September 2019

Educational Dinner Meeting

SFEA Surface Finishers Educational Association
929 Newhall St., Costa Mesa, CA. 92627

Date: Thursday, *September 12th*, 2019

Where: JT Schmid's Restaurant & Brewery
2610 E Katella Ave
Anaheim, CA 92806
Ph. (714) 634-9200

Click for Map

Time: 5:30 PM Attitude Adjustment
6:30 PM Dinner Buffet
7:30 PM Speaker

Speaker: Gil Henkel Sales Rep from Chemetall

Topic: Applying Tablets and Other Gadgets in the Surface Finishing Industry:

How to use the latest software/ hardware technologies and how to apply them in your line of work, "surface treatment concepts on steroids". Interesting topics such as service reports, manuals, CAD design, promotional animations and presentations. It's a type of micro marketing for the average sales representative in the surface treatment industry.

Dinner

Cost: $30.00 For Reserved Dinners
$35.00 For Walk-ins

Dinner cost includes complementary Iced Tea, Coffee, and Pepsi Fountain Products

Access to a full bar for your dining pleasure before and after the meeting.

Make Dinner Checks out to: SFEA

Menu: A pdf of the menu is at the top of the RSVP page. To see menu options, please click on the RSVP button.

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Please RSVP by Clicking the Link to the Right

Click to RSVP

OR

Reservations: *Please call or email in your reservation by September 9th*

To: Kathy Petruna Ph: (714) 273-9071 email: kpetruna@gmail.com

2019/2020 CALENDAR OF EVENTS

Upcoming SFEA Educational Dinner/Meetings

	Speaker	*Topic*
October 10	***Geoff Blake,*** from Client Services	***"Plating with Titanium"***
November 14	***Sercy Spears,*** fromTiger Drylac	***"Funky Finishes"***
December 12	***Steve Norris,*** from Plasma Technology	Presents A shortened Play on ***"Faraday"*** staring ***Ed Kanegsberg*** from BFK Solutions
January 9	***Greg Doomanis,*** fromGPD Business Consulting	***Building Your Manufacturing Business***
February 13	**Frank Altmayer,** from AESF/NASF	**TBD**
March 12		
April 9		
May 14	***Frank DeSilva*** from ResinTech.	**Using Resins in Metal Finishing Process**

Barbara Kanegsberg (Program Chair) along with the rest of the SFEA board members, are hard at work lining up the 2019/2020 speaker list. We strive to find interesting and educational topics and knowledgable speakers that will bring a message to benefit you and your business. You can help by….Letting us know if there is a topic you would like to hear someone speak on …OR…if you or someone you know would like to be a speaker for next year let us know! (Speakers get their dinner comped !!!)

Newsletter/Website Sponsor Ads

Newsletter/Website Sponsor Ads

There is always room for one more. Get your ad into the SFEA Newsletter and Web Page. Invoice on last page of Newsletter.

HURRY!! HURRY!! HURRY!!
Put in for your 2019/2020
Interactive SFEA Vendor & Sponsor Ad for both the Newsletter and the Website
The cost is just $100.00 for the year.
Ads run from Sept 2019 through Aug 2020

If you wish to place an ad just fill out your company info and attach a check to the Invoice on last page of newsletter.

Please mail the invoice and check to SFEA at:
929 Newhall St., Costa Mesa, CA. 92627

As soon as we receive your payment your ad will go into the newsletter!!!
Newsletter Placement is Dictated by Payment Date (First come first serve.)
Send all ad info/ad format or (jpeg) to Kathy Petruna
kpetruna@gmail.com
Kathy will be happy to work with you on your ad format.

President
Doug Sear
Optiforms
909-263-2585
doug@optiforms.com

Vice President & Publicity Chairman
Kathy Petruna
Sirco Industrial, Inc.
714-969-1413
kpetruna@gmail.com

Secretary / Treasurer
Bonnie Copeland
Ecosystems
949-646-9494
bonmail@pacbell.net

Sergeant at Arms
Taoward Lee
Ecosystems
(949) 646-9494
taoward@pacbell.net

Program Chair
Barbara Kanegsberg
BFK Solutions
(310) 459-3614
barbara@bfksolutions.com

Board of Managers
Ron Barauskas
Retired
(714) 392-4138
charnron@verizon.net

Paul Petruna
Sirco Industrial Inc.
(714) 969-1413
paul@watercleaning.com

Alicia Moreno
Alumacoat
626-315-1527
aliciamoreno1873@gmail.com

Check out the NEW! look for the SFEA Web Site!!!

www.sfeasc.org

Click Here to Check it out!

The ***SFEA*** website is up and running, but we could still use your input …. so Please contact our web master **Kathy Petruna** 714-969-1413 or kpetruna@gmail.com with any thoughts, ideas or info to make this a better and more useful site for you.

Help make this site something that everyone can benefit from.

MFASC *Continuing Education Seminars*

Steven's Steakhouse
5332 E. Stevens Place, Commerce, CA
3:00-5:00

Click Here for the Southern Chapter Events

Save the date for the 39th Annual MFASC Metal Finishing Conference.

MFASC Metal Finishing Association of Southern California, Inc.
MFANC Metal Finishing Association of Northern California, Inc.

Register today for the 39th Annual Metal Finishing Conference!

Register Here

For MFASC meeting information call:
MFASC Headquarters—
Veronica Anderhalt - (818) 238-9590

offers

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Click to learn about educational opportunities

Kushner Electroplating School

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Electroplating Know-How Basics Online

Electroplating Know-How Basics Online is the same comprehensive modern electroplating training program as our famous two day seminar, but available online for your convenience. Click here for More Information...

AESF Foundation — NASF

Training & Education Update

Web Based Courses

Click Here for more information

Plating Essentials
Registration Deadline: August 20th
September 3, 4, 10, 11, 17, 18,

Electroplating & Surface Finishing - Part 2
October 1, 2, 8, 9, 15, 16, 22, 23

Electroless Deposition
November 5, 6, 12, 13, 19, 20

Home-Study Program

Register Here

- Airline & Aerospace Finishing
- Aluminum Finishing
- Chromium Plating for Engineering Applications
- Corrosion & Salt Spray
- Electroforming
- Electroless Deposition
- Electroplating & Surface Finishing
- Industrial & Precious Metals Plating
- Just the Basics in Electroplating
- Pollution Prevention
- Wastewater Treatment & Control
- Zinc, Zinc-Alloy Plating

California Resource Management Association

RCRA/DOT HAZMAT TRAINING

RCRA/DOT HAZMAT Training Course sponsored by the California Resource Management Association. For Generators who Manage Hazardous Waste / Sign Manifests, Drivers, Loaders (90-day, 180-day area). This 1-Day class informs students of the current regulations pertaining to hazardous materials and waste. Students will also be informed of the new post 9/11 DOT security regulations HM-232. Class includes Waste Management for employees working in the "90-Day" area.

REGISTER NOW for these upcoming dates:

Monday, September 9, 2019 8am-5pm Cal State Fullerton
Monday, November 4, 2019 8am-5pm Cal State Fullerton
$275 Includes 8 hour class and Compliance Book

34th Annual Golf Tournament

CalRMA once again tees it up at the California Country Club. Proceeds donated to the Rio Hondo Scholarship Fund. Save the Date for another great tournament!

Monday, October 14, 2019

Vision 2019

California Resource Management Association (CalRMA) recently held its annual Vision Environmental Conference. Many guest speakers from public agencies and businesses presented an environmental outlook for the waste and resource industry.

Save the Date: Thursday, Nov. 7, 2019

California Manufacturing Technology Consulting

A non profit dedicated to improving the manufacturing community in souther California

www.cmtc.com

Check out how the CMTC programs and find out how they can help your business:

Made in CA Program
CMA Program
E3 Program

THE "Surface Finishers Educational Association" LIBRARY is here to serve you.

The library location has been moved to Technic 1170 Hawk Circle, Anahiem, CA. 92807

You can check out material by contacting any of the Officers. *(see page 2 for list of Officers)*

Anyone wanting to see the library list …

please go to the website www.sfeasc.org and click on the library page. You can also download a pdf file of the library list while you're there.

Want Ads

Anyone wishing to post a want ad, please email me all pertinent information. kpetruna@gmail.com

Need a Job? Have a position to fill?
Need to sell or buy used equipment?

Place your ad here!

Just a ?

Do you know anyone who should be on the SFEA newsletter mailing list?

Send me their email address to kpetruna@gmail.com and I'll make sure they get all the mailings.

LINKS

Organizations and Publications

www.nasf.org
www.mfasc.org
www.metalfinishing.com
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www.aqmd.gov
www.epa.gov

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http://www.pfonline.com

An article published in the Products Finishing Magazine.

The Cost of Not Cleaning

Too often, failures are attributable to inadequately removed contamination. Ever-increasing demands for clean component surfaces call for increasingly effective cleaning methods, like dry technologies.

7/23/2019
ED & BARBARA KANEGSBERG
Cleaning Consultants , BFK Solutions

We've heard lots of excuses for not cleaning: There is no money for capital equipment. The workers are too busy fabricating parts. It costs too much to get permits. It costs too much to haul away the process baths. Management doesn't care about cleaning. Let the customer clean the product; it's their job. The excuse list goes on and on.

However, experienced manufacturers know that strategic, critical cleaning avoids lost product, saves money and improves reputation. Sure, but is cleaning *really* necessary? Don't clean if you don't have to, but consider the costs of not cleaning. Too often, failures are attributable to inadequately removed contamination. A part that does not meet specifications must be reworked or scrapped.

Rework is a significant cost in manufacturing. There are several aspects of rework costs. There are time, labor and material costs. The unacceptable part must be identified, segregated and sent back for repair or rework. In addition, particularly where surface quality is the problem, additional processes are needed to undo the surface finishing, coating or plating step. Suppose the coating does not adhere or has streaks, spots or bumps that are available below the coating. Many experienced manufacturers find that poor cleaning is associated with such problems. Rework involves removing and then appropriately disposing of the coating. Removing the coating can be a more expensive adventure than applying the coating in the first place. Costs of properly disposing of the coating may not be considered for the manufacturing budget, and they can be significant.

After removing the coating, the steps of surface preparation and coating must be repeated. Let's consider one definition of insanity: repeating the same failed activity over and over with the expectation of better results. If poor surface finishing is due to inadequate cleaning and surface prep, repeating the inadequate cleaning process may be pointless. In fact, because soil residue has had more time in contact with the surface, surface finishing is even more likely to fail. If a part cannot be economically reworked, it must be scrapped. The costs of producing the defective product are lost. In addition, it costs money to dispose of the scrap.

Click here to read full article

www.cmtc.com
California Manufacturing Technology Consulting
A non profit dedicated to improving the manufacturing community in souther California

Want To Grow Your Manufacturing Business? Listen To Your Customers!

Posted by Steven Brand

Whether you're a B2B or B2C manufacturer, your customers are the lifeblood of your business. While many small and medium-sized manufacturers often look inward for ways to improve business and processes, such as adopting new technology or improving employee training, it's also important to venture outside your own doors and listen to your customers.
Listening to your customers doesn't just mean picking up the phone when they call or making eye contact when meeting with them. Good listening goes further than that, and involves understanding each of the following:

- **Their day-to-day situation.** How can you learn more about your customer in order to better meet their needs?
- **The challenges they face**. What are their pain points and how can you help?
- **Their goals.** What can you do to help them achieve them and how can you eliminate obstacles that stand in their way?
- **How and why they use your product.** What can you do to improve your products or processes to make them even more valuable?

By understanding each of the above, you'll be able to reap the rewards below.

5 Ways Listening to Customers Benefits Your Business

1. **You build stronger relationships.**

When a customer comes to you with a problem or challenge, it's crucial that you solve it promptly. You can accomplish this by asking questions in order to quickly get to the heart of the problem. Rather than insisting on the resolution you think is most promising, be sure to find out what they want; that means not just listening to what they're saying, but listening to what they really *mean*. Once the customer feels heard, they feel important, and studies show that customers who have a positive emotional experience are six times more likely to purchase from you again, and 12 times more likely to recommend you to their network.

2. **You increase sales.**

Often times, youi may ber so focused on acquiring new customers that you can forget to pay attention to existing customers. This is a mistake you don't want to make, as studies have shown that the success rate of selling to

- Five times as likely to repurchase
- Five times as likely to forgive
- Four times as likely to refer
- Seven times as likely to try a new product

Click here to read full article

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DATE: / /2019

Invoice No.:

2019/2020 NEWSLETTER ADVERTISEMENT INVOICE

COMPANY/ NAME:			
ADDRESS:			
CITY:		STATE:	ZIP:
Email Address:		Phone#	

		Quantity	Unit Price	Cost
Newsletter/Web Site Ad, (One Business Card Size)		1	$100.00	$100.00
Ads are placed in newsletter as they come in, so get your invoice & check in early and get a good spot.				
Run Time: 09/2019-08/2020				
(Please forward advertising material to Kathy Petruna. kpetruna@gmail.com 714-273-9071)				$0.00
Check the appropriate box:				$0.00
I will use my existing ad format	☐			
I will contact Kathy about new/updated ad format	☐			$0.00
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				$0.00
			Total	

Make all checks payable to: SFEA,

Mail Invoice and check to:
SFEA
929 Newhal St.
Costa Mesa, CA. 92627

Questions regarding this invoice, contact

Kathy Petruna @ 714-969-1413 or kpetruna@gmail.com