



# MFSA News Digest

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## SUR/FIN® '96—Cleveland Update

### An Evening of Good Vibrations

MFSA's reception at the Rock and Roll Hall of Fame and Museum on Tuesday evening, June 11, in Cleveland promises to be quite an evening. Hundreds of industry representatives at the best-attended SUR/FIN® in recent years, in an up-beat economy ... all visiting with one another and enjoying the food and drink and ambiance of the venue ... should create some good vibrations! Here's what member company Taskem's technical director, Becky Zinni-Kettering, and friends had to say about their recent visit to the facility:

*As I walked up to the Rock and Roll Hall of Fame, I was fascinated by the incredible architecture of the building. I was even more impressed after I walked through room after room of rock and roll memorabilia, film clips and other pieces of history. The facility is first-class, and a trip through it is a great 2 1/2-hour investment.*

—Becky Zinni-Kettering  
*It's the ultimate rock and roll concert ticket. The graphics and video systems are fantastic. I've never seen anything like them.*

—Kurt Kimball  
*It's like having a back-stage pass to a rock and roll concert. My visit there was a truly memorable event.*

—Melissa Kimball

Add this enthusiasm to all of your friends, colleagues who will be there and all of the networking and socialization you'll do, and you've got a great experience.

For those of you who want to do a little prepping on the Internet, the Rock and Roll Hall of Fame has a home page—<http://www.rockhall.com>. There you'll find all sorts of information, including 500 songs and artists, and you can even listen to the songs.

### Preliminary MFSA SUR/FIN® Schedule

#### Monday, June 10

International Relations Committee..... 2 p.m.  
Public Relations Committee ..... 2 p.m.  
Surface Finishing Market Research Board ..... 2 p.m.

#### Tuesday, June 11

Metals Committee ..... 8:30 a.m.  
Chemical Committee ..... 8:30 a.m.  
Internal Marketing Services Committee ..... 8:30 a.m.  
Annual Meeting Socialization ..... Noon-12:45 p.m.  
Annual Meeting and Luncheon\* ..... 12:45 p.m.  
Reception: Rock and Roll  
Hall of Fame and Museum\*\* ..... 8-10:30 p.m.

#### Wednesday, June 12

Equipment Committee ..... 8:30 a.m.  
Pretreatment Committee ..... 8:30 a.m.  
Distributor's Committee ..... 8:30 a.m.

\*By ticket only; available through MFSA headquarters.

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Richard W. Crain  
Executive Director



Tom Richards  
Treasurer

### Speaking of Web Sites ...

MFSA will soon be announcing its own home page's location, and it's link to other industry sites. This will provide greater and faster access to our information and activities. Peter Schorsch (IMC Group) has the responsibility to coordinate the construction of the home page. Meanwhile, for those who want to communicate by E-mail, our interim address is: [RCrain211@AOL.com](mailto:RCrain211@AOL.com)

### MFSA SUR/FIN® Booth

MFSA's booth number is 340 for the upcoming SUR/FIN® convention. The booth will be staffed by Trustees and

membership committee persons, and will contain membership information and publications, including the new *QMF Guide: Pretreatment Surface Preparation for Electroplated and Metallic Coatings*, and the SFMRB's survey. Stop by and see us!

### Salesperson Survey

The biennial Salesperson Compensation Survey for 1995, another member service, has been mailed to voting representatives of member companies. This survey alternates with the compensation of technical personnel survey, which will be mailed in January 1997. *P&SF*