey (SI Systems), and Former Board Member, Tom Barry (Sandvik Sorting Systems), enjoy a reunion at the Fall Meeting.



First time attendee, Robb Walker (Holz Rubber Company), left, is welcomed to the Fall Meeting by Brett DeVries (Paramatta Group), and Phil Kaffenberger (HK Systems).



CEMA President, Tom Easterhouse (Graco/Lubriquip), second from left, confers with Board Member, George Huber III (Industrial Kinetics), Board Member, Bill Pugh (Ralphs-Pugh), and Tom O'Brien, (also from Ralphs-Pugh).



First time attendee, Joe Forte (Portec Flomaster), third from left, is welcomed to the Fall Meeting by, l-r, Board Member, Merle Davis (Automation, Inc.), Former CEMA President, John Raab (Dematic), and Board Member, Don Hudak (Precision Pulley and Idler).

## NEWS YOU CAN USE

### SAFETY GUIDELINES FOR UNIT HANDLING CONVEYORS - Updated

The **"Unit Handling Safety Video"** has been a staple of the Unit Handling Section's conveyor safety program for almost 15 years. It was time to update it and a committee worked on it for the last year. The new and revised guidelines in DVD format was released in July 2006. It is now available for sale through the CEMA Online Store at <http://www.cemastore.com>. In addition to the reduced member price per copy, quantity discounts are also available to members.

CEMA A/V Number 4 **"Safety Guidelines for Unit Handling Conveyors"** is an 11 minute DVD. It provides 12 safety rules and lessons for safer operation and maintenance of unit handling conveyors. The recommendations are tied to the, free for download, **"CEMA Unit Handling Safety Posters"** which are, in turn, tied to the **"CEMA Conveyor Safety Labels"** and the **"Safety Label Placement Guidelines"**, also available for free download from the CEMA Website's Safety Page at <http://cemanet.org/safety/index.html>.

CEMA sincerely thanks all of the members of the committee who worked on producing this outstanding update to a very important contribution to Unit Handling Conveyor Safety throughout the industry.

### NEW UNIT HANDLING APPLICATIONS BOOK IS UNDER DEVELOPMENT

The Unit Handling Conveyor Section is currently working on a new CEMA publication. Its purpose is to describe the many types of standard unit handling conveyors that are in the material handling system and provide to readers application, engineering, maintenance, and safety guidance.

While it will not supplant the stand-alone ANSI/CEMA 400 series of Unit Handling Conveyor Standards, it will incorporate their information into the chapters of the new handbook that deal with those types of conveyors. A list of the chapters, either under development or under consideration, is provided below. One member company per chapter has been designated as lead for writing each first draft and will operate as coordinator until the chapter's final draft is complete. Most work and coordination is being done by e-mail or teleconference. The committees will meet at the Engineering Conference in June 24-27, 2007. Be there.

Should your company desire to participate in the development of any or several of the chapters, please contact Phil Hannigan at CEMA Headquarters or Gary Giuliano, the Unit Book Committee Chair, at Intelligrated, Inc. (513-701-7300)

#### UNIT HANDLING BOOK CHAPTER NUMBER AND SUBJECT MATTER

F1 Front Matter  
F2 Reserved

#### UNIT HANDLING SYSTEMS

U1 Roller Conveyor - Non Powered  
U2 Belt Driven Live Roller Conveyor  
U3 Powered Roller Curves  
U4 Lineshaft Conveyor  
U5 Belt Conveyor  
U6 Roller Accumulation Conveyor  
U7 Sortation Conveyor  
U8 Spinning Tube Conveyor  
U9 Towline Conveyors  
U10 Overhead Trolley & Monorail  
U11 Chain Driven Live Roller  
U12 Multi Strand Chain Conveyor  
U13 Motor Driven Live Roller Conveyor  
U14 Powered Belt Curves & Spirals  
U15 Transfers & Pushers  
U16 Truckloaders & Unloaders  
U17 Safety, Spill Guard & Netting  
U18 Rate Calcs - Inductions, Merges

U19 Power & Free  
U20 Chutes  
U21 Slat Conveyors  
U22 Controls  
U23 Reserved  
U24 Reserved

#### UNIT HANDLING COMPONENTS

C1 Pulleys  
C2 Motors  
C3 Gearboxes  
C4 Bearings  
C5 Sprockets/Sheaves  
C6 Belt Technology  
C7 Rollers  
C8 Chains  
C9 Reserved  
C10 Reserved

#### FUTURE CHAPTERS FOR CONSIDERATION

F1 Variable Frequency Drives

# CEMA MEMBER COMPANY NEWS

## Membership

**As of November 22, 2006, CEMA's membership stands at 88, with 80 Manufacturing Members and 8 Technical Members.**

## New Members

**Intralox, L.L.C.** of Harahan, Louisiana, joined CEMA on September 18, 2006. They manufacture Unit Conveyor Modular Plastic Belting. Their Official Representative is *Mark Costanzo*, packaging and material handling team leader, and their Alternate Representative is *Bob Gladczak*, account manager.

**Assinck Limited** of Markham, Ontario, Canada, joined CEMA on September 1, 2006. They manufacture Bulk and Unit Conveyors and Accessories. Their Official Representative is *George Baker*, Vice-President.

We welcome them to CEMA.

## Company News

**Precision Pulley & Idler** recently announced the resignation of CEMA Board Member, *Don Hudak* who will leave the company at the end of 2006.

We wish him and Karin a pleasant future and thank them for their past support to the Association.

**HK Systems** announced the appointment of *Michael Gonzales* as president and chief operating officer. Mr. Gonzales has more than 30 years of industry experience, most recently as president and chief executive officer of Interlake Material Handling.

**Martin Sprocket & Gear's** *Dan Gualtieri*, CEMA Board Member, reports that he is recovering well from his recent medical problems. However, this has caused him to retire from the company. His CEMA friends wish him well and look forward his long and happy enjoyment of his new adventure. He sent along this picture from his physical therapy program.



The snook, miraculously enough, measured 33 and 63/64 inches, just within the legal limit.

## **CEMA MEETING SCHEDULE - 2007**

### **Annual Meeting,**

Friday - Tuesday, March 9-13  
Desert Springs, A JW Marriott Resort & Spa,  
Palm Desert, California

### **Engineering Conference,**

Sunday - Wednesday, June 24-27  
LaPlaya Resort, Naples, Florida

### **Fall Meeting,**

Tuesday - Wednesday, September 18-19  
O'Hare Airport Hilton Hotel, Chicago, Illinois

## **EDITORS NOTE**

**We will be happy to print member company news if you remember to include CEMA Headquarters in your press release distribution list.**