



EAST COAST REGIONAL CONFERENCE

Sponsoring Chapters: Chesapeake, Keystone, Metropolitan



AFS - EAST COAST REGIONAL CONFERENCE

October 2-4, 2008 – Heritage Hills Golf Resort, York, PA

Join us as we celebrate our 25th East Coast Regional Conference. The sixteen technical presentations, plant tours, CMI course and network opportunities will be invaluable resource for everyone. A preliminary schedule of events is listed below.

Register now and reserve your spot for this special event

Day	Time	Event
Thursday – Oct 2	8:00 am – 5:00 pm	CMI Course – Marketing Castings a Global View
Thursday – Oct 2	12:00 pm – 5:00 pm	Golf outing at the Heritage Hills course
Thursday – Oct 2	3:00 pm – 6:00 pm	Registration
Thursday – Oct 2	7:30 pm – 10:30 pm	Welcome reception - CASINO NIGHT with prizes, dinner and open bar
Friday – Oct 3	7:00 am – 12:00 pm	Registration
Friday – Oct 3	7:30 am – 11:30 am	Two plant tours – Buck Foundry or Harley Davidson assembly plant
Friday – Oct 3	11:45 am – 1:15 pm	Group lunch for registered attendees – Guest Speaker from AFS National Headquarters
Friday – Oct 3	1:30 pm – 4:30 pm	Technical sessions – eight presentations in two sessions, including melting and control, aluminum processing, fluxes, aluminum degassing and heat treatment, ductile iron processing
Friday – Oct 3	6:15 pm – 11: 30 pm	Hors d'oeuvres, banquet, entertainment (cash bar) and Guest Speaker from Waterman Associates
Saturday – Oct 4	7:30 am – 10:30 am	Technical sessions – eight presentations in two sessions, including melting and control, aluminum processing, fluxes, aluminum degassing and heat treatment, and iron processing

For Questions Contact - Richard Baldwin – Chairman litpat@embargmail.com , PH 717-359-5135
George Frigm – Vice Chairman george.frigm@heraeus.com , PH 215-944-9000
CHECK OUT THE HERITAGE HILLS GOLF RESORT @ www.hhgr.com

DOWNLOAD THIS INFORMATION AT <http://www.keystoneafs.org/ECRC.pdf>

AFS East Coast Regional October 2-4, 2008 Registration Form

Option	Cost	Description
1	\$25	Saturday morning technical sessions only
2	\$115	Friday tour and technical sessions and Friday lunch
3	\$135	Friday tour and tech sessions, Friday lunch and Sat tech sessions
4	\$205	Friday tour and tech sessions, Friday lunch, Friday banquet and Sat tech sessions
5	\$275	Single full rate, includes all events Thursday evening, Friday and Saturday
6	\$385	Couple full rate, includes all events Thursday evening, Friday and Saturday
7	\$130	Thursday welcome reception only
8	NC	Student technical only Friday plus tour and Saturday technical
SEPARATE ACTIVITIES		
9	\$95	AFS/CMI Course
10	\$69	Thursday Afternoon Golf Outing

PLEASE NOTE THE FRIDAY TOURS ARE LIMITED TO 45 PEOPLE ON EACH TOUR – TOURS ARE FIRST COME FIRST SERVE

Choose option 1-8 _____ Cost \$ _____ Date _____

Name _____ Title _____

Guest Name (Option 6 only) _____

Company Name _____

Mailing Address _____

City _____ State _____ Zip _____ PH _____

Email _____ FAX _____

Options 2-8 Tour Choice (choose 1) – Buck Foundry _____ Harley Davidson _____

Option 9

CMI Course Oct. 2, 8:00 am (INCLUDES LUNCH) Names _____

\$95 X _____ number = \$ _____ Total

Option 10 - Golf Thursday, Oct 2, 2008 -12 noon. Golf outing tickets are separately purchased @ \$69 per person greens fees and cart included. Please indicate below your golf group. Individual players are welcome foursomes can be made up before the outing.

Name _____ Persons in group _____ X \$69 = \$ _____ Total

Names in group _____

Mail complete form with payment (make check payable to AFS ECRC) to:

Concordia Industries – Attention: Russell Lay

665 Commercial Ave.

Garden City, NY 11530 PH 516-222-1787, FAX 516-745-6149

TOTAL PAYMENT

ENCLOSED \$ _____

HOTEL RESERVATIONS ARE SEPARATE AND ARE MADE DIRECTLY THROUGH THE HERITAGE RESORT @ 717-755-0123. ROOMS ARE BEING HELD FOR THE CONFERENCE AT A RATE OF \$119 PER NIGHT. CUTOFF DATE FOR THIS RATE AND AVAILABILITY IS SEPTEMBER 2, 2008



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TENTATIVE TECHNICAL PROGRAM SPEAKERS

Friday Oct 3 – 1:00 pm – 4:30 pm

Saturday Oct 4 – 7:30 am – 10:30 am

Ferrous Program	Dave Gelwicks – Hickman Williams	Ferroalloy production in China
	Pete Satre - Allied	Ferrous refractory review
	Andy Adams - Foseco	Exothermic insulating sleeves
	Dave Williams - ASI	Fluxes for ferrous melting
Non-Ferrous	Mike Buyarski – Federal Metals	Degassing of copper
	Steve Durcharme – H Kramer	Brass/Bronze casting scrap
	Mike Kamin - Pyrotek	Aluminum melt vision
	Rex Heat Treat	Heat treating 356 T6
Processing	Applied Process	ADI applications
	Harry Galloway – American Colloid	Sand management
	Barry Stein – Ansam Metals	The non-ferrous scrap market
	Jessica Mattia - ESI	Computer casting simulation QuikCAST, ProCAST
Equipment	William Pflug – Inductotherm	Improvements in aluminum melting
	Ray Pawloski - ProMetal	CAD to core
	Will Tinker – Tinker Omega	No bake sand mixing developments
	John Kuhn - Rimrock	Robotics for the foundry

These speakers are well known throughout the industry, don't miss this opportunity to hear the latest developments and get the most up to date foundry information



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AFS CMI Course

Marketing Castings, a Global View

Thursday Oct 2 – 8:00 am – 4:30 pm

Marketing Castings a Global View

Presented by Alfred Spada – AFS Director of Marketing

The presentation will cover the following areas:

Marketing Basics

- Marketing vs Sales
- Strategic Marketing

US Metal Casting Status Report

- What are we?
- Casting Forecast
- Foreign Competition

Market Analysis - External

- Trends and Opportunity
- Competitor Analysis
- Customer needs Assessment
- Your Customers' Customers

Market Analysis – Internal

- Understanding your strengths
- Capabilities Analysis
- Gap Analysis

Developing a Marketing Plan

- SWOT Analysis
- Case Studies
- Action Plans

Account Management

- Prospecting
- Account Development

Managing Customers

- Quoting
- Order Processing
- Deliveries
- Quality Issues

**ONLY
\$95**