



# Internet Committee Report

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## Committee Created to Keep AESF Web-wise

In the past several years, there has been a large increase in the number of metal finishing-related companies that have expanded their services to include the Internet. There are also a number of websites that have been on-line for several years promoting and serving our specific industry, including [finishing.com](http://finishing.com), [Metal-Finishing.COM](http://Metal-Finishing.COM), the NMFRC, and PFonline.

The AESF and its members recognized early that there needed to be a focused effort within the Society to insure that the AESF would take

full advantage of this new communication and information technology. In doing so, [aesf.org](http://aesf.org) was successfully launched in late 1996.

To date, the AESF website has grown to include many features and services that enable each of its members, branches and committees to communicate more efficiently and more effectively.

The Internet Committee  
The Internet Committee was established in 1998 to evaluate how best to utilize the revolving technology of the Internet for the betterment of the AESF members and the metal finishing industry. The role of the committee is to provide the Publications Board and the Society itself with recommendations on all issues regarding the AESF website, including its content, location and objectives. The Internet Committee is made up of industry, service and Internet professionals who are all members of the AESF. They collectively bring a balanced perspective on all Internet issues. The four objectives (mission statement) of the Internet Committee are as follows:

1. Committee members will monitor the AESF website and report back to the committee any concerns or suggestions.
2. The Internet Committee should work with AESF leadership to promote awareness and effective utilization of Internet capabilities.
3. A suggestion "box" will be provided on the AESF Home Page

to provide user feedback to the Internet Committee, with the ultimate goal of continually improving the site.

4. The committee should assist the Society with Internet policy by making various recommendations to the Publications Board.

AESF President Bob Groom has selected Dr. I-yuan Wei of AEIC to chair the Internet Committee. The first meeting was held at SUR/FIN® '98 in Minneapolis, MN, with a very productive follow-up meeting that was held recently at AESF Week '99 in Orlando, FL. If you have any comments, suggestions or questions for the Internet Committee or regarding the Internet activities of the AESF, please contact Dr. I-yuan Wei at (717)533-8593 or e-mail him at [i\\_yuan@yahoo.com](mailto:i_yuan@yahoo.com). **P&SF**

About the Author  
*Travis Stirewalt is sales/marketing manager for Industry On Line, Inc., a metal-finishing-industry-specific Internet service provider based in LaVergne, TN. He holds a BA in public relations with emphasis on broadcast journalism and media relations from Southern College in Chattanooga, TN, and has worked in the fields of media relations, marketing, sales, corporate web development and advertising. He is currently serving on the AESF Internet Committee, is the Educational Chairman for the Mid-Tennessee Branch and is a member of the Metal Finishing Suppliers' Association.*

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