



## 11<sup>th</sup> Annual Motor Reliability Conference “Beat the Odds, Proven Ways to Win the Game of Motor Management”

The 11<sup>th</sup> Annual Motor Reliability Conference was again a big success. The two-day informative motor testing conference was held at the beautiful Hilton Resort on Clearwater Beach, Florida. Attendees came from all over the world and represented numerous industries including utilities, petro-chemical, pulp and paper, motor service and repair facilities, steel and aluminum, government, aerospace, automotive, and manufacturing.

The theme of this year’s conference Beat the Odds, Proven Ways to Win the Game of Motor Management focused on the six motor fault zones and predicting motor failures before they happen. The conference showcased the MCEMAX and how it utilizes a unique approach to breakdown a motor into six easy to understand fault zones.

The conference was kicked off on Tuesday night with a welcome reception. Attendees enjoyed cool refreshments and tasty hors d’oeuvres, while leisurely browsing the product demonstration tables. Everyone’s attention was focused on the exciting new advancements in MCEMAX and MTAP2. The reception provided an excellent opportunity for customers to get to know the engineers and software developers behind the development of MCEMAX and mingle with their peers to share experiences, stories, and techniques that each are currently using in the field. Drawings were held for various door prizes with the final prize, a portable DVD player, being selected using the PdMA Spinning Wheel of Fault Zones. Dave Young, Blandin Paper Company, Grand Rapids, Minnesota, won the DVD player.



We would like to thank the guest speaker John Schultz, Allied Service Group, Inc., for opening the conference with his presentation The Business Case for Reliability. In his presentation he explored Return on Investment (ROI), using a Total Equipment Asset Management (TEAM<sup>SM</sup>) initiative, and the Rate of Return (ROR). He pointed out that sometimes a company pays so much attention to the latest Asset Management initiative that they forget about the basics of having good work flow models, good measurements, good equipment lists, good parts lists, and good data going into the system. He concluded that to be successful the team that is responsible for designing and implementing the initiative must be aware of how each element relates to ROI and ROR.



The highlight of every conference is the participation by our users and the case studies they present. We would like to thank the presenters Richard Love, Richard Love Associates; Jack Nicholas, Jr., Maintenance Quality Systems; Jim Zuidema, ALCOA, Inc.; Ron Lewis, CEMEX; Mark Thomason, Progress Energy Carolinas; Kenny Helton, Chevron Texaco Products Company; David Dykes, Smurfit-Stone Container Corporation; Jeff Brasher, Southern Company Generation; Shi Mugford, Kadon Electro Mechanical Services; Stephen Mizelle, Southern Company Generation; Ken Gilliam, Naval Sea Logistics Center, John Brown, South Carolina Electric and Gas; and Forrest Pardue, 24/7 Systems.



The Wednesday barbeque is a time for everyone to relax, unwind, and enjoy good food and drinks. Due to threatening weather conditions, the meal was moved inside, however the skies cleared and everyone was able to return to the beach to enjoy the music and beach volleyball.



The final day of the conference was packed with more case studies, technical presentations, and peer interaction. At the end of the day everyone left eager to return to their facilities to begin applying their newly acquired motor reliability knowledge.

