

# 2013 TECHNICAL SESSION PROGRAM

| TIME  | PRESENTER                    | COMPANY                | TECHNICAL TOPIC                                 | DESCRIPTION OF TECHNICAL PRESENTATION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | PRESENTER BIOGRAPHY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------|------------------------------|------------------------|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8a00  | Jose Alberto Ornelas Treviño | Brunnen Industrial     | Introduction                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 8a15  | Gustavo Velez Quintanilla    | Brunnen Industrial     | Principles & Practice of Pretreatment           | Introduction to the practices and principles of pretreatment would provide an overview of the operation of the cleaning and activators, as well as a guide to select the right one depending on the required processes                                                                                                                                                                                                                                                                                                 | Gustavo Velez Quintanilla is the Industrial Sales Manager for Brunnen International, specializing in electroplating and anodizing chemistry for metal finishing. He has a Chemical Engineering degree from the UANL in 2003. Co-authored the research and publication of articles on the treatment of wastewater and the process of galvanizing.                                                                                                                                                                                      |
| 9a00  | Mark Siegrist                | Haviland               | Zinc Plating                                    | A guide to modern alkaline non-cyanide zinc plating, with a general overview of chemical make-up, subsequent characteristics, advantages, limitations and potential troubleshooting.                                                                                                                                                                                                                                                                                                                                   | Mark Siegrist is a Senior Technical Sales / International Development Representative for Haviland Products Company. His 30 years experience creates a seasoned, technical and resourceful problem solver for many different areas of the chemical industry. His combination of a technical degree in Chemistry, along with his formal training in Sales and Sales Management has made for a long and storied career at Haviland                                                                                                       |
| 10a00 | Graham Torr                  | Haviland               | Chromate Conversion Coatings & Passivates       | Chromate Conversion Coatings & Passivates; An overview on the mechanism, versatility and performance characteristics of modern conversion coatings for use over Zinc & Cadmium electroplated parts.                                                                                                                                                                                                                                                                                                                    | Graham Torr currently serves as Sales & Marketing Manager and Technical Director for Haviland Products Company, in Grand Rapids, Michigan, USA. Graham has over 20+ years experience in the surface finishing industry and is fully conversant with chemical process and properties of most analytical, theoretical and practical plating operations employed today. He is a current N.A.S.F./A.E.S.F member, past President and serving Board Member for the South-West Michigan and State of Michigan M.A.M.F. / N.A.S.F. branches. |
| 11a00 | Raul Perez Chavez            | Brunnen Industrial     | Principles & Practices of Waste Water Treatment | This presentation will consist of a conventional wastewater treatment system overview. Topics covered will include, hexavalent chromium reduction, cyanide oxidation, pH adjustment, polymer addition, liquids / solids separation, effluent discharge and sludge dewatering - along with a discussion on Mexican waste water regulations.                                                                                                                                                                             | Raul Perez is the plant manager for Brunnen International since 2006. Raul has been working over 18+ with hazard process & products and water treatment plants. Has expertise in Operations, process engineering, R&D, control process, Dupont safety standards. The last 16 years has been working with chlorine. He has a Chemical engineering degree from the UANL in 1995. Has been working in important companies like, LTH, HYLISA, Dupont, Gonher.                                                                             |
| 12p00 |                              | Lunch Break            |                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 1p30  | Skip Aluisy                  | Net Global             | How to buy commodities used in Plating          | Commodities used in Plating- Past performance of metals, copper, nickel, tin and zinc markets. Last 5 years history. Future predictions. What to expect in next year. Current market situation for copper, nickel, tin, and zinc. Stocks, production and demand. Hedging, options for pricing forward when you can take advantage of lower markets. ( when to buy and when not to buy ) Fixing your costs of commodities so you can fix costs to your customers.                                                       | Skip Aluisy is President of Net Global with more than 20 years experience in buying and selling commodities for the Plating industry across 40 countries.                                                                                                                                                                                                                                                                                                                                                                             |
| 2p00  | Dario Fonseca                | SIAT                   | Plating Equipment Design                        | In this presentation we will discuss the different styles plating lines and considerations that should be taken into account for the correct selection of the technology to integrate the equipment, mechanical fitting and building materials.                                                                                                                                                                                                                                                                        | Mr. Dario Fonseca, Biochemical Engineer, graduate of the Technological Institute of Tijuana. SIAT Project Manager with 6 years of experience in assemblies, manufacturing and electrochemical modification of lines. Facilities Project Manager plating and anodized Walgren Company.                                                                                                                                                                                                                                                 |
| 3p00  | Enrique Valentin             | American Plating Power | Selection of Rectifiers                         | Several factors should be considered when purchasing a rectifier: the degree of enclosure protection, ripple factor, and method of cooling. As a part of our presentation, we will discuss these and various other factors that should be reviewed prior to purchasing a rectifier. We will also discuss the different types of technologies available to you, such as Switch Mode, SCR, and Variable Transformers. Knowing which technology is best for your facility will insure a better return of your investment. | Enrique Valentin has been with American Plating Power for the last two years as an Applications Engineer. As a part of his duties, he writes sales quotes, creates electrical and mechanical drawings and provides Technical Support of products. Prior to working at American Plating Power, he worked at Control Techniques, a division of Emerson Electric, as a Trainer/Tech Support for six years.                                                                                                                               |
| 4p00  | Mike Chew                    | Echo Supply            | Masking                                         | This presentation will review standard masking supplies and solutions, and discuss common problems and areas for improvement regarding masking for both plating shops and powder coating shops. Attendees will learn how to decrease time to mask and demask parts thus reducing labor costs. It will also cover custom masking solutions custom molding, die cutting, slitting, and more.                                                                                                                             | Mike Chew is the regional Sales Manager for Echo Engineering and Production Supplies, Inc. and has been with Echo for 17 years. His role as an outside sales manager is working directly with OEM, Contract Manufacturers, and job shops on their finishing lines, specifically to help improve efficiency and reduce labor costs by helping to develop cost effective masking and hanging solutions.                                                                                                                                 |
| 5p00  | Jose Alberto Ornelas Treviño | Brunnen Industrial     | Closing Remarks                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |