



NATIONAL
COIL COATING
ASSOCIATION

Coil Lines

A Publication for the National Coil Coating Association

In This Issue

- P1** Fall Technical Meeting Updates
- P2** President's Column: Strategic Planning Report
- P3-4** Speakers and Presentations
- P5** Legal News and Commentary
- P6** Fall Technical Meeting Overview

Forging Alliances: Metals and Coatings

Fall Technical Meeting Updates

Experts to Discuss Volatile Steel Industry

On Thursday, Sept. 30, Michelle Martinez, editor-in-chief of Modern Metals Magazine, will moderate a panel discussion on the volatile steel industry at the NCCA Fall Technical Meeting.

The three panelists are Rick Blume, national sales and marketing manager at Nucor, Angelo Capo, general manager for outside processing at U.S. Steel, and Jerry Nelson, corporate vice president of sales and marketing at ISG.

Panelists will focus on topics of interest to NCCA members and discuss what they foresee for the steel industry and for coil coating for the next year. This timely and informative discussion runs from 10:00 to 11:30 a.m.

Trade Show Attracts 30 Exhibitors

At least 30 companies will exhibit at the 2004 NCCA trade show on Wednesday, Sept. 29, from 4:30 to 7:30 p.m.

Exhibitors include companies specializing in design and supply of new coil coating lines, modifications to existing lines, chemical pretreatments, turnkey products, pretreatment drying, primer and finish curing, catalytic and regenerative thermal air emission control technologies, and more.

A list of the exhibitors and links to their Web sites are posted at www.coilcoating.org.

Safety Award to Be Announced

The NCCA Safety Committee will announce the winner of this year's Safety Award at the Fall Meeting. The winning company will present the fundamentals of their

safety program at the General Business Session on Friday, Oct. 1.

The Safety Committee recently visited the facilities of three finalists for the Best Safety Practices Program. All three finalists impressed the committee members with the companies' excellent safety programs and commitment to safety.

MACT Seminar Added to Fall Meeting

A MACT Compliance Seminar has been added to the Fall Meeting. The roundtable discussion, hosted by the NCCA Government Relations Committee, is slated for Wednesday, Sept. 29, from 8:30 to 10:30 a.m.

The forum will tap the collective expertise of industry resources to help NCCA members meet the environmental requirements of the MACT (Maximum Achievable Control Technology) standard.

To open the seminar, Greg Verret of Environ will summarize the MACT rules and pitfalls encountered during performance testing. Panel members, who will respond to live questions, are Mike Lukey of MACTEC, Kevin Mattison of the Illinois Environmental Protection Agency, and Dave Ozawa of GE Mostardi Platt.

Register: Boring Device Workshop

There's still time to register for the special DJH Boring Device workshop on Wednesday, Sept. 29, from 9:30 a.m. to 12:00 p.m., but you must contact the NCCA office as soon as possible at 216-241-7333.

This hands-on training workshop will help you understand the use and maintenance of the device. The session will be led by John Henderson of DJH Designs. 

Mark Your Calendars

Sept. 28-Oct. 1, 2004
2004 Fall Technical Meeting
Westin O'Hare Hotel
Chicago, Ill.

May 7-10, 2005
2005 Annual Meeting
Sanibel Harbor Resort and Spa
Ft. Myers, Fla.

Sept. 21-23, 2005
2005 Technical Meeting
Renaissance Chicago Hotel
Chicago, Ill.

April 21-25, 2006
J.W. Marriott Desert Springs
Palm Desert, Calif.

Mission: To promote the growth of coil coated products.

Vision: NCCA is a unified organization providing the resources and leadership for coil coated materials to be the product of choice.

President's Message

Two Days in Chicago

By Charles Parks, NCCA President



In July, our board of directors spent two days in Chicago with a professional strategist to assess the current status of NCCA and map out a plan for the future.

Yes, two days. Even though we're busy people, we all saw the benefit of setting aside *two full days* to develop a strategic plan for NCCA.

Guided by the experienced direction of Harrison Coerver, we feel confident that our time was well spent. Over the last 20 years, Coerver has helped more than 1,000 associations develop timely strategy.

Our Top Two Initiatives

After analyzing our current situation, we then set out to determine our association's top priorities. We voted on key initiatives and then ranked each one. That process revealed that your board is remarkably focused on similar priorities.

Winning that vote by a landslide were the top two initiatives of (1) Promotion and (2) Member Communication. These initiatives are directly related to our long-established mission ... to promote the growth of coil coated products.

We believe we must take advantage of more opportunities to communicate our message, with the goal of making coil coated materials "the product of choice."

Megaphone Out

We determined that we need to aim our megaphone outward, with the objective of improving "the effectiveness of member-supported promotion and developing a complementary industry campaign."

Some of this promotional campaign can be done with minimal cost, while other avenues will require some investment. Your board is considering promotional programming at varying levels, from \$50,000 up to \$200,000 per year.

Fortunately, we've already developed some excellent marketing tools for our members, but those tools are not being used to the fullest. So, we've hammered out a strategy to put these tools in your hands and measure how well the tools are used.

Megaphone In

As we rev up our promotional engines to communicate externally, we will also aim our megaphone internally as well. Our objective: Improve member awareness of NCCA programs and initiatives.

When members are more aware of the value of NCCA, they will be more likely to participate and join us for the long term. We are much stronger and much more efficient when we speak strategically with a single voice. And we need to broadcast that message to members and non-members alike.

So, be prepared to hear more from us. We'll capitalize on electronic communications, but we'll complement it with print. We also see potential to strengthen our Web site's role as a member communication tool.

A Renewed Focus

In short, our board believes it's time to bang the drum, attract the attention of key markets, and sing of the virtues of coil coated products and NCCA.

We are walking into this plan with eyes wide open. We know our promotion initiative will require a lot of work, and it will cost some money. But we have committed ourselves to spend the time and, yes, spend the money.

We believe our two days in Chicago have helped us turn the corner, and we're emerging with a renewed focus on promoting coil-coated products. If you've been watching NCCA from the sidelines for awhile, all this should be great news to you.

Now is a good time to jump with both feet into NCCA. Begin by joining us in Chicago for an outstanding Fall Technical Meeting. While you're in Chicago in September, I guarantee that you'll see what we saw in July.

And you'll catch a vision of the power of a united industry. 🌐

NCCA Fall Technical Meeting Forging Alliances: Metals and Coatings Speakers and Presentations

Sept. 29 – 30, 2004
Westin O'Hare Hotel
Chicago, Illinois



Wednesday, Sept. 29

8:30 – 10:30 a.m.

MACT Compliance Seminar

Mike Lukey, Kevin Mattison, Dave Ozawa, Greg Verret

The MACT (Maximum Achievable Control Technology) rules have kept our industry on its toes for several years now. This open forum with a knowledgeable panel will seek to help NCCA members meet the environmental requirements of the MACT standard.

Greg Verret, an environmental consultant with Environ, will open the seminar. Panel members are Mike Lukey of MACTEC, Kevin Mattison of the Illinois Environmental Protection Agency, and Dave Ozawa of GE Mostardi Platt.

9:30 a.m. – Noon

DJH Boring Device Workshop

John Henderson

The DJH Boring Device offers great potential in our unending quest for quality control. The device helps coil coaters precisely measure the thickness of applied coatings. However, the device must be properly set up and calibrated, and many users are not properly adjusting the device for optimum results.

This special training workshop offers hands-on instruction for operators and is led by John Henderson of DJH Designs, an expert on the DJH Boring Device. A one-day-only registration (\$125) includes this workshop, lunch, admission to the Trade Show and all of Wednesday's presentations. Call 216-241-7333 to register.

2:30 – 3:00 p.m.

The Basics of Metal Topography

Larry Crawford, Ph.D.

Dr. Larry Crawford offers an expert's view of how metal topography can be controlled and how to measure surface topography by profilometry. Crawford will also explain how profilometry results, such as surface roughness, waviness, and form, correlate to the surface of steel coils.

Crawford works in the coated products group in ISG's research department. He received a B.S. in chemistry from the Ohio State University and completed his Ph.D. at Miami University of Ohio in analytical/inorganic chemistry. He has published and lectured technical presentations nationally and internationally.



Crawford

3:30 – 4:00 p.m.

Developments in Passivation Technology

Diane Kun

Painting problems with chrome passivation and OSHA and EPA concerns about oil and chrome are driving our industry to find effective replacements. This presentation will reveal the growing number of chrome-free alternatives and their effects on coil coaters.

Diane L. Kun, a 10-year veteran in the coil industry, is senior account manager for GE Water & Process Technologies, GE Betz. Kun holds a B.A. in chemistry from Washington & Jefferson College and is a Six Sigma Green Belt.



Kun

4:00 – 4:30 p.m.

Development of Organic Coatings for Appliance Applications of Sleek AZ Steel Sheet

Larry Crawford, Ph.D.

Dr. Crawford, an ISG researcher, will explain a clear organic brushed Sleek AZ coated steel sheet product. This clear coat system meets stringent requirements and offers excellent corrosion resistance and appearance.

This presentation will reveal key results of Crawford's tests of clear organic coating systems from various suppliers. Crawford holds a B.S. in chemistry and a Ph.D. in analytical/inorganic chemistry.



Crawford



Thursday, Sept. 30**8:45 – 9:30 a.m.****DOT Regulations**

Gregg A. Troian



Troian

The list of current challenges for the transportation industry is longer and more significant than you think. Gregg Troian presents an eye-opening viewpoint from the driver's seat of a company that manages the transportation of more than 20 million tons of metals products annually.

Troian is chairman of Pittsburgh Logistics Systems (PLS), a company he helped establish in 1991. Under his direction as president, PLS developed into the premier third-party logistics management provider to the metals industry.

10:00 – 11:30 a.m.**Steel Industry Panel Discussion**

Rick Blume, Angelo Capo, Jerry Nelson



Blume

Nelson

Capo

In 2004, no issue has been more closely watched in the coil coating industry than the rising cost and uncertain availability of steel. This presentation offers you a rare opportunity to hear the insight and foresight of steel industry veterans.

Martinez, editor-in-chief of Modern Metals magazine, will moderate this timely panel discussion with Rick Blume, national sales and marketing manager at Nucor; Angelo Capo, a general manager at U.S. Steel; and Jerry Nelson, corporate vice president of sales and marketing at ISG.

12:00 – 1:30 p.m. Luncheon Speaker**A View from Washington**

Bill Sammon



Sammon

In this timely presentation, award-winning White House correspondent Bill Sammon will provide insights on the current atmosphere in Washington and the state of the presidential election. Sammon, who was with the president when the terrorists struck on Sept. 11, has spent more time with the president than any other journalist.

Bill Sammon is Senior White House Correspondent for The Washington Times, political analyst for Fox News Channel, and author of multiple New York Times bestsellers.

1:30 – 2:00 p.m.**Behavior-Based Safety**

Dennis Hoaglin



Hoaglin

Since 1994, Nichols Aluminum has repeatedly applied behavior-based safety (BBS) at its plants and enjoyed varying levels of success. Learn from their mistakes, their approaches, and hear their viewpoint of the future of BBS.

Dennis Hoaglin has specialized in plant safety since 1978 and has worked with behavior-based safety since 1993. With Nichols Aluminum since 1985, he is currently the division safety manager with responsibility for four plants in three states.

2:00 – 2:30 p.m.**Structural Adhesives for Light Gauge Steel Construction**

Mike Shannahan



Shannahan

Recent developments in structural adhesives for Light Gauge Steel offer reduced assembly times, stronger connections, and lower costs. These adhesives allow up to 70 percent time and cost savings compared to screw-based assembly methods.

This presentation will reveal these recent adhesive developments and highlight their typical uses and applications. Our speaker is Mike Shannahan, senior market manager with the Henkel Corporation, where he manages the company's strategic initiatives for the Light Gauge Steel market. He holds a B.S. in marketing and an MBA.

2:30 – 3:15 p.m.**Coil Coating Product Development: Innovative Solutions for a Cleaner Environment**

Ron J. Lewarchik



Lewarchik

Ron Lewarchik, a veteran expert in coating technology, will reveal new creative product solutions that can meet governmental regulations and provide advantages over conventional coatings.

Lewarchik is president of Chemical Dynamics, a chemical consulting firm. He holds more than 50 patents, has received three R&D 100 awards in global competition, and has published several articles in industrial, automotive, and coil coatings technology.

3:45 – 4:45 p.m.**Green Buildings are All the Envy**

W. Lee Shoemaker, Ph.D.

Scott A. Kriner



Shoemaker

Kriner

Green buildings and cool roofs promote low energy usage and environmentally friendly materials. And they reduce architectural challenges and demands on natural resources. This presentation will review the latest programs and energy codes about cool roofs.

A registered professional engineer (P.E.), W. Lee Shoemaker is the director of research and engineering at MBMA. He holds a master's degree and a Ph.D. in civil engineering.

Scott Kriner, a technical marketing manager for Akzo Nobel, has 23 years of experience in the coated and prepainted steel sheet industry. Scott holds bachelor's and master's degrees in metallurgy and materials science engineering.

LEGAL NEWS and Commentary

by Naomi R. Angel, Esq., NCCA Legal Counsel

Court: Employers Can Check E-Mails

An employer is entitled to access an employee's e-mail and to terminate the employee for disloyal activities, according to a federal appellate court ruling.

This employee had e-mailed drafts of letters to competitors of the employer. Those letters expressed dissatisfaction with the employer and inquired about competitors' interest in acquiring some of the employer's business.

The employee claimed his termination violated the federal Electronic Communications Privacy Act. The trial and appellate courts ruled the employer was the provider and administrator of the e-mail system and was entitled to access the e-mail.

When employees use the employer's computer and software systems, the employer should have access to all incoming and outgoing e-mails. Employers are wise to put that policy in writing so there is no question about it. ☺

Barcode Changes Coming: Are You Ready?

By Jan. 1, 2005, U.S. manufacturers, retailers, and others using barcodes distributed by the Universal Code Council should convert from 12-digit codes to 13-digit codes. The extra digit, which identifies more countries, will require hardware and particularly software changes.

In North America, 12-digit codes are common. The 13-digit codes are used in Europe under the guidance of EAN International based in Brussels. In 2005, the European and North American code authorities will become one Brussels-based organization called GSI.

The "Universal Product Code" was never universal, but changing to the 13-digit code makes a lot of sense. Some experts are already recommending a 14-digit code to allow for expansion. For more information on the change, go to www.uc-council.org/2005sunrise. ☺

Aye Matey!

Pirates Snatch \$29 Billion in Software

About 36 percent of the world's software programs installed in 2003 were pirated, according to market research data from the Business Software Alliance (BSA).

The annual survey included business desktop software, operating systems, games, and other consumer-oriented software. Of some \$80 billion in software installed worldwide in 2003, BSA estimates the \$29 billion was pirated. Piracy is estimated as low as 22 percent in the U.S. and as high as 92 percent in China and Vietnam.

BSA (www.bsa.org) also conducts campaigns urging employees to report the use of pirated software in return for bounties. Check your office computers to ensure that pirated and other unauthorized software is not being used. You can face expensive penalties. ☺



Naomi Angel

Phishing for Money ... Your Money

Phishing is the practice of identity thieves who send out e-mails while posing as financial institutions and asking for personal account information. Phishers often pose as credit card companies or banks to trick you into providing your Social Security number, checking account number, credit card number, etc.

The Anti-Phishing Working Group (www.antiphishing.org) estimates that more than five percent of recipients respond to those messages. That may not sound like much until you realize how many messages are sent.

When you receive such a message, do not respond. If you think the message might be legitimate, call your bank or credit card issuer to verify if the message is phish or fact.

Note: Oct. 31 is Cyber Security Day. Be sure to update your anti-virus software and scan your computer for viruses. Visit www.staysafeonline.info for how to keep your computer safe from hackers. ☺

Workplace Warning: Meth Use on the Rise

Some experts believe that methamphetamines will soon pass cocaine as the illegal stimulant of choice in the workplace. Marijuana use, however, is still highest.

Some workers concoct meth from over-the-counter cold and allergy medicines. The easy availability of basic raw materials and meth Internet recipes is helping to spread meth use.

UCLA Scientist: Regular use of methamphetamines leads to the loss of brain cells, much like the annual loss associated with Alzheimer's Disease.

Employers should consider drug testing for job applicants. Make sure that Employment Handbooks contain a comprehensive Drug and Alcohol Policy. ☺

Naomi R. Angel, NCCA legal counsel, is with the Chicago law office of Howe & Hutton, Ltd. She can be reached at 312-263-3001 or nra@howehutton.com.

This article is provided solely for informational purposes and does not constitute legal advice. If you have specific questions or concerns about a legal issue, consult your company's legal counsel.

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**NATIONAL
COIL COATING
ASSOCIATION**
It All Starts With The Finish®

NCCA 2004 Fall Technical Meeting Overview

Forging Alliances: Metals and Coatings

Sept. 28 - Oct. 1, 2004
Westin O'Hare Hotel
Chicago, Illinois

Tuesday Sept. 28, 2004

1:00 – 5:00 p.m.
Registration

2:00 – 4:00 p.m.
Executive Committee
(Committee Members Only)

5:00 – 8:00 p.m.
Board of Directors' Working Dinner
(Board Members Only)

Wednesday Sept. 29, 2004

7:00 a.m. – 5:00 p.m.
Registration

7:00 – 8:30 a.m.
Government Relations Committee

8:30 – 10:30 a.m.
MACT Compliance Seminar
Mike Lukey, Kevin Mattison,
Dave Ozawa, Greg Verret

9:30 a.m. — Noon
DJH Boring Device Workshop
(Registration Required)
John Henderson

10:00 a.m. – Noon
Technology Committee

12:00 – 1:00 p.m.
First Time Attendee/Guest Lunch

1:30 – 4:30 p.m.
General Session

1:30 – 2:30 p.m.
Business Meeting

2:30 – 3:00 p.m.
The Basics of Metal Topography
Larry Crawford, Ph.D.

3:00 – 3:30 p.m.
Break

3:30 – 4:00 p.m.
Developments in Passivation
Technology
Diane Kun

4:00 – 4:30 p.m.
Development of Organic Coatings for
Appliance Applications of Sleek AZ
Steel Sheet
Larry Crawford, Ph.D.

4:30 – 7:30 p.m.
Trade Show and Reception

Thursday Sept. 30, 2004

7:00 a.m. – 5:30 p.m.
Registration

7:45 – 8:45 a.m.
Continental Breakfast

8:45 – 11:30 a.m.
General Session

8:45 – 9:30 a.m.
DOT Regulations
Gregg A. Troian

9:30 – 10:00 a.m.
Break

10:00 – 11:30 a.m.
Steel Industry Panel Discussion
Rick Blume, Angelo Capo,
Jerry Nelson

12:00 – 1:30 p.m.
Luncheon Speaker
A View from Washington
Bill Sammon

1:30 – 5:00 p.m.
General Session

1:30 – 2:00 p.m.
Behavior-Based Safety
Dennis Hoaglin

2:00 – 2:30 p.m.
Structural Adhesives for Light Gauge
Steel Construction
Mike Shannahan

2:30 – 3:15 p.m.
Coil Coating Product Development:
Innovative Solutions for a Cleaner
Environment
Ron J. Lewarchik

3:15 – 3:45 p.m.
Break

3:45 – 4:45 p.m.
Green Buildings are All the Envy
W. Lee Shoemaker, Ph.D.,
Scott A. Kriner

5:30 – 7:00 p.m.
Networking Reception

Friday Oct. 1, 2004

7:00 – 10:00 a.m.
Registration

8:30 – 9:30 a.m.
General Business Session
Committee Reports
Safety Award Presentation

9:30 – 10:00 a.m.
Joint Coater/Non-Coater Meeting

10:00 – 11:00 a.m.
Coater Member Meeting

10:00 – 11:00 a.m.
Non-Coater Member Meeting

11:00 a.m. – 12:30 p.m.
Program Planning Committee
(Committee Members Only)

